



Republic of the Philippines  
**Department of Education**

06 FEB 2020

DepEd MEMORANDUM  
No. **016**, s. 2020

**GUIDELINES AND CRITERIA OF THE JINGLE CONTEST  
FOR THE 2020 BRIGADA ESKWELA**

To: Regional Directors  
Schools Division Superintendents  
Public Elementary and Secondary School Heads  
All Others Concerned

1. The Department of Education (DepEd), through the External Partnerships Service (EPS), shall conduct the **Jingle Contest for the 2020 Brigada Eskwela** with the theme, *Pagpapanatili ng Bayanihan Tungo sa Kalidad na Edukasyon para sa Kabataan*, from January to March 2020.
2. The contest aims to encourage schools to showcase the talents of their learners in coming up with a campaign jingle to be used in the 2020 Brigada Eskwela marketing and advocacy activities in order to attract more volunteers and partners for the schools' maintenance efforts before the opening of the School Year 2020-2021.
3. It is open to all learners either individual or group coming from public elementary and secondary schools.
4. The mechanics for the Brigada Eskwela Jingle Contest is contained in the enclosure.
5. Participation in this activity is subject to the no-disruption-of-classes policy provided under DepEd Order No. 9, s. 2005 titled **Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith**.
6. Expenses relative to the conduct of the contest at the regional and schools division levels shall be charged to Program Support Funds for Partnership Building and Linkages, while expenses at the national level shall be charged to External Partnership Service Funds, subject to the usual accounting and auditing rules and regulations.
7. For more information, please contact the **External Partnerships Service**, Ground Floor, Mabini Bldg., Department of Education (DepEd) Central Office, DepEd Complex, Meralco Avenue, Pasig City through email at [externalpartnerships@deped.gov.ph](mailto:externalpartnerships@deped.gov.ph) at telephone nos. (02) 8638-8637 or (02) 8638-8639.
8. Immediate dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
Secretary

Encl.:

As stated

References:

DepEd Order (No. 9, s. 2005)

DepEd Memorandum No. 186, s. 2018

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

CAMPAIGN

CONTEST

CRITERIA

LEARNERS

POLICY

RULES AND REGULATIONS

SCHOOLS

(Enclosure to DepEd Memorandum No. 016, s. 2020)

## MECHANICS FOR THE 2020 BRIGADA ESKWELA JINGLE CONTEST

Theme: *Pagpapanatili ng Bayanihan Tungo sa Kalidad na Edukasyon para sa Kabataan*

### 1. COMPOSITION

- It must be in Filipino language.
- It must be relevant to the theme.
- The time duration must not be more than two (2) minutes.
- It must be an original composition made by the learners and may be through the guidance of a music teacher/coach.
- Any musical instrument may be used as accompaniment.
- The composition shall be performed by the learner/s of the participating school.

### 2. PARTICIPANTS

- The contest is open to all learners of public elementary and secondary schools.
- Composer can be either an individual or a group of learners.
- For the Regional Level, 1 entry per division may qualify.
- Only 1 entry per region will qualify for the National Level competition.

### 3. ENTRY FORMAT AND REQUIREMENTS

- Entries shall be submitted in an MP3 format with the title of the Jingle entry as the file name. Entries must be sent through email at [externalpartnerships@deped.gov.ph](mailto:externalpartnerships@deped.gov.ph) with the following requirements:
  - ✓ Accomplished Entry Form
  - ✓ Narrative report on the concept of the jingle
  - ✓ Lyrics of the jingle
  - ✓ Profile of composers and the music teacher/coach (which can be found in the Entry Form)

### 4. ANNOUNCEMENT OF WINNERS

- The decision of the judges will be final and irrevocable.
- Winners will be announced through a DepEd Issuance.
- The Regional Office of the winning entry shall be notified via email through the Regional Partnership Focal Person.

### 5. PRIZES

|                       |   |
|-----------------------|---|
| <b>National Level</b> |   |
| First Place           | P30,000.00 and medals for the learners and Plaque of Recognition for the coach and the school |
| Second Place          | P20,000.00 and medals for the learners and Plaque of Recognition for the coach and the School |

|                       |  |
|-----------------------|--|
|                       | Consolation Prize for regional top 10 participating entries: P3,000.00 for the learners.     |
| <b>Regional Level</b> |  |
| First Place           | P7,000.00 and medals for the learners and Plaque of Recognition for the coach and the school |
| Second Place          | P5,000.00 and medals for the learners and Plaque of Recognition for the coach and the School |
| Third Place           | P3,000.00 and medals for the learners and Plaque of Recognition for the coach and the School |
|                       | Consolation Prize for regional top 10 participating entries: P1,000.00 for the learners.     |

Prizes for the top 10 at the Division Level shall be at the discretion of the SDO.

#### 6. TIMELINE FOR THE SUBMISSION OF ENTRIES

Division Level: February 17-20, 2020

Regional Level: March 2-6, 2020

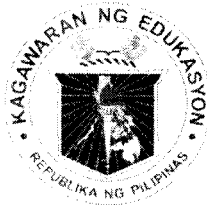
National Level: March 9-13, 2020

Announcement of BE Jingle Winner: 4<sup>th</sup> week of March 2020

#### 7. CRITERIA

|   |             |
|---|-------------|
| Originality   | 40%         |
| Musicality  | 40%         |
| Melody  |             |
| Arrangement   |             |
| Instrument / Accompaniment                                    |             |
| Tone  |             |
| Relevance and Appropriateness to the BE Program and the Theme | 20%         |
| <b>Total</b>  | <b>100%</b> |

The winning piece will be used as the official *Brigada Eskwela* Jingle for 2020. DepEd shall have the right of ownership of the jingle and may be used for the production of an improved version for official use and distribution.



Republic of the Philippines  
**Department of Education**

**2020 Brigada Eskwela Contest  
ENTRY FORM**

Title of the Jingle: \_\_\_\_\_

Composer/s Name: \_\_\_\_\_

Name of School: \_\_\_\_\_ School ID: \_\_\_\_\_

Division: \_\_\_\_\_ Region: \_\_\_\_\_

Composer/s Profile:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name of Music Teacher/Coach: \_\_\_\_\_

Music Teacher/Coach Profile:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Concept of the *Brigada Eskwela* Jingle entry:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Submitted by:  
Composer/s and Music Teacher/Coach

Recommended by:  
School Head/SDS/RD

Accepted by: