



Republic of the Philippines
Department of Education
REGION II - CAGAYAN VALLEY
SCHOOLS DIVISION OF BATANES

5795

October 17, 2024

DIVISION MEMORANDUM
No. **280**, s. 2024

CONDUCT OF DIVISION 2024 PAMBANSANG BUWAN NG WIKA, AND NATIONAL LIBRARY MONTH CELEBRATION CUM NATIONAL VALUES MONTH

TO: Asst. Schools Division Superintendent
Chief Education Supervisors
Education Program Supervisors
Elementary and Secondary Heads
All Others Concerned

1. Relative to Regional Memorandum No. 394 s.2024 RE: Pambansang Buwan ng Wika, and the Library and Information Services (LIS) Month Celebration and National Values, this Office through the Curriculum Implementation Division-Learning Resource Management Section (CID-LRMS) announces series of activities in preparation for the said nationwide celebration.
2. The theme for this year's celebration, "**Magbasa, Mangarap, Magdiwang**" aims to go back to the core objectives of the celebration, which is to cultivate a love for reading and inspire dreams and creativity through literature and intensify the promotion of literacy and reading habits.
3. As entry to the Regional level contested activities relative to this celebration, the following are designed activities with the corresponding grade level:

CONTEST	LEVEL
Pinoy Book Character	Grade 5-6
Reading-in-Tandem	Grade 11-12
Digital Poster Making	Grade 11-12 or College Students
Book Trailer Competition "Showcasing your Favorite Reads"	Grade 7-8
Piliing Magbasa, Piliin ang Pilipinas' Advocacy Video	Grade 9-10

4. Submission of the School winners, one in each category shall be on or before October 29, 2024, via google drive link: <https://tinyurl.com/2024ContestedActivities>
5. Enclosed are the mechanics and criteria for the contest category for immediate reference.
6. For more information, concerns and queries, please contact Walden G. Habana, EPS-LRMDS at walden.habana@deped.gov.ph, Oswaldo A. Valiente, PDO II at oswaldo.valiente@deped.gov.ph and Greg E. Padua III, Librarian II at greg.padua@deped.gov.ph or direct connect to 09987455009 and look for Greg E. Padua .
7. For information and guidance.

ALFREDO B. GUMARU JR. EdD, CESO V
Schools Division Superintendent

For the Schools Division Superintendent:


DANTE J. MARCELO, PhD, CESO VI
Assistant Schools Division Superintendent
10/17/24

Encl:
As stated

Reference:
RM No. 391, s. 2024

To be indicated in the Perpetual Index
the following subjects:

CONTEST
LIBRARY AND INFORMATION SERVICES MONTH
NATIONAL READING MONTH

CID/vbg/gep



MECHANICS AND CRITERIA

A. Mechanics and Criteria for the Pinoy Book Character Contest

1. The contest is open to any Grade 5 or 6 pupils from private and public schools in the region.
2. There shall be one contestant from each SDO.
3. Contestant will choose a book character that they are portraying and must prepare 2-3 famous lines from their chosen Pinoy book character.
4. Sounds, instrumental or musical background are allowed.
5. The criteria for judging will be as follows:

Criteria	Description	Percentage
Originality		10%
Creativity	(Costume appeal use of props to accentuate the outfit. Innovative use of recycled materials and resources)	40%
Characterization	(Character portrayal, Stage presence, Display and understanding of moods and emotions of the character)	40%
Audience Impact		10%

6. The Regional winners will receive the following prizes.

- First Place – ₱4,000 and a Certificate of Recognition to the contestant and coach
- Second Place – ₱3,000 and a Certificate of Recognition to the contestant and coach
- Third Place – ₱2,000 and a Certificate of Recognition to the contestant and coach

B. Reading-in-Tandem Contest

Reading-in-Tandem Contest. The Reading-in-Tandem Contest is a creative and collaborative competition that pairs teachers and students from Grade 11-12 to deliver captivating stories in multiple languages. This contest aims to promote story telling skills, creativity, linguistic diversity and local language.

Mechanics and Criteria

1. The contest is open to all Grade 11-12 from private and public schools in the Region.

2. Onsite participants shall consist of 1 teacher and 1 student from Grade 11-12.
3. Participants will select books published by Let's Read Asia (www.letreadasia.org) shall be used
4. The order of the onsite participants presentation shall be based in draw lots.
5. The story will be read either in English or Filipino by one of them after which the other member of the team will relay it with their local language of their choice.
6. The participants are allowed to do revisions on the story, however the main thought must still remain to comply with the time limit.
7. The participants are allowed to use props and costumes.
8. A specific time limit (e.g., 5-8 minutes) will be set for each participants reading.
9. The criteria for judging will be as follows:

Criteria	Description	Percentage
Action	(animated, appealing to the audience)	20%
Voice Projection		20%
Interactions		20%
Face Projections		15%
Translation		15%
Audience Impact		10%

10. The Regional winners will receive the following prizes.

- First Place – ₱4,000 and a Certificate of Recognition to the contestant and coach
- Second Place – ₱3,000 and a Certificate of Recognition to the contestant and coach
- Third Place – ₱2,000 and a Certificate of Recognition to the contestant and coach

C. Digital Poster Making Contest

Mechanics and Criteria

1. The contest is open to all students currently enrolled in Senior Highschool and undergraduate degree programs at Public and Private colleges and universities in the region.
2. Each SDO's must select a representative to join the contest.
3. The Digital Poster should visually interpret and creatively express the 90th National Book Week 2024 theme: The National Book Week theme “Magbasa, Mangarap, Magdiwang.
4. The poster must be in A3 size (11.7” x 16.5 in”) (300 dpi) in a portrait saved in a jpeg format.
5. SDO's shall submit or uploaded their entries, with a separate sheet indicating the name of the contestant, year level, and the name of the school, use the bit. lyRO2 online Digital Poster Making Contest.

- The artist/ contestant will be accountable for any issues that may arise with regard to the originality and authenticity of the design. Submitted outputs known copied/patent from other sources shall automatically be disqualified.
- Criteria for Judging

Criteria	Percentage
Creativity and Originality	40%
Relevance to the Theme	30%
Visual Impact and Design	20%
Technical Quality	10%
Total	100 %

- The Regional winners will receive the following prizes.
 - First Place – ₱3,000 and a Certificate of Recognition to the contestant and coach
 - Second Place – ₱2,000 and a Certificate of Recognition to the contestant and coach
 - Third Place – ₱1,000 and a Certificate of Recognition to the contestant and coach.
- The National winners will receive the following prizes.
 - First Place – ₱5,000 and a Certificate of Recognition
 - Second Place – ₱3,000 and a Certificate of Recognition
 - Third Place – ₱1,000 and a Certificate of Recognition
- Winners will be announced during the awarding ceremony on November 29, 2024 at the National Library Philippines.

D. Book Trailer Competition “Showcasing your Favorite Reads”

The competition aims to create engaging and creative book trailers that capture the essence, themes and excitement of a book. The goal is to encourage reading, promote literary works and enhance the appreciation of books among various audiences. Participants can create trailers for any book of their choice, preferably a published work that has inspired them.

Mechanics and Criteria

- The contest is open to all Junior High Schools particularly Grade 7-8 from private and public schools in the Region.
- There shall be one contestant from each SDO.
- Videos should be maximum of 3 minutes long. The video content can be created in any film-making technique including live-action, animation, or mixed media. Outputs should be in MP4 format with a resolution of at least 1080p.

4. Videos can be in any Filipino language or dialect, but non-Filipino languages should have Filipino subtitles.
5. The trailer must provide an overview or highlight the key elements of the book, such as its plot, themes, characters, or atmosphere, without giving away spoilers.
6. Participants must use royalty-free music, images, and other media or provide proof of permission for copyrighted material. The trailer should respect the intellectual property of the book's author and publisher.
7. The criteria for judging will be as follows:

Criteria	Description	Percentage
Creativity and Originality	<ul style="list-style-type: none"> • How unique and inventive is the trailer? • Does it showcase the participant's creativity in a fresh and engaging way? 	40%
Relevance to the Book	<ul style="list-style-type: none"> • How well does the trailer represent the book? • Are the key elements like the plot, character, and themes effectively communicated? 	30%
Quality Production	<ul style="list-style-type: none"> • How well is the trailer produced? • Consider the quality of visuals, sound, and overall presentation. 	20%
Overall Impact	<ul style="list-style-type: none"> • What is the trailer's overall effect on the viewer? • Does it make them excited for their efforts and contributions. 	10%

8. The Regional winners will receive the following prizes.

- First Place – ₱4,000 and a Certificate of Recognition to the contestant and coach
- Second Place – ₱3,000 and a Certificate of Recognition to the contestant and coach
- Third Place – ₱2,000 and a Certificate of Recognition to the contestant and coach

9. The National winners will receive the following prizes.

- First Place – ₱7,000 and a Certificate of Recognition
- Second Place – ₱5,000 and a Certificate of Recognition

- Third Place – ₱3,000 and a Certificate of Recognition

10. Winners will be announced during the awarding ceremony on November 29, 2024, at the National Library Philippines.

E. Piliing Magbasa, Piliin ang Pilipinas' Advocacy Video Contest

The theme of the contest is “Piliing Magbasa, Piliin ang Pilipinas,” which encourages participants to create advocacy videos that promote love of reading and the appreciation of Filipino culture, history, and identity.

1. The contest is open to all Junior High School particularly Grade 9-10 from private and public schools in the Region.
2. There shall be one contestant from each SDO
3. Videos should be maximum of 3 minutes long. The video can be created in any film-making technique including live-action, animation, or mixed media. Outputs should be in MP4 format with a resolution of at least 1080p .
4. Videos can be in any Filipino language or dialect, but non-Filipino languages should have a Filipino subtitles.
5. The video must not contain inappropriate content, including but not limited to explicit language, violent or graphic images, or offensive music. All content must be appropriate for a general audience.
6. The official music background to be used will be the ‘Piliin mo ang Pilipinas’ by Angeline Quinto.
7. The criteria for judging will be as follows:

Criteria	Description	Percentage
Adherence to Theme	<ul style="list-style-type: none"> • How well does the video align with the theme of the contest? • Does it effectively communicate the message, “If you choose to read, you choose the Philippines?” 	40%
Creativity and Originality	<ul style="list-style-type: none"> • How unique and inventive is the video? • Does it showcase a fresh perspective on the importance of reading in Filipino culture? 	30%
Quality Production	<ul style="list-style-type: none"> • Consider the technical aspects of the video, including the quality of visuals, sound, editing, and overall presentation. 	20%
Overall Impact	<ul style="list-style-type: none"> • What is the video's overall effect on the viewer? • Does it leave a lasting impression and inspire a love for reading and Filipino culture? 	10%

8. The Regional winners will receive the following prizes.

- First Place – ₱4,000 and a Certificate of Recognition to the contestant and coach
- Second Place – ₱3,000 and a Certificate of Recognition to the contestant and coach
- Third Place – ₱2,000 and a Certificate of Recognition to the contestant and coach

9. The National winners will receive the following prizes.

- First Place – ₱8,000 and a Certificate of Recognition
- Second Place – ₱6,000 and a Certificate of Recognition
- Third Place – ₱4,000 and a Certificate of Recognition

10. Winners will be announced during the awarding ceremony on November 29, 2024, at the National Library Philippines.