



Republic of the Philippines
Department of Education

DepEd MEMORANDUM
No. **19**, s. 2017

08 FEB 2017

**GUIDELINES AND CRITERIA FOR THE 2017 BRIGADA ESKWELA
JINGLE MAKING CONTEST**

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), will conduct the **Jingle Making Contest for the 2017 Brigada Eskwela** with the theme *Isang DepEd, Isang Pamayanan, Isang Bayanihan Para sa Handa at Ligtas na Paaralan* from February to March 2017.
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 2017 *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.
3. The Contest 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 to this activity is subject to the No-Disruption-of-Classes Policy provided under DepEd Order No. 9, s. 2005 entitled *Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith*.
6. Expenses relative to the conduct of the Contest at the schools division and regional levels shall be charged to Adopt-A-School Program (ASP) Support Funds, while expenses at the national level shall be charged to OSEC Funds, subject to the usual accounting and auditing rules and regulations.
7. For more information, all concerned may contact **Mr. Rolly V. Soriano**, Project Development Officer III, External Partnerships Service (EPS), Department of Education (DepEd) Central Office, DepEd Complex, Meralco Avenue, Pasig City at telephone nos. (02) 638-8637 or (02) 638-8639 or email at rolly.soriano@deped.gov.ph.
8. Immediate dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

(Enclosure to DepEd Memorandum No. 19, s. 2017)

**MECHANICS FOR THE 2017 BRIGADA ESKWELA JINGLE
MAKING CONTEST**

Theme: *"Isang DepED, Isang Pamayanan, Isang Bayanihan Para sa
Handa at Ligas na Paaralan."*

1. COMPOSITION

- The jingle must be in Filipino language.
- It must be relevant to the theme.
- The time duration for the jingle must not be more than three (3) 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 can be used as accompaniment.

2. PARTICIPANTS

- The contest is open to all pupils/students 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

- Jingle entries shall be submitted in an MP3 format with the title of the Jingle entry as the file name.
- Entries must be sent in a USB flash disk or DVD/Optical Disc with the following requirements:
 - Accomplished Entry Form
 - Narrative report on the concept of the jingle.
 - Profile of composers and the music teacher/coach. (Note: this might 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 after March 31, 2017
- The Regional Office of the winning entry shall be notified via email through the Regional ASP Coordinator.

5. PRIZES

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

Regional Level

First Place: P7,000.00 for the students and Plaque of Recognition for the School

Second Place: P5,000.00 for the students and Plaque of Recognition for the School

Third Place: P3,000.00 for the students and Plaque of Recognition for the School

Consolation Prize for Regional top 10 participating entries: P1,000.00 for the students

National Level

First Place: P30,000.00 for the students and Plaque of Recognition for the School

Second Place: P20,000.00 for the students and Plaque of Recognition for the School

Third Place: P10,000.00 for the students and Plaque of Recognition for the School

Consolation Prize: P3,000.00 for the students

6. TIMELINES FOR THE SUBMISSION OF ENTRIES

Division Level- February 1-15, 2017

Regional Level- February 20- 28, 2017

National Level- March 1-15, 2017

Announcement of BE Jingle Winner- March 31, 2017

CRITERIA

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|---|-------------|
| Originality | 30% |
| Musicality: | 30% |
| Melody | |
| Arrangement | |
| Instrument/Accompaniment | |
| Tone | |
| Appropriateness | |
| Singability | |
| Relevance to the BE Program and the Theme | 20% |
| Total | 100% |

The winning piece will be used as the official Brigada Eskwela Jingle for 2017. 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.