

Republika ng Pilipinas
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON AT KULTURA
(DEPARTMENT OF EDUCATION AND CULTURE)
Manila

August 27, 1975

DEPARTMENT MEMORANDUM
No. 124, s. 1975

UNCTAD ESSAY AND POSTER CONTESTS

To the:

Bureau Directors
Regional Directors
Coordinators, State Colleges and Universities

1. The Philippine Government will host the Third Ministerial Meeting of Group 77 of the United Nations Conference on Trade and Development (UNCTAD) in Manila from January 26 to February 6, 1976. This meeting is aimed at promoting cooperation among developing countries, providing these countries with an opportunity to see the progress achieved by the New Society, fostering trade and tourism, and strengthening the position of Manila as a conference center in Asia.
2. To focus the people's attention on this important international event, essay and poster contests will be conducted on the theme "Hosting the Third Ministerial Meeting of Group 77 of the UNCTAD." These contests are open to secondary and non-secondary students.
3. Regional directors will take charge of the contests on the regional level, the division superintendents of schools on the division level. For this purpose, they are authorized to designate three judges for each contest on both levels in their respective jurisdictions.
4. Entries on the division level should be sent to the division superintendents not later than October 5, 1975, and those on the regional level to the regional director not later than October 12. Entries in the national competition should be forwarded to the Undersecretary of Education and Culture not later than October 20.
5. Winners in both contests on both educational levels will be announced on October 25, 1975, in connection with the celebration of the 1975 United Nations Day under the charge of the United Nations Association of the Philippines. Cash prizes will be awarded to the

first, second, and third prize winners in both contests on the national and regional levels. Division superintendents of schools will solicit prizes locally for the first, second, and third degree in both contests on both levels in their respective divisions.

6. Names of division winners will be announced in the local papers while regional winners will be publicized in newspapers of each province comprising the region. Where radio and television systems are available, the results will also be aired over these media. National winners will be announced in the metropolitan papers and over the radio and TV networks in Manila.

7. Enclosed are the rules of the contests and other pertinent informational materials.

8. The cooperation of all concerned is solicited.

(SGN.) JOSE U. MARQUEL
Secretary of Education and Culture

Incls.:
as stated

CALLS FOR ESSAY AND POSSIBLE CONTESTS
(Sponsored by the Executive Committee on Conference
Preparation of the Third Ministerial Meeting of
Group 77 of the United Nations Conference on
Trade and Development (UNCTAD) and the Depart-
ment of Education and Culture)

ESSAY

1. The theme is "Fostering the Third Ministerial Meeting of Group 77." The essay may deal with any topic covered by or relevant to the theme. It may be about the responsibilities of hosting the meeting. It may be on one of the benefits of the meeting to the Philippines. It may deal on how the Philippines can show their hospitality to the participants.

2. There will be two divisions in the contest: secondary and collegiate and the contest in each division will be in English.

3. The contest will be conducted in three divisions, regional, and national levels. The best essay from each division will be entered in the regional competition. From the division entries, each region will choose the best as its entry in the national competition.

4. Each essay from secondary school students should not exceed three (3) sheets (8-1/2" x 11") pages and that from collegiate students should not exceed five (5) sheets (8-1/2" x 11") pages, type-written, double-spaced. The author should indicate only his pen name below the title of his essay. The real name and pen name, including the name and address of his school, should be placed in a sealed envelope to be attached to his essay.

5. The prizes are as follows:

National Competition

- a. Best Essay P1,000
- b. Second Prize 700
- c. Third Prize 500

Regional Competition

- a. First Prize 500
- b. Second Prize 300
- c. Third Prize 200

Division Competition

Division/City Superintendent should solicit prizes locally.

BASIC INFORMATION ON UNCTAD

UNCTAD (United Nations Conference on Trade and Development), a permanent organ of the General Assembly, is an inter-governmental organization established in 1964. It has 142 member states - more than the United Nations itself.

UNCTAD exists primarily to assist in harmonizing the trade, aid and development policies of governments; to research into the problems involved; to work out policies and measures to further economic and social progress; and to act as a constant spur on governments to improve their performance and live up to their commitments and responsibilities in the field of economic development.

UNCTAD aims in the long term at a complete restructuring of the world so as to make it correspond better to development needs. In the shorter term it seeks:

- to increase the export earnings of developing countries;
- to increase the volume and improve the quality of aid;
- to help developing countries make more effective use of their resources.

With these aims in mind, UNCTAD's work covers a wide field embracing trade in commodities and manufactures; invisibles (such as shipping and insurance); trade expansion, economic co-operation and regional integration among developing countries; and trade between countries of different economic and social systems.

The first session of the Conference was held in Geneva in 1964; the second session in New Delhi in 1968; and the third session in Santiago, Chile, in April-May 1972.

Between sessions of the Conference, a 55-member Trade and Development Board, which normally meets once a year, assures continuity of work. The board has four main committees, which deal with commodities, manufactures, financing and invisibles related to trade and shipping.

There is also a Special Committee on Preferences, within which UNCTAD's Generalized System of Preferences (GSP) was worked out. A number of industrialized countries have already begun

providing preferential tariff treatment to certain manufactured imports from developing countries under the GSP.

As most developing countries still depend heavily on the export of a few primary commodities (which account for four-fifths of their export earnings), UNCTAD seeks to secure fair and stable prices for these commodities, especially by means of international commodity agreements.

(Inclosure No. 3 to Department Memorandum No. 124, s. 1975)

CELEBRIA FOR A GOOD POSTER

Theme: Hosting the Third Ministerial Meeting of Group 77

1. Idea

The aim of a poster is to sell the idea. So the idea and the aim should be clear. Whatever approach is used, the idea must lead the viewer to action - to find out what or why - to enhance curiosity and to attract the attention at a glance.

2. Layout

The elements of layout are pictures, letterings, colors or anything that can effectively deliver the message. The layout should be simple, not too crowded, and letterings easily read. A layout can either be formal or informal. A formal balance suggests repose, tranquility and solidity. Informal balance is the opposite and must therefore be dynamic in its appeal.

3. Emphasis

A good poster must deliver its message in some unusual and surprising manner. It must attract attention instantly. And this is achieved by emphasis.

4. Workmanship

A poster may have a good idea, good elements and a good layout - but if the quality of the workmanship is poor, the poster may be ineffectual. A poster, therefore, is a good and effective poster if the workmanship is neat, clean, and clear.