



Republic of the Philippines
Department of Education
Region V
SCHOOLS DIVISION OFFICE OF SORSOGON
Sorsogon



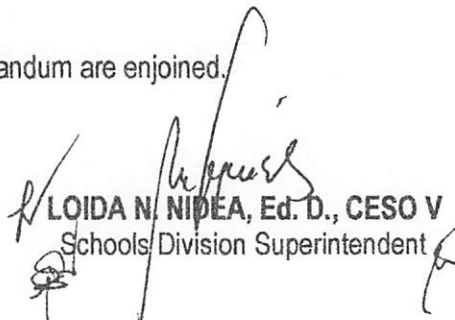
September 3, 2019

DIVISION MEMORANDUM
No. 174 s. 2019

DTI's SHORT FILM COMPETITION FOR CONSUMER WELFARE MONTH CELEBRATION

TO : Assistant Schools Division Superintendent
CID and SGOD Chiefs
Division Senior High School Coordinator
Secondary Cluster Heads
Secondary School Heads
Senior High School Students
All others concerned

1. In view of the upcoming celebration of the **Consumer Welfare Month (CWM)** this October with the theme "**Sustainable Consumption: Understanding the Impact of Consumer's Choices in the Shared Environment,**" the **Department of Trade and Industry (DTI)** will hold a nationwide **Short Film Competition**.
2. In view of the foregoing, DTI Sorsogon Provincial Director Heginio A. Baldano in a letter dated August 28, 2019 is requesting the assistance of DepEd Schools Division Office in disseminating the information and encouraging the senior high school students in the Province of Sorsogon to participate in the aforementioned activity.
3. The contest mechanics, letter and other relevant information are provided herewith. For details please contact Ms. Dory G. Laguna at telephone numbers 421-53-99; 421-55-53 or mobile numbers 0917-511-4764 or 0919-990-1097.
4. Wide dissemination of and compliance with this Memorandum are enjoined.

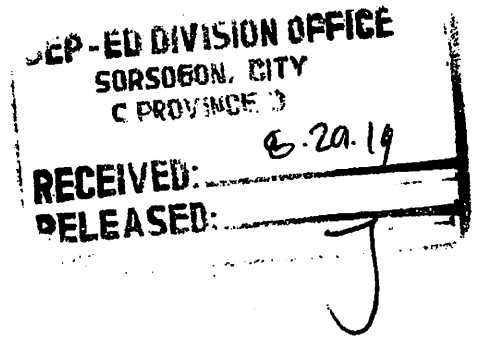

LOIDA N. NIDEA, Ed. D., CESO V
Schools Division Superintendent



SORSOGON
PROVINCIAL
OFFICE

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August 28, 2019

DR. LOIDA N. NIDEA

Schools Division Superintendent
Department of Education
Division of Sorsogon
Capitol Compound, Sorsogon City

Dear Dr. Nidea:

In view of the upcoming celebration of the **Consumer Welfare Month (CWM)** this **October 2019** which carries the theme **"Sustainable Consumption: Understanding the Impact of Consumer's Choices in the Shared Environment"**, the **Department of Trade and Industry** will hold a nationwide **Short Film Competition**. The said competition is a part of the series of activities for CWM. This event aims to:

1. Stimulate student awareness of the importance of consumer education and strengthen the linkage between the DTI and the Department of Education in providing consumer education.
2. Encourage consumers and businesses to take action on important consumer issues.

In this connection, we would like to request your assistance to disseminate the information and encourage senior high schools/students in the Province of Sorsogon to participate in this activity. Attached is the mechanics of the competition for your reference.

Thank you and we look forward to your usual active partnership with us to strengthen consumer education among youth. Should you have any query, please feel free to contact Ms. Dory G. Laguna at Telephone No. 4215399, 4215553 or Mobile Nos. 09175114764, 091919901097. / 0919 990 1097

Sincerely,


HEGINJO A. BALDANO
Provincial Director

Enabling Business, Empowering Consumers

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SHORT FILM COMPETITION MECHANICS

A. COMPETITION ELIGIBILITY AND SPECIFICATIONS:

1. The competition is open to senior high school students all over the region, both from public and private schools;
2. There should only be one entry per school;
3. There should only be one entry per province per category in the regional level;
4. The short film should aim to encourage consumers and businesses to take action on consumer issues anchored on the following themes (which will also be the categories):
 - a. Sustainable Consumption: Understanding the Impact of Consumer's Choices in a Shared Environment
 - b. Digital Commerce
 - c. Vulnerable Groups(i.e. Senior citizens, children, PWDs)
5. The film may use any creative genre or style (i.e. narrative, documentary, comedy, drama, animation, music videos) but must depict the category in the film's entirety;
6. The film should generally be in English, Filipino or any Philippine dialect. However, subtitling must be provided;
7. The use of offensive acts or language shall be a ground for disqualification;
8. Music used for the film must be original, licensed or in the public domain;
9. Entry should be in HD data format (MP4<MOV or AV) in portable hard drive or DVD;
10. Entry has not been exhibited as part of any other film competition;
11. Maximum running time of the film should not exceed ten (10) minutes, inclusive of an optional opening and closing credits.
12. All rights to submitted materials shall be retained by their creator. However, DTI shall be authorized to use them for free in its consumer advocacy activities.

B. COMPETITION MECHANICS:

Submission of Entries for Provincial Competition

1. Participating schools may send their entry either through hand carry or courier for initial screening at the **Department of Trade and Industry - Sorsogon Provincial Office**, located at 2nd Floor, Benjamin Ty Bldg., Cor. De Vera and Quezon Sts., Polvorista, Sorsogon City.
2. Entries should be submitted in a long brown envelope properly labeled with the name of school. The following information should be enclosed together with the CD presentation:
 - a. Name, address and contact number of the school
 - b. Contact person of the group, email address and telephone number
 - c. Particular topic/subject of presentation
 - d. Information on group members (name, age, high school level, and signature)
 - e. Total duration of the film
3. Deadline for submission: Provincial level - **September 13, 2019**

National Level Elimination Round

1. DTI – Sorsogon Provincial Office shall submit to DTI – Regional office on September 20, 2019;
2. DTI RO shall submit to DTI CPAB on or before 25 Sept 2019 the Champion of their Regional competition as its official entry to the National Competition;
3. Pre screening for the national competition will be on 30 Sept 2019;
4. Five (5) entries per category will be chosen as finalists;
5. Announcement of results will be announced through official email or letter on 07 October 2019.

Final Competition

1. Video entries of the five (5) finalists per category chosen during the national level elimination round will be posted in the DTI Philippines and DTI Consumer Care Facebook Page starting 11 October 2019 to 24 October 2019 12:00 NN
2. Entries of the 5 finalists per category are to be showcased during a public screening to be held on 24 October 2019. Venue will be announced.

C. CRITERIA FOR JUDGING

The following criteria shall be the basis for judging for all competition levels:
To qualify for the National Level, cut-off score is 85%.

| | | |
|---|-------|--------|
| a. Storytelling (Pacing, Direction, Plot) | - | 30% |
| b. Creativity and Originality (techniques on conveying the theme) | - | 30% |
| c. Engagement and relevance to the theme | - | 25% |
| d. Technical Quality (cinematography, editing, audio, music, sound effects) | - | 15% |
| | ----- | |
| | Total | - 100% |

In the national level there will be an additional criteria of Audience impact (number of FB likes (DTI Phil FB page and real time Voting on awards)

E. PRIZES

1. National Level (pls. see attachment)
2. Regional Level

BEST IN CATEGORIES

a. Sustainable Consumption

- | | |
|--------|----------------------------|
| First | - P 10,000 Cash + Plaque |
| Second | - 5,000 Cash + Certificate |
| Third | - 3,000 Cash + Certificate |

b. Digital Commerce

- | | |
|--------|----------------------------|
| First | - P 10,000 Cash+ Plaque |
| Second | - 5,000 Cash + Certificate |
| Third | - 3,000 Cash + Certificate |

c. Vulnerable Groups

- | | |
|--------|----------------------------|
| First | - P 10,000 Cash + Plaque |
| Second | - 5,000 Cash+ Certificate |
| Third | - 3,000 Cash + Certificate |

3. Provincial Level

a.Sustainable Consumption

- First** - P 5,000 Cash + Certificate
- Second** - 3,000 Cash + Certificate
- Third** - 1,000 Cash + Certificate

b.Digital Commerce

- First** - P 5,000 Cash + Certificate
- Second** - 3,000 Cash + Certificate
- Third** - 1,000 Cash + Certificate

c.Vulnerable Groups

- First** - P 5,000 Cash + Certificate
- Second** - 3,000 Cash + Certificate
- Third** - 1,000 Cash + Certificate

V. PRIZES PER CATEGORY

The winners shall be awarded with the following prizes:

| LEVEL OF AWARDS | AWARDS | CUT-OFF SCORE |
|---------------------------------------|---|---------------|
| Best Picture | P100, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students | 95% |
| Best in Categories | | |
| a) Sustainable Consumption | P50, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students | 90% |
| b) Digital Commerce | P50, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students | |
| c) Vulnerable Groups | P50, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students | |
| Special Awards (if applicable) | | |
| d) Best Actor | P5, 000.00 (GCs), Plaque of Recognition for the student | |
| e) Best in Screenplay | P5, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students | |
| f) Best in Editing | P5, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students | |
| g) Best in Original Song | P5, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students | |
| h) Best Animated Short Film | P5, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of | |

| | | |
|--------------------------------|--|--|
| | recognition for the coaches/mentors and students | |
| i) Best Documentary Short Film | P5, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students | |
| Consolation Prizes | | |
| All non-winning entrants | P5,000 (GCs) and Certificate of Participation | |

VI. EXPENSES

The DTI-CPAB will shoulder the transportation and accommodation of the five finalists to and from Manila for the final competition:

- a. School Representative (1)
- b. Student representative (1)
- c. DTI – RO Representative (1)