

Republika ng Pilipinas
(Republic of the Philippines)
MINISTRO NG EDUKASYON, KULTURA AT RECREASYON
(MINISTRY OF EDUCATION, CULTURE AND RECREATION)
Manila

January 19, 1987

MEMORANDUM
No. 7, s. 1987

AWARDS FOR FULLY ILLUSTRATED LITERACY
FOLLOW-UP MATERIALS

To: Bureau Directors
Regional Directors
Presidents, State Colleges and Universities

1. In response to the recommendation made at the regional workshop on the Preparation of Literacy Follow-Up Materials in Asia and the Pacific (Japan and the Philippines, 19-19 April 1985) organized by the Asian Cultural Center for Unesco (ACCU) in collaboration with the Unesco Regional Office for Education in Asia and the Pacific (RCEAP), the ACCU is giving out three (3) cash prizes and certificates of commendation to deserving and excellent literacy materials produced in member countries. The purpose is to contribute to the qualitative improvement of the standard of fully illustrated printed materials for neo-literates in Asia and the Pacific.

2. The Philippines has been invited to participate in the ACCU contest on Fully Illustrated Follow-Up Materials.

3. The three (3) prizes to be awarded to the winners each comprising of cash and a certificate of commendation issued by the president of ACCU are:

a. First Prize for one entry	US\$1,500.00
b. Second Prize for one entry	US\$1,000.00
c. Third Prize for eight entries	US\$ 300.00

In addition, some entries may be awarded honorable mention with certificates of commendation only. The Jury will be appointed by ACCU.

4. Entries should conform with the ACCU set criteria found in the inclosure. Each region is encouraged to submit entries to the Search Committee, c/o Dr. Remigio P. Romulo, Director, Bureau of Continuing Education, Palacio del Gobernador, Intramuros, Manila, on or before May 31, 1987.

5. Immediate dissemination of this Memorandum is enjoined.

(SGD.) LOURDES R. GUTSUMBING
Minister

Incl.:
As stated
reference
None

Attachment: 1-3--(K.C. 1-87)

To be indicated in the Perpetual Index under the following subjects:
LITERACY MATERIALS; AWARDS OR PRIZES OR MEDALS.

SZSC86/1
Tokyo, 14 October 1986

ASIAN CULTURAL CENTRE FOR UNESCO (ACCU)
Tokyo, Japan

ACCU PRIZES FOR
FULLY ILLUSTRATED LITERACY FOLLOW-UP MATERIALS

First (1986) Invitation for Proposal of Candidatures

The Asian Cultural Centre for Unesco (ACCU) in Tokyo (Japan) hereby inaugurates its scheme of "ACCU Prizes for Fully Illustrated Literacy Follow-up Materials", which has a moral and technical support from Unesco.

The National Commissions for Unesco concerned are cordially invited to propose candidatures for the Prizes.

A. Purpose of awarding

1. The present scheme aims at contributing to the qualitative improvement of the standard of fully illustrated printed materials designed for neo-literates in the countries mentioned in paragraph below, in which neo-literate materials are still needed, by awarding prizes in honour of excellent works produced in the respective countries.

B. Candidate works

2. Candidate works must satisfy both of the following conditions:
 - a. Basically, they must be printed materials specifically designed and created for use in teaching and learning of neo-literates.
 - b. In addition- this is important-, the space of illustrations (i.e. non-text portion) must be a half or more of the total space of a page or sheet or of the work as a whole.
3. As far as the conditions mentioned in paragraph 2 above have been satisfied, the candidate works may be:
 - a. in the form of cards, graphs, charts, wall charts, maps, atlas, newsletters, pamphlets, posters or any other form. However, in the case of pamphlets, only those of 48 pages or less, including both illustrations and text, may become candidates.
 - b. of any material such as paper, cardboard or cloth.
 - c. the ones printed either by mechanical methods (e.g. xerox, etc)
 - d. the ones produced by any of governmental or non-governmental institutions, organizations or enterprises.

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C. Prizes and honourable mentions

1. There will be three prizes, each comprising a certificate of commendation issued by the President of ACCU and the prize money. They are:
 - a. First Prize for one work US\$1,500.00
 - b. Second prize for one work US\$1,000.00
 - c. Third Prize for all works US\$ 300.00
5. In addition, a few honourable mentions (certificates of commendation only) may be awarded in respect of otherwise outstanding works.
6. The prizes and honourable mentions will be awarded to the bodies which prepared the works recommended by the Jury (see paragraph 14 below) to the President of ACCU as having a very high quality.

D. Proposal of Candidatures

7. The National Commission for Unesco of: Bangladesh, Brunei, Burma, China, Fiji, India, Indonesia, Islamic Republic of Iran, Lao People's Democratic Republic, Malaysia, Maldives, Mongolia, Nepal, Pakistan, Papua New Guinea, Philippines, Samoa, Socialist Republic of Viet-Nam, Sri Lanka, Thailand and Tonga, are cordially invited to propose candidatures in consultation with literacy education authorities of their own countries.
8. Only those proposals made or endorsed by the Unesco National Commission mentioned in paragraph 7 above may be acceptable. Candidatures proposed by other bodies than those National Commissions without endorsement by the Commission concerned are not acceptable.
9. In proposing candidatures, the Unesco National Commissions are responsible for the supply to ACCU of:
 - a. a set of candidate works themselves. Each piece of the works must bear (pasted at an appropriate place) a label showing, in English, the country name and the title of the work.
 - b. a copy of dossier of candidate work for each of individual works. The dossier is to be prepared by the candidate body concerned in accordance with annexed Form A.
 - c. a copy of dossier of candidate body for each of individual bodies. The dossier is to be prepared also by the candidate concerned in accordance with annexed Form B.
10. It should be noted that candidate works not bearing the completed label or not accompanied by either of the dossier or are accompanied by dossiers of incomplete entry, are not acceptable.
11. The maximum number of titles of candidate works which may be proposed are: (a) three per candidate body, and (b) 15 per country.

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E. Closing date of proposals

12. Candidate works and relevant dossier should reach ACCU at the following address by Monday 31 August 1987.

The Director-General,
Asian Cultural Centre for Unesco,
6, Fukurodachi, Shinjuku-ku,
Tokyo
162 JAPAN

(Cable address: ACCULCENRE TOKYO)

F. Returnability

13. The works and dossier once accepted will not be returned unless specifically requested for any reasons.

G. Selection

14. The selection of works in respect of which the Prizes are to be awarded will be made by a jury of three to five persons commissioned by the President of ACCU. The jury will meet in October 1987.

H. Criteria for award of the Prizes

15. Selection for awarding the Prizes will be made in conformity with the following criteria:
- a. Appropriateness of the substance in the light of the target audience. In other words, the degree of appropriateness of the substance of the work in the light of different conditions of the target audience. The target audience may differ in terms of their (a) level of literacy (e.g. beginning level, middle level, etc.) and (b) habitation area (e.g. rural area, suburban district, large town, etc.). Also, the work may have been specially designed for girls and/or women.
 - b. Understandability and effectiveness of illustrations. In other words, the degree of excellence of the illustrations in the work in making average people understand what such illustrations are aiming at; and also the degree of excellence of such illustrations in helping the target audience to understand fully the substance of the work.
 - c. Readability. In other words, the degree of excellence in smoothness of the development of story of the work.
 - d. Attractiveness. In other words, the degree of excellence in attractiveness of the work as a whole in arousing in the target audience an appetite to learn the substance of the work.

I. Announcement of Prize winners

16. The winners of the Prizes and honourable mentions (works and bodies) will be announced at the beginning of 1988. The results of the jury meeting will be communicated to each of the winning bodies and to all the Unesco National Commissions which proposed candidates.

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17. The certificates and prize money will be sent out to each of the winning bodies soon after necessary communication with them.

J. Copyright

18. It should be understood in advance that the authors of the works are, by submission of their works for candidature, since they authorizing ACCU to use the works accepted by ACCU, whether awarded or not, in the following manner without royalties:
- a. To have photographs of the works taken and use such photographs for the purpose of publicity.
 - b. To reproduce the works by photographic or other methods and use such reproductions for showing to the general public.

K. Rules

19. A copy of the "Rules of the ACCU Prizes for Fully Illustrated Literacy Follow-Up Materials" is in the hand of the Unesco National Commissions mentioned in paragraph 7 above.

ANNEXES FORM A

ACCOM PRIZES FOR
FULLY ILLUSTRATED LITERACY FOLLOW-UP MATERIALS

C A N D I D A T E W O R K

- A. COUNTRY OF ORIGIN
- B. DESCRIPTION OF THE CANDIDATE WORK
1. Title
 - a. In original language (Roman transcription).
 - b. English translation.
 2. Date of publication (year and month).
 3. Place of printing.
 4. Name (s) of illustrator (s).
 5. Name (s) of author(s) of text.
- C. TARGET AUDIENCE OF THE CANDIDATE WORK
1. Level of literacy (e.g. beginning level, middle level, etc.).
 2. Habitation area (e.g. rural area, suburban district, large town, etc.)
 3. Girls/women, if applicable.
- D. CONTENT OF THE CANDIDATE WORK
1. Major subject.
 2. Synopsis of the candidate work. (An English translation of full text may accompany if considered appropriate.)
- E. CANDIDATE BORN
- a. Name in English.
 - b. Postal address.

DATED: _____ 19__

N.B.

- (1) This dossier should be prepared by the candidate body concerned.
- (2) In case there are two or three candidate works prepared by the same candidate body, different dossiers in Form A should accompany the respective works.
- (3) Whenever possible, the size of paper used for the dossier should be A-4 size (210 x 297 mm).
- (4) Entries should be typewritten in double spacing.

ANNEXED FORM B

ACCU PRIZES FOR
FULLY ILLUSTRATED LITERACY FOLLOW-UP MATERIALS

CANDIDATE BODY

1. Name of the country in which the candidate body is located.
2. Title(s) of the candidate work(s). (If there are two or three candidate works prepared by the same candidate body, all the titles should be listed here.)
3. Description of the candidate body in its entirety
 - a. Name.
 - b. Title of the officer representing the body (e.g. Minister, Director-General, President, etc.).
 - c. Postal address.
 - d. Cable address.
4. Description of the unit which prepared the candidate work(s)
 - a. Name.
 - b. Title of the officer directing the unit.
 - c. Postal address (if different from the postal address in 3-c above).
 - d. Telephone number (area code, subscriber number, extension number).

DATED: _____ 19..

N.B.

- (1) This dossier should be prepared by the candidate body concerned.
- (2) The name of the country, the title(s) of the work(s), the name of the body and the titles of the officers should be expressed in English.
- (3) In case there are two or three candidate works prepared by the same candidate body, an identical copy of the dossier in Form B should accompany each of the candidate works.

Annexed Form B - Page 2

- (4) Care should be taken to avoid incomplete entry so as not to lead to non-acceptance of the candidature.
- (5) Whenever possible, the size of paper used for the dossier should be A-4 size (210 x 297 mm).
- (6) Entries should be typewritten in double spacing.

