

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

September 13, 1978

MEMORANDUM
No. 252, s. 1978

1978-1979 NATIONAL SCHOOL TRAFFIC SAFETY POSTER CONTEST

To: Bureau Directors
Regional Directors
Coordinator, State Colleges and Universities
Heads of Private Schools, Colleges
and Universities
Schools Superintendents

1. The Philippine Motor Association (PMA), in agreement with the Ministry of Education and Culture, is conducting the 15th nationwide school traffic safety poster contest. The contest aims to inculcate traffic safety consciousness and obedience to traffic rules and regulations among pupils and students.

2. The contest which started on August 15, 1978 and will end on January 31, 1979, is open to all pupils and students of elementary and secondary schools, both public and private. It will be conducted on the regional and national levels. Posters may either be in English or Filipino on any of the traffic slogans listed in the enclosed contest rules.

3. All entries in each region shall be submitted to the Regional Director's Office on or before November 30, 1978. The regional directors shall create a committee to select the best nine (9) winners, six (6) on the elementary level and three (3) on the secondary level. All winning entries in the regional contest shall be sent in time to reach the PMA Secretariat, 4071 R. Magaysay Boulevard, P.O. Box 959, Manila not later than January 31, 1979.

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

(SGD.) JUAN L. MANUEL
Minister of Education and Culture

Incl.:

As stated

Reference:

Department Memorandum No. 161, s. 1977

Allotment: 1-2-3-4--(D.O. 1-76)

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

~~CONTEST~~
~~PUPILS~~

~~SOCIETY~~
~~SOCIETY or ASSOCIATIONS~~

~~STUDENTS~~

RULE VI. The following are suggested traffic situations depicting hazards and dangers. However, the contestant may feel free to have his own entry relevant to traffic safety. All such suggested situations, slogans and fund-raising for the assistance of motorists.

1. MUST WATCH FROM THE STREET AND HIGHWAYS

MAPANGANIB ANG MABLARO SA MGA DAAN

2. BICYCLE RIDERS, BE LAW ABIDERS

YANG NAHAKISIKETA SA BATAS SUMUNOD KA

3. BE CAREFUL TO CROSS STREETS ON PEDESTRIAN LANSAN

LALONG BILIGS TUMAWID NG DAAN SA LOKA SA BAHAY-DAMIAN

4. WAIT UNTIL THE VEHICLE STOPS

HINTAY NG TUMIGIL ANG SASAKYAN

5. DRIVE SLOW TO LET US GROW

TAPAT NA DAHAN ANG PAGPAPATAKBO UPANG ILIMAKI TAYO

6. SAFE DRIVING IS LIFE SAVING

PAGPAPATARBONG MAINGAT, PAGLILIGTAS SA BUMAY ANG KATULAD

7. BE CAREFUL TO BE SAFE DRIVER

KAPAG NAHAKISIKETA ANG SASAKYAN, LALONG BILIGS NAHAKISIKETA

8. DON'T DRINK AND DRIVE OR UMPIRE ON THE STREET

BUKAS NA MATA NAHAKISIKETA SA DAAN SA LANGANGAN NA DAAN

9. OBEY TRAFFIC SIGNALS

SUNOD SA MATAWAG SA SINTAS NG TRAFIKO

10. BE CAREFUL TO DRIVE

IKAW AY MABIKITA, UPANG SA PANGANIB LIGTAS KA

11. STAY ALERT, STAY ALIVE

LAGING MALIKSI UPANG MABUHAY

12. JOIN THE CAMPAIGN, IMPLEMENT TRAFFIC SAFETY

MAKISA TAYO SA KALIGTASAN SA TRAFIKO

RULE VII. Posters must be original in interpretation, execution and design. Designs shall be limited to the idea involving children. The insignia of the Philippine Motor Association shall NOT appear on any poster design.

RULE VIII. Block style lettering shall be used in captions of the slogans written in a substantially horizontal plane — NOT in a vertical position. For emphasis one or two words may be lettered in any style provided they are simple and legible. Letters and words must not be written across a design at the expense of legibility. Preprinted manufactured "stick-on" letters shall NOT be used. Letters may be designed by the drawer cut out and pasted in the drawing.

RULE IX. Contestants shall use not more than three colors, (black and white are not counted as colors) whether designs are done in pencil, ink, crayon, water color or paper or any other medium. Not acceptable as part of the poster design are stenciled or traced letters, preprinted manufactured "stick-on" letters, tracings or magazine illustrations or copyrighted materials.

RULE X. For purposes of prize awards, contestants shall be classified into three groups — primary, intermediate and secondary level. The Philippine Motor Association shall award prizes for the national and regional competition in the total amount of P15,525.00 as follows:

1. Regional Competition

Three 1st prize winners or one each in the primary, intermediate and secondary level at P100.00 in the 13 regions	P 3,900.00
Three 2nd prize winners or one each in the primary, intermediate and secondary level at P75.00 in the 13 regions	2,925.00
Three 3rd prize winners or one each in the primary, intermediate and secondary level at P50.00 in the 13 regions	1,950.00
Total Forwarded	P 8,775.00

**National School Traffic Safety Poster Contest
Committee Members**

Atty. Carlos E. Arguilla Chairman, PMA Traffic Safety Committee
Member

Atty. Angel Nolasco PMA Member
Member
Senior Consultant for Architectural Design and Planning
General Financial & Personnel

Mr. Francisco Roman PMA Member
Member
Secretary, Vice President
PMA, Inc.

Mr. Esteban Aguirre PMA Member
Member
National Scholarship Center
Ministry of Education and Culture

Mr. Mariano Rodriguez Cultural Affairs Officer
Member
Ministry of Education and Culture

Dr. Esteban Suarez Director, Bureau of Secondary Education
Member
Ministry of Education and Culture

Mr. Esteban Suarez Director, Bureau of Secondary Education
Member
Ministry of Education and Culture

Mr. John A. Rangel Supervisor & Clerk
Member
Assistant Secretary
Division of City Schools, Manila

Contest Rules

As a preliminary to the selection of the National Winners, the thirteen (13) MEC Regional Directors conduct regional competitions. The regional competition will be governed by the National Contest rules as far as they apply. Each MEC Regional Director shall create his/her own Regional Committee to conduct regional competition and designate the Panel of Special Judges to select the Regional winners.

The Contest Committee promulgated the following rules to govern the contest:

RULE I. The Contest opens on August 15, 1978 and closes on January 31, 1979. Mailed entries shall be postmarked not later than January 31, 1979.

RULE II. The Contest is open to all pupils and adults attending elementary and secondary course in private and public schools all over the country.

RULE III. All entries in each MEC Region shall be submitted to the MEC Regional Director's Office before November 30, 1978. All winners in the Regional Contest shall be sent to the PMA Secretariat, 4 E. Magaysay Blvd., P.O. Box 999, Manila on or before January 31, 1979.

RULE IV. Entries will be judged on the basis of effective portrayal of traffic safety practices (message clarity, originality and simplicity).

RULE V. Entries shall be submitted on any paper, size 8 1/2 inches by 11 inches and not more than 11 by 14 inches. Each shall be accompanied by Certification per sample below:

Drawn by: _____
 Sex: _____ Grade or Year: _____
 I hereby certify that _____
(Write name of participant here)
 _____ is enrolled in _____
(Grade or year) _____ of the _____
(Complete name of school)
 located at _____
(Street/road/ city / province)
 of which I am the _____ and _____
(Official designation)
 to/who personally prepared the attached poster.
 Mr., Mrs., Miss _____
(Name with position)

(Signature)

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B. National Competition

	Primary Level	Intermediate Level	Secondary Level	
1st Prize	₱1,000.00	₱1,000.00	₱1,000.00	
2nd Prize	750.00	750.00	750.00	
3rd Prize	500.00	500.00	500.00	
Totals	₱2,250.00	₱2,250.00	₱2,250.00	₱ 6,750.00
Grand Total				<u>₱15,525.00</u>

Aside from the cash prizes, Certificates of Merit will also be awarded to winners in the regional competition.

Pennants will be awarded to the respective schools of the 1st, 2nd and 3rd prize winners in the primary, intermediate and secondary level in the regional competition.

Aside from the cash prizes, plaques of appreciation will be awarded to winners and school of 1st, 2nd and 3rd prize winners in national competition.

Banners will be given to the schools of the 1st, 2nd and 3rd prize winners in the national competition, respectively.

A contestant may win only one prize, regardless of the number of entries submitted.

From among the 1st prize winners in all school levels in the National Competition will be selected the winner of the PMA Poster Contest Championship Cup. This Cup will be rotated to any School Division winning it annually and will be retained by the Division that may win it for three consecutive years.

RULE XI. Decision of the Panel of Judges is final and all entries will become the property of the Philippine Motor Association.

THE NATIONAL SCHOOL TRAFFIC SAFETY
POSTER CONTEST COMMITTEE
PHILIPPINE MOTOR ASSOCIATION

Manila, Philippines, August 15, 1978



PHILIPPINE MOTOR ASSOCIATION

THE NATIONAL AUTO CLUB
Tel. 609360; 609702 & 604970
#071-77 Magsaysay Blvd.
P. O. Box 999, Metro Manila

PMA's 1978 - 1979

National School Traffic

Safety Poster Contest

The Philippine Motor Association (PMA) in cooperation with the Ministry of Education and Culture (MEC) is conducting the 15th National School Traffic Safety Poster Contest during the school year 1978-1979. This PMA project is a public service to help inculcate traffic safety consciousness into the minds of the pupils and students of both public and private schools.

The Contest is endorsed by the Minister of Education and Culture and is open to all elementary and secondary school students all over the Philippines.

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