

Republika ng Filipinas  
(Republic of the Philippines)  
KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS  
(DEPARTMENT OF EDUCATION, CULTURE AND SPORTS)  
Maynila

April 10, 1987

DECS MEMORANDUM  
No. 75, s. 1987

SLOGAN CONTEST ON THE THEME: IMPROVING  
THE QUALITY OF SERVICE IN GOVERNMENT

To: Bureau Directors  
Regional Directors  
Schools Superintendents  
Presidents, State Colleges and Universities  
Vocational School Superintendents/Administrators  
Principals of Public Elementary and High Schools

1. The Productivity and Development Center (PDC), Development Academy of the Philippines (DAP) is launching a slogan contest depicting the theme: "Improving the Quality of Service in Government."
2. The contest is open to all employees of government agencies, including government-owned and controlled corporations.
3. One (1) entry per contestant will be accepted and shall be endorsed by the head of the organization, the Secretary of Education, Culture and Sports for this Department or her duly authorized representatives as regional directors, schools superintendents, presidents of state colleges and universities, and principals of public elementary and high schools. Central Office entries shall be endorsed by Assistant Secretary and DECS-SIP in-charge Diosdado Tuazon as the Secretary's representative.
4. The entry slogan should be no more than five (5) words, in either English or Filipino.
5. The criteria for judging are:
  - a. Impact - ability to attract and catch attention;
  - b. Originality - must be an original phrase and not lifted from any existing passage or previously done work;
  - c. Relevance to the theme; and
  - d. Applicability to everyone in the government sector.
6. Entries must be accompanied by an official entry form, accomplished in duplicate. Sample forms are inclosed. For interested DECS Central employees, forms are available at the Management and Audit Division, 5th Floor, Palacio del Gobernador, Intramuros, Manila.
7. No marks should appear on the entry. Each entry will be assigned a code number by the PDC.
8. All entries coming from offices under DECS Central Offices must be submitted for pre-screening on or before May 15, 1987, 5:00 p.m. to the Management and Audit Division, DECS-SIP,



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c/o Mr. Leovigildo P. Arallano. All endorsed entries coming from DECS Central shall afterwards be submitted on or before May 29, 5:00 p.m. to the Work Improvement Teams Development Unit (WITDU), Productivity and Development Center (PDC), DAP, San Miguel Avenue, Pasig, Metro Manila. Field entries must be directly sent to the WITDU, PDC, DAP to reach that office on or before May 29, 1987.

9. Judging will be done on June 18 by a panel composed of representatives from the Media, Civil Service Commission, DAP, Philippine Information Agency, and the Philippine Productivity Movement. Announcement of winners will be on June 22, 1987.

10. The following prizes will be given to both English or Filipino categories:

First Prize	- 73,300.00
Second Prize	- 1,500.00
Third Prize	- 1,000.00

11. Winning entries will automatically become properties of the PDC. The first prize entry will be printed for distribution nationwide.

12. Immediate dissemination of this Memorandum to interested persons is desired.

(SGD.) LOURDES R. QUISUMBING  
Secretary

Incl.:  
As stated

Reference:  
Office Memorandum: dated September 30, 1986

Allotment: 1-2-3--(M.O. 1-87)

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

- ✓ BUREAUS & OFFICES
- ✓ COMMUNICATION ARTS
- ✓ CONTEST
- ✓ EMPLOYEES
- ✓ PRIZES or AWARDS
- ✓ SERVICE









PRODUCTIVITY AND DEVELOPMENT CENTER  
Development Academy of the Philippines

Code No. \_\_\_\_\_

SLOGAN CONTEST ENTRY FORM

THEME: Improving the Quality of Service in Government

Name of Entrant: \_\_\_\_\_  
Name of Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
Tel. No.: \_\_\_\_\_  
Department: \_\_\_\_\_  
Position: \_\_\_\_\_  
Date Submitted: \_\_\_\_\_  
Received by: \_\_\_\_\_  
(JTC, AGP, ACA)

Signature: \_\_\_\_\_  
Noted by: \_\_\_\_\_

Signature  
Printed Name  
Position\*

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Code No. \_\_\_\_\_

Name of Entrant: \_\_\_\_\_  
Name of Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
Tel. No. \_\_\_\_\_  
Department: \_\_\_\_\_  
Position: \_\_\_\_\_  
Date Submitted: \_\_\_\_\_  
Received by: \_\_\_\_\_  
(JTC, AGP, ACA)

Signature: \_\_\_\_\_  
Noted by: \_\_\_\_\_

Signature  
Printed Name  
Position\*

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I hereby certify that I am submitting my poster according to the rules and regulations of the contest and relinquish all publishing rights to PDC, giving them discretion to reproduce my slogan in any form. I further certify that I am in no way connected with the organizers of the contest, either by sanguinity or affiliation.

\_\_\_\_\_  
Signature of Entrant

\*Entry must be noted by the head of the organization





