DepEd MEMORANDUM

No. 19 s. 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 Panayaganan, Isang Boyanihan 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.


5. Participation to this activity is subject to the No-Disruption-of-Class 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
MECHANICS FOR THE 2017 BRIGADA ESKWELA JINGLE
MAKING CONTEST

Theme: "Isang DepED, Isang Pamayanan, Isang Bayanihan Para sa
Handa at Ligtas na Palaran."

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
Originality
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.