MEMORANDUM TO:

OIC-Asst. Schools Division Superintendent
Chief Education Supervisors, CID and SGOD
Secondary School Principals
Officers-In-Charge
Public and Private Schools

NATIONWIDE SHORT FILM COMPETITION

Please find the herein Regional Letter No. 208, s. 2019 regarding invitation of the Department of Trade and Industry to all Senior High School Students to join in the “Nationwide Short Film Competition,” contents of which are self-explanatory.

For information and appropriate action.

JOEL T. TORRECAMPO
Asst. Schools Division Superintendent
OIC-Office of the Schools Division Superintendent
TO: Schools Division Superintendents

Dear Sirs/Mesdames,

In celebration of the Consumer Welfare Month this October, DepEd-NCR recognizes the need to promote awareness and understanding of consumer issues. With this in mind, DepEd acknowledges the invitation from the Department of Trade and Industry for all senior high school students in the region to participate in the nationwide Short Film Competition.

For those interested, please find the attached Competition Briefers, Contest Mechanics and Program Run.

Further information, and clarifications can be obtained through Ms. Thea Mae Baltazar or Ms. Elsie Raquino at 791-3152/791-41-48, or through Ms. Leah Bautista at 920-5824.

Very truly yours,

WILFREDO E. CABRAL
Director III
Officer-In-Charge
Office of the Regional Director

Work toward excellence... play to win!
22 July 2019

MR. WILFREDO E. CABRAL
Office of the Regional Director
DEPARTMENT OF EDUCATION - NATIONAL CAPITAL REGION (DepEd – NCR)
Misamis St., Bago Bantay
Quezon City

Dear Mr. Cabral:

We would like to thank your Office for the invaluable assistance you have extended to us in the conduct of the "Dulaang Pangmamimili 2018" which was a major highlight in the celebration of the Consumer Welfare Month (CWM) last October 2018.

In view of the upcoming celebration of the CWM this October 2019, which carries the theme "Sustainable Consumption: Understanding the Impact of Consumer’s Choices in a Shared Environment", the Consumer Policy and Advocacy Bureau (CPAB) will hold a nationwide “Short Film Competition” as part of the series of activities for CWM.

The competition is open to all Senior High School students in Metro Manila, both public and private, with proper endorsement from their respective schools. This event aims to encourage consumers and businesses to take action on any of the following consumer issues through a short film:

1. Sustainable Consumption;
2. Digital Commerce; and
3. Vulnerable Groups (Senior Citizens, PWDs, children).

In this light, we would like to request the kind assistance of DepEd-NCR to help us in disseminating the attached mechanics of the competition to secondary schools.

Further clarifications may be coordinated with Ms. Thea Mae Q. Baltazar or Ms. Elsie Raquino at (02) 791-3152 / (02) 791-4148 or email at cpab-cpsd@dti.gov.ph, theamaebaltazar@dti.gov.ph, or elsieraquino@dti.gov.ph.

We look forward to your usual support and cooperation.

Thank you.

Very truly yours,

DOMINGO R. TOLENTINO, JR.
Director IV

CONSUMER PROTECTION AND ADVOCACY BUREAU
I. ABOUT THE CONTEST

This Short Film Competition targets Senior High School Students to create a film which encourages consumers and businesses to take action on consumer issues anchored on any of the following subjects:

1. Sustainable Consumption: Understanding the Impact of Consumer's Choices in a Shared Environment
2. Digital Commerce
3. Vulnerable Groups (i.e. Senior Citizens, children, PWDs)

II. ELIGIBILITY AND SPECIFICATIONS

1. The competition is open to Senior high school students nationwide, both from public and private schools;
2. There should only be one (1) entry per School Division Office per category at the Regional Level;
3. There should only be one (1) entry per Region per category at the National Level;
4. 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.
5. The film should generally be in English, Filipino or any Philippine dialect; however, subtitling must be provided.
6. The use of offensive acts or language shall be a ground for disqualification;
7. Music used for the film must be original, licensed or in the public domain;
8. Entry should be in HD data format (MP4, MOV, or AVI) in portable hard drive or DVD;
9. Entry has not been exhibited as part of any other film competition;
10. Maximum running time of the film should not exceed 10 minutes, inclusive of an optional opening and closing credits.

III. COMPETITION MECHANICS

A. Submission of Entries for Regional Competition

1. Participating schools may send their entry either through hand carry or courier for initial screening of the following Department of Trade and Industry (DTI) Offices;
   a) Consumer Protection and Advocacy Bureau (CPAB) – Entrants within NCR Consumer Protection and Advocacy Bureau at 2F Trade and Industry Building, 361 Senator Gil Puyat Avenue, 1200, Makati City, Philippines
   b) DTI – Regional Offices (DTI-RO) – Entrants for provincial offices

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. The deadline for submission is on or before 20 September 2019 5:00PM.
**National Level Elimination Round**

1. DTI-RO shall submit to DTI-CPAB on or before **25 September 2019** the Champion of their Regional Competition as its official entry to the National level competition;
2. Pre-screening for the National level competition will be on **30 September 2019**;
3. Five (5) entries per category will be chosen as finalists;
4. 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 on **11 October 2019 to 24 October 2019 12:00 N.N.**
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 further announced.

**Timeline**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>TARGET DATE</th>
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<tbody>
<tr>
<td>Deadline of submission of entries for pre-screening</td>
<td>20 September 2019 5:00PM</td>
</tr>
<tr>
<td>DTI-RO shall submit to DTI-CPAB the Champion of their Regional Competition as its official entry to the National Level Competition</td>
<td>25 September 2019</td>
</tr>
<tr>
<td>Pre-screening for the National Round</td>
<td>30 September 2019</td>
</tr>
<tr>
<td>Announcement of the final list of schools with entries to be shown during the final competition</td>
<td>07 October 2019</td>
</tr>
<tr>
<td>Posting of entries of 5 finalist in DTI Philippines and DTI Consumer Care Facebook Page</td>
<td>11 October 2019 to 25 October 2019 12:00 N.N.</td>
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<tr>
<td>Final Competition</td>
<td>24 October 2019</td>
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**IV. Criteria for DTI 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%**.

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<thead>
<tr>
<th>CRITERIA</th>
<th>WEIGHTAGE</th>
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<tbody>
<tr>
<td>a) Storytelling (Pacing, Direction, Plot)</td>
<td>20%</td>
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<tr>
<td>b) Creativity and Originality (Techniques on conveying the theme)</td>
<td>20%</td>
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<tr>
<td>c) Engagement and Relevance to the Theme</td>
<td>20%</td>
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<tr>
<td>d) Technical Quality (Cinematography, Editing, Audio, Music, Sound Effects)</td>
<td>10%</td>
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<tr>
<td>e) Audience Impact</td>
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<tr>
<td>a. Number of Facebook likes (DTI Philippines Facebook page) (15%)</td>
<td>30%</td>
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<td>b. Real-time voting on awards (15%)</td>
<td></td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
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</tbody>
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V. PRIZES PER CATEGORY

The winners shall be awarded with the following prizes:

<table>
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<tr>
<th>LEVEL OF AWARDS</th>
<th>AWARDS</th>
<th>CUT OFF OF ORT</th>
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<tbody>
<tr>
<td>Best Picture</td>
<td>₱100,000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students</td>
<td>95%</td>
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<tr>
<td>Best in Category</td>
<td></td>
<td></td>
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<tr>
<td>a) Sustainable Consumption</td>
<td>₱50,000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students</td>
<td>90%</td>
</tr>
<tr>
<td>b) Digital Commerce</td>
<td>₱50,000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students</td>
<td></td>
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<tr>
<td>c) Vulnerable Groups</td>
<td>₱50,000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students</td>
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<tr>
<td>Special Awards (if applicable)</td>
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<td></td>
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<tr>
<td>d) Best Actor</td>
<td>₱5,000.00 (GCs), Plaque of Recognition for the student</td>
<td></td>
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<tr>
<td>e) Best in Screenplay</td>
<td>₱5,000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students</td>
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<tr>
<td>f) Best in Editing</td>
<td>₱5,000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students</td>
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<tr>
<td>g) Best in Original Song</td>
<td>₱5,000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students</td>
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<tr>
<td>h) Best Animated Short Film</td>
<td>₱5,000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students</td>
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<td>recognition for the coaches/mentors and students</td>
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<tr>
<td>i) Best Documentary Short Film</td>
<td>P5,000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students</td>
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<td><strong>Consolation Prizes</strong></td>
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<tr>
<td>All non-winning entrants</td>
<td>P5,000 (GCs) and Certificate of Participation</td>
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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)

For more information, all concerned may get in touch with Ms. Thea Mae Q. Baltazar or Ms. Elsie D. Raquino at 7913152/7913148 or email at cpab-cpab@dti.gov.ph, theamaebaltazar@dti.gov.ph, elsierraquino@dti.gov.ph.

Thank you.

**Recommend**ing Approval:

[Signature]

LILJAN G. SALONGA  
Director III, CPAB

**Approved** by:

[Signature]

DOMINGO V. TORENTINO JR  
Director IV, CPAB