



Republic of the Philippines  
Department of Education  
Region X  
**LANAO DEL NORTE DIVISION**  
Gov. A. Quibranza Prov'l. Gov't. Compound  
Pigcarangan, Tubod, Lanao del Norte



**DIVISION MEMORANDUM**  
No. 380 s. 2018

**TO:** SECONDARY SCHOOLS

**FROM:** ROY ANGELO E. GAZO  
Schools Division Superintendent

**SUBJECT:** 1<sup>ST</sup> WORLD AIDS DAY PHOTO JOURNALISM CONTEST 2018  
1<sup>ST</sup> INFOMERCIAL MAKING CONTEST 2018  
1<sup>ST</sup> JINGLE MAKING CONTEST 2018

**DATE:** September 17, 2018

1. The Provincial Government of Lanao del Norte will conduct contests to the specified subjects above, its main thrust is to increase public awareness on sexually transmitted infections, and HIV/AIDS, hence, the conduct of media-related contests is vital in propagating information to its constituents.
2. Refer to enclosure No. 1, Division Memo No. 380 s. 2018.
3. For immediate dissemination and compliance.

# PROVINCE OF LANA O DEL NORTE

1<sup>ST</sup> WORLD AIDS DAY PHOTOJOURNALISM CONTEST 2018

1<sup>st</sup> HIV INFORMERCIAL MAKING CONTEST 2018

1<sup>ST</sup> JINGLE MAKING CONTEST 2018

## BACKGROUND

World AIDS Day was first visualized by the Thomas Netter and James W. Bunn in the month of August in 1987. Thomas Netter and James W. Bunn both are the public information officers for the AIDS Global Programme at the WHO (World Health Organization) in Geneva, Switzerland. They had shared their idea about the AIDS day to Dr. Jonathan Mann (Director of the AIDS Global Programme), who had approved the idea and recommended the World AIDS Day observance on 1st of December in the year 1988. World AIDS Day celebration was decided by them to be celebrated every year on 1st of December accurately. They thought that it should be decided far from the election time, Christmas holidays or other holidays. It should be celebrated during time when people and news media could pay more interest and attention in broadcasting the news all across the world.

One of the thrusts of the Provincial Government of Lanao del Norte is to increase public knowledge on Sexually Transmitted Infections, and HIV/AIDS, hence the conduct of media-related contests is vital in propagating information to its constituents. PGLDN administration believes that using social media, broadcast mediums and the likes is essential in reaching target populations who are undoubtedly active in these platforms.

## MECHANICS

### A. Contest-piece content

Contest pieces must capture the essential message on HIV prevention and the role of every Filipino in increasing public knowledge on HIV and become models of positive change towards HIV elimination. It must also embody this year's World AIDS Day theme "Right to Health"

### B. Contest Duration

The Provincial Health Office will accept entries from September 24, 2018 to November 15, 2018.

### C. Who can join?

The contest is open to all High School and College students enrolled at any school in Lanao del Norte. PGLDN will require participants to submit proof/s of enrolment/registration.

Rural Health Units/Local Government Units of Lanao del Norte are also enjoined to submit entries. Proof of employment will be required upon submission of entries.

### D. Submission of Entries

- a. Each participating school is allowed to submit ONE (1) entry per contest category.
- b. All entries must be submitted to the following avenues:
  - i. Provincial Health Office (for Infomercial and Jingle) – MCC Complex
    - Must be in USB/DVD/CD and enclosed in brown envelope
  - ii. Email at [pho\\_lanaodelnorte@yahoo.com](mailto:pho_lanaodelnorte@yahoo.com) (for Photojournalism)
- c. Entries should contain the following details
  - i. Name
  - ii. Sex
  - iii. Contact Number
  - iv. Name of School
  - v. Scanned copies of Proof of Registration/Enrollment
  - vi. Complete details of the photo including when and where it was taken (for PHOTOJOURNALISM)
  - vii. Complete details of the jingle and infomercial including name of editor/composer written on DVD/USB packaging
  - viii. File name of entries should follow this format: SCHOOLNAME\_ENTRY NUMBER or LGUNAME\_ENTRY NUMBER (ex. LNHS\_1; TUBODLGU\_1)



- ix. Deadline of submission of entries is on November 15, 2018 at 12 NOON, Philippine Standard Time. Entries received beyond the deadline shall automatically be disqualified.
- x. Successfully screened entries for Infomercial and Photojournalism will be posted on the official page of the Provincial Government of Lanao del Norte. **Likes, comments and shares** (appreciative only, no profane/derogatory comments allowed, one comment per person only) are part of the criteria.
- d. Shortlisted entries and final winners agree to the disclosure and publication of their names and entries in any media arrangement by the Provincial Government of Lanao del Norte and the Department of Health related to the announcement of the results of the contests.

#### E. Entry Requirements

- a. Photos = Original, full-colored, in JPEG or JPG format, in high resolution, 25mb maximum file size; must not be digitally altered- only simple edits are allowed, no watermarks; must not have been submitted to any other photo contests
- b. Infomercial = maximum running time is TWO (2) minutes only and must not be lower than 30 seconds; any form of multimedia or video camera is permitted; all created infomercial must be ORIGINAL and no part of it was obtained from any show or TV commercials; must be in DVD playable format (mp4/mpeg).
- c. Jingle = must be in English/Tagalog/Bisaya; lyrics should not contain vulgar and rude words; playing time must not exceed FOUR (4) minutes; each group must be composed of FIVE (5) members.

#### CRITERIA FOR JUDGING

##### **Jingle Making**

Composition (catchy melody, lively music, rhythm & recall)	= 40%
Relevance to the Theme	= 25%
Lyric Content (originality, message clarity, language & phrasing)	= 20%
Creativity (use of structure, instruments and vocals)	= 10%
Appeal/Impact	= 5%
<b>TOTAL</b>	<b>= 100%</b>

##### **Infomercial Making**

Story	= 20%
Originality	= 20%
Relevance to the theme	= 30%
Technicality	= 15%
Appeal	= 15%
<i>Likes &amp; Comments (5%)</i>	
<i>Shares (10%)</i>	
<b>TOTAL</b>	<b>= 100%</b>

##### **Photojournalism**

Adherence to the theme/content	= 30%
Creativity & Originality	= 25%
Visual Impact	= 25%
Photographic Quality	= 20%
<b>TOTAL</b>	<b>= 100%</b>

Prepared by:

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