MEMORANDUM

TO: OIC-Office of the ASDS
    OIC-Chief CID
    Chief - SGOD
    Public Schools District Supervisor
    Public Elementary and Secondary School Heads, TIC/OIC
    Junior & Senior High School Heads, TIC/OIC
    All Others Concerned

FROM: DR. ROMMEL C. BAUTISTA, CESO V
      Schools Division Superintendent

SUBJECT: JINGLE CONTEST FOR THE 2019 BRIGADA ESKWELA

DATE: December 7, 2018

The Department of Education (DepEd) through the External Partnerships Service (EPS), will conduct the Jingle Contest for the 2019 Brigada Eskwela with the theme *Mataag na Bayan para sa maunlad na Paaralan* from November 2018 to January 2019.

Please see the attached letter for more information and guidelines.

Wide dissemination of this memorandum is desired.
GUIDELINES AND CRITERIA FOR THE 2019 BRIGADA ESKWELA JINGLE 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 Contest for the 2019 Brigada Eskwela with the theme Matatag na Bayan para sa Mounlad na Paaralan from November 2018 to January 2019.

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 2019 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 2019–2020.

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

4. The Mechanics for the Brigada Eskwela Jingle Contest is provided in the enclosure.

5. Participation to this activity is subject to the no-disruption-of-classes 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 regional and schools division levels shall be charged to Program Support Funds for Partnership Building and Linkages, while expenses at the national level shall be charged to EPS Funds, subject to the usual accounting and auditing rules and regulations.

7. For more information, all concerned may contact the External Partnerships Service, Department of Education Central Office, DepEd Complex, Meralco Avenue, Pasig City at telephone nos. (02) 638-8637 or (02) 638-8639 or email at externalpartnerships@deped.gov.ph.

8. Immediate dissemination of this Memorandum is desired.

LEONOR MAGPOLIS BRIONES  
Secretary
Encl.:
As stated

References:
DepEd Order (No. 9, s. 2005)
DepEd Memorandum No. 059, s. 2018

To be indicated in the Perpetual Index
under the following subjects:

CAMPAIGN
CONTEST
CRITERIA
LEARNERS
RULES AND REGULATIONS
SCHOOLS

SMMA, DM Guidelines and Criteria for the 2019 Brigada Eskwela Jingle Contest
0829-October 16, 2018
MECHANICS FOR THE 2019 BRIGADA ESKWELA JINGLE CONTEST

Theme: Matatag na Bayan para sa Maunlad na Paaralan

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.

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 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 (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>Prize</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Place</td>
<td>P30,000.00 and medals for the learners and Plaque of Recognition for the coach and the school</td>
</tr>
<tr>
<td>Second Place</td>
<td>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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</table>
Consolation Prize for regional top 10 participating entries: P3,000.00 for the learners.

<table>
<thead>
<tr>
<th>Regional Level</th>
<th>Prize</th>
</tr>
</thead>
<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>
<tr>
<td></td>
<td>Consolation Prize for regional top 10 participating entries: P1,000.00 for the learners.</td>
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</tbody>
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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: December 2018 – January 11, 2019  
Regional Level: January 12-18, 2019  
National Level: January 25, 2019  
Announcement of BE Jingle Winner: 1st week of February 2019

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>
</tr>
<tr>
<td>Melody</td>
<td></td>
</tr>
<tr>
<td>Arrangement</td>
<td></td>
</tr>
<tr>
<td>Instrument / Accompaniment</td>
<td></td>
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<tr>
<td>Tone</td>
<td></td>
</tr>
<tr>
<td>Relevance and Appropriateness to the BE Program and the Theme</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

The winning piece will be used as the official Brigada Eskwela Jingle for 2019. 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.