February 8, 2017

REGIONAL MEMORANDUM
No. 005 s, 2017

GUIDELINES AND CRITERIA FOR THE 2017 BRIGADA ESKWELA JINGLE MAKING CONTEST

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

1. The Department of Education, through the External Partnerships Service has launched the Brigada Eskwela Jingle Making Contest from February to March 2017 with the theme “Isang DepEd, Isang Pamayanan, Isang Bayanihan Para sa Handa at Ligtas na Paaralan.”

2. The contest aims to encourage schools to showcase the talents of the learners in coming up with a campaign jingle which will be used for the 2017 Brigada Eskwela marketing and advocacy activities 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 pupils/students either individual or group coming from public elementary and secondary schools. Mechanics for the Brigada Eskwela Jingle Contest is contained in the enclosure.

4. Participation to this activity is subject to no-disruption-of-classes policy provided under DepEd Order No.9, s. 2005.

5. Expenses relative to the conduct of the contest shall be charged against ASP Support Funds subject to the usual accounting and auditing rules and regulations.

6. For inquiries, contact Mr. Agney C. Taruc, REPS –Regional Brigada Eskwela/Adopt-A-School Focal Person at 09173126515 / 09472424412 or email at actaruc@yahoo.com

7. Immediate dissemination of this Memorandum is desired.

DR. ARTURO B. BAYOCOT, CESO V
OIC - Regional Director

Incl.: As stated
MECHANICS FOR THE 2017 BRIGADA ESKWELA JINGLE MAKING CONTEST

Theme: “Isang DepED, Isang Pamayan, Isang Bayanihan Para sa Handa at Ligtas na Paaralan.”

1. COMPOSITION
   - The jingle must be in Filipino language.
   - It must be relevant to the theme.
   - The jingle must not be more than three (3) minutes long.
   - It must be an original composition 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 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 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 CONTEST AND SUBMISSION OF ENTRIES**

Division Level - February 20, 2017
Regional Level - February 28, 2017
National Level - March 1-15, 2017
Announcement of BE Jingle Winner- March 31, 2017

**CRITERIA**

<table>
<thead>
<tr>
<th>Category</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Originality</td>
<td>50%</td>
</tr>
<tr>
<td>Musicality:</td>
<td>30%</td>
</tr>
<tr>
<td>Melody</td>
<td></td>
</tr>
<tr>
<td>Arrangement</td>
<td></td>
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<td>Instrument/Accompaniment</td>
<td></td>
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<tr>
<td>Tone</td>
<td></td>
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<tr>
<td>Appropriateness</td>
<td></td>
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<tr>
<td>Singability</td>
<td></td>
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<tr>
<td>Relevance to the BE Program and the Theme</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

- **The winning piece will be used as the official Brigada Eskwela Jingle for 2017. DepEd shall have the right of ownership to 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

Brigada Eskwela Jingle Making 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: ____________________________
Principal/SDS/RD

Accepted By: ________________________________