

Republic of the Philippines
Department of Education
 NATIONAL CAPITAL REGION

Advisory No. **237** s. 2023
 June 22, 2023

In compliance with DepEd Order No. 8, s. 2013
 This Advisory is issued not for endorsement per DO 28, s. 2001,
 but only for the information of DepEd officials,
 personnel/staff, as well as the concerned public.
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**MAKABAGONG SAN JUAN PINAGLABANAN SHRINE
 PHOTO and VIDEO CONTEST**

The City Government of San Juan City in line with the upcoming celebration of the Araw ng Pinaglabanan Commemoration aims to highlight the remarkable Castrillo creations within the Pinaglabanan Shrine, specifically the Andres Bonifacio, Emilio Jacinto, Jose Rizal, and Spirit of Pinaglabanan monuments as well as the El Deposito Underground Reservoir. By showcasing the historical significance and promoting both local and national tourism in the country.

For more information, please email or contact:

Sanjuancity.gov.ph
 Franciszamora.com

Encl.: As stated

CLMDAct2023

Misamis St., Bago Bantay, Quezon City

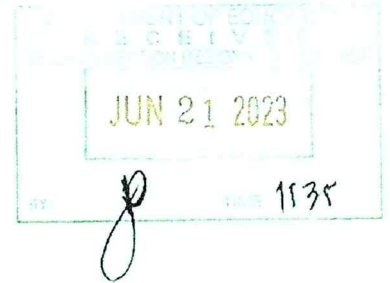
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REPUBLIC OF THE PHILIPPINES
City of San Juan, Metro Manila
-oOo-
OFFICE OF THE CITY MAYOR



June 16, 2023

WILFREDO E. CABRAL
Regional Director
Department of Education - NCR
Quezon City

Dear Dir. Cabral:

On behalf of the City Government of San Juan, I am writing to seek your esteemed assistance in promoting an exciting event that aims to showcase the most important tourism destination of my beloved city, the Makabagong San Juan – Pinaglabanan Shrine Photo and Video Contest.

The contest aims to highlight the remarkable Castrillo creations within the Pinaglabanan Shrine, specifically the Andres Bonifacio, Emilio Jacinto, Jose Rizal, and Spirit of Pinaglabanan monuments, as well as the historic El Deposito Underground Reservoir. By showcasing the beauty and significance of these sites, we hope to attract more visitors and create awareness about the rich history and heritage of San Juan City.

The photo contest will be conducted through social media platforms, Facebook and Instagram, and invites participants nationwide to submit photo collages featuring the aforementioned sites of the Pinaglabanan Shrine with the hashtag #ExperienceMakabagongSanJuan. Additionally, video entries, which should be at least 1 minute in duration and encompass all the aforementioned features of the shrine, are to be posted on Facebook, Instagram, Tiktok, and YouTube with the same hashtag.

The contest is open to Filipinos of all ages, and we encourage the participation of individuals who have a passion for photography and videography. Entries must be posted from June 12 to August 15, 2023. The awarding ceremony will take place on August 30, during the Araw ng Pinaglabanan Commemoration.

To further enhance the success of this endeavor, we are kindly requesting for your support in promoting this event. **You may visit my Mayor Francis Zamora**

Facebook page and share my post (which you will immediately see pinned on top of my Facebook wall) which contains the mechanics and guidelines of the photo and video contest. Your endorsement and support in spreading the word will significantly contribute to raising awareness about San Juan City's tourist attractions and historical significance.

Attached to this letter, you will find the detailed criteria for both the photo and video categories. The contest prizes for the Best Photo and Best Video are as follows:

BEST PHOTO

1st place ₱100,000.00

2nd place ₱50,000.00

3rd place ₱25,000.00

Most liked Photo (combined FB and IG) ₱25,000.00

Most shared Photo (combined FB and IG) ₱25,000.00

BEST VIDEO

1st place ₱100,000.00

2nd place ₱50,000.00

3rd place ₱25,000.00

Most liked Video (combined FB, Tiktok, IG, YouTube) ₱25,000.00

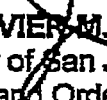
Most shared Video (combined FB, Tiktok, IG, YouTube) ₱25,000.00

Most viewed Video (combined FB, Tiktok, IG, YouTube) ₱25,000.00

We are confident that your support will greatly contribute to the success of the Makabagong San Juan - Pinaglabanan Shrine Photo and Video Contest. By working together, we can showcase the beauty and cultural significance of our respective cities, and ultimately strengthen the bond between San Juan City and DepEd - NCR.

Thank you for your kind attention and anticipated support. We look forward to your positive response and the opportunity to collaborate on this endeavor.

Respectfully,



FRANCISCO JAVIER M. ZAMORA
Mayor of the City of San Juan
Regional Peace and Order Council Chairman
Metro Manila Council President



CITY GOVERNMENT OF SAN JUAN

MAKABAGONG SAN JUAN - PINAGLABANAN SHRINE PHOTO AND VIDEO CONTEST

VIDEO CONTEST MECHANICS



1. The contest is **open to Filipinos of all ages**. Those **below 18 years old** must submit a **Parent's Consent** to qualify for an award.
2. The participant **must feature** in their entries the **five (5) highlights of the Pinaglabanan Shrine (Andres Bonifacio, Jose Rizal, Emilio Jacinto, Spirit of Pinaglabanan monuments and the El Deposito Underground Reservoir)**.
3. The video materials must be owned by the participant and posted in any or all of the following social media platforms - **Facebook, Tiktok, Instagram, and YouTube**.
4. The video content can be in any format accepted and posted in any or all of the following social media sites - Facebook, Tiktok, Instagram, and YouTube.
5. The length of the video must be at **least 1 minute**.
6. Entries **must not have been used and/or entered in any other competition or published** in any media and posted online for whatever purpose, prior to the start and during the competition.
7. Entries **must be posted** within **June 12, 2023 to August 15, 2023** in any or all of the following - **Facebook, Tiktok, Instagram, and YouTube with the hashtag: #ExperienceMakabagongSanJuan**
8. **#ExperienceMakabaongSanJuan** must be included in the caption and/or description of the videos for the screening committee to find the video entries.
9. Categories of the video contest are **Best Video, Most Liked Most Shared, and Most Viewed**.
10. **Total combined likes** from any or all of the following social media platforms (**Facebook, Tiktok, Instagram, and YouTube**) will be declared the winner for **Most Liked Video**.
11. **Total combined shares** from any or all of the following social media platforms (**Facebook, Tiktok, Instagram, and YouTube**) will be declared the winner for **Most Shared Video**.
12. **Total combined views** from any or all of the following social media platforms (**Facebook, Tiktok, Instagram, and YouTube**) will be declared the winner for **Most Viewed Video**.
13. A participant can post **as many entries as possible** in any or all of the categories.
14. In case multiple participants garner the **top number of likes, shares or views, they will share the prize money equally**.
15. The decision of the organizing committee and the **Board of Judges** are **final and irrevocable**.
16. By submitting an entry, **participants shall agree to allow the City Government of San Juan to reproduce, distribute, display, and create derivative works of the winning or non-winning entries for marketing, educational, and promotional purposes in any media platform at any time**.



CITY GOVERNMENT OF SAN JUAN

MAKABAGONG SAN JUAN - PINAGLABANAN SHRINE PHOTO AND VIDEO CONTEST

CRITERIA FOR JUDGING

VIDEO CATEGORY

- RELEVANCE AND CONTENT – 40%
- CREATIVITY/ ORIGINALITY – 35%
- AUDIO AND VIDEO QUALITY – 25%

PHOTO CATEGORY

- CONTENT AND RELEVANCE TO THE THEME – 40%
- ARTISTIC VALUE AND COMMUNICATION
POTENTIAL OF THE IMAGE – 30%
- TECHNICAL EXCELLENCE AND QUALITY – 30%

PRIZED AND AWARDS:

- BEST TOURISM VIDEO – P100,000.00
- BEST TOURISM PHOTO – P 100,000.00

MOST LIKED VIDEO (FOR FB, FOR TIKTOK, FOR IG)
P25,000.00

MOST LIKED PHOTO (FOR FB, FOR TIKTOK, FOR IG)
P25,000.00

MOST SHARED VIDEO (FOR FB, FOR TIKTOK, FOR IG)
P25,000.00

MOST SHARED PHOTO (FOR FB, FOR TIKTOK, FOR IG)
P25,000.00

MOST VIEWED VIDEO (FOR FB, FOR TIKTOK, FOR IG)
P25,000.00

ANNOUNCEMENT OF WINNERS: AUGUST 30, 2023