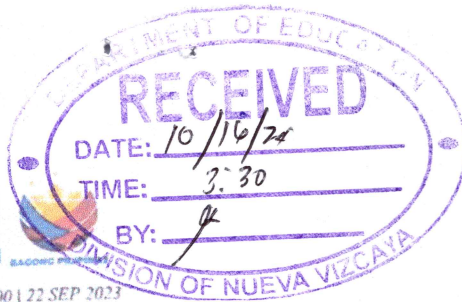




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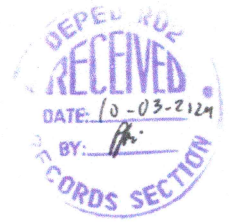


DepEd Regional Office No. 02



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ADVISORY

To all RSCWC Member Agencies, Provinces, and Local Government Units:

The Council for the Welfare of Children (CWC) together with the Department of Social Welfare and Development as the lead agencies for the NCM celebration, will lead in the launching of the 2024 NCM Jingle Making Contest through the Regional Sub-Committee for the Welfare of Children (RSCWC) Region II, to further promote the National Children's Month celebration annually.

In marketing endeavors, jingles hold significant importance in brand advertisement and advocacy promotion, being short, catchy, prerecorded songs tailored for broadcast and online media dissemination. This initiative is geared toward soliciting jingle entries intended for utilization during the National Children's Month celebration and for broader advocacy efforts focused on championing children's rights and welfare.

Grand Prize	P5,000
1st Place	P3,000
2nd Place	P2,000
People's Choice Award (via Facebook)	P1,000
Most Viral Award (via Facebook)	P1,000

The mechanics and forms can be accessed and downloaded through the following QR Code:



For any query or clarifications, please contact our Regional Coordinator, **Ms. Mary Joy T. Mamaug** at 0917-557-7447 or via e-mail at rscwc_region2@cw.gov.ph.

Thank you for your continued support towards a "Child-Friendly Philippines: A Caring and Protective Society for, by and with the Children."

LUCIA SUYU - ALAN, RSW
Regional Director/RSCWC 02 Chairperson

ADVISORY		Date: 10-21-24
To:	<input checked="" type="checkbox"/> PSDS/DICs	<input checked="" type="checkbox"/> Elem/Sec School Heads
	<input type="checkbox"/> Private Schools	<input type="checkbox"/> Others:
For:	<input checked="" type="checkbox"/> Information	<input checked="" type="checkbox"/> Dissemination
	<input type="checkbox"/> Guidance	
ORLANDO E. MANUEL PhD, CESO V Schools Division Superintendent		
By:	<input checked="" type="checkbox"/> ASD Chief <input checked="" type="checkbox"/> SGO Chief <input type="checkbox"/> AO <input type="checkbox"/> Atty.	Signature: [signature]

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October 15, 2024

To: **Schools Division Superintendents**

For your information and appropriate action.

BENJAMIN D. PARAGAS PhD, CESO III
Director IV/Regional Director

DEPED REGIONAL OFFICE 02

RELEASED
DATE: 11-16-2024
BY: [signature]
RECORDS SECTION



2024 NATIONAL CHILDREN'S MONTH JINGLE MAKING CONTEST MECHANICS

I. RATIONALE

The United Nations Convention on the Rights of the Child (UNCRC) is the first legally binding universal treaty and the most widely ratified human rights treaty in history that is solely dedicated to promoting and protecting children's rights to survival, development, protection, and participation.

Particularly, it sets out the rights of children in 54 articles and is guided by these four principles: non – discrimination/ equality, the best interest of the child, survival and development, and participation/inclusion.

The Philippines, as a State Party to the UNCRC, has the obligation and accountability to undertake all appropriate legislative, administrative, and other measures for the realization of children's rights so children have access to services, protect all forms of abuse and violence, opportunities for personal development to reach their fullest potential.

By virtue of Republic Act 10661, the National Children's Month (NCM) in the Philippines is annually celebrated every November as it commemorates the adoption of the UNCRC on November 20, 1989. It seeks to instill its significance in the Filipino consciousness and sustains the promotion and protection of children's rights.

The Council for the Welfare of Children (CWC) together with the Department of Social Welfare and Development as the lead agencies for the NCM celebration, are authorized to call upon any department, bureau, office, agency of the government, the local government unit, Government-Owned and Controlled Corporations, and non – government organizations for any assistance that may be needed for the celebration.

In marketing campaigns, jingles are crucial in advertising a brand and promoting advocacy as songs that are short and catchy, prerecorded, and designed to air in broadcast and online media. Thus, the Regional Sub-Committee for the Welfare of Children (RSCWC) Region II, as the regional counterpart of the CWC, will lead in the launching of the NCM Jingle Making Contest to further promote the National Children's Month celebration annually.

II. OBJECTIVES:

To gather jingle entries which will be used for the annual National Children's Month celebration, and any other advocacy purposes promoting children's rights and welfare.

III. WHO CAN JOIN?

- The contest is open to all Filipino Children in Region 02 and youth aged 12-17 years old.
- The jingle can be composed and performed by an individual or a group of not more than five (5) persons.
- An individual participant or a group can only submit one (1) entry.
- Child contestants must secure and submit signed parental consent and waiver to participate. (Please refer to the other requirements below.)



IV. GENERAL MECHANICS

The jingle must contain the following elements:

- Festive and child-friendly
- Should feature children's rights to survival, development, protection, and participation
- Call for collective action to uphold rights and welfare of children
- The jingle must be original composition and have not been submitted to any contest.
- Refrain from submitting entries with similar or copyrighted tune, melody, and lyrics.
- Lyrics must be in English, Filipino, local dialect (with translation/subtitle), or a combination, and must contain keywords associated with children and National Children's Month.
- Entries must be in WAV, MP4 Format (video format).
- Duration must follow a minimum of one (1) minute and 30 seconds up to a maximum of 2 minutes, including the intro and outro.

V. REQUIREMENTS/SUBMISSION OF ENTRIES


- Entries must be submitted via email at rscwc_region2@cwgc.gov.ph with the subject using the following format: NCM Jingle + Name/Group (e.g. NCM Jingle_Juan Dela Cruz), from 18 October 2024 until 28 October 2024, Philippine Standard Time, 5:00 pm, with the following requirements:
 - Waiver and certification form;
 - Parental/Guardian consent for participants;
 - Lyric Sheet; and
 - Jingle Entry in video format
- Uploading of NCM Jingle Entries is on 04 November 2024 at the Regional Sub-Committee for the Welfare of Children Region 02 page. The deadline for voting (photo reactions) is on 22 November 2024 at 5:00 pm.
 - Voters must like and follow the page for the votes to be counted.
- Mechanics and forms can be accessed and downloaded through the following QR Code:



Note: Jingle entries submitted with incomplete attachments and/or forms with incomplete information or before the deadline will not be accepted.

VI. CRITERIA FOR JUDGING

Musicality	Originality, catchy melody, lively music, rhythm, memorability in the music	40%
Lyrical Composition	Meaning, clarity, and flow of message/lyrics, and relevance to prescribed elements	25%
Creativity	Use of instruments, vocals, steps, and costume	20%

Impact	Most number of reactions via Facebook (RSCWC Region 02 page)  <i>Note: Voters must like and follow the page for the votes to be counted.</i>	15%
TOTAL		100%

VII. SCREENING PROCESS

- **1st Level (Pre-Screening):** The Pre-Screening Committee from the RSCWC II Secretariat will shortlist entries received based on the criteria for judging. Qualified entries will be endorsed to the panel of judges in the 2nd level of screening.
- **2nd level (Referendum):** Out of the shortlisted entries endorsed by the Pre-Screening Committee, the panel of adult judges which consists of five representatives from the *Five (5) RSCWC member agencies*, will shortlist entries who will advance as finalists in the 3rd level of screening.
- **3rd level (Final voting/deliberation of judges):** The finalists will be deliberated by a panel of five (5) adult judges and two (2) junior judges including child representatives.

The decisions of the panel of judges are final, binding, and irrevocable/ non – appealable.

In the event of a tie between the finalists, the entry that received the **highest TOTAL rating from MUSICALITY AND CREATIVITY combined** will be declared as the placer among the ties.

VIII. ANNOUNCEMENT AND AWARDING

Five (5) Winners will receive tax-free cash prizes amounting to:

Grand Prize	P5,000
1st Place	P3,000
2nd Place	P2,000
People's Choice Award (via Facebook)	P1,000
Most Viral Award (via Facebook)	P1,000

- Winners will be notified using the contact details provided upon submission of the entry.
- The organizer will contact the winners to request their or their parents' bank details valid IDs, and other relevant documents for transfer or depositing of cash prizes or preferred mode of transaction.
- The official announcement of Winners is on 27 November 2024 via RSCWC 02 Facebook page.
- The Grand Winner shall also perform during the NCM Culminating Activity on 28 November 2024.



IX. TIMELINE OF ACTIVITIES

ACTIVITY	SCHEDULE
Deadline for Submission of entries	28 October 2024
Posting of Entries via the RSCWC 02 Facebook Page	04 November 2024
Deadline for Facebook reactions	22 November 2024
Judging of Entries	25 November 2024
Announcement of Winners	27 November 2024

X. DISCLAIMER

- All participants will be awarded with a Certificate of Participation.
- By entering the Contest, the participant declares that the submitted entry is an original work created solely by the individual or group participants and does not infringe on any existing copyrights, trademarks, or intellectual property rights of any person or entity and that no party has any right or claim in the jingle.
- Any complaints that may arise due to similarities, likeness, or comparisons of the jingle would be the sole accountability of the individual or group participants in proving its authenticity and will free the organizers from any liabilities.
- The jingle should not contain any explicit, or inappropriate words, and must uphold nonpartisanship. Any misrepresentation of the jingle's origin shall be a cause for disqualification.
- All submitted entries shall be considered as property of the Regional Sub-Committee for the Welfare of Children Region 02.
- The RSCWC 02 Secretariat will have the exclusive rights to the winning entries which will be used during National Children's Month and with any other advocacy or promotional activities. It shall also reserve its right to make necessary adjustments or refinements to the winning entries. It cannot be published nor used in any contests or purposes without the consent of RSCWC 02.

For further inquiries, please contact the **Regional Sub-Committee for the Welfare of Children Region 02 Coordinator, Mary Joy Mamauag** at +63917-557-7447 or email rscwc_region02@cwcc.gov.ph.