Advisory No. 81, s. 2019
In compliance with DepEd Order No. 8, s. 2013
This Advisory is issued for the information of all Public and Private Schools
June 13, 2019

PAGLAUM SHOWS & EVENTS

The Paglaum Shows & Events in cooperation with Tofarm Film Festival, Erasto Films and Sonza Entertainment Production present for special screenings five inspiring films.

For further inquiries, please coordinate to Mr. Jesse Fiel Gonzales, Marketing Operation Manager at 09178257076/ (032)4213209.

Participation of both public and private schools shall be in voluntary basis and subject to the no-disruption-of-classes policy stipulated in Deped Order No. 9, s. 2005, entitled Instituting Measures to Increase Engaged Time-On-Task and Ensuring Compliance Therewith. This is also subject to the no-collection policy as stated in Section 3 of Republic Act no. 5546, An Act Prohibiting the sale of tickets and/or the Collection of Contributions for Whatever Project or Purpose from Students and Teachers of Public and Private Schools, Colleges and Universities (Ganzon Law).

Attached is the Invitation Letter for your immediate reference.

@EPS02-mpa
June 10, 2019

DR. ROMMEL C. BAUTISTA, CESO V
Schools Division Superintendent
Dep.Ed. – Division of Antipolo
Antipolo City

Dear Sir:

Paglaum Shows & Events in cooperation with TOFARM Film Festival, Erasto Films and Sonza Entertainment Production present for special screenings five inspiring films:

"PITONG KABANG PALAY" - On the rice fields of Isabela, the Dela Cruz family lives a simple frugal life, devoid of electricity or any luxury, making ends meet by planting rice and gathering what the season offers. The young Balog dreams of graduating and helping his parents, as he and his siblings witness the daily struggles their parents experience. As his mother Deling and his father Jaime try to find ways to feed the family while supporting their studies, Balog and his brother Litoh try to compensate by studying hard and earning honors at school. Dreaming of a better life, Balog counts the sacks of rice they have left, the money they need, and the little moments that led to an inevitable departure that will leave them all affected.

"ISANG HAKBANG" - Debut feature film of actor-turned-indie director Mike Miguel Magat (who also wrote the screenplay). An inspiring story of Fred, a kid who dreams of studying in school, poverty will be a hindrance to his dream, but a school teacher asked him to join her class. The film showcases award-winning actors Snooky Serna and Ricardo Sepeza.

"TATLONG BIBE" - Tells the story of three friends bound by a common tie - love for family. It is a tale that makes us realize that the mundane things out there should be savored and be thankful for. Oftentimes, when we pray, we ask to achieve things and when everything is okay, we tend to forget the one up there. MIRACLES happen every day, it's just that we tend to overlook it because we get so caught up in our mistakes and our failures.

"JUAN HAPPY FAMILY" - The movie offers not only adventures and comical scenes that viewers will surely be enjoyed, the most important highlights of this movie are the educational, personal, friendship and most of all - Family Values that will touch the heart of all viewers.
“Juan Balucas at Ang Bayabas” - is a film packed with educational and cultural values. Created as a tribute to the 100th year existence of Juan Tamad.

To save his father, Juan enters an agreement with the queen of the fairies Reyna Suki. He must obtain the song of Badarna and water from the “Bukad ng Buhay” before the full moon passes. With the help of Engkanto Apo and Noni, a nuno sa punso, Juan sets his quest. But to fulfill his mission, he must first possess an object from the dreaded King Crab Sipit and pass thru Tambo, a kapre who guards the passage to Badarna’s lair before he can reach the mystical bird.

After saving his father, Juan gets stuck in purgatory between two dimensions. Left with only the water from the Bukad ng Buhay, Juan faces self conflicts, hunger and struggles to keep his sanity under the dead guava tree. Will he be able to have something to eat? Is there still a chance for him to get back to his family in the real world? Or will he just die down like Juan Tamad, waiting for the fruit to fall from its tree. What he does next will dictate his fate.

“New Generation Heroes”

An inspiring film about a very noble profession that shapes the character and future of an individual. The film features a story that tackles the world of teaching in all its forms. A story of dedication, strength of character, giving importance to teachers and people who dedicate themselves in teaching, these four are the New Generation Heroes.

The objectives of the films are the following:
1. emphasize the importance of love for family—It’s a testament that no family is ever perfect but despite it we strive to make things better;
2. to make the students, teachers, and parents FEEL GOOD and be THANKFUL about life.
3. appreciate the little MIRACLES despite all the negativity happening in our world.
4. educate the Filipino youth to contribute to a better and productive Philippines.
5. show the importance of pursuing education and increase awareness among students on the relevant issues tackled in the film (i.e. finishing school and bullying)
6. deepen their appreciation of the independent films as a means to inspire and create a positive change in one’s mindset and a great tool for educational entertainment / enrichment; and
7. present a wholesome, family-oriented entertainment that will truly inspire, inspire and inspire students

In this regard, we would like to invite your students to watch the films. The films will be shown in CINEMAS & GYMNASIUMS. For bookings and inquiries, please text or call: Mr. Jesse - 09178257076 (032) 4213209.

Administrators, School Heads, Faculty/Teachers and DepEd personnel will be admitted for free, their ID’s will serve as their complimentary pass.

Please find herewith are DepEd advisories, reading materials and other film details.

Daghang Salamat!

Jesse Fiel Gonzales
Marketing Operations Manager
#09178257076
PITONG KABANG PALAY

- Best Children’s Film; 15th Dhaka International Film Festival, Bangladesh
- Golden Owl Award 22nd Aichi International Women’s Film Festival, Nagoya, Japan
- Agape Choice Corner, 14th Seoul International Agape Film Festival, South Korea
- Big Wings Corner, 12th Busan International Kids and Youth Film Festival, South Korea
- Official Selection, 13th China International Children’s Film Festival, China
- PMPC Star Awards Nomination for Best Indie Movie Theme Song of the Year ‘Apat na Buwan’ for Maricel Cariaga
- PMPC Star Awards Nomination for Best Child Actor Alfonso Ynigo Delen
- Indie Bravo Awardee 2017 by the Philippine Daily Inquirer
- FDCP Film Ambassador 2018
- Ani ng Dangal Awardee 2018 by the NCCA.
DepEd Advisory No. 12, s. 2016
January 19, 2016
In compliance with DepEd Order No. 8, s. 2013
this Advisory is issued for the information of DepEd officials,
personnel/staff, as well as the concerned public.
(Visit www.deped.gov.ph)

SHOWING OF THE FILM, ISANG HAKBANG PRODUCED BY THE SONZA
ENTERTAINMENT PRODUCTION

The Sonza Entertainment Production announces the showing of the Film, Isang
Hakbang in schools in Metro Manila as well as in nearby provinces and regions, and it
will be accessible to a wide audience from 2016-2018. This is directed by Mike Magat.

The Film aims to make the learner-viewers realize that education is the key to
success.

The learners and teachers from both public and private elementary and secondary
schools are invited to watch the Film.

Participation of both public and private schools shall be subject to the no-
disruption-of-classes policy stipulated in DepEd Order No. 9, s. 2005 entitled Instituting
Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith. This is
also subject to the no-collection policy as stated in Section 3 of Republic Act No. 5546,
An Act Prohibiting the Sale of Tickets and/or the Collection of Contributions for Whatever
Project or Purpose from Students and Teachers of Public and Private Schools, Colleges and
Universities (Ganzon Law).

More information may be inquired from:

Mr. Mike Magat
Actor Director
Sonza Entertainment Production
1413 Instruccio St., Zone 049, Brgy 498
Sampaloc, Manila
Mobile Phone Nos.: 0929-536-7763; 0917-360-6556

Alma/JIA Isang Hakbang
0630-January 13, 2016
'Tatlong Bibe' a wholesome old-fashioned tearjerker from fledgling producer

In an era when local film fare consists of gritty indie fare, romantic comedies, and Hollywood imports, wholesome, family-oriented entertainment will always have a place reserved for it, especially when the movie stars popular and talented child actors.

Go over local film history and it will be revealed that the industry has seen through the decades how modestly-budgeted movies like "Mga Basang Sisiw" and "Mga Batang Yagit," to name two, turned out to be sleeper hits.

Going farther back, one can cite how "Roberta" in 1951 starring super screen tot Tessie Aquino made mothers and their kids cry buckets, making the film such a huge hit that it saved Sampaguita Pictures from bankruptcy.

Regis Films and Entertainment, Inc. intends to revive that trend with its maiden offering called "Tatlong Bibe." Make no mistake about it. "Tatlong Bibe" may bear the catchy title of a novelty song that went viral a few seasons back, but the Joven Tan-directed movie does not feature anything whimsical like children growing wings like real ducks.

"Tatlong Bibe," says its director, is a tearjerker that revolves around three kids played by child actors Raikko Matteo, Lyca Gairanod, and Marco Messi. Their paths cross while searching for three ducks and they come in contact with troubled adults who behave worse than little children. In the end, the oft-forgotten values of optimism, gratitude, and inner renewal will come to the fore.

The need to go back to basics is not lost on Regis Films producer Anicia Josen-Regis.

"Our battlecry is inspire, inspire, inspire," says the petite and effervescent woman. Regis is a mother and grandmother not only to her biological offspring and "apos but even to the thousands she has helped find greener pasture through her overseas recruitment company.

But that world is so different from moviemaking. With "Tatlong Bibe," Regis had her baptism of fire as a producer and it made her appreciate the kind of devotion and commitment film workers invest in their jobs.

"Once I visited the set and 'yung location was far from comfortable and duon ko naisip na hindi pa lahat ganun kadali gumawa ng pelikula talaga."

The three child actors are just too happy to be working with each other. Raikko and Marco played the title role in past ABS-CBN series "Honesto" and "Nathaniel" respectively, while Lyca was the first grand winner of "The Voice Kids Philippines."

"Ang gusto hang po namin sy makagawa kami ng palabas na makakaagtig po sa mga taong manonood ako," says Marco. Lending support to the three charming child performers are a mix of industry newbies and veterans like Angel Aquino, Eddie Garcia, Dionisia Pacquiao, Dianne Medina, Rita Avila, Sharlene San Pedro, Victor Neri, Luis Alandy, Edgar Allan Guzman, Ronnie Lazaro, Anita Linda, JK Labajo, Perlita Bautista, Nikki Valdez, Lou Veloso, Janice Trias and Ernie Garcia.

Producer Regis is not only generous with stories, all engaging and told animatedly, she is also big-hearted enough to agree to donate part of the proceeds of the movie to charity.
SYNOPSIS

The film features the story of four individuals that tackles the world of teaching in all its forms namely, Ms. Salvation Fajardo a retired, well-respected and well-loved teacher of 40 years played by Anita Linda. Who dedicated herself in teaching and wasn’t able to have her very own family, but she said that her child are her learners, her siblings are her co-teachers, and her husband is her lesson plans. In comes a pushcart educator named Gener played by Jao Mapa. His character is most likely inspired by the story of Efren Peñaflorida, the pushcart educator who was named CNN Hero of the Year in 2009. He collects donation of children’s book to help young learners to acquire at least basic knowledge that could help them to make their lives a bit easier.

Third is an enterprising teacher named Lolita played by Mrs. Universe 2017 Joyce Peñas Pilarsky. She is a widow and the sole provider for her children. Her need to raise her family has led to her finding all sorts of ways to make ends meet besides teaching – networking, buy and sell, selling home-cooked meals, etc.

And last is Cora played by Aiko Melendez, an OFW who is an English teacher in Korea. She decided to work overseas in an effort to give her family in the Philippines a better life — tuition for her 2 children and the construction of their home. Little did she know that her husband was using the money she sent home on alcohol and gambling and her eldest child, Tony, was a drug addict. Her son, Tony, was killed by the police as part of the government’s operation “tokhang” and this became her motivation to leave her job in Korea and decide to come back home to the Philippines.

Four stories of dedication, strength of character, love of family, value formation, rights to proper education, giving importance to teachers and people who dedicate themselves in teaching.... ... these four are the new generation heroes.
Inspired by Juan Tamad, a Pilipino iconic character who is believed to have originated from “Buhay na Pinagdaanan ni Juan Tamad na Anak ni Fabio at ni Sofia”. It was written by an unknown author, and was published by Limbagan ni J. Martinez in Intramuros, Manila in the year 1919. That makes Juan Tamad 100 years old this coming 2019.

1. **PROMOTION OF MOTHER TONGUE** – the film is incorporated with “TULA” as part of the delivered dialogues. Said dialogues include a number of original poems written by the filmmaker. To sum up, the film promotes not only our mother tongue, but also the use and appreciation of Filipino poems through film.

2. **ANTI-BULLYING** – a scene in the film is dedicated to show that any form of bullying is not tolerated in school, and bullying does not go unpunished. The film also aims to show the bullies how their parents worry about them and their future.

3. **DEMONSTRATE SHADOW PUPPETRY** – believed to be the oldest form of storytelling presentation (or one of the oldest), the film exhibits shadow puppetry to show how children used to enjoy stories told by the elders. It is incorporated with modern 2D animation for added appreciation, and to exhibit the evolution of a native form over time.

4. **PROMOTION OF FOLKLORIC CHARACTERS** – the film also aims to promote awareness of characters like the “diwatas” and “engkantos” who are embedded in our culture.

5. **KINDNESS** – the film demonstrates that an act of kindness, directly or indirectly, can affect the lives of others.

6. **SELF BELIEF / CONFIDENCE** – shows the importance of overcoming fears and believing in one’s self.

7. **ENVIRONMENT** – as a tribute to the efforts to protect nature, a scene is dedicated to show the importance of its preservation, and that even a young boy can do something for the environment.

8. **NUTRITION** – the film includes promotion of eating healthy foods like vegetables and fruits to grow healthy and strong.