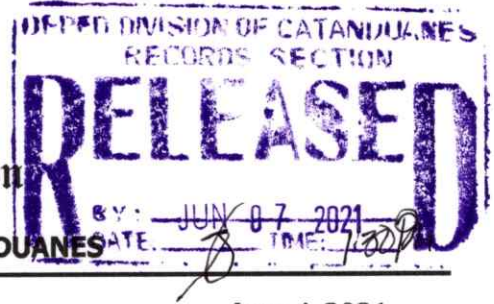




Republic of the Philippines  
Department of Education  
Region V – Bicol  
SCHOOLS DIVISION OFFICE OF CATANDUANES



June 4, 2021

**DIVISION MEMORANDUM**  
**OSDS-SGOD-DM-220s. 2020**

To: Assistant Schools Division Superintendent  
CID & SGOD Chiefs  
Public Schools District Supervisors and In-Charge of the Districts  
Elementary and Secondary School Heads  
District and School ASP/BE Coordinators  
SPG and SSG Advisers  
All Others Concerned

**2021 BRIGADA ESKWELA ADVOCACY CAMPAIGN VIDEO CONTEST**

1. This Office through the SGOD—Social Mobilization and Networking Unit in partnership with Youth Formation Division will conduct the 2021 Brigada Eskwela Advocacy Campaign Video Contest with the theme *"Bayanihan sa Paaralan"*.
2. The contest aims to encourage schools to showcase their accomplishments in coming up with a campaign video to be used in the 2021 Brigada Eskwela marketing and advocacy activities under the *new normal*.
3. The Guidelines and Mechanics for the contest are contained in the Enclosure.
4. Deadline of submission of entries is on July 16, 2021.
5. Expenses relative to the conduct of the contest shall be charged Local Funds subject to the usual accounting and auditing rules and regulations.
6. For more information, all concerned may contact Marife B. Brequillo, SEPS, Social Mobilization and Networking Unit at 09394513915 or email at [marife.brequillo@deped.gov.ph](mailto:marife.brequillo@deped.gov.ph).
7. For immediate dissemination and guidance.

**SUSAN S. COLLANO**  
Assistant Schools Division Superintendent  
Officer-In-Charge  
Office of the Schools Division Superintendent

MBB/DM 2021 2021 BRIGADA ESKWELA ADVOCACY CAMPAIGN VIDEO CONTEST  
\_\_\_/ June 4, 2021



San Roque, Virac, Catanduanes  
052 - 8114063  
[catanduanes@deped.gov.ph](mailto:catanduanes@deped.gov.ph)  
[www.depedrovcatanduanes.com](http://www.depedrovcatanduanes.com)  
DepEd Tayo – Region V - Catanduanes



Republic of the Philippines  
**Department of Education**  
Region V – Bicol  
**SCHOOLS DIVISION OFFICE OF CATANDUANES**

---

Enclosure No. 1 to Division Memorandum No. \_\_\_\_s, 2021

**GUIDELINES AND MECHANICS:**

1. The contest is open to all schools in the Division of Catanduanes.
2. Each advocacy campaign video should not be less than three (3) minutes (including credits) and should not exceed more than five (5) minutes, including intro and extro.
3. All creative advocacy campaign materials in a form of infomercial, music video, short film, vlog, etc. maybe used.
4. The advocacy campaign video shall present the following programs:
  - Brigada Eskwela;
  - Gulayan sa Paaralan/Tahanan;
  - School Reading Programs;
  - Water, Sanitation and Hygiene in Schools (WiNS); and
  - Disaster Risk Reduction and Management
5. The name of the school should not appear in any part of the video except only in the last 8 seconds of playtime followed by a 2-second black screen.
6. IATF minimum health standards (facemask, alcohol, and physical distancing) must be strictly observed in this activity especially during video production and editing.
7. Accomplished entry form and video should be submitted via email at [marife.brequillo@deped.gov.ph](mailto:marife.brequillo@deped.gov.ph) cc: [mariaaudrea.vivo@deped.gov.ph](mailto:mariaaudrea.vivo@deped.gov.ph) on or before July 16, 2021.
8. Only one (1) entry per district is allowed.
9. All entries will be officially owned by DepEd SDO Catanduanes to be used in all promotional activities for the 2020 Brigada Eskwela and Oplan Balik Eskwela.
10. All campaign videos will be posted at Deped Tayo Catanduanes Official Facebook page.
11. The advocacy campaign video will be judged according to the following criteria:
  - **Relevance to the Theme “Bayanihan sa Paaralan” (40%)**
    - The facts presented in the video are accurate and not misleading.
    - Effectively increases awareness and value of the program.
    - The information in the video conveys a positive message.





Republic of the Philippines  
**Department of Education**  
Region V – Bicol  
**SCHOOLS DIVISION OFFICE OF CATANDUANES**

---

➤ **Creativity and Originality (30%)**

- The video incorporates concepts, styles or media that are different and creative.
- It has the ability to influence an audience to understand the concepts of the four programs.

➤ **Entertainment Value (10%)**

- The video's story or concepts are interesting and understandable.
- It can grab attention of a wider audience.

➤ **Production Quality (20%)**

- The video's editing and flow are satisfactory.
- The quality of the video indicates that the participants put extra effort in producing the film.
- The audio quality is clear.

➤ **Total (100%)**

12. Prizes will be categorized as follows:

- First Place – Php 5,000 plus Plaque of Recognition
- Second Place – Php 3,500 plus Plaque of Recognition
- Third Place – Php 2,500 plus Plaque of Recognition
- Non-Placers – Certificate of Participation

13. The decision of the judges will be final and irrevocable.

14. Winners will be announced through a Division Memorandum.

