



Republic of the Philippines
Department of Education
REGION XI
SCHOOLS DIVISION OF DIGOS CITY

Office of the Schools Division Superintendent

DIVISION MEMORANDUM

SGOD-2025-629

To : SGOD & CID Chiefs
Division Information Officer
Division Public Assistance Coordinators
All Others Concerned

Subject : **GUIDELINES OF THE 2025 ONSE (OUTSTANDING NEWS FEATURES AND STORIES IN EDUCATION) AWARDS AND OTHER RECOGNITIONS**

Date : October 7, 2025

In reference to Regional Memorandum ORD-2025-102, the field is hereby informed that the culmination of the Diri sa DepEd Onse Seasons 9, 10 and 11 will be an awarding ceremony known as the ONSE (Outstanding News features and Stories in Education) Awards 2025. This will cover all episodes aired from January 22 to September 24, 2025. The event will be part of the upcoming AGILA and EAGLE Awarding Ceremony scheduled for November 2025.

As part of the Rewards and Recognition communication strategy outlined in the 2025 DepEd Davao Region Communication Plan, various awards will also be presented for the activities conducted by designated Division Information Officers and Division Public Assistance Coordinators. A list of awards is attached.

For the information of all concerned.

DepEd Schools Division of Digos City
RECORDS SECTION

For and in the absence of the
Schools Division Superintendent
DATE: OCT 08 2025 TIME: 1:57 PM

MARIA GENEVIEVE T. FRANCISQUETE, CESO VI
Assistant Schools Division Superintendent

10/7/25

Enclosed: As stated.
SGOD/cab



Address: Roxas cor. Lopez Jaena Street, Zone II, Digos City (8002)
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RECORDS

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SEPTEMBER 29, 2025

REGIONAL MEMORANDUM
ORD-2025-102

**GUIDELINES OF THE 2025 ONSE (OUTSTANDING NEWS FEATURES AND
STORIES IN EDUCATION) AWARDS AND OTHER RECOGNITIONS**

To: Schools Division Superintendents

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2. As part of the Rewards and Recognition communication strategy outlined in the 2025 DepEd Davao Region Communication Plan, various awards will also be presented for the activities conducted by designated Division Information Officers and Division Public Assistance Coordinators. A list of these awards is attached.
3. For information and dissemination.

ALLAN G. FARNAZO
Director

PAU1/mgug

OF EDUCATION
RECORDS SECTION
RELEASED

By: *[Signature]*
Date: *Sept. 30, 2025*



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SEPTEMBER 29, 2025

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ORD-2025-102

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GUIDELINES FOR ONSE AWARDS 2025

I. BACKGROUND

The 2025 DepEd Davao Region Communication Plan (Comm Plan) was disseminated through Regional Memorandum No. ORD-2024-129 dated December 16, 2024.

The Comm Plan emphasized five communication strategies, namely Promotion and Advocacy Campaign Management, Reputation Management, Crisis Management, Survey Management, and Awards and Recognition Program.

The Awards and Recognition Program includes giving awards to writers/contributors/creators, recognizing best broadcasts, and recognizing best efforts of the Communications Team/Division Information Officers (DIOs) of the schools division offices (SDOs).

It also includes giving awards to Division Public Assistance Coordinators (DPACs) with the highest compliance rate, resolution rate, and the lowest no. of complaints.

II. OBJECTIVES

The ONSE Awards 2025 will:

1. give recognition to all the skills and talents of student journalists/broadcasters/vloggers and the efforts and hard work of the Communications Team, Creative Media Group/Creative Production Team of the school and schools divisions, and Division Public Assistance Coordinators; and
2. provide an avenue to encourage field officers and stakeholders to actively participate in the information campaigns of the Department.

III. LIST OF AWARDS

Categories	Awardees
1. Diri sa DepEd Onse Episodes	
Student Vlogger/Broadcaster of the Year	Elementary, Secondary, Inclusive
Most Informative Vlog	Elementary, Secondary, Inclusive
Most Entertaining Vlog	Elementary, Secondary, Inclusive
People's Choice Awards	Elementary, Secondary, Inclusive
2. Social Media Posts	
Best Division Social Media Page	Division



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Best Make it Reel Post	Division/Contributor
Best Flex Ko Lang Post	Division/Contributor
Best Kwentong Onse Post	Division/Contributor
Best Finding Meme-Mo Post	Division/Contributor

3. Public Assistance

Division with the Highest Compliance Rate
Division with the Highest Resolution Rate
Division with the Lowest Complaint Received
Division with Outstanding Implementation of the Customer Satisfaction Mechanism

4. Other Awards

Best Communication Plan Implementer
Most Outstanding Division Information Officer
Most Outstanding Division Public Assistance Coordinator
Director's Choice Awards

IV. AWARD MECHANICS

A. Eligibility

1. The award is open to all episodes purposely prepared for Diri sa DepEd Onse Seasons 9, 10, and 11. Stories/Contributions from January 22, 2025 to September 24, 2025 posted in DEPED Region XI, the official social media page, and designated Division Information Officers and Division Public Assistance Coordinators.

2. All winners of the previous ONSE Awards can still win the same award or in other categories, depending on the nominations. The Hall of Fame Award will be given to three consecutive wins in the same category. When the Hall of Fame is declared, the winner can no longer win in the same category.

B. Categories and Criteria

1. Diri sa DepEd Onse

Season 9 is open to all elementary participants, Season 10 is for secondary participants, and Season 11 is for learners under the inclusive (Special Needs Education) program.

Student Vlogger/Broadcaster of the Year – The vlogger/broadcaster in the video.

- Criteria: Delivery and Presentation - 40%
- Clear, confident, and engaging voice or on-camera presence
 - Appropriate tone, pacing, and articulation for the subject matter



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- Captivates the audience through strong narrative techniques
- Demonstrates originality in approach and delivery
- Shows potential for growth and excellence in broadcasting

Content - 40%

- Accuracy of information presented
- Content is well-structured and easy to understand
- Captivates the audience through strong narrative techniques

Engagement and Impact - 20%

- Ability to connect with the audience and hold attention
- Leaves viewers or listeners informed, inspired, or entertained
- Encourages reflection, conversation, or action

Most Informative Story – The content has clear and accurate information about DepEd Davao Region's projects, activities, and accomplishments. The primary objective of the story is to inform, campaign, and advocate.

Criteria:

Content - 40%

- Information is factually correct, well-researched, and supported by reliable sources
- Complex ideas are explained in a way that the target audience can easily understand
- Content has practical value or adds new insights for the audience.

Engagement and Creativity - 40%

- Use of visuals, narration, and structure makes the message easy to follow
- Storytelling techniques (narrative arc, examples, characters, or case studies) make the video engaging
- Creative use of visuals, graphics, or editing enhances comprehension
- Good audio and video quality (clear sound, readable text, visible visuals)
- Editing supports storytelling without distracting from content

Impact and Retention - 20%

- Leaves the audience with memorable takeaways;
- Encourages reflection, discussion, or further learning;
- Provides actionable knowledge where applicable



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Most Entertaining Vlog – The focus is on the overall presentation that catches the audience's attention.

- Criteria:**
- Engagement and Enjoyment - 30%**
 - Captures and holds the viewer's attention from start to finish
 - Provokes laughter, excitement, curiosity, or emotional reactions
 - Leaves the audience wanting to watch again or share with others
 - Storytelling and Narrative Flow - 30%**
 - Has a clear beginning, middle, and end
 - Plot or sequence is easy to follow, yet dynamic and entertaining
 - Acting, voiceovers, or on-screen presence are lively and convincing
 - Creativity in Production – 20%**
 - Visuals, sound, editing, or effects contribute to the entertainment value
 - Technical choices (music, cuts, pacing) enhance the humor, suspense, or mood
 - Production quality matches the intended style
 - Impact -20%**
 - Leaves a lasting impression, such as a funny moment, clever twist, or memorable line;
 - Sparks conversation, amusement, or connection among viewers

People's Choice Awards – This includes the popularity of the episode, reflected in the viewership and engagement of the audience.

2. Social Media Posts

The number of reach, impressions, comments, shares, and other engagements will be the basis for each category. This will reflect the impact of the posts.

3. Public Assistance

The report/record received by the Public Affairs Unit coming from the Central Office and the replies/reports coming from the SDOs in answer to all the issues/complaints will be the basis for each category. This also includes timeliness and the sense of urgency.



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4. Other Awards

The awards will be based on the performance and reports of the SDOs and their DIOs and DPACs.

V. SCREENING AND JUDGING

1. The Diri sa DepEd Onse episodes and score sheets will be given to all identified judges/evaluators (external).
2. After consolidating all scores, the top 5 with the highest scores for each episode will be declared finalists.
3. In the event of a tie, the internal judges/evaluators will determine the winners.
4. Stories/Posts with high reach and engagements/views will be considered.
5. Monitoring of reports will be done.
6. The decision of the judges is final and irrevocable.