



Republic of the Philippines
Department of Education

22 AUG 2014

DepEd MEMORANDUM
No. **95**, s. 2014

SIXTH CINEPAMBATA VIDEO FESTIVAL'S ONE-MINUTE VIDEO COMPETITION

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Directors of Services, Centers and Heads of Units
Regional Directors
Schools Division Superintendents
Heads, Public and Private Elementary and Secondary Schools
All Others Concerned

1. The Department of Education (DepEd) supports the National Council for Children's Television (NCCT) in its vision to empower the Filipino children to speak out and stand up for their rights through the **Sixth CinePambata Video Festival's One-Minute Video Competition**.
2. The Competition aims to raise awareness on issues concerning children and promote positive Filipino values among the youth through showcasing videos for, by, and about children themselves. Since 2009, NCCT has annually held the Festival in celebration of the children's month every October.
3. The Competition is open to all Filipinos aged 17 and below. The production team must be composed of a maximum of ten members coming from the same school, *barangay*, or organization. The entries must be 60-second public service announcements about the rights and experiences of children.
4. Entries may be submitted either in person or through mail to the address indicated in Enclosure No. 1 and must be received by the organizers on or before **September 5, 2014**.
5. Shortlisted videos will be screened during the Festival to be held in four major cities in the Philippines in October. Winners will receive plaques, certificates, and monetary prizes.
6. The following documents are enclosed for reference:

Enclosure No. 1 – Contest Information;
Enclosure No. 2 – Rules and Regulations; and
Enclosure No. 3 – Official Entry Form.
7. For inquiries, all concerned may contact the **National Council for Children's Television (NCCT) Secretariat** either at telephone nos.: (02) 634-7156; (02) 637-2306; mobile phone no.: 0917-829-4811 or through email address: ncct.ph@gmail.com; or visit the website address: fb.com/NCCT.DepEd.
8. Immediate dissemination of this Memorandum is desired.


BR. ARMIN A. LUYASTRO FSC
Secretary

Encls.:

As stated

Reference:

N o n e

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

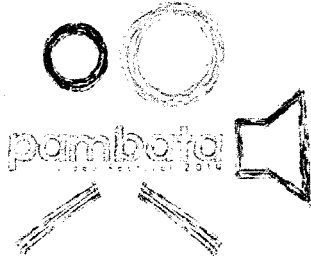
CONTESTS
PUPILS
STUDENTS

Sally/Final DM CINEPAMBATA
0583-August 15, 2014/8-19



NATIONAL COUNCIL FOR CHILDREN'S TELEVISION

An attached agency of the Department of Education



CALL FOR ENTRIES

CinePambata Video Festival 2014

One-Minute Video Competition

The **National Council for Children's Television**, an attached agency of the Department of Education, is now accepting submissions for the 6th CinePambata Video Festival's One-Minute Video Category.

CinePambata's **One-Minute Video Category** is open to all Filipino citizens **aged 17 and below**. Send us your 60-second public service announcement about the rights and experiences of children. **Deadline of submission is on September 5, 2014.**

The production team must be composed of a **maximum of 10 members** coming from the **same** school, barangay, or organization. There is no entry fee required. Finalists will be given certificates of recognition. Winners will receive plaques, certificates, and the following monetary prizes:

Best Video	:	P10,000.00
Best Direction	:	P2,000.00
Best Story	:	P2,000.00
Special Jury Prize	:	P4,000.00
Audience Choice	:	P3,000.00

Attached are the **complete mechanics** and **official entry form**. These may also be downloaded from <http://bit.ly/cinepambata2014psa>.

CinePambata is also accepting short films for and about children. The Short Film Category is open to all Filipino citizens. Entries must have a running time of 10 to 20 minutes and may be a short narrative or documentary. The mechanics may be obtained from <http://bit.ly/cinepambata2014shorts>.

Since 2009, the National Council for Children's Television has annually held the CinePambata Video Festival in celebration of the children's month every October. The Festival aims to raise awareness on issues concerning children, and promote positive Filipino values among the youth by showcasing child-friendly and/or child-focused short films by local independent filmmakers as well as videos by children themselves.

For inquiries, you may contact Khathe Manalo, Festival Director, at (+632) 634-7156, (+632) 637-2306, +639178294811, or email ncct.ph@gmail.com. For updates, visit and like the official Facebook page of the National Council for Children's Television (fb.com/NCCT.DepED).



Department of Education
NATIONAL COUNCIL FOR CHILDREN'S TELEVISION



CinePambata

Video Festival 2014

ONE-MINUTE VIDEO CATEGORY

RULES AND REGULATIONS

Eligibility

- CinePambata's **One-Minute Video Category** is open to all Filipino citizens aged 17 and below.
- The production team must be composed of a maximum of 10 members coming from the same school, barangay, or organization.
- Videos must not have been submitted in any other competition. Entries must be made particularly for the CinePambata Video Festival.

Guidelines

- Entries to the CinePambata's **One-Minute Video Category** must be in the form of public service announcements tackling **children's rights** and/or other issues concerning them.
- Entries must have a running time of **60 seconds**, excluding a maximum of **5 seconds** for end credits. Videos must feature live action and may have dialogues.
- The incorporation of positive Filipino values and/or local culture in the videos is encouraged. Participants are also advised to refrain from featuring offensive situations harmful to the dignity of the child or any elements of violence, crime, and abuse.
- Music used in the videos must be original, licensed, or royalty free, and duly cited and referenced in the end credits. Participants will be liable for any claim of infringement related to the materials included in the videos.
- Videos must be originally shot using any point-and-shoot or DSLR camera.
- The production team does not include the cast of characters. Actors in the video may not be minors or affiliated with the same school, barangay, or organization as the production team.
- The production team must have a supervising adult (e.g. faculty member, barangay official/employee, organization officer), a person of legal age, to guide the participants.
- Minimal supervision from adults is requested in all stages of production so that the outputs may reflect genuine talent, skills, and worldview of the participants.
- A school, barangay, or organization may submit any number of entries.
- Upon submission, entries become the property of the National Council for Children's Television. The Council reserves the right to show the entries for educational and informational purposes in perpetuity. Submission materials will not be returned.

Selection

- A screening committee will decide the official selections for the Festival. Entries will be judged according to originality, creativity, technical excellence, and relevance to the theme.
- Creators of shortlisted entries will be notified via telephone or mobile and electronic mail. An official announcement will also be made on the official Facebook page of the National Council for Children's Television ([fb.com/NCCT.DepED](https://www.facebook.com/NCCT.DepED)).

- A board of judges, that would include but not be limited to professional media practitioners and child rights advocates, shall select the best one-minute video from the shortlisted selections. Their decision is final and irrevocable.
- All shortlisted selections will be given certificates of recognition. The following awards and prizes will be given:

Best Video	:	P10,000.00 + plaque and certificate
Best Direction	:	P2,000.00 + plaque and certificate
Best Story	:	P2,000.00 + plaque and certificate
Special Jury Prize	:	P4,000.00 + plaque and certificate
Audience Choice	:	P3,000.00 + plaque and certificate
- Schools, barangays, or organizations of shortlisted videos will also receive certificates.

Submission

- The Festival will accept submissions starting August 6, 2014. ~~Deadline of submission is on August 29, 2014.~~ **Deadline of submission is extended until September 5, 2014.** The Festival will be held on October 2014 at select cinemas in major cities in the Philippines.
 - There is no entry fee for submissions.
 - Each member of the production team, as well as the supervising adult, must submit a photocopy of any document (e.g. birth certificate, transcript of records, etc.) or identification card indicating his/her date of birth.
 - A copy of the video on a DVD-R or DVD+R must be submitted. The video must be in .avi, .mp4, .mov, or .wmv format.
 - Must be indicated on the discs are the title of the video, name of school/barangay/organization, and city/province. The disc must be placed in a short brown envelope together with the following:
 1. Official entry form
 2. Proof of date of birth of members and supervising adult
 - An envelope must only contain one entry. Schools, barangays, or organizations with multiple entries must complete a different set of requirements for each submission. The envelope must be clearly labeled with the title of the video, name of school/barangay/organization, and city/province.
 - Entries may be submitted in person or via courier to the following:

CinePambata Video Festival 2014
National Council for Children's Television
Room B403, 4th Floor, Bonifacio Building,
DepED Complex, Meralco Avenue, Pasig City
 - **All entries, whether submitted in person or via courier, should be received by the organizers on or before September 5, 2014.** Participants who would submit via courier are advised to notify the organizers upon sending their entries.
 - Participants must shoulder the shipping cost of their submission materials.
- For inquiries, contact Khate Manalo, Festival Director, at (+632) 634-7156, (+632) 637-2306 or +63917-829-4811 or email the organizers at ncct.ph@gmail.com.



Department of Education
NATIONAL COUNCIL FOR CHILDREN'S TELEVISION



CinePambata

Video Festival 2014

ONE-MINUTE VIDEO CATEGORY

OFFICIAL ENTRY FORM

ENTRY INFORMATION

Video Title: _____

School/Barangay/Organization: _____

Concept (May be in English or Filipino; 2 to 3 concise sentences)

PRODUCTION TEAM

	Grade/Year Level and Age
Director: _____	_____
Scriptwriter: _____	_____
Cameraperson: _____	_____
Production Designer: _____	_____
Editor: _____	_____
Musical Scorer: _____ (if music used is original)	_____

Other Members:

Name	Position	Grade/Year Level and Age
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Please note that two persons may take on one role. Kindly attach the complete list of cast of characters.

Supervising Adult: _____

Designation : _____
(e.g. Faculty Member, Barangay Official, Organization Officer)

Contact No.: _____

CONTACT INFORMATION

School/Barangay/Organization: _____

Complete Address: _____

Contact Person: _____

Designation: _____

Telephone No.: _____

Mobile No.: _____

Email: _____

ENCLOSURES CHECKLIST

- Accomplished Entry Form
- Complete list of cast of characters
- Proof of birth date of every member and supervising adult (Photocopy)
- Disc containing video entry

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R E L E A S E

We confirm that we have read, understood, and agree to the rules and regulations of the CinePambata Video Festival (One-Minute Video Category). We certify that all the information supplied in this entry form is true and correct to our knowledge.

Signature over printed name of
Director/Team Leader

Signature over printed name of
Supervising Adult

Date

Date

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(To be accomplished by school head, authorized faculty member, barangay captain, or organization official)

CERTIFICATION OF ORIGINALITY

This is to certify that the video titled _____ is an original output of students/members/citizens of _____.

All stages of production, from conceptualization, field shooting through editing of the video, were accomplished solely by the children. I guarantee that they may own this video with all honesty and integrity.

Signature over Printed Name

Designation

Date