Republic of the Philippines
Department of Education
Region VI-Western Visayas
DIVISION OF AKLAN
Kalibo, Aklan

September 22, 2017

DIVISION MEMORANDUM
No. 228, s. 2017

ADDENDUM TO DIVISION MEMORANDUM NO. 216, s. 2017
(2017 DEPARTMENT OF TRADE AND INDUSTRY
CONSUMER WELFARE MONTH CELEBRATION)

To: **Chief Education Supervisors**
Education Program Supervisors
Public Schools District Supervisors
Principals/Head Teacher In-Charge of the District
Senior/Education Program Specialists
School Heads of Public/Private Secondary/Integrated Schools

1. Please find attached additional activities of the DTI Consumer Welfare Month which is self-explanatory.

2. All other items in the said Division Memorandum are still in effect.

3. Immediate and wide dissemination of this Memorandum is earnestly desired.

FOR THE OFFICER IN-CHARGE
SCHOOLS DIVISION SUPERINTENDENT:

PATROCENIA Y. MAMBURAM
Administrative Officer V
Administrative Office
In-Charge of the Office

Reference: No.2017-09
To be indicated in the Perpetual index
Under the following subjects:

CONSUMERISM **CONTESTS** **ECONOMICS** **SECONDARY**

RABE/ cdb

"May katawhayan ag kalipayan sa among mga escuelahan."

Digital Comic Strip and Jingle-Making Contest

Mechanics:

General Mechanics:

The contests shall be held first at the Provincial level for the selection of the Provincial Champion. The Provincial Champions shall then compete at the Regional level for selection of the overall champion.

All participating schools must have two (2) entries (One Comic Strip and One Jingle).

1. **Who may participate.**
   I. The Contest is open to all bona fide high-school students from public or private schools in Region VI.

   II. Participants may either enter as a group or individually. For group entries, each group must not exceed three members and shall designate its representative whose name the entry shall correspond to. Each group shall submit the names of its members and a copy of their School ID indicating they are currently enrolled in the participating school.

   III. Relatives by affinity or consanguinity up to the second degree of DTI-Region VI and its Provincial Offices shall not be eligible to join.

2. **Theme/Topic:**

   For both the Comic Strip and Jingle-Making Contest:

   Entries for the Comic Strip and Jingle-Making contest shall be based on the assigned translated FTL per Provincial Office as its subject.
   - **Consumer Rights and Responsibilities (Aklan)**
   - Warranty and the three (3) R's (Negros Occidental)
   - Product Standards Law (Antique)
   - Sales Scam (Iloilo)
   - No Return, No Exchange (Capiz)
   - Balikbayan box (Guimaras)

3. **Entry and format requirements:**

   I. **For the Comic Strip Contest:**

   a. Each participant shall submit online a 4 – panel comic strip on a canvass size of 8 ½ x 11 (letter size) or must be exactly 1920 x 1080 pixels (landscape or portrait). Only JPEG and PNG files with a resolution of 150 – 300 dpi are allowed.

   b. The entry must depict/illustrate the assigned Fair Trade Law in a creative and original storyline.

c. The script of the entry must be in the local language of the province concerned (Aklan-Akeanon, Antique-Kinaray-a, Guimaras/Negros Occidental/Capiz/Iloilo-Hiligaynon), using as basis the translated FTLs mentioned above.

d. The entry must be an original work of the participant. It must not violate or infringe any copyright, trademark, privacy or other proprietary or intellectual property right of any person or entity;

e. DTI will not accept renders (cropping another person drawing and just changing the background). Also, images from the internet will not be accepted.

f. All finalists shall waive their rights of their winning comic strips in favor of DTI for general publication, promotional use and other purposes deemed necessary with the proper and due acknowledgment and recognition of the artists.

II. <u>For the Jingle-Making Contest:</u>

1. Each participant shall submit one entry only with the assigned FTL as its subject together with a soft copy (in word file) of the lyrics and the title of the jingle.

2. The jingle entries:
   a. May be at least 1 minute but not more than 2 minutes playing time;
   b. Must be originally written and arranged by the participant/s. No part of the lyrics can be copied from lines of other songs or infringe on any copyright or any other rights of any third party. DTI R06 shall not be held liable from and against any claims inconsistent with the aforementioned;
   c. Shall be written in the local language of the province concerned (Aklan-Akeanon, Antique-Kinaray-a, Guimaras/Negros Occidental/Capiz/Iloilo-Hiligaynon) using as basis the translated FTLs mentioned above.
   d. Must be in .mp3 format;
   e. Should be catchy and creative;
   f. Should not contain indecent and offensive words. Violation for this guideline will result to disqualification;
   g. Must be rendered/interpreted in a genre selected by the songwriters.

3. Costs of interpreting, performing and recording the entry, and other expenses related to the contest including the use of musical instruments shall be borne by the participant/s.

4. All finalists shall waive their rights of their winning entry in favor of DTI. DTI shall make the proper and due acknowledgement and recognition of the author/owner of the winning entry in its publication and promotion.

4. **Number and Submission of entries**

A. For the Provincial Level Comic Strip Contest and Jingle-Making Contest:

I. Each participant/participating school shall email their entries to their respective DTI Provincial Office with the subject: Contest Name(Comic Strip or Jingle-Making)/Name of Participant/Name of School
II. Only e-mailed entries are accepted. Send entries to email address: r06.aklan@dti.gov.ph
III. All participating schools must have a maximum of two (2) entries (One Comic Strip and One Jingle).
IV. Submission of entries should include a certification from the school's principal that the contestant/s are currently enrolled in the present semester, a copy of one (1) Valid ID and a participant's folio with the following information:
   a. Name of Student Participant or group representative
   b. Age
   c. School
   d. Contact information (mobile no./email)
   e. Address
V. A pre-qualification of the entries shall be conducted by DTI provincial offices based on the criteria below.
VI. Winner/s shall be notified via email
VII. Keep entries decent and suitable for all ages
VIII. The entries of the Provincial Champions shall be forwarded to the Regional Office for the selection of the Regional Champion.
IX. Participants who will not adhere to above conditions shall be automatically disqualified and accordingly notified.

5. Judging of entries and criteria

Entries will be judged based on the following criteria:

A. For the Comic Strip Contest

Criteria	Description	Weight
Originality and Creativity	How well is the comic strip drawn or digitally created?	30%
Alignment with Theme (FTL assigned)	Effectiveness and Appropriateness of Message/Script to Theme (FTL assigned)	30%
Story and Messages	Relatability of script to consumers and creativeness of the storyline in representing the FTL assigned.	30%
Overall Appeal	Ability of Comic Strip being recalled/referred to by consumers. Suitability as Advocacy Material	10%

TOTAL	**100%**

B. For the Jingle Making Contest

Criteria	Description	Weight
Originality and Creativity	Applied Song Writing Style, Technique and Skill	30%
Lyrics	Effectiveness and Appropriateness of Message to Theme	30%
Melody	Recall, Strength, Rhythm and Harmony	30%
Overall Appeal	Suitability as Recording and Advocacy Material	10%
TOTAL		**100%**

Deadline for submission of entries:

For Provincial Level: 10 October 2017.

Judging for the provincial level:

Date: 2nd week of October 2017.

Venue: DTI Aklan Provincial Office.

Judges:

1. Provincial Director.
2. Digital Artist/Music Expert.
3. Consumer Organization Representative.

Deadline for submission of Provincial Champions to Regional Office:

3rd week of October 2017

Regional Championship:

Date: 27 October 2017.

Venue: To be announced

Judges:

1. Regional Director
2. Digital Artist/Music Expert
3. Consumer Organization Representative
4. Media Representative

6. Prizes

Comic Strip Prizes

Provincial Level:

Prizes:

1st Place – P5,000.00

2nd Place – P4,000.00

3rd Place – P3,000.00

Finals-Regional Level

Prizes:

1st Place – P7,000.00

2nd Place – P6,000.00

3rd Place – P5,000.00

Consolation Prizes – P1,000.00 (x2)

Jingle-Making Prizes

Provincial Level:

Prizes

1st Place – P5,000.00

2nd Place – P4,000.00

3rd Place – P3,000.00

Finals-Regional Level

Prizes

1st Place – P7,000.00

2nd Place – P6,000.00

3rd Place – P5,000.00

Consolation Prizes – P1,000.00 (x2)

7. Awarding

Awarding of winner will be on October 27, 2017. Venue to be announced later.