



Republic of the Philippines
Department of Education

13 SEP 2013

DepEd MEMORANDUM
No. **173**, s. 2013

**2013 NATIONAL TEACHERS' MONTH AND WORLD TEACHERS' DAY NATIONWIDE
PHOTO-ESSAY-WRITING CONTEST**

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Regional Directors
Schools Division/City Superintendents
All Others Concerned

1. Pursuant to DepEd Memorandum No. 155, s. 2013 entitled *2013 National Teachers' Month and World Teachers' Day Celebrations*, the Department of Education (DepEd), through the Center for Students and Co-Curricular Affairs (CSCA) and Smart Communications, Inc., will conduct the **National Teachers' Month and World Teachers' Day Nationwide Photo-Essay-Writing Contest**.
2. Similar to the theme in previous years, the theme of the contest shall be *My Teacher, My Hero*. This contest aims to:
 - a. encourage elementary pupils, high school students and teachers to creatively express, through the use of social media, how much they honor and value their current or former teachers; and
 - b. instill awareness and gather support for the National Teachers' Month and World Teachers' Day celebrations.
3. This contest is open to all pupils, high school students and teachers from both public and private schools nationwide.
4. The deadline of submission of entries is on **October 1, 2013**. The mechanics of the contest are contained in the enclosure.
5. All regional directors (RDs), school division/city superintendents (SDSs) and school heads (SHs) are enjoined to support this activity by encouraging all schools to participate and submit their entries.
6. For inquiries, all concerned may contact **Atty. Ernesto R. Sotto Jr.**, Officer-in-Charge (OIC), Department of Education-Center for Students and Co-Curricular Affairs (DepEd-CSCA) at telefax nos.: (02) 636-3603/631-8495; or visit facebook accounts: www.facebook.com/depedtmc; www.facebook.com/DepEd.Philippines; www.facebook.com/NTMPhils or **Mr. Deivid Guian B. Rioferio**, Smart Communications, Inc. at telephone no. (02) 511-2530 or through email address: dbrioferio@smart.com.ph.
7. Immediate dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary

Encl.:

As stated

References:

DepEd Memorandum: (No. 155, s. 2013) and 147, s. 2012

To be indicated in the Pereptual Index
under the following subjects:

CELEBRATIONS & FESTIVALS

CONTESTS

PUPILS

STUDENTS

TEACHERS

Madel: NTM WTD Photo Contest
0820-August 31, 2013/9-1/9-5/9-13

**2013 DepEd-Smart National Teachers' Month and World Teachers' Day
Nationwide Photo-Essay-Writing Contest**

CONTEST MECHANICS

I. RATIONALE

Smart Communications Inc. has once again partnered with the Department of Education through the Center for Students and Co-Curricular Affairs in the conduct of various contests nationwide in support of the National Teacher's Month and World Teacher's Day celebrations.

DepEd and Smart Communications Inc. recognize that the lasting contributions of a teacher to the development of a student is still very important today as it was ages ago. The love of learning that they instill in their students is a valuable gift that lasts a lifetime.

Through these contests, and with the help of social media, teachers will get the recognition and appreciation they so deserve on their special day. More so, we will be able to highlight our teachers' far-reaching and profound influence in our society being the front-liners of education and learning.

Being online contests, the pupils', students' and teachers' outputs can be shared easily with friends, family and the community, making our teachers' day celebrations as widely observed as Mother's Day and Father's Day. This will also help build awareness and support for the National Teachers' Month and World Teachers' Day.

II. THEME

The theme for the contest is **"My Teacher, My Hero."**

III. OBJECTIVES

The contest seeks to achieve the following objectives:

- A. To encourage elementary pupils, high school students and teachers to creatively express, through social media, how much they honor and value their current or former teachers; and,
- B. To instill awareness and drum up support for the National Teachers' Month and World Teachers' Day celebration.

IV. CONTEST GUIDELINES

A. General Guidelines

- 1. The contest is open to Elementary Pupils, High School Students and Teachers from both public and private schools nationwide.
- 2. Each school may submit strictly up to two (2) entries only per category as applicable. Should there be more than two (2) entries per category, the school shall select from among the entries.

3. All entries of a school must be sent together in one email.
4. Entries must be original, recent and unpublished.
5. The following must be submitted together with the entry, duly certified by the school head or principal:
 - a. Title of the Entry
 - b. Complete Name of the Contestant
 - c. Contact Number, preferably mobile
 - d. Home Address
 - e. Grade/Year Level (for pupil or student)
 - f. Designation/Position (for teachers)
 - g. Name of School
 - h. School's Contact Number
 - i. School Address
 - j. Twitter Account Name (must be a public account)
 - k. Facebook Account Name (must be searchable)
 - l. Full name of the teacher in the picture and his/her whereabouts if known. State whether the teacher is still in service, retired or deceased.
 - m. A scanned Certification/Honor Pledge of the School Head that the participant is a bonafide pupil/student/teacher of the school; that the entry was specifically made by the pupil/student/teacher of the school for this contest; and that the entry has not been submitted to other similar contest/s.
6. Entries must be sent to **myteacher_myhero@yahoo.com**. Indicate in the subject field your school's name followed by the category. (example: *Quezon City Science High School – Elementary Teacher Category*).
7. Only entries with complete information and sent to the specified email address will be deemed valid.
8. All contest materials submitted shall be the property of the organizers.
9. Decision of the Judges is final and irrevocable.

B. Specific Guidelines

1. There will be four (4) categories for this contest, namely:
 - a. Elementary Pupil Category
 - b. Elementary Teacher Category
 - c. High School Student Category
 - d. High School Teacher Category
2. Contestants shall take a photo together with his/her teacher that he/she regards as significant to his/her life. Old photos may also be used for this purpose as long as the contestant is together with his/her teacher in the photo.
3. The photo must be digitally taken in JPEG format and must be set in the highest possible resolution of the camera. Old photos may be digitally scanned.
4. The photo's file name shall be the name of the school followed by the category. (example: *Manila Science High School – Elementary Teacher Category*)
5. Complete the phrase “#ifnotformyteacher...” with a maximum of 90 characters or less including spaces. This will serve as a caption to the photo. (example: **#ifnotformyteacher I won't be able to achieve success in life. #SmartTeachers #thankyouteacher**)
6. Tweet the photo with the 90-character caption including hashtags **#SmartTeachers and #thankyouteacher**.

7. Develop the caption into a short essay consisting only of three (3) paragraphs with a maximum of 500 words.
8. Submit the photo with caption, short essay and the rest of the required information to email address **myteacher_myhero@yahoo.com**. Send your entry only once and wait for a confirmation reply. If we are unable to confirm receipt of your entry within three (3) days, resend your entry.
9. Valid and compliant entries will be uploaded to the following Facebook Pages for public viewing and verification purposes by the contestants:
 - a. **www.facebook.com/DepEd.Philippines**
 - b. **www.facebook.com/NTMPhils**
 - c. **www.facebook.com/depedtmc**

V. JUDGING

Judging shall be based on the following criteria:

Creativity and Originality	25%
Relevance to the Theme	25%
Caption and Essay	35%
Overall Impact	15%

There will be three winners per category, to wit:

Elementary Pupil Category	Elementary Teacher Category	High School Student Category	High School Teacher Category
First Place	First Place	First Place	First Place
Second Place	Second Place	Second Place	Second Place
Third Place	Third Place	Third Place	Third Place

VI. PRIZES

Prizes courtesy of the Department of Education will be awarded to the winners as follows:

RANK	PRIZE
First Place	PhP 10,000 and a Certificate
Second Place	PhP 8,000 and a Certificate
Third Place	PhP 6,000 and a Certificate

They shall also receive the following prizes from the Smart Communications Inc:

RANK	PRIZE
First Place	Coby Kyros Tablet, Smart Bro Plug It and PhP1,000 Load
Second Place	Smart Bro Plug It and PhP1,000 Load
Third Place	Smart Bro Plug It and PhP1,000 Load

VII. TIMELINE

- A. Deadline for submission of entries is on October 1, 2013
- B. The announcement of winners will be on October 5, 2013 during the World Teachers' Day Celebration at the PhilSports Arena, Pasig City.