



Republic of the Philippines
DEPARTMENT OF EDUCATION
Region III
DIVISION OF CITY SCHOOLS
City of San Jose del Monte

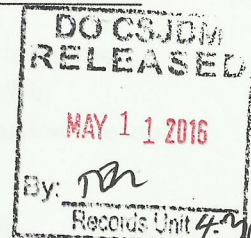


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May 11, 2016

DIVISION MEMORANDUM


No. 75 s. 2016



To: **Assistant Schools Division Superintendent
Division Chief
Public Schools District Supervisors
Elementary & Secondary Public School Heads**

**ADDENDUM TO DIVISION MEMORANDUM NO. 60, S. 2016
IMPLEMENTING DIVISION BRIGADA ESKWELA 2016**

1. In the event of 2016 Brigada Eskwela, this Office opens a Jingle Writing Contest to all public elementary and secondary schools. Enclosure No. 1 shows the mechanics for the jingle writing contest, the awarding of which will be done during the kick-off ceremony.
2. A festive caravan to launch the first day of 2016 Brigada Eskwela will start in San Jose del Monte Central School at exactly 6:00 a.m. and will end at Francisco Homes Elementary School. Enclosure No. 2 depicts the parade route.
3. School delegates to the caravan include the school heads, PTA officers, ASP/BE Coordinators, SPG/SSG president, teachers, and other stakeholders.
4. Enclosure No. 3 contains the list of Technical Working Group and their tasks.
5. Enclosure No. 4 contains the official Brigada Eskwela T- Shirt and Tarpaulin to be used during the caravan and kick-off ceremony.
6. Public Schools District Supervisors shall lead their respective districts for the duration of the motorcade.
7. School Expenses relative to the conduct of Brigada Eskwela Caravan and Kick-Off shall be charged to the school MOOE while prizes, supplies and meals of SDO personnel and school heads shall be charged to SEF subject to the usual accounting and auditing rules and regulations.
8. Immediate and wide dissemination of this memorandum is desired.


GERMELINA H. PASCUAL, CESO V
Schools Division Superintendent

JINGLE WRITING CONTEST

1. Rules and Guidelines

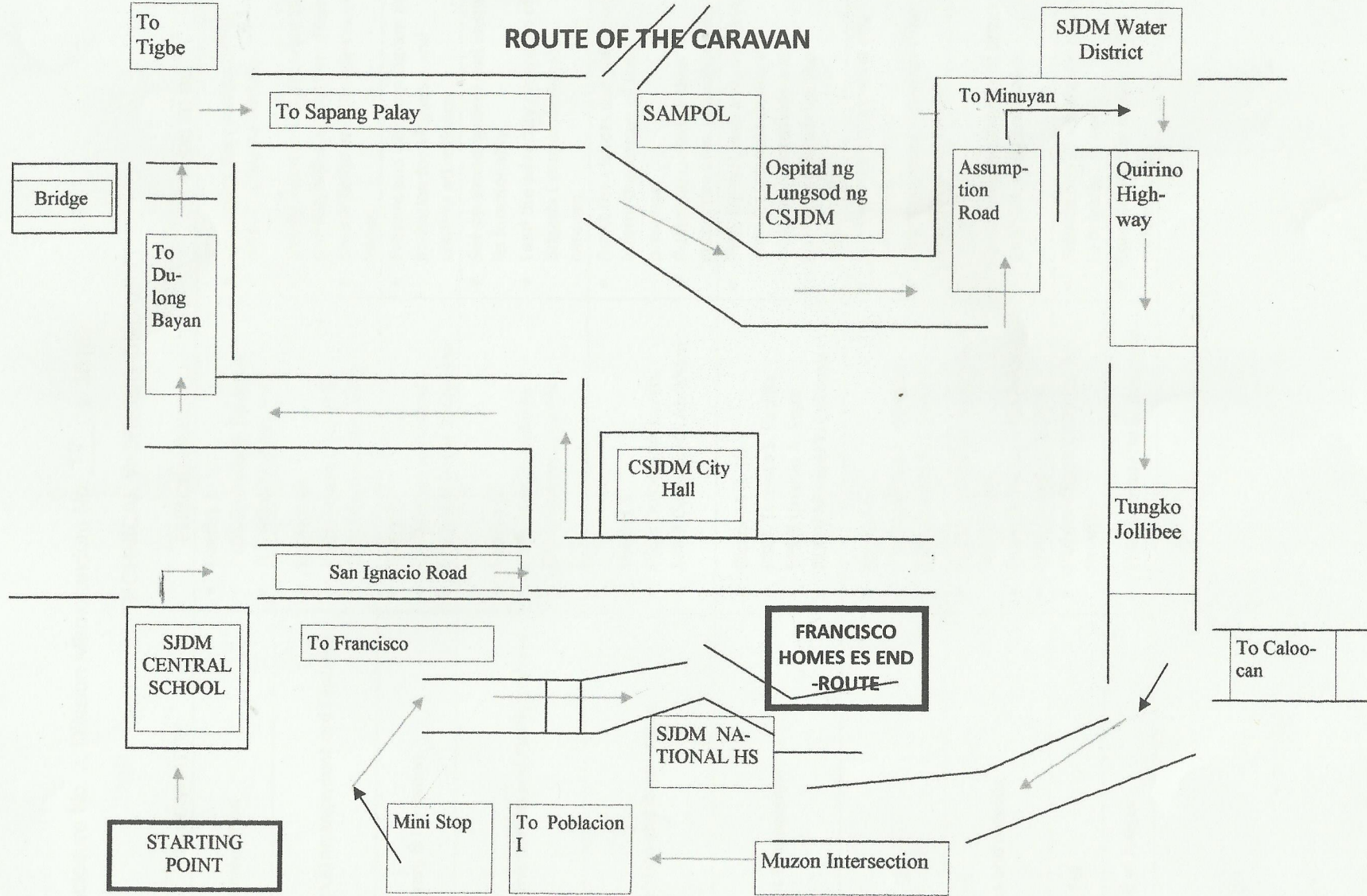
- 1.1. The contest is open to all public elementary and secondary schools;
- 1.2. The competition theme should be based on the 2016 Brigada Eskwela theme;
- 1.3. Lyrics should have easy recall and must be written in Tagalog or *Taglish*;
- 1.4. A jingle entry may be written in a popular or new song genre or a fusion thereof in any form or structure;
- 1.5. The duration of entry should not exceed five (5) minutes;
- 1.6. Must be entirely original and can be a sole composer and/or collaborator(s);
- 1.7. The audio file of the jingle entry must be in MP3 format, bearing the song title with video;
- 1.8. Lyrics should be in Word File format and must contain the name(s) of the composer and lyricist;
- 1.9. The deadline for submission of entries is on May 20, 2016; and
- 1.10. The decision of the judges is final and irrevocable.

2. Criteria for Judging

| | | | | |
|------------------|---|--------------|---|--|
| Originality | - | 30 % | - | fresh sound, unique approach to jingle writing and aligned to 2016 Brigada Eskwela theme |
| Musical Content- | | 20 % | - | musical style-up tempo, bright and inspiring |
| Lyrical Content- | | 30 % | - | coherence, ingenuity and promote K to 12 Learners |
| Over-all Impact- | | 20 % | - | effect on the audience |
| TOTAL | - | 100 % | | |

3. Prizes for the winners

| | | |
|-----------------------|---|--|
| Champion | - | P 5,000.00 with certificate and trophy |
| 1 st place | - | P 3,000.00 with certificate and trophy |
| 2 nd place | - | P 1,000.00 with certificate and trophy |



(Enclosure No. 3, Division Memorandum No. 75, s. 2016)

TECHNICAL WORKING GROUP

| COMMITTEE | PERSONS INVOLVED | TASKS TO DO |
|-------------------------------------|--|---|
| Documentation | <ul style="list-style-type: none"> • District 1 • PSDS Epifania D. De Leon • ITO Arthur F. Francisco | <ul style="list-style-type: none"> • Document the conduct of the Brigada Eskwela Activity |
| Physical arrangement and Facilities | <ul style="list-style-type: none"> • District 10 • PSDS Teresita S. Padilla • SEPS Mary Ann M. Neira | <ul style="list-style-type: none"> • Set-up, lay-out and decorate the ground, hall stage of the venue. • Ensure order and cleanliness of the venue. |
| Program & Invitation | <ul style="list-style-type: none"> • District 7 • PSDS Dolores M. Lavilla • EPS II Ma. Felisa C. Camino | <ul style="list-style-type: none"> • Prepare and deliver program and invitation for all guests and confirm attendance. |
| Communication and Public Address | <ul style="list-style-type: none"> • District 6 • PSDS Lydia T. Velunta • EPS II Samuel S. Cariño | <ul style="list-style-type: none"> • Set-up sound system and ensure its functionality. • Lead the advocacy campaign of the Brigada Eskwela during the caravan. |
| Reception and Registration | <ul style="list-style-type: none"> • District 9 • PSDS Dolores M. Lavilla • EPS II Conrado O. Abraham | <ul style="list-style-type: none"> • Assist the visitors and guests and inform the emcee of their presence. • Guide the crowd to their respective area of assignment. |
| Traffic Management | <ul style="list-style-type: none"> • District 4 & 10 • PSDS Teresita S. Padilla • EPS II Urcesio A. Sepe • PDO II Manuel T. Caliboso | <ul style="list-style-type: none"> • Plan, lay-out, and assign parking area for vehicles during the caravan. Coordinate with barangay officials for the motorcade. |
| Food | <ul style="list-style-type: none"> • District 3 • PSDS Epifania F. De Leon • SEPS Robesa R. Hilario | <ul style="list-style-type: none"> • Ensure clean preparation and packaging of food. • Ascertain enough and on-time distribution of foods. |
| Prizes and Awards | <ul style="list-style-type: none"> • SGOD – Social Mobilization & Networking • Selected BE Coordinators • SEPS Renato L. Ignacio | <ul style="list-style-type: none"> • Ensure the availability of prizes, trophies, and certificates. |
| First Aid | <ul style="list-style-type: none"> • Division Nurse Ethel Joy A. Querido | <ul style="list-style-type: none"> • Provide health assistance relative to Brigada Eskwela. |
| Board of Judges | <ul style="list-style-type: none"> • EPS I Bernadette B. Rosaroso | <ul style="list-style-type: none"> • Consolidate the results of the competition. |

(Enclosure No. 4 to Division Memorandum No. 75, s. 2016)

BRIGADA ESKWELA T-SHIRT DESIGN



BRIGADA ESKWELA TARPULIN DESIGN

