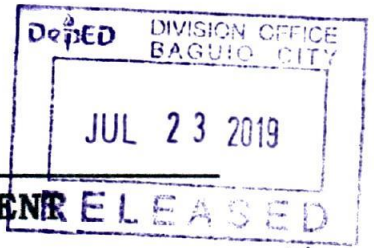




Republic of the Philippines
CORDILLERA ADMINISTRATIVE REGION (CAR)

COMMISSION ON POPULATION AND DEVELOPMENT RELEASED
Empowering Filipino Families



July 9, 2019

MR. FEDERICO P. MARTIN, ED. D., CESO IV
Schools Division Superintendent
DepEd Division of Baguio City
82 Military Cut-off Road, Baguio City

Dear Mr. Martin:

Warm greetings!

POPCOM-CAR will be conducting its **Regional Adolescent Health and Development (AHD) Film Festival** this year. Through the Regional AHD Film Festival, we aim to develop and produce advocacy materials that highlight population-related issues focusing on our youth.

With this, we would like to ask for your assistance in coordinating with public and private schools to disseminate the guidelines for the submission of concept papers for a **10 to 15-minute documentary feature** with the theme ***The Youth and the Demographic Transition*** through an official memorandum.

The following are the guidelines for the scriptwriting competition:

- The competition is open to **Grades 9, 10, and 11 students** from public or private schools.
- Only **one entry per school** is allowed.
- Concept papers should be **original** and **have never been submitted in any previous competition**. A completely accomplished submission form must be included with the concept paper. (Please find attached form.)
- The deadline of submission of entries is on **August 2, 2019 at 5:00 PM**. Late submissions will not be accepted. Entries can be submitted through email (popcomcar@gmail.com and popcomcar@yahoo.com) or can be **delivered at our office** at the address provided below.
- Qualified teams shall attend the Orientation on the Adolescent Health and Development Component, Demographic Dividend, and Filmmaking Workshop. A **scriptwriter, director, and coach** of the five (5) highest-rated concepts shall attend the said training. Qualifiers will be announced through our POPCOM-CAR Facebook page and website. An official communication shall also be sent to schools.


Reference materials regarding the theme can be downloaded from our official website (<http://car.popcom.gov.ph/>) and Facebook page (<https://www.facebook.com/popcomcordilleras>).

For inquiries, kindly contact Ms. Edelene Ann G. Fernandez at 0927 785 8297.




We thank you for your continued support of the Philippine Population Management Program.

Very truly yours,


MAGDALENA G. ABELLERA
Regional Director

To: All School Administrators, Principals & Teachers In-Charge
(Elementary & Secondary)
FOR YOUR INFORMATION & APPROPRIATE ACTION

FEDERICO P. MARTIN, Ed.D., SESO VI
Schools Division Superintendent

New Rajah Soliman Hotel, Apartelles A1-A4, Bokawkan Road, Baguio City 2600
Tel No.: (074) 444-5516 Fax No.: (074) 444-5212 Website: <http://car.popcom.gov.ph>

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- o Scanned copies of crew members' consent letters with parents' signatures
- The complete Film Package must also include hard copies of the following:
- o Photocopies of crew members' birth certificates
 - o Original copies of crew members' consent letters with parents' signatures
- Failure to complete the documents aforementioned will lead to disqualification.**

C. Timeline

| Activity | Target Date |
|---|-----------------------------------|
| Dissemination: Call for entries for the 2019 AHD Documentary Film Festival and submission of concept papers (deadline on August 2, 2019, 5:00 PM) | July 9, 2019-August 2, 2019 |
| Desk Review of entries, deliberation | August 5-8, 2019 |
| Announcement of top 5 qualified teams (official invitation to be sent to schools, posted on social media) | August 9, 2019 |
| Orientation on the Adolescent Health and Development Component, Demographic Dividend, and Filmmaking Workshop | August 27-30, 2019 |
| Production, pre-production period | August 31, 2019-October 27, 2019 |
| Submission of documentary film entries (deadline on October 28, 2018, 5:00 PM) | October 28, 2019 |
| Judging and deliberation | October 29, 2019-November 4, 2019 |
| Revision, completion of requirements for regional entry | November 5-15, 2019 |
| Submission of regional entry to POPCOM-CO | November 15, 2019 |
| AHD Film Festival 2019 Premiere and Awarding Ceremonies (in line with PopDev Week Celebration) | November 27, 2019 |

D. Awards and Criteria for Judging

D.1. Scriptwriting Competition

- The documentary film concept papers will be evaluated according to its relevance to the theme, especially on how it effectively conveys the concepts on demographic transition. The documentary film's potential to be used as an advocacy material to promote the Philippine Population Management Program is shall be considered.

D.2. Documentary Film Competition

| Category | Criteria | Prizes |
|--|--|--|
| Best Documentary Film (3 winners: Champion, 1 st and 2 nd runners up) | Content (40%) Narrative excellence/ power of storytelling, relevance to the theme Technique (40%) Cinematography, production design, editing, scoring Social impact (20%) Impression, recall, meaningfulness, ability to move the audience | Champion: Cash prize (₱5,000), plaque, certificate of recognition 2nd runner up: Cash prize (₱4,000), plaque, certificate of recognition 3rd runner up: Cash prize (₱3,000), plaque, certificate of recognition Regional finalists: Cash prize (₱1,000), certificate of recognition |
| Best Director | Execution of the whole story and realism of presentation (100%) | Cash prize (₱500), certificate of recognition |





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GENERAL GUIDELINES FOR THE 4TH REGIONAL ADOLESCENT HEALTH AND DEVELOPMENT (AHD) FILM FESTIVAL

A. Theme: The Youth and the Demographic Transition

B. Guidelines:

B.1. Scriptwriting Competition

- The competition is open to **Grades 9, 10, and 11 students** from public or private schools. Call for entries will be disseminated through Provincial and City Population Offices, DepEd Regional and Division Offices, and POPCOM Website and social media platforms.
- **Only one entry per school** is allowed. (Only one team is allowed to represent the participating school.)
- Concept papers should be **original** and **have never been submitted in any previous competitions**. Failure to fully accomplish the submission form will result to disqualification.
- Deadline of submission of entries is on **August 2, 2019 at 5:00 PM**. Late submissions will not be accepted.
- Qualified teams shall **attend the Orientation on the Adolescent Health and Development Component, Demographic Dividend, and Filmmaking Workshop**. Those who cannot attend the workshops will not be allowed to proceed in the competition. A scriptwriter, director, and coach of the five (5) highest-rated concepts shall attend the said training.

B.2. Production and Technical Aspects

- Only **Grades 9, 10, and 11 students must be hands-on** in the whole production process including the shooting, writing, and editing stages.
- **Permits and relevant requirements must be secured** during the pre-production and production stages.
- The number of production team members for every school is **not restricted to any number**.
- **Rental of equipment is allowed**. Professional assistance during the production phase may be sought. However, students must be hands-on during the post-production stage, with minimal technical assistance.
- **Original and royalty-free music should be used**. Composition of original music is highly encouraged.
- **The use of local languages is encouraged**. All films must have English subtitles.
- The Regional Population Office may **conduct monitoring to provide technical assistance** as needed.

B.3. Submission of Entries

- Documentary films must have a **maximum running time of 15 minutes but not less than 10 minutes including credits and disclaimer**.
- AHD Film Festival entries must be submitted in complete Film Packages. Electronic copies should be included in a DVD-R package in a black standard DVD case. All documents must be in A4 size, Cambria, font size 12. The DVD-R package must contain the following files:
 - File format of film: **.avi** (should play in Windows Media, VLC Players)
 - 1-minute trailer
 - One (1) 150-word synopsis in English, one (1) 150-word synopsis in Filipino, both in Word format
 - Soft copy of film poster, **.png**, 5ft x 3 ft, portrait
 - Soft copy of duly accomplished submission form including the following:
 - Full list of crew (including coach)
 - Short biography of crew
 - Short biography, filmography of director
 - Individual high quality 2x2 photos of all the crew properly labelled with role and name. (i.e. Director_Edelene Fernandez).
 - Soft copies of at least five (5) still photographs from the film
 - Soft copies of at least five (5) behind-the-scene photographs
 - Soft copy of script
 - Scanned photocopies of crew members' birth certificates

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| | | |
|---------------------|--|---|
| Best Script | Relevance to the theme (50%) Originality (20%) Use of storytelling techniques that is logical and engaging (30%) | Cash prize (₱500), certificate of recognition |
| Best Cinematography | Shots are well-frame and well-lit (50%) The use of camera techniques does not detract from the story but further the story (50%) | Cash prize (₱500), certificate of recognition |
| Best Editing | Appropriate use of transitions and effects in communicating and emphasizing the main idea (50%) Effective placement of elements such as audio, texts, etc. in communicating the main idea (50%) | Cash prize (₱500), certificate of recognition |
| Best Poster | Relevance to the theme (25%) Creativity, presentation, overall appeal (50%) Originality (25%) | Cash prize (₱250), certificate of recognition |
| Best Trailer | Relevance to the theme (25%) Creativity, presentation, overall appeal (50%) Originality (25%) | Cash prize (₱250), certificate of recognition |

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