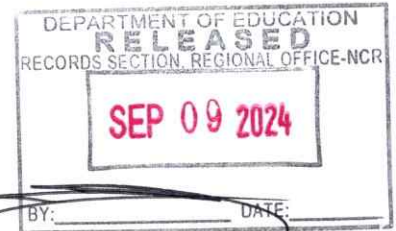




Republic of the Philippines  
**Department of Education**  
 NATIONAL CAPITAL REGION



Advisory No. 197, s. 2024  
 September 2, 2024

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.

(Visit [www.deped.gov.ph](http://www.deped.gov.ph))

**GURONG MAY K : BEST TEACHERS OF KNOWLEDGE CHANNEL AWARDS AND  
 KABATAANG MAY K : KNOWLEDGE CHANNEL'S PHOTO ESSAY CONTEST**

Attached is a letter dated August 2, 2024 of Ms. Rina Lopez, President and Executive Director of Knowledge Channel Foundation, Inc re: Gurong May K : Best Teachers of Knowledge Channel Awards and Kabataang May K : Knowledge Channel's Photo Essay Contest. The extended deadline of submission is on September 13, 2024.

Participation of public schools shall be subject to **no disruption of classes policy** stipulated in DepEd Order No. 9, s. 2005 titled *Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith* and the **no collection policy** as stated in Section 3 of Republic Act No. 5546, An Act Prohibiting the Sale of Tickets and/or the Collection of Contributions for Whatever Project of Purpose from Students and Teachers of Public and Private School, Colleges and Universities (Ganzon Law).

For information, contact:

Ms. Christine Billedo  
 Knowledge Channel Foundation, Inc  
 School and Community Engagement Department  
 Email : [awards@knowledgechannel.org](mailto:awards@knowledgechannel.org)

Incl.:  
 As stated

/essd/gina



Address: Misamis St., Bago Bantay, Quezon City  
 Email address: [ncr@deped.gov.ph](mailto:ncr@deped.gov.ph)  
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August 2, 2024

**MS. JOCELYN DR. ANDAYA**

Regional Director  
Office of the Regional Director  
DepEd National Capital Region (NCR)  
Misamis St., Bago Bantay, Quezon City

Dear **Dir. Andaya**:

Warmest greetings from the **Knowledge Channel Foundation, Inc. (KCFI)**!

**KCFI** has been a partner of the DepEd since 1999. For 25 years, it has been at the forefront of helping improve learning experiences and outcomes through high-quality curriculum-based videos and training and mentoring of DepEd superintendents, principals, and teachers.

In this milestone year, we are celebrating teachers who have demonstrated exceptional skills in engaging learners with 21<sup>st</sup> century pedagogies and employing Knowledge Channel videos in instruction. We are launching two searches, **Gurong May K: Best Teachers of Knowledge Channel Awards** and **Kabataang May K: Knowledge Channel's Photo Essay Contest**.

**We invite your Office to send up to three (3) entries from your region for the Gurong May K: Best Teachers of Knowledge Channel Awards.** The search is open to teachers who:

- Hold a **Professional Regulation Commission (PRC) license** for teaching;
- Have been teaching in any public kindergarten, elementary, or junior high school (K-10) for **at least 2 years**; and
- Successfully **engage learners using Knowledge Channel videos** in lessons and activities.

**Attached to this letter are the complete mechanics.** Your office may submit your region's entries with complete supporting documents through this Drive: [NCR Gurong May K Submissions](#). **The deadline for entries is August 30, 2024.**

Additionally, we request the dissemination of our call for entries to your Grades 6 and Grade 10 students for the "**Kabataang May K: Knowledge Channel's Photo Essay Contest**." Photo essays should capture stories on how Knowledge Channel has become an important part of students' learning experiences and education.

Participation in either competition is **free of charge**. The winner of **Gurong May K** will receive a cash prize of **50,000 pesos**, and a **Knowledge Channel TV Package** for their school. The winners of **Kabataang May K** will each receive a cash prize of **10,000 pesos**. Winners will be awarded during KCFI's 25<sup>th</sup> Anniversary celebration on November 7, 2024.

We are eager to receive nominations and entries from your regional office and your students. For details, please see the mechanics attached to this letter or visit:



- **For Gurong May K:** <https://www.knowledgechannel.org/gurong-may-k-best-teachers-of-knowledge>
- **For Kabataang May K:** <https://www.knowledgechannel.org/kabataang-may-k>

For inquiries or concerns, please email Christine Billedo of KCFI's School and Community Engagement Department at [awards@knowledgechannel.org](mailto:awards@knowledgechannel.org).

Thank you very much!

Yours truly,

A handwritten signature in black ink that reads 'Rina Lopez'.

**RINA LOPEZ**  
President and Executive Director  
Knowledge Channel Foundation, Inc.



## **Gurong May K: Search for Best Teachers of Knowledge Channel Award Basic Education (K-10) Category**

### **Mechanics**

The Search for Gurong May K: Search for Best Teachers of Knowledge Channel Award aims to celebrate exceptional teachers in public schools, who use 21<sup>st</sup> century engagement strategies and Knowledge Channel videos in instruction.

**Note:** Fielding an entry for **Gurong May K: Best Teachers of Knowledge Channel Awards** is **free of charge**.

#### **1. Eligibility**

The Gurong May K nominee must be a public school teacher who:

- Has a **valid PRC license** for teaching;
- Is **actively** teaching in either kindergarten, elementary, or junior high school (K-10) for at least 2 years; and
- Uses 21<sup>st</sup> century engagement strategies and **Knowledge Channel** videos in lessons and activities.

#### **2. Requirements**

**The Office of the Regional Director** is requested to submit the following requirements on behalf of their three (3) nominees:

- **Completed entry form** (<https://bit.ly/KCH-GMK-EF>) submitted through the Office of the Regional Director.
- **Supporting materials**, namely:
  - **Accomplished recommendation form** (<https://bit.ly/KCH-GMK-RF>) from the Schools Division Superintendent of the nominee;
  - Photos and/or videos documenting the use of Knowledge Channel videos in the classroom;
  - Photos and/or videos documenting classroom setup and learning strategies employed;
  - Sample lesson plans and/or full daily lesson logs which integrate Knowledge Channel videos;
  - Written documentation of sample learning activities which use Knowledge Channel videos containing the activity's title, objectives, and sequential instructions, along with assessment tools and student works.

**Submissions must be uploaded to the Drive provided for the Office of the Regional Director.**

**Deadline for submission of entries is on August 30, 2024.**

### 3. Notification of Finalists

The top 5 finalists shall be notified on or before September 30, 2024 for their teaching demonstration and panel interview to determine the winner.

### 4. Gurong May K Criteria for Judging

Nominees will be evaluated based on the following criteria:

Criteria	Description	Weight	Indicator
<b>Depth of Knowledge and Critical Thinking</b> <i>Lalim ng Kaalaman at pagiging Kritikal</i>	Demonstrates mastery and depth of understanding of the subject through careful review and nuanced selection of videos and educational technology to use in the classroom, encouraging a more effective and engaging teaching-learning environment.	25%	Indicator: Depth of Knowledge in the Discipline <ul style="list-style-type: none"> <li>▪ Demonstrates a profound understanding of the subject matter/learning area being taught</li> </ul>
	<i>Nagpapakita ng bukod-tanging pag-unawa sa paksa sa pamamagitan ng maingat na pagsusuri at makabuluhang pagpili ng videos at educational technology na gagamitin sa silid-aralan, para sa isang mas epektibo at nakaka-engganyong proseso ng pagtuturo at pagkatuto (teaching-learning process/environment)</i>		Indicator: Critical Selection of Knowledge Channel Video Lessons <ul style="list-style-type: none"> <li>▪ Clearly articulates criteria for selecting Knowledge Channel video lessons</li> <li>▪ Provides examples of how chosen video lessons enhance the learning experience of the learners</li> </ul>
<b>Integration of Knowledge Channel Video Lessons in Pedagogy</b> <i>Kasanayan sa Paggamit ng Istratehiya na may Pag-iintegrate ng Knowledge Channel Videos sa pagtuturo</i>	Exhibits proficiency in the integration of videos and technology in the classroom, consistently promoting better learning outcomes while nurturing holistic development using 21 <sup>st</sup> century pedagogies	25%	Indicator: Integration <ul style="list-style-type: none"> <li>▪ Effectively integrates Knowledge Channel video lessons into lesson plans/teaching episodes</li> </ul>
	<i>Kahusayan sa paggamit ng videos at technology para sa pag-angat ng antas ng pagkatuto at pagdevelop ng kabuuang pagkatao gamit ang 21<sup>st</sup> century pedagogies</i>		Indicator: Alignment <ul style="list-style-type: none"> <li>▪ Demonstrates ability and creativity in aligning video lessons with diverse teaching methods</li> </ul>
<b>Competence and Proof of Effectiveness in the Classroom</b> <i>Kakayahan at Galing sa Pagtatamo ng mga Layunin ng Pagkatuto (Desired Learning Outcomes)</i>	Demonstrates a refined understanding of learner needs and capabilities in relation to desired learning outcomes, providing effective and tailored learning assessments to set them up for success both inside and outside the classroom	25%	Indicator: Demonstrates competence in achieving desired learning outcomes that contribute to learners' academic achievements and success
	<i>Malalim na pag-unawa sa mga pangangailangan at kakayahan ng mga mag-aaral para sa pagkamit ng mga layunin ng pagkatuto, na nasusukat gamit ang epektibong pagtatasa ng kaalaman para tulungan silang magtagumpay sa loob at labas ng silid-aralan</i>		

<p><b>Championing KCFI Core Values in the School and the Community</b> <b>Kaagapay sa Pagpapalaganap ng KCFI Core Values</b></p>	<p>Advocates for a responsive and effective learning environment for all Filipino children, upholding Knowledge Channel's core values of social justice, passion to serve, commitment to holistic learning, integrity, and nationalism in the classroom and community</p> <p><i>Nagsusulong at masigasig na kumikilos para sa pagtataguyod ng isang learning environment na epektibo at tumutugon sa pangangailangan ng bawat batang Pilipino, habang isinasapuso ang Knowledge Channel core values sa paaralan at komunidad, tulad ng social justice, passion to serve, commitment to holistic learning, integrity, at nationalism</i></p>	<p><b>25%</b></p>	<p>Indicator: Demonstrates and shows evidence of initiatives taken to promote KCFI core values within the school and the community</p>
<p><b>Total</b></p>		<p><b>100%</b></p>	

## 5. Prizes

For the Gurong May K: Search for Teachers of Knowledge, the prizes will be:

- Winner: 50,000 pesos cash (net of tax), Knowledge Channel TV Package for the school, Trophy and Certificate of Recognition, video feature on Knowledge Channel platforms
- Finalists: 10,000 pesos cash (net of tax), Knowledge Channel Portable Media Library for the school, Plaque of Recognition as finalist

## 6. Event Timeline

Deadline for Entries: **August 30, 2024**  
 Letter to the Finalists and Winner: **September 30, 2024**  
 Awarding Ceremony: **November 7, 2024**



## **KABATAANG MAY K: Knowledge Channel Photo Essay Writing Contest**

### **Mechanics**

The Kabataang May K: Knowledge Channel Photo Essay Writing Contest searches for stories through photos and essays of students on how Knowledge Channel has become an important part of their life as learners and impacted their education.

1. **Eligibility:** The contest is open to Grades 6 and Grade 10 students in public schools who are enrolled during the current school year (2024-2025)

2. **Requirements and Mechanics:**

Participants must submit the following to the **Registration Form Link:**  
<https://www.knowledgechannel.org/kabataang-may-k>

- **One high-resolution photograph** showing how Knowledge Channel has become an integral part of their lives and has positively impacted their education.
  - Entries must adhere to the following guidelines:
    - Entries must be a single photo. Photo collage will NOT be accepted.
    - The photo must NOT have been previously published in any paper/publication, submitted in any previous competitions, and/or used for commercial purposes.
    - The photo must be in high resolution. There is no requirement or limitation on the type of camera used.
    - The photo must NOT be heavily edited or digitally altered. Only cropping, adjusting of brightness, and color grading are allowed.
- **A short write up** that supports the photo entry on how Knowledge Channel has become an important part of the student's life and positively impacted their education. The accompanying essay must be written in either Filipino or English and has 100 to 200 words.
- **Accomplished forms** (<https://bit.ly/KCH-KMK-RPCF>):
  - **Recommendation form** from the school principal, school director, or teacher-in-charge
  - **Parent consent form** signed by parent or legal guardian

### **Related Guidelines**

- In all instances, participants should submit all relevant consent forms with the application form.
- Plagiarism will **not** be tolerated and will be a ground for disqualification.
- The use of Artificial Intelligence (AI) prompts e.g., ChatGPT, Gemini, etc. to create the submitted image or essay will disqualify the entry.
- The photo execution should have been done by the student-entrant and not by anyone else.
- Group/collaborative work is not allowed.
- **Consent of Subjects:** To respect people's rights and privacy, the participant must ask for permission from everyone appearing in the photo entry. Each

person appearing in the photo entry needs to agree that his/ her picture can be used in the contest and in any ads about it. If the photo entry doesn't follow this rule, the participant promises not to blame the contest organizers for any legal problems. Contest organizers might ask for proof that the participant got permission from everyone in the photo entry. This could be a signed form showing they agreed. If the participant's photo entry shows people under 18 years old, the participant must obtain consent from the subject/s parent or legal guardian. Not following these rules may result in disqualification from the contest.

- **Intellectual Property:** The participant acknowledges that while the photo's intellectual property belongs to him/her, he/she gives KCFI all rights to use the photo entry, without KCFI needing to ask for the consent of the participant, in any way it deems appropriate for the sake of communication and marketing related to the contest and on KCFI's impact on learning and education. The participant allows KCFI to use, share, and show their photo entry in their websites, social media, and ads, without payment or other consideration. The participant acknowledges that participation in the contest does not guarantee publication or any form of compensation. The participant won't blame KCFI if there are any problems from using the photo entry, including but not limited to any claims for defamation, invasion of privacy, or infringement of moral rights. The participant must obtain consent from their parent or legal guardian to enter into this agreement.

**Deadline for submission of entries is on September 7, 2024.**

### 3. Criteria for Judging for Kabataang May K

Participants will be subjected to the following criteria:

Criteria	Description	Weight	Indicator
<b>Narrative and Storytelling</b>  <i>Kahusayan sa Paglalahad ng Kwento</i>	The photo and essay are clearly and coherently woven evoking meaning, emotions, and effective storytelling  <i>Mahusay, malinaw at epektibong naipahayag ng larawan at sanaysay ang damdamin at mensahe</i>	<b>25%</b>	Indicator: Engagement  Makes the audience feel certain emotions and leaves an impact through their photo essay
			Indicator: Cohesiveness of Story Structure  Clearly outlines the story and meaning behind the photo



<p><b>Relevance of Knowledge Channel to student's learning experiences and education</b></p> <p><i>Relevance ng Knowledge Channel sa Pagkatuto at Edukasyon</i></p>	<p>The photo essay clearly showcases how Knowledge Channel has become an important part of the student-entrant's life and has positively impacted his/her education.</p> <p><i>Naipakikitang mabuti ng larawan at sanaysay kung paano naging malaking bahagi ang Knowledge Channel sa edukasyon at pang-araw araw na buhay ng mag-aaral.</i></p>	<p><b>25%</b></p>	<p>Indicator: Relevance and Connection of the Photo with the theme</p> <p>Clearly shows the direct impact of Knowledge Channel in the life of the student-entrant</p>
<p><b>Technical Proficiency</b></p> <p><i>Kahusayang Teknikal</i></p>	<p>The photo and essay demonstrate exceptional technical proficiency in both photography and storytelling.</p> <p>The technical proficiency of the photo and essay will be judged separately.</p> <p><i>Ang larawan at sanaysay ay nagpapakita ng kahanga-hangang kasanayan sa pagsusulat at potograpiya.</i></p> <p><i>Ang pagpapamalas ng kasanayan sa potograpiya at pagsusulat ay hiwalay na pagpapasiyahan.</i></p>	<p><b>25%</b></p>	<p>Indicator: Showcase of Writing and Photography Skills</p> <p>Demonstrates skill by incorporating technical aspects in writing (such as proper grammar and sentence structure) and photography (following lighting, color, rule of shadows, thirds and other photography basics)</p>
<p><b>Uniqueness and Originality</b></p> <p><i>Pagiging Katangitangi at Orihinal</i></p>	<p>The photo essay demonstrates an innovative conceptual and narrative approach, distinct visual composition, and overall creativity.</p> <p><i>Ang larawan at sanaysay ay nagpapakita ng katangitanging likhang konseptwal at konkretong naratibo, katangitanging visual na komposisyon, at kabuuang pagkamalikhain.</i></p>	<p><b>25%</b></p>	<p>Indicator: Creativity</p> <p>Provides a unique perspective as to what is usually the norm in photography and writing</p> <hr/> <p>Indicator: Integration of Self</p> <p>Effectively integrates own touch by showcasing identity through the photo essay</p>
<p><b>TOTAL</b></p>		<p><b>100%</b></p>	

#### 4. Prizes

Winners of the Kabataang May K: Knowledge Channel Photo Essay Writing Contest will be awarded the following prizes:

- Winners: Php10,000 each, certificate of recognition, video feature on Knowledge Channel platforms
- Finalists: certificate of recognition, video feature on Knowledge Channel platforms

There will be **8 winners**, distributed as follows:

Area	Grade 6 Winners	Grade 10 winners	Total No. of Winners
<b>Category 1:</b> LUZON 1 (NORTH) CAR, Region 1, 2, 3	1	1	2
<b>Category 2:</b> LUZON 2 (SOUTH) NCR, Region 4A, 4B, 5	1	1	2
<b>Category 3:</b> VISAYAS Region 6, 7, 8	1	1	2
<b>Category 4:</b> MINDANAO Region 9, 10, 11, 12, 13, BARMM	1	1	2
<b>Total</b>	4	4	8

## 5. Event Timeline

Deadline of Entries: **September 7, 2024**  
 Letter to the Finalists and Winner: **October 22, 2024**  
 Awarding Ceremony: **November 7, 2024**