February 6, 2020

DIVISION MEMORANDUM
No. 37, s. 2020

2020 BRIGADA ESKWELA JINGLE CONTEST

TO: Assistant Schools Division Superintendent
    CID & SGOD Chiefs
    Public Schools District Supervisors
    SEPS & EPS II ScoMobNet
    Public Elementary and Secondary School Heads
    All Others Concerned

1. The Department of Education (DepEd) through the External Partnerships Service (EPS) shall conduct the Jingle Contest for the 2020 Brigada Eskwela from January-March 2020.

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 2020 Brigada Eskwela marketing and advocacy activities in order to attract more volunteers and partners for the school’s maintenance efforts before the opening of the SY 2020-2021.

3. The contest is open to all learners either individual or group coming from public elementary & secondary Schools

4. Enclosed in this memorandum are the mechanics for your reference.

5. For information and guidance.

By the Authority of the Schools Division Superintendent:

FLORENCIO P. BERMUNDO
Chief Education Supervisor - SGOD

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(056) 421-5421
sorsogon@deped.gov.ph
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MECHANICS FOR THE 2020 BRIGADA ESKWELA JINGLE CONTEST

Theme: Pagpapanatili ng Bayanihan Tungo sa Kalidad na Edukasyon para sa Kabataan

1. COMPOSITION

- It must be in Filipino language.
- It must be relevant to the theme.
- The time duration must not be more than two (2) 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 may be used as accompaniment.
- The composition shall be performed by the learner/s of the participating school.

2. PARTICIPANTS

- The contest is open to all learners 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

- Entries shall be submitted in an MP3 format with the title of the Jingle entry as the file name. Entries must be sent through email at externalpartnerships@deped.gov.ph with the following requirements:
  - Accomplished Entry Form
  - Narrative report on the concept of the jingle
  - Lyrics of the jingle
  - Profile of composers and the music teacher/coach (which can 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.
- The Regional Office of the winning entry shall be notified via email through the Regional Partnership Focal Person.

5. PRIZES

<table>
<thead>
<tr>
<th>National Level</th>
<th>P30,000.00 and medals for the learners and Plaque of Recognition for the coach and the school</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Place</td>
<td></td>
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<tr>
<td>Second Place</td>
<td>P20,000.00 and medals for the learners and Plaque of Recognition for the coach and the School</td>
</tr>
<tr>
<td>Third Place</td>
<td>P10,000.00 and medals for the learners and Plaque of Recognition for the coach and the School</td>
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<tr>
<td></td>
<td>Consolation Prize for regional top 10 participating entries: P3,000.00 for the learners.</td>
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<table>
<thead>
<tr>
<th>Regional Level</th>
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<tbody>
<tr>
<td>First Place</td>
<td>P7,000.00 and medals for the learners and Plaque of Recognition for the coach and the school</td>
</tr>
<tr>
<td>Second Place</td>
<td>P5,000.00 and medals for the learners and Plaque of Recognition for the coach and the School</td>
</tr>
<tr>
<td>Third Place</td>
<td>P3,000.00 and medals for the learners and Plaque of Recognition for the coach and the School</td>
</tr>
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<td></td>
<td>Consolation Prize for regional top 10 participating entries: P1,000.00 for the learners.</td>
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Prizes for the top 10 at the Division Level shall be at the discretion of the SDO.

6. TIMELINE FOR THE SUBMISSION OF ENTRIES

- Division Level: February 17-20, 2020
- Regional Level: March 2-6, 2020
- National Level: March 9-13, 2020
- Announcement of BE Jingle Winner: 4th week of March 2020

7. CRITERIA

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Originality</td>
<td>40%</td>
</tr>
<tr>
<td>Musicality</td>
<td>40%</td>
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<tr>
<td>Melody</td>
<td></td>
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<tr>
<td>Arrangement</td>
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<tr>
<td>Instrument / Accompaniment</td>
<td></td>
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<tr>
<td>Tone</td>
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<tr>
<td>Relevance and Appropriateness to the BE Program and the Theme</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
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</table>

The winning piece will be used as the official Brigada Eskwela Jingle for 2020. 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.