



Republic of the Philippines
DEPARTMENT OF EDUCATION
 Region 1
 City of San Fernando, La Union 2500



ICT

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MEMORANDUM

7302

TO: ALL SCHOOLS DIVISION SUPERINTENDENTS

FROM: THE REGIONAL DIRECTOR

SUBJECT: 3rd Dokyubata Video Documentary Contest

DATE: September 17, 2019

RELEASED
 DEPED
 DATE: 9-17-19
 BY: *[Signature]*
 M5224

Per attached DepEd Memorandum No. 123, s. 2019, dated September 13, 2019, the National Council for Children's Television (NCCT), an attached agency of the Department of Education (DepEd), is now accepting entries for the 3rd Dokyubata Video Documentary Contest with the theme, "Dokyu-Trisyon: Mahahalaga at Napapanahong Isyu Hinggil sa Pagkain at Nutrisyon ng Batang Pilipino".

The National Screening and awarding will be held on November 22, 2019. This is pursuant to Republic Act No. 8370, also known as the Children's Television Act of 1997, which mandates the NCCT to promote and encourage the production and broadcast the developmentally appropriate television programs for children.

The mechanics of the contest is provided in the attachment with supporting documents, guides and requirements.

For information and guidance.

For and in the absence of the Regional Director

[Signature]

CECILIA P. ROSIDO
 Chief Education Supervisor
 Policy, Planning and Research Division

DEPED REGIONAL OFFICE I
RELEASED

SEP 18 2019

Incl.: As Stated
 CLMD/rap

DEPED
RECEIVED
 DATE: 10/1/19
 TIME: 9:00am
 EYNANTE B. INFANTE
[Signature]



Republic of the Philippines
Department of Education

13 SEP 2019

DepEd MEMORANDUM
No. **123** s. 2019

3rd DOKYUBATA VIDEO DOCUMENTARY CONTEST
(*Isang Pagdiriwang ng Dokumentaryong Pantelebisyon Para sa Batang Pilipino*)

To: Undersecretaries
Assistant Secretaries
Bureau and Service Directors
Regional Directors
Schools Division Superintendents
Public and Private Elementary and Secondary School Heads
All Others Concerned

1. The National Council for Children's Television (NCCT), an attached agency of the Department of Education (DepEd), is now accepting entries for the **3rd Dokyubata Video Documentary Contest** with the theme, *Dokyu-Trisyon: Mahahalaga at Napapanahong Isyu Hinggil sa Pagkain at Nutrisyon ng Batang Pilipino*. The national screening and awarding will be held on November 22, 2019. This is pursuant to Republic Act No. 8370, also known as the Children's Television Act of 1997, which mandates the NCCT to promote and encourage the production and broadcast of developmentally appropriate television programs for children.
2. The video documentary contest aims to
 - a. provide an avenue where aspiring young television documentaries can showcase and share their talents;
 - b. raise awareness on the value and necessity of child-friendly television contest and highlight the feasibility of producing quality programs;
 - c. encourage children and the youth to promulgate meaningful television content by exposing them to quality documentaries; and
 - d. promote child participation on pressing issues that directly affect their total development.
3. The video documentary has two divisions:
 - a. Children's Television
 - i. Open to children aged 12 to 17 years old.
 - ii. Video documentaries must have a running time of 3 to 5 minutes.
 - b. Young Adult Division
 - i. Open to youth aged 18 to 23 years old.
 - ii. Video documentaries must have a maximum running time of 10 minutes
4. Each schools division of the DepEd is expected to send at least one but not limited to one *DokyuBata* entry. Deadline of submission will be on **October 20, 2019**.
5. The mechanics of the contest is provided in the enclosure with supporting documents, guides, and requirements.

6. The finalists will be notified via email, text message, or call from the NCCT organizers.
7. Free kits, admission, and meals will be provided to the participants of the national screening and awarding. Travel and accommodation expenses will be charged to local funds, subject to the usual accounting and auditing rules and regulations.
8. The venue of the national screening and awarding will be posted on the Facebook page of NCCT and shall also be communicated to the finalists via email, text message, or call from the organizers.
9. For more information, please contact **Mr. Daniel Rosero**, Junior Communications Associate, National Council for Children's Television, Rooms 214-215, 2nd Floor Mabini Building, Department of Education Central Office, DepEd Complex, Meralco Avenue, Pasig City through email at ncctdokyubata@gmail.com or at telephone nos. (02) 637-2306 and (02) 634-7156.
10. Immediate dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

Encls.:
As stated

Reference:
None

To be indicated in the Perpetual Index
under the following subjects:

CONTESTS
LEARNERS
PROGRAMS
SCHOOLS
STUDENTS

National Council for Children's Television
an attached agency of the Department of Education

3rd DokyuBata Video Documentary Contest

I. BACKGROUND AND OBJECTIVES

National Council for Children's Television (NCCT) recognizes the role of children in nation-building, as well as the importance and impact of television programs that can influence their values and shape their well-being.

In a study conducted by NCCT in 2015, majority or 84% of the Filipino children consider television as their primary source of information, and telenovela topped the list as their most-watched television program. Children in areas with access only to free-to-air television do not have enough choices of what programs they watch and end up consuming available contents shown on television.

The primary mandate of NCCT - to produce quality television programs that reflect the needs, concerns, and interests of Filipino children - is the ultimate reason why *DokyuBata* was created.

“DokyuBata: Isang Pagdiriwang ng Dokumentaryong Pantelebisyon Para sa Batang Pilipino” is an annual video documentary contest started in 2017. NCCT believes that through video documentary, children will be able to express their concerns, interests, ideas, and thoughts in a creative way.

Specifically, DokyuBata aims to:

1. Provide an avenue where aspiring young Television documentarists can showcase and share their talents;
2. Raise awareness on the value and necessity of child-friendly television content and highlight the feasibility of producing quality programs;
3. Encourage children and the youth to promulgate meaningful television content by exposing them to quality documentaries; and
4. Promote child participation on pressing issues that directly affect their total development.

The competition is open to all Filipino children and youth, and not only limited to students. Entrants must focus their documentaries on the theme. To encourage more participants, the competition is divided into two categories:

- Children Division
 - Open to children aged 12 to 17 years old.
 - Video documentaries must have a running time of 3 to 5 minutes.
- Young Adult Division
 - Open to youth aged 18 to 23 years old.
 - Video documentaries must have a running time 6 of 10 minutes.

With the innovations of technology, children are recognized to be prosumers - they consume and produce content at the same time. Through DokyuBata, children can be the producers where they can participate in building a well-informed and media literate nation.

II. DOKYUBATA 2019 THEME

“Dokyu-Trisyon: Mahahalaga at Napapanahong Isyu Hinggil sa Pagkain at Nutrisyon ng Batang Pilipino”

One essential factor which helps us stay healthier and active is good nutrition. In order to accomplish things productively, one must acquire enough energy and put much importance on proper diet. Good health and nutrition are inclusive for all and this counts no age, gender, race, or social status.

With an alarming 800 million currently hungry around the world, the United Nations (UN) advises that it is time to rethink how people must grow, share, and consume food. It is the organization’s second Sustainable Development Goal (SDG), including the Philippines and other 191 country members, to end hunger, achieve food security and improved nutrition, and promote sustainable agriculture by 2030.

In support of the UN’s SDG 2, different organizations around the world give emphasis to issues concerning health due to the alarming number of stunted growths, malnutrition, and micronutrient deficiency cases among children, as the most vulnerable part of the community.

The World Health Organization (2006) explains that healthy nutrition interventions need to occur early in childhood and adolescence in order to prevent or reverse the adverse health effects of being overweight and poor eating habits. Childhood and adolescence are critical periods for health and development as the physiological need for nutrients increases and the consumption of a diet of high nutritional quality is particularly important. Eating habits, lifestyle, and behavior patterns are established during this period that may persist throughout adulthood.

In the Philippines, the Food and Nutrition Research Institute (FNRI), found that up to 21.9% of households were severely food insecure, with the highest prevalence observed in ARMM (44.5%). This severity led to very high levels of stunting (33%) and underweight (21.5%) among children under five years old, which have increased in recent years – marking a worrying reversal of overall downward trends in past decades (2015).

Malnutrition is indeed a recurring problem in the country. The Social Weather Stations (SWS) survey identified that 2.4 million families suffered from involuntary hunger during the last quarter of 2018. UNICEF also found 95 children die every day and 27 out of 1,000 do not get past their fifth birthday. However, through international partnerships and linkages, some organizations in the government are already initiating efforts to address the causes.

And as a national agency actively promoting the holistic development of Filipino children through its programs on Media Literacy Promotion, NCCT takes the initiative of exploring and mainstreaming issues concerning food and nutrition among Filipino children. This serves as an avenue for children and Filipino families to participate in the realization of our country toward combatting malnutrition and food insecurity.

To guide the entrants for their documentaries, DokyuBata’s theme for this year is “Dokyu-Trisyon: Mahahalaga at Napapanahong Isyu Hinggil sa Pagkain at Nutrisyon ng Batang Pilipino” which calls for the engagement of children in raising awareness and making a stand regarding issues on food and nutrition of today’s Filipino child. This highlights the best practices, challenges, and positive and negative effects to their well-being.

Entries must focus on children's food and nutrition, but may work around with the following factors, but not limited to topics such as:

1. Filipino culture, tradition, and beliefs on food and nutrition
2. National and local policies on food and nutrition
3. Food and water safety
4. Food supply
5. Diet management
6. Media usage, food, and nutrition
7. Demography and geography (related to food and nutrition)

All entries received will undergo a uniform evaluation to be narrowed down into Top 10 entries per division. The Top 10 will then be screened on November 22, 2019. The winners will be chosen by a credible and trusted board of judges prior to the national screening and awarding.

III. ELIGIBILITY

- A. 3rd DokyuBata Video Documentary Contest is open to Filipino citizen ages 12 to 17 for Children Division and ages 18 to 23 for Young Adult Division.
- B. The production team must be composed of maximum of 10 members who may or may not belong to the same school, barangay, or organization.
- C. Participants are welcome to join the competition individually.

IV. COMPETITION PERIOD

The period for the submission of entries is from August 19, 2019 to October 20, 2019 at 11:59PM. Entries to be submitted beyond the indicated deadline will no longer be considered.

V. SELECTION

- A. Entries will be judged according to the following criteria:

• Content/Adherence to the Theme	30 points
• Originality and Creativity	25 points
• Production Quality	25 points
• Overall Impact	20 points
- B. A screening committee composed of the NCCT Secretariat and other qualified judges shall narrow down the entries into the Top 10 for both categories to be featured during the screening and awarding in November 2019.
- C. A board of judges that includes, but not be limited to, professional media practitioners and child's rights and nutrition advocates, shall determine the winners from among the finalists. Their decision is final and irrevocable.
- D. Finalists will be notified via telephone or mobile call/text and electronic mail. An official announcement will also be made on the official Facebook page of the National Council for Children's Television ([fb.com/NCCT.PH](https://www.facebook.com/NCCT.PH)).

VI. PRIZES

Children Division	Young Adult Division:
Best Dokyu: P25,000.00 + plaque and certificate	Best Dokyu: P25,000.00 + plaque and certificate
2 nd Best Dokyu: P20,000.00+ Plaque and certificate	2 nd Best Dokyu: P20,000.00+ Plaque and certificate
3 rd Best Dokyu: P15,000.00+plaque and certificate	3 rd Best Dokyu: P15,000.00+plaque and certificate
Best Direction: P10,000.00 + plaque and certificate	Best Direction: P10,000.00 + plaque and certificate
Best Story: P10,000.00 + plaque and certificate	Best Story: P10,000.00 + plaque and certificate
Special Jury Prize: P5,000.00 + plaque and certificate	Special Jury Prize: P5,000.00 + plaque and certificate
Audience Choice: P5,000.00 + plaque and certificate	Audience Choice: P5,000.00 + plaque and certificate

- A. Chance to be aired/featured on NCCT's TV station partner.
- B. Top 10 entries will be featured during the 3rd DokyuBata Awarding Ceremony to be held in November 2019.
- C. Certificates of Recognition will be given to every production team member and the supervising adult of all finalists.

VII. REQUIREMENTS AND MECHANICS

A. General Requirements

1. Use of copyrighted material is strictly prohibited. Participants will be liable for any claim of infringement related to the materials included in the entry.
2. Entries must be in a **documentary genre, facts based**.
3. Entries must revolve around children's food and nutrition.
4. Entries must not be shorter than 3 minutes and not longer than 5 minutes **for Children Division** and must be 6 to 10 minutes for the **Young Adult Division**. *(This includes Opening billboard and Closing credits. Please follow the required credits format at the end of the document.)*
5. The production team does not include the cast of actors.
6. The production team of the Children Division entries must have at least one supervising adult (e.g. parent, faculty member, barangay official/employee, organization officer), a person of legal age whose role would be limited to logistical guidance (i.e., chaperone, minimal technical help, and guarantor of output's authenticity and compliance to fair use and copyright guidelines.) However, minimal supervision from adults is requested in all stages of production so that the outputs may reflect genuine talent, skills, and worldview of the participants.
7. No promotion or opposition of any product, person, service, or political beliefs.
8. Content must be child-friendly. Please see Appendix for the criteria of child-friendly content or visit NCCT website for more details.

9. Participant/s can only submit one entry.

B. Audio and Video Requirements

1. Must have the minimum resolution of 720x480.
2. Videos must feature live footage and may or may not have dialogues or host.
3. Dialogues in the videos may be in any vernacular; **English subtitles however must be provided** when the spoken language in the video is neither English nor Filipino.
4. The use of music or musical score is not required. Should it be deemed essential, music or musical score used in the video **must be original** (i.e., composition of the production team), or royalty free music with proper citation in the credits.
5. **No logo or watermark of any editing software** shall be visible in the video.

VIII. TERMS AND CONDITIONS

- A. Participants are expected that they have read, understood, and agreed to abide with the rules and regulations of DokyuBata.
- B. Entries to be included as finalists will become the property of both the National Council for Children's Television and the producers/participants.
- C. The Participants hereby grant NCCT the right to copy, edit and use the materials for educational and informational purposes in perpetuity.
- D. The owners cannot use or publish the materials until the Screening and Awarding ceremonies. The Finalists can be shown on the owners' personal websites, blogs, social media accounts, provided that NCCT and DokyuBata's logos are present.
- E. NCCT reserves the right to amend the rules and revise the mechanics upon notice to the public.

IX. SUBMISSION OF ENTRIES

- A. The competition will accept submissions starting August 19, 2019. **Deadline of submission is on October 20, 2019.**
- B. **There is no entry fee for submission.**
- C. Each member of the production team, as well as the supervising adult, must submit a photocopy of any document of identification (e.g. valid ID, birth certificate, passport, barangay tax certificate/cedula, etc.)
- D. One (1) copy of the video on a DVD-R or DVD+R must be submitted with the following:
 1. Documentary entry in **avi or mp4 format.**
 2. Three to five photos documenting the actual field shooting and editing of the entry.
 3. Label with the following details:
 - i. title of the video
 - ii. production name
 - iii. city/province
 4. The disc must be placed in a sealed short brown envelope together with the following:
 - i. Official entry form (*See attached file*)

- ii. Proof of identification of each member and supervising adult
 - iii. DVD-R or DVD+R containing the entry
- E. Entries may be submitted through:

1. Personal or via courier

DokyuBata 2019

National Council for Children's Television
 Room 214-215 2nd Floor, Mabini Building,
 DepEd Complex, Meralco Avenue, Pasig City

2. E-mail:

ncctdokyubata@gmail.com

With subject heading: Entry for DokyuBata 2019_ (title of entry)

3. Video-sharing site like Vimeo, Googledrive, or YouTube

Other supporting documents will still be emailed to NCCT

F. Participants must shoulder the shipping cost of their submission materials.

G. Receipt of entries shall be acknowledged via SMS or electronic mail. Should entrant wish to receive a **Certificate of Participation** for the production team members, cast, supervising adult, and school, barangay, or organization for whatever legal purpose, a prepaid self-addressed return envelope must be enclosed upon submission of entry.

H. For inquiries, contact the Festival organizers at (+632) 634-7156, (+632) 637-2306, 09668103975 or email at ncctdokyubata@gmail.com

I. **Credits Guidelines:**

1. Credits must only be at the **beginning of the video**; still (non-moving); exactly 5 seconds in length; and **without** background music or countdown bleep.
2. All text must be of readable font size and style (e.g., Helvetica, Arial, Calibri); must be of white font color on black background; and listed in an order as in the following examples.
3. Supervising adults must ensure that music used, if not an original composition of the production team members (i.e. under Creative Commons license), is properly attributed in the credits. Resource guides to fair use and proper attribution may be found online.

**If music is an original composition of production team*

(Figure 1)

“GAMPANIN”
 Created by students/citizens/members of **Production Name**
 for **3rd DokyuBata Video Documentary Contest**

Directed by: **Team Member**
 Written by: **Team Member**
 Shot by: **Team Member**
 Edited by: **Team Member**
 Production Design: **Team Member**
 Original Music by: **Team Member**
 Production Staff: **Team Member**
 Supervising Adult: **Team Member (if applicable)**
 Lead Cast: **Team Member**

**If music used is Royalty Free*

(Figure 2)

<p>“GAMPANIN” Created by students/citizens/members of Production Name for 3rd DokyuBata Video Documentary Contest</p> <p>Directed by: Team Member Written by: Team Member Shot by: Team Member Edited by: Team Member Production Design: Team Member Production Staff: Team Member Supervising Adult: Team Member (if applicable) Lead Cast: Team Member</p> <p>This video features the composition “Music Title” by Author, under [specify Creative Commons license].</p>
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(Figure 3)

<p>“GAMPANIN” Linikha ng mga mag-aaral/residente/kasapi ng Production Name para sa 3rd DokyuBata Video Documentary Contest</p> <p>Direksiyon: Pangalan Panulat: Pangalan Kuha: Pangalan Paghahabi: Pangalan Disenyo ng Produksiyon: Pangalan Orihinal na Musika: Pangalan Katuwang sa Produksiyon: Pangalan Tagapaggabay: Pangalan Mga Nagsipagganap: Pangalan</p>

- Kindly make sure that your place of origin is indicated in the byline especially if it is not mentioned in the Institution Name (e.g., Created by students of Mariano Ponce National High School, Baliuag, Bulacan; Nilikha ng mga residente ng Barangay Casili, Consolacion, Cebu; Linikha ng mga kasapi ng Samahan ng mga Kabataang Dabawenyo)
- Suggested translation of attribution in Figure No. 2: “Ginamit sa produksiyong ito ang komposisyong “Pamagat” ni Lumikha, sa bisa ng [partikular na Creative Commons license].”

X. APPENDICES

ENCLOSURES CHECKLIST

- Accomplished Entry Form
- Complete List of Cast
- Proof of identification of every member and supervising adult (Photocopy)
- DVD containing (1) video entry in avi or mp4 format and (2) **three to (5) five** photo documentation of actual field shooting and post-production

CERTIFICATES OF PARTICIPATION

- We wish to receive Certificates of Participation as proof of entry to 3rd DokyuBata Video Documentary Contest. **Please find enclosed prepaid self-addressed return envelope.**
- We do not wish to receive Certificates of Participation. Acknowledgment via SMS and email of your receipt of our entry will do.

.....
R E L E A S E

We confirm that we have read, understood, and agree to the rules and regulations of the 3rd DokyuBata Video Documentary Contest. We certify that all the information supplied in this entry form is true and correct to our knowledge.

Signature over Printed Name of
Director

Signature over Printed Name of
Supervising Adult (If applicable)

Date

Date

.....

3rd DokyuBata Video Documentary Contest

Official Entry Form

Entry Information

Entry Title: _____

Production Name: _____

School/ City/ Provincial Address: _____

Logline/ Synopsis (May be in English/Filipino; maximum of 30 words)

Production Team

Maximum of 10 members

Age

Signature

Director: _____

Scriptwriter: _____

Camera person: _____

Music by: _____

(if music used is an **original composition**)

Production Staff

Name	Production Task	Age	Signature
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Please note that two persons may take on one role. Kindly attach the complete list of cast of characters.

Supervising Adult

SA shall be notified of receipt of this entry and hopeful selection as finalist through the contact details below.

Name: _____

Designation: _____

Contact no: _____

E-mail: _____

Criteria of a Child-Friendly Television (CFTV) Program of the Child-Friendly Content Standards

A television content which may not be specifically produced for viewing by children, but which serves to further the positive development of children and contain no elements that may result in physical, mental, and emotional harm to them. It includes various formats and genre that appeal to children and are made available for all ages.

A child-friendly television program shall meet the following criteria:

- a. Theme** - The theme or underlying message of the program must be suitable for children. The program should not contain themes the portrayal or depiction of which are suitable only for adults such as adultery, concubinage, pornography, prostitution, incest, rape, fraud, robbery, gun running, arson, kidnapping, sedition, subversion, treason, betrayal of country, abortion, murder, euthanasia, and other heinous crimes;
- b. Values** - The important and fundamental beliefs of what is good or bad, right or wrong, desirable or undesirable, depicted in the program must not be contrary to the best interest of the Filipino child. The program must promote positive Filipino cultural values for emotional, moral, spiritual, mental, or physical development of the child. Filipino cultural values include respect for children toward other children, children toward adults, adults toward children, and adults toward adults, regardless of race, nationality, ethnicity, religion, gender, sexual preference, physical or mental disabilities. It must also display respect and care for the environment and other living beings;
- c. Dialogue** - The dialogue, whether in words or gestures, must not promote or encourage children to speak or behave disrespectfully toward other persons or animals;
- d. Language** - The language used, which could be oral or written, must not be vulgar, profane, offensive, sexually suggestive, derogatory or demeaning of a person or animal;
- e. Nutrition** - Depictions or references to food and beverages, which could either be direct or implied, must not promote or condone unhealthy eating;
- f. Sex and Nudity** - The program must not depict the female breast, genitalia, anus, butt, sexual act, or other images and acts that are sexually suggestive or appropriate only for adult audiences;
- g. Violence** - There must be no depiction of behavior, attack, confrontation, clash, using or involving the use of physical force with the deliberate intent to damage, hurt, or kill someone or something, with likely effect of inducing or eliciting emotions in children, either of short-term or of great intensity, such as empathy, anger, elevated excitement, conditioned fear, nightmares, tantrums, desensitization, and other trauma-related symptoms.
- h. Substance Use** - Scenes must not depict images and messages, with the aim, effect or likely effect of promoting, directly or indirectly, a tobacco company, tobacco brand, a tobacco product or tobacco use, heated tobacco products (HTPs), Electronic Nicotine Delivery Systems (ENDS), Electronic Non-Nicotine Delivery Systems (ENNDS), electronic cigarettes (e-cigarettes), electronic shisha (e-shisha) vapes, and other similar devices, alcohol, stimulants, narcotics, inhalants, depressants, and hallucinogens and other prohibited drugs and chemicals;
- i. Gambling** - Scenes must not depict images or messages, directly or indirectly, of wagering of money or the betting or staking of something of value with consciousness of risk and hope of gain, on the outcome of a game, a contest, or an uncertain event whose result may be determined by chance or accident or have an unexpected result by reason of the bettor's miscalculation. It includes scenes that suggest wagering as a good or desirable act or behavior.¹

¹ Glimne, Dan. "Gambling," *Encyclopedia Britannica*, 2019, <https://www.britannica.com/topic/gambling>. Accessed 8 Aug 2019.