

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

September 25, 1975

DEPARTMENTAL MEMORANDUM  
No. 152 s. 1975

ANNOUNCING THE 1976 NATIONWIDE SCHOOL TRAFFIC  
SAFETY POSTER CONTEST

To the:

Bureau Directors  
Regional Directors

1. The Philippine Motor Association (PMA), in cooperation with the Department of Education and Culture, is once again conducting a nationwide traffic safety poster contest. The contest, which started on September 1, 1975 will end on January 31, 1976.
2. The contest is open to all elementary and high school students not more than 18 years old and will be conducted on two levels, regional and national. Posters may be either in English or Filipino or any of the traffic safety rules or slogans listed in the contest rules. Copies of the contest rules will be mailed by the PMA Office direct to school superintendents for dissemination to all schools in the division.
3. All entries in each region shall be submitted to the Regional Director's Office on or before November 30, 1975. The Regional Director shall create a committee to select the best six (6) winners, three (3) on the elementary level and three (3) on the secondary level. All winning entries in the regional contest shall be sent to reach the PMA Secretariat, 4071 P. Magsaysay Blvd., P.O. Box 999, Manila, on or before January 31, 1976.
4. The PMA will award prizes in the national and regional competitions in the total amount of P8,180 broken down as follows.

National Competition:

	<u>Elementary Level</u>	<u>Secondary Level</u>
1st Prize	P 400	P 500
2nd Prize	300	400
3rd Prize	200	300
4th Prize	100	200
5th Prize	50	100
	<u>P1,050</u>	<u>P1,500</u>

Prizes and Cash Awards:

Three winners on the elementary level at ₱10 each  
in 12 regions, ₱120.

Three winners on the secondary level at ₱50 each  
in 12 regions, ₱720.

The school of each winner in the regional contest will be awarded a laminated Certificate of Merit; the school of each national winner will be awarded a Plaque of Appreciation. No contestant in any group shall be awarded more than ONE cash prize, regardless of the number of entries submitted.

5. The decision of the Panel of Judges (national level) shall be final. All entries shall become the property of the Philippine Motor Association. Entries shall be judged on the basis of artistry, originality, simplicity, and effective portrayal of traffic safety practices.

6. Considering the importance of the contest in inculcating traffic safety consciousness and obedience to traffic rules and regulations among the youth, it is urged that as many pupils/students as are interested should be encouraged to participate in the contest.

7. It is requested that regional directors coordinate with the school superintendents to give the contest widest publicity to insure participation of all elementary and secondary schools.

(SGC) JUAN S. MANUEL  
Secretary of Education and Culture

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4. The PMA will award prizes in the national and regional competitions in the total amount of P6,150 broken down as follows:

National Competition:

	<u>Elementary Level</u>	<u>Secondary Level</u>
1st Prize .....	P 400	P 500
2nd Prize .....	300	400
3rd Prize .....	200	300
4th Prize .....	100	200
5th Prize .....	50	100
	<u>P1,050</u>	<u>P1,500</u>

Regional Competition:

Three winners on the elementary level at P40 each in 12 regions, P3,960.

Three winners on the secondary level at P80 each in 12 regions, P9,600.

The school of each winner in the regional contest will be awarded a laminated certificate of Merit; the school of each national winner will be awarded a plaque of appreciation. No contestant in any group shall be awarded more than ONE cash prize, regardless of the number of entries submitted.

5. The decision of the Panel of Judges (national level) shall be final. All entries shall become the property of the Philippine Motor Association. Entries shall be judged on the basis of existence, originality, simplicity, and effective portrayal of traffic safety practices.

6. Considering the importance of the contest in inculcating traffic safety consciousness and obedience to traffic rules and regulations among the youth, it is urged that as many pupils/students as are interested should be encouraged to participate in the contest.

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(SGT.) JUAN L. YAPULL  
Secretary of Education and Culture