

Republic of the Philippines
DEPARTMENT OF EDUCATION
Region XI
SCHOOLS DIVISION OF DIGOS CITY
Digos City

DIVISION MEMORANDUM NO. 374 s. 2016

TO : Secondary School Principals, School-In-Charge, TICs and OICs

FROM: *su*
DEE D. SILVA, DPA, CESO VI
Schools Division Superintendent

SUBJECT: NATIONAL ADOLESCENT HEALTH AND YOUTH
DEVELOPMENT (AHYD) INDEPENDENT FILM FESTIVAL

DATE: July 18, 2016

1. The Commission on Population (POPCOM) will be conducting a National Adolescent Health and Youth Development (AHYD) Independent Film Festival which will culminate on December 5-9, 2016 in Manila.
2. The goal of the activity is to help our teenagers face the challenges they are confronted with at present rising news media. This year's theme is "Kabataan, Kalusugan, Kalikasan: Magkakaugnay".
3. The participants are Grades 9, 10 and 11. Only one (1) entry is allowed per school with 1 director, 1 writer and 1 coach.
4. Deadline of the submission of film entries will be on September 15, 2016. Prerequisite to joining the contest will be the participation to the PHE/ASRH and basic filmmaking orientation workshop on August 10-12, 2016 in Davao City.
5. Enclosed is the letter sent by the Commission on Population Regional Director to the Digos City Division Superintendent for important details.
6. For guidance and immediate dissemination.

DepEd Schools Division of Digos

RELEASED

Date: JUL 19 2016 Time: 5:47 PM

By: *Jo*

DepEd Schools Division Office

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Date: JUL 07 2016 2:21

Syc: [Signature]

CITY DIVISION OFFICE



COMMISSION ON POPULATION

REGIONAL OFFICE NO. XI

SPMC Compound, Bajada, Davao City

Tel. Nos. (082) 305-5611 & 305-5612 / Telefax No. (082) 227-1027

P.O. Box No. 80305 / Email Address: popcom11@yahoo.com

July 5, 2016

DR. B. SILVA, Ed.D.

OIC, Office of the Schools Division Superintendent
Department of Education XI
City of Digos

Dear Dr. Silva:

With the utmost goal to help our teenagers face the challenges they are confronted with at present using new media, we are glad to inform you that the Commission on Population (POPCOM) will once again be conducting a National Adolescent Health and Youth Development (AHYD) Independent Film Festival which will culminate on December 5-5, 2016 in Manila.

Each region is invited to compete in the Film Festival by conducting a regional short film contest and submitting its winner as regional entry for a chance to be recognized as the National Film Festival Winner with cash prizes. The short film should have a running time of 20 minutes and should revolve around topics on Population, Health and Environment (PHE) and Adolescent Sexuality and Reproductive Health (ASRH) with the theme, "Kabataan ng Kasugan, Kalikasan, Magkanyay." Only one entry per school will be allowed. Deadline of submission of entries will be on September 15, 2016.

In relation to this, we would like to request the assistance of your office of the following:

- Disseminate this information among the Davao Region Grades 9,10 and 11 public and private high school students to join this contest.
- Allow and assist Grades 9, 10, and 11 students to produce a short film.
- Send coach as representative to attend and accompany the students during the National/Regional Awarding Ceremony and Workshop.
- Help organize students to create awareness-raising activities within the campus on PHE, adolescent sexual and reproductive health issues - particularly teenage pregnancy, STI and HIV/AIDS and other risky behaviors.
- Allow showing of their locally-produced films in schools.

We would like to highlight that a pre-requisite to joining the contest will be the participation to the PHE/ASRH basic filmmaking orientation-workshop. We would therefore like to invite student filmmakers particularly 1 director, 1 writer and 1 coach per participating school to the orientation-workshop scheduled on August 12, 2016 in Davao City. Deadline of submission of names of participating schools and names of students is August 29, 2016 using the format in the guidelines. Limited slots available.

Details about the contest is enclosed for your reference. For further clarifications, please contact Ms. L. [Name], Information Officer II, Technical Section of the RPO at landline 082-3055612, mobile no. 0921672090 or email: popcom11@yahoo.com.

We are looking forward to your positive and prompt response on this request. Thank you and more power.

[Signature]
MATTHEW A. DAMBANI
Regional Director



Date: JUL 07 2016 Time: 2:10 PM

**2016 ADOLESCENT HEALTH AND YOUTH DEVELOPMENT (AHYD)
INDEPENDENT FILM FEST GUIDELINES**

Introduction

Young people make up one fifth of the country's population. That means, 19.2 million youth, half of which are adolescents aged 15-19 sailing for adulthood in the next few years. (YAFS, 2013).

Many critical concerns affect adolescents that make a great impact on the society such as early marriage, maternal death, limiting access to education and employment, poverty, domestic violence, the threat of STI/HIV and AIDS, and many others. These issues represent a crucial and unique opportunity for the Commission on Population (POPCOM) to address the diverse needs of adolescents and young people today.

The AHYD program generally aims to contribute to the improvement and promotion of the total well being of young people by addressing issues related to adolescent and youth sexuality and reproductive health and rights. The program also aims to provide adolescents and youth with appropriate information and life skills to enable them to cope with problems related to the attainment of their full development into adulthood.

The Adolescent Health and Youth Development (AHYD) Component will feature independent films made by young people from 17 regions in the Philippines. The AHYD Independent Film Festival will be conducted at the national level, and all POPCOM Regional Offices are enjoined to send their entry for the film festival.

Now on its second year, the festival focuses on population, health and environment (PHE) and its relation to young people in the context of sustainable development. The theme for this year is, "Kapatayan, Kalusugan, Kalikasan: Magkaugnay."

The film festival will be the venue to create awareness on the status of today's adolescents and young people. The festival will also be one of the many approaches of the agency in helping the young people in the crucial stage of their development so that they will grow into healthy, responsible, and productive adults.

Objectives

General Objectives

To heighten public awareness on AHYD and various issues affecting our youth today.

Specific Objectives

- To produce, package and disseminate films as part of advocacy materials for AHYD.
- To create a pool of communicators who can help promote PHE, Adolescent Sexual and Reproductive Health (ASRH) and sexuality education in schools and communities.

This is aimed at preventing early sexual encounters, teenage pregnancy, and proliferation of Sexually Transmitted Infections (STIs) and HIV/AIDS.

Guidelines:

The short films should have a running time of minimum of 15 minutes and maximum of 70 minutes including credits and disclaimer. This should revolve around the theme: "Kabataan, Kalusugan, Kalayaan, Magkaugnay"

The films will become property of POPCOM as communication and information materials for Adolescent Health and Youth Development program.

Grades 9, 10, and 11 students from public or private schools are invited to participate in the event. Only students of Grades 9, 10 and 11 should be hands-on in the whole production process including the shooting, acting and editing.

Only one entry per school and per region will be allowed.

A PHE and ASRH orientation and basic filmmaking workshop shall be conducted with participants. Attendance to the workshop is required. Those who cannot attend are disqualified from joining the contest.

Name of participants to the orientation-workshop	Grade level	Production designation: Coach, Writer, Director, etc...	Production Name	Contact number	Email address

Name of school: _____
School address: _____

CONFIRME:
School Principal: _____
(signature over printed name)

Contact no. _____

Each entry should have English sub-titles and obscene shots should not be explicitly shown.

Official entries must be original and have never been submitted in any previous contests/competitions.

POPCOM Regional Office should supervise the students in the production process and may extend technical assistance during pre-production and post judging. POPCOM must ensure that no professional assistance will be provided to the students which may compromise the integrity of the students' ideas.

The deadline for submission for the regional contest will be on September 16, 2016.

The chosen best film and script shall be the regional entry to the National AMYD Independent Film Fest. Deadline of submission will be on October 12, 2016.

Timeline

Activity	Timeline	Participants
PHE/ASRH Orientation and Filmmaking Workshop	August 10-12, 2016	Student Director Student Writer Teacher Coach
Film Production	August 13 - September 15	Student Filmmakers
Deadline of Submission	September 16, 2016	Student Filmmakers
Judging	3 rd week of September (Sept. 19-23)	Board of Judges
Regional Awarding	Last week of September (Sept. 26-30)	DEPED, Contestants, P/CPOs Board of Judges
Deadline of Submission to Central Office	October 12, 2016	POPCOM Region
National AHMD Film Festival in Manila	December 5, 2016	Regional Winning Film's *Director./Cinematographer* *Writer *Address/Actor *Coach POPCOM IO II

Any violation of these guidelines will have a corresponding deduction from the total score:

- No/incomplete subtitles: 2 points
- Running time: 2 points

Criteria for Judging

Category	Criteria	Percentage
Best Film 100%	Content (narrative excellence/power of storytelling, seamless flow of the story, originality, creativity, relevance to the theme)	40%
	Technique (cinematography, production design, editing, scoring)	40%
	Overall impact (impression, recall, meaningfulness)	20%
		Total (100%)
Best Director 100 %	Execution of the whole story	Total 100%
Best Cinematography 100 %	Shots are well framed	25%
	The use of camera techniques does not detract from the story	25%
	Camera techniques contribute in furthering of the story	25%
	Use of appropriate lighting	25%
		Total (100%)

of commercial music, copyrighted video clips, and privately owned locations used in the film. Failure to secure permission may result in disqualification. License should be submitted to the POPCOM Regional Office.

- * Use of copyrighted music is allowed, composition of original music is highly encouraged.
- * All films should have English subtitles.

Submission

- * FILE format of film and 1 minute trailer in 2 DVD-R with label and 1 paragraph synopsis (in a black standard DVD case)
- * List of cast and crew and coach including the name of school should also be submitted.
- * 1 DVD for (regional film) entries (.avi file format, which should play in windows Media Player and VLC media Player)
- * 3 copies of script (soft and hard copies).
- * Film poster (soft and hard copies, portrait full color tarpaulins 5ft X 3ft size).

All of the above should be submitted to the IMCD on or before **October 12, 2016** in hard copies. Those submitted thru e-mail shall not be accepted. Late entries will be penalized.

Regional Awarding

The culminating activity of this event in the regional level, will be the awarding ceremonies for the following categories with corresponding cash prizes:

Best Film	1 st	P 15,000.00
	2 nd	10,000.00
	3 rd	8,000.00
Best Director		2,500.00
Best Cinematography		2,500.00
Best Screenplay		2,500.00
Best Actor		2,000.00
Best Actress		2,000.00
Best Editing		2,000.00
Best Poster		2,000.00
Best Trailer		2,000.00
Best Production Design		2,000.00

The lead actor/actress, director/cinematographer, scriptwriter and coach will be invited to attend the National AHYD Film Festival.

National Awarding Ceremony

POPCOM Central Office shall provide accommodation and transportation expenses for the Regional Winner Entry participants (maximum of five delegates: actor, actress, scriptwriter, director/cinematographer, coach) who will attend the National AHYD Independent Film Festival/Awarding Ceremonies.

MADUH A. DAMSANI
Regional Director

Best Screenplay 100 %	Originality	20%
	Relevance to the theme	20%
	Delivery of dialogues: memorable lines that would appeal to audiences	20%
	Use of storytelling device: tells a complete story at a pace that is logical and engaging	40%
		Total (100%)
Best Actor/Actress 100 %	Embodying the character: Understanding and commitment to the script	50%
	Overall effectiveness of the performance	50%
		Total (100%)
Best Editing 100 %	Video moves smoothly from shot to shot	
	Appropriate use of transitions in communicating the main idea	
	Appropriate use of effects for emphasis	
	Effective use of audio in communicating the main idea	
	Appropriate use of sound effects	Overall 100%
Best Poster 100 %	Relevance to the theme	25%
	Creativity, Presentation and Overall appeal	50%
	Originality	25%
		Total (100%)
Best Trailer 100%	Relevance to the theme	25%
	Creativity, Presentation and Overall appeal	50%
	Originality	25%
		Total (100%)
Best Production Design 100 %	Appropriate props, make up, costume, wardrobe	20%
	Imaginative combination of the elements of design	50%
	Effectiveness of space, object, forms and color	30%
		Total (100%)

Production

Pre-production

A team composed of three (1 coach, 2 students: scriptwriter and director/cinematographer) members from Grades 9, 10 and 11 students from one (1) school will be invited to join this contest.

Entries submitted in other film fests are not allowed.

The participating schools shall form a network in promoting Adolescent Health and Youth Development.

Production and post-production

- Rental of equipment is allowed
- There are no limits to the number of actors and actresses in the film. The players (director, script writer and main characters: lead actor, actress and supporting roles) of the film must be bonafide students of the school they represent.
- Original and royalty-free music should be used. Films must have permission/license for the use

MAQUH A. DAMSANI
Regional Director