



Republic of the Philippines
DEPARTMENT OF EDUCATION
Region I
SCHOOLS DIVISION OFFICE
DAGUPAN CITY



DIVISION ADVISORY No. 023 s. 2019

To : Assistant Schools Division Superintendent
Chief Education Supervisors, CID and SGOD
Public Schools District Supervisors
Public Elementary and Secondary School Heads
All Others Concerned

From : Office of the Schools Division Superintendent

Subject : **CALL FOR ENTRIES TO THE 2019 SHORT FILM
COMPETITION BY THE DEPARTMENT OF TRADE AND INDUSTRY**

Date : August 15, 2019

RELEASED
DEFER
DATE: 8-25-19
BY: [Signature]
In 4796

- 1.) In view of the celebration of Consumer Welfare Month on October 2019 with the theme "**Sustainable Consumption: Understanding the Impact of Consumer's Choices in a Shared Environment,**" the Department of Trade and Industry (DTI) will be conducting a nationwide Short Film Competition as one of its activities.
- 2.) All Senior High School students are invited to participate in the Short Film Competition.
- 3.) The deadline for submission of short film entries is on **September 20, 2019** to the DTI Regional Office for the Regional Pre-Screening. Pre-screening at the National level is on September 30, 2019 while announcement of results is on October 7, 2019.
- 4.) The winner for Best Picture category at the National level shall receive a cash prize of PhP100,000.00 and Plaque of Recognition. Winners in other categories shall also receive cash prizes amounting PhP5,000.00 to PhP50,000.00 and Plaques of Recognition.
- 5.) Enclosed is a copy of the letter of request from DTI as well as the mechanics and guidelines for the competition .
- 6.) Widest dissemination of this memorandum is desired.


LORNA G. BUGAYONG, Ph.D., CESO VI
Schools Division Superintendent



SGOD

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August 9, 2019

MS. LORNA G. BUGAYONG
School Division Superintendent
Department of Education-
School Division Dagupan City
Burgos St., Dagupan City

Dear Ms. Bugayong:

As part of the celebration of the Consumer welfare Month (CWM) this October 2019, the Department of Trade and Industry (DTI) will hold a nationwide Short Film Competition.

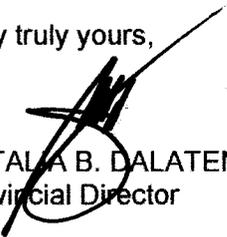
With this, may we request your support and assistance by inviting senior high school students to join the said contest. Enclosed herewith is the contest guidelines for your information and dissemination.

We hope to have the official entry per School Division Office per category be submitted to DTI Regional Office before September 20, 2019 for the Regional Pre-Screening.

For further details, please feel free to contact us at 515-3183 or e-mail us at cwdpangasinan@yahoo.com attention Ms. Ruth L. Salazar.

Sincere regards and highest esteem.

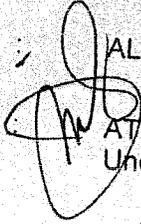
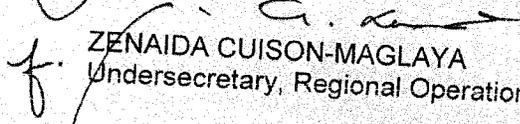
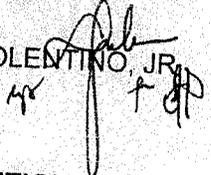
Very truly yours,


NATALIA B. DALATEN
Provincial Director

Nbd/mel.deped.film contest.2019

PANGASINAN PROVINCIAL OFFICE

MEMORANDUM

For : ALL REGIONAL DIRECTORS
Thru :  ATTY. RUTH B. CASTELO
Undersecretary, Consumer Protection Group
 ZENAIDA CUISON-MAGLAYA
Undersecretary, Regional Operations Group
Copy : ATTY. ANN CLAIRE C. CABOCHAN
Asst. Secretary, Consumer Protection Group
From : DIRECTOR DOMINGO R. TOLENTINO, JR. 
Date : 18 July 2019
Subject: 2019 SHORT FILM COMPETITION

In view of the upcoming celebration of the Consumer Welfare Month (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.

Participants of the said competition are Senior High School students. 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).

Once again, we enjoin the cooperation of DTI Regional and Provincial Offices in the screening and submission of entries for the national competition. The final competition and awarding is scheduled on 24 October 2019. Attached herewith is the mechanics of the Short Film Competition for your guidance.

Further clarifications may be coordinated with Ms. Elsie Raquiño or Ms. Liah Rodriguez at (02) 791-3152 / (02) 791-4148 or email at cpab-cpad@dti.gov.ph, elsieraquino@dti.gov.ph or annavirgiliarodriguez@dti.gov.ph.

We look forward to your usual support and cooperation.

Enabling Business, Empowering Consumers

CONSUMER PROTECTION AND ADVOCACY BUREAU
2F Trade & Industry Building, 361 Sen. Gil J. Puyat Avenue, 1200 Makati City,
Telephone: (+632) 791.3148 or 751.0384 loc. 2222, 2223, 2227, 2229 • Fax: (+632) 890.4941
www.dti.gov.ph

Received by: 
Date: 23 July 2019
Time: 3:25 PM



SHORT FILM COMPETITION 2019

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**.

B. 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**

C. 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.

D. Timeline

| ACTIVITY | TARGET DATE |
|--|--|
| 1. Deadline of submission of entries for pre- screening | 20 September 2019 5:00PM |
| 2. DTI- RO shall submit to DTI-CPAB the Champion of their Regional Competition as its official entry to the National Level Competition | 25 September 2019 |
| 3. Pre-screening for the National Round | 30 September 2019. |
| 4. Announcement of the final list of schools with entries to be shown during the final competition | 07 October 2019 |
| 5. Posting of entries of 5 finalist in DTI Philippines and DTI Consumer Care Facebook Page | 11 October 2019 to 25 October 2019 12:00 N.N. |
| 6. Final Competition | 24 October 2019 |

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%.

| CRITERIA | SCORE |
|---|-------------|
| a) Storytelling (Pacing, Direction, Plot) | 20% |
| b) Creativity and Originality (Techniques on conveying the theme) | 20% |
| c) Engagement and Relevance to the Theme | 20% |
| d) Technical Quality (Cinematography, Editing, Audio, Music, Sound Effects) | 10% |
| e) Audience Impact | |
| a. Number of Facebook likes (DTI Philippines Facebook page) (15%) | 30% |
| b. Real-time voting on awards (15%) | |
| TOTAL | 100% |

V. PRIZES PER CATEGORY

The winners shall be awarded with the following prizes:

| LEVEL OF AWARDS | AWARDS | CUT-OFF SCORE |
|---------------------------------------|---|---------------|
| Best Picture | P100, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students | 95% |
| Best in Categories | | |
| a) Sustainable Consumption | P50, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students | 90% |
| b) Digital Commerce | P50, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students | |
| c) Vulnerable Groups | P50, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students | |
| Special Awards (if applicable) | | |
| d) Best Actor | P5, 000.00 (GCs), Plaque of Recognition for the student | |
| e) Best in Screenplay | P5, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students | |
| f) Best in Editing | P5, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students | |
| g) Best in Original Song | P5, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students | |
| h) Best Animated Short Film | P5, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of | |

| | | |
|--------------------------------|--|--|
| | recognition for the coaches/mentors and students | |
| i) Best Documentary Short Film | P5, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students | |
| Consolation Prizes | | |
| All non-winning entrants | P5,000 (GCs) and Certificate of Participation | |

VI. EXPENSES

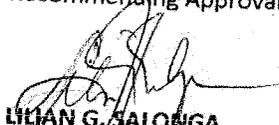
The DTI-CPAB will shoulder the transportation and accommodation of the five finalists to and from Manila for the final competition:

- a. School Representative (1)
- b. Student representative (1)
- c. DTI – RO Representative (1)

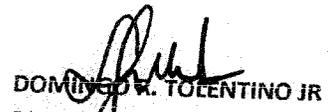
For more information, all concerned may get in touch with Ms. Thea Mae Q. Baltazar or Ms. Elsie D. Raquiño at 7913152/7913148 or email at cpab-cpad@dti.gov.ph, theamaebaltazar@dti.gov.ph, elsieraquino@dti.gov.ph.

Thank you.

Recommending Approval:


LILIAN G. SALONGA
 Director II, CPAB

Approved by:


DOMINGO W. TOLENTINO JR
 Director IV, CPAB