



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
UL Complex, Meralco Avenue
Pasig, Metro Manila

TANGGAPAN NG KALIHIM
(OFFICE OF THE SECRETARY)

July 21, 1997

DECS MEMORANDUM
No. 266, s. 1997

McDONALD'S MAKABATA AWARDS

To: Bureau Directors, Regional Directors
Schools Superintendents
Private Elementary and Secondary School Principals

1. McDonald's Philippines, in cooperation with the Department of Education, Culture and Sports, is launching a Search for the 1997-1998 MAKABATA Awards. The search is open to all Filipino children currently enrolled in Grades I to VI, regular and special, in public and private elementary schools, and are Filipino citizens.

2. A child may be nominated in only one(1) of the following categories:

MAKABATA Leadership Award - in recognition of the child's outstanding academic performance, excellent leadership qualities and significant involvement in community and extra-curricular activities.

MAKABATA Award for the Arts - in recognition of the child's creativity and outstanding achievement in the field of visual, performing and literary arts.

MAKABATA Award for Sports - in recognition of the child's excellence in sports as shown by significant feats and show of outstanding talent and skill.

3. The Search will cover all regions grouped into six (6) geographical areas indicated in the inclosure to be led by Project Coordinators who come from the region/province where the McDonalds' central points are located. It is in the central points where screening, selection, and awarding will take place.

4. The activities and dates for the occasion are the following:

- | | |
|--|-------------------------------------|
| a) Launch of Project | July 28, 1997 |
| b) Deadline of Submission of Nominations | November 7, 1997 |
| c) Screening and Preliminary Judging | November 8 - December 10, 1997 |
| d) Final Judging | December 15, 1997- January 15, 1998 |
| e) Awarding Ceremonies | February 1998 |

5. Prizes for the winning child and the school where she comes from for each Award category follow:

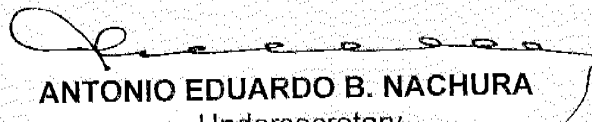
	<u>For child winner</u>	<u>For the School</u>
Makabata Leadership Award	P20,000 plus trophy	A set of computer equipment
Makabata Award for Visual Arts	P20,000 plus trophy	A set of art equipment/materials
Makabata Award for Literary Arts	P20,000 plus trophy	A set of literature books
Makabata Award for Performing Arts	P20,000 plus trophy	A Television and VHS set
Makabata Award for Sports	P20,000 plus trophy	A set of sports equipment

6. Other important information and requirements are found in the inclosures.

7. To facilitate information dissemination and distribution of relevant materials and forms all regions and divisions are requested to send the schedule of their administrators meetings from July to September 1997 to:

Dr. Lidinila M. Luis-Santos
Director IV, Bureau of Elementary Education
DECS, Meralco Ave., City of Pasig

8. Immediate and wide dissemination of this Memorandum is desired .


ANTONIO EDUARDO B. NACHURA
Undersecretary
Officer-In-Charge

Incl.:

As stated

Reference:

None

Allotment: 1—(D. O. 50-97)

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

PRIZES or AWARDS
PUPILS
SEARCH

McDonald's MAKABATA Awards: Guidelines and Mechanics

A. MAKABATA AWARDS Categories

A child may be nominated by her/his school in **only one** of the following categories:

1. MAKABATA Leadership Award - in recognition of the child's outstanding academic performance, excellent leadership qualities, and significant involvement in community and extra-curricular activities.
2. MAKABATA Award for Literary Arts - in recognition of the child's creativity and outstanding achievement in the field of literary arts.
3. MAKABATA Award for Visual Arts - in recognition of the child's creativity and outstanding achievement in the field of visual arts.
4. MAKABATA Award for Performing Arts - in recognition of the child's creativity and outstanding achievement in performing arts.
5. MAKABATA Award for Sports - in recognition of the child's excellence in sports as shown by significant achievement and show of outstanding talent and skill.

B. Guidelines in the Selection of Nominees

1. The Makabata Awards shall be open to the following:
 - a. elementary school children aged 7-12, regular and special
 - b. currently enrolled in any DECS recognized public or private schools
 - c. filipino citizen
2. Former MAKABATA awardees are no longer eligible for nomination. However, former nominees, as well as finalists, who did not receive the award in any category can be once again, nominated by his/her school provided she/he still meets the qualifications and fulfills all requirements for the award.
3. The child must not have received or be receiving any payment, or must not be earning any form of financial remuneration for the category in which he/she is being nominated **except scholarship grants by and awards won from schools, community, civic clubs, and public institutions.**
4. Children of employees of McDonald's Philippines, its advertising and public relations agency as well as their relatives up to the second degree of consanguinity are disqualified from being nominated to the MAKABATA Awards.

C. Search Procedure

1. Nomination forms and other information materials shall be distributed to the various schools through their respective Schools Division Superintendent (SDS) in one of the School Administrators conferences by a McDonald's representative. However, forms may also be secured at the regional, division, and district offices of the DECS as well as in all McDonald's restaurants. **No product purchase is necessary and no entry or nomination fee is required to join the SEARCH.**
2. The nomination should be made by the principal of the school.
3. All nomination forms shall be supported with the following duly authenticated documents (with the seal and/or stamp by an authority):
 - 3.1 Certified true copy of birth certificate of the child-nominee
 - 3.2 Latest photograph (passport size, colored or black and white) of the child-nominee
 - 3.3 Certificate of good moral character from any of the following:
 - . school principal or administrator
 - . local government official
 - . prominent resident of the community
 - . parish priest or pastor/minister
 - 3.4 Duly certified photos or photocopies of awards, citations, medals, certificates, trophies, plaques that the child -nominee has received.
 - 3.5 Newspaper/magazine clippings on the child-nominee's achievements(if any)
 - 3.6 For the MAKABATA Leadership award nominee - a child nominee's general weighted average from pre-school until his/her current grade, records, awards, trophies, medals, and other documents attesting to the child-nominee's community and extra-curricular activities.
 - 3.7 For the MAKABATA Award for the Arts nominee - 5" x 7" color photos of artworks (for visual arts), photocopies of written works (for literary arts) and video/audio tapes of performances (for performing arts) and duly certified academic records from Grade 1 to the present to show that he/she has no failing grades that will cause her/his disqualification.
 - 3.8 For the MAKABATA Award for Sports nominee - Duly certified academic records of the child-nominee to show that he/she has no failing and incomplete grades from Grade 1 to the present grade, that will disqualify the nominee and other sports recognitions outside of school.
4. **Deadline** for submission of nominees - November 7, 1997
For mailed entries the postmark should be no later than November 7, 1997

5. Accomplished nomination forms and other requirements shall be submitted in the following order:

- a. Schools through the Schools Principal >>
- b. Schools Division Superintendents or Regional Director or any McDonald's Restaurant >>
- c. MAKABATA Project (Area) Coordinators

6. All documents submitted shall automatically become the properties of McDonald's Philippines. McDonald's reserves all rights to all nominations submitted and to their use in any publicity or public presentation for purposes of promoting the McDonald's MAKABATA Awards.

D. Screening/Judging Procedures

1. A Screening Committee shall be formed at each area to be composed of representatives from McDonald's restaurants in the area, a McDonald's Head Office representative, a HLB representative, and a senior DECS officer at the regional level.
2. The Screening Committee shall meet at least once a month for the duration of the nomination process to review completeness, accuracy and authenticity of nominations submitted.
3. The Screening Committee shall submit qualified nominations to the Board of Judges for preliminary judging.
4. The judging by the Board of Judges shall be done for each area at a venue to be determined by the Screening Committee in coordination with the Regional Director-MAKABATA Project Coordinator.
5. In the final judging, the Board of Judges will conduct interviews and on-the-spot performances of children-nominees whom the Judges have chosen to be the finalists for the MAKABATA Awards. The decision of the Board of Judges is final.
6. MAKABATA Awardees will be informed/announced via telegrams and in local newspapers. A print ad announcement of all awardees will be published in selected national newspapers on February 1998.
7. Screening of nominees and awarding ceremonies will be done at the McDonald's central points indicated in Part G of this enclosure.

E. Criteria for Selection

The following criteria shall be used to determine the awardees per category:

MAKABATA Leadership Award

Overall/consistent academic performance (in terms of grades)	40%
Leadership/extra-curricular activities	30%
- involvement in school clubs, sports, oratorical, scouting and other school-community activities	
Communication skills (based on interview)	30%

MAKABATA Award for the Arts
(For Visual , Literary, Performing Arts sub-categories)

Artistic Proficiency	40%
Artistic Style	30%
Overall relevance and impact	30%

MAKABATA Award for Sports

Achievement & involvement in sports in the school, district, division, national or international level(medal, trophies, awards counts)	40%
Involvement/Participation in community sports	30%
Academic performance	30%

F. MAKABATA Awards Timelines

Lunch of SEARCH	July 28, 1997
Deadline for submission of nominees	November 7, 1997
Screening and Preliminary Judging	November 8-December 10, 1997
Final Judging	December 15, 1997
Awarding ceremonies	February 1998

G. Geographic Coverage and McDonald's Central Points/Project Coordinators

Geographic Coverage	Provinces	McDonald's Central Points	Project Coordinators
Northern Luzon	All provinces under Regions I, II, CAR	Baguio City	Dr. Tomas Ratum Director IV-CAR Dr. Ruperta Vergara OIC, Baguio City
Central Luzon	All provinces under Region III	Tarlac, Tarlac	Dr. Stephen Capuyan Director IV-RO III Dr. Flordeliza Reyes-Magday ASDS - Tarlac
Southern Luzon	All provinces under Regions IV and V	Batangas	Dr. Miguel Garcia Director IV-RO IV Dr. Oscar Manalo SDS-Batangas
and		Laguna	Dr. Roxanne Salem SDS - Laguna
		Cainta, Rizal	Dr. Dolores Orlina SDS - Rizal
Bicol Region		Naga	Dr. Elena Tino SDS - Naga City
Greater Manila Area	All cities and municipalities under NCR	Quezon City	Dr. Nilo Rosas Director IV - NCR
Visayas	All provinces under Regions VI, VII, VIII	Bacolod	Dr. Esperanza Orlina Director IV - RO VI Dr. Teodisio Borres SDS - Bacolod
		Iloilo	Dr. Raymundo Lapating SDS - Iloilo
Mindanao	All provinces under RO IX, X, XI, XII ARMM and CARAGA	Davao City	Dr. Susana Cabahug Director IV - XI Dr. Arnold Mollaneda SDS - Davao City

H. Awards/Prizes

1. Awarding of prizes for the MAKABATA Awards will be done by geographical coverage during the month of February 1998. McDonald's will notify awardees and others involved as to the date and venue of the ceremony.
2. McDonald's shall defray all expenses (travel, food, and accommodation) for the awarding ceremony for the awardees and his/her parents, the principal of the awardees schools, regional directors and schools superintendents where the awardees come from.

3. Prizes for the MAKABATA awardees and the schools they represent follow:

Award Category	Prize for Awardee	Prize for the School
Leadership Award	P20,000.00 plus trophy	A set of computer
Visual Arts Award	P20,000.00 plus trophy	A set of art equipment/materials
Literary Arts Award	P20,000.00 plus trophy	A set of literature books
Performing Arts Award	P20,000.00 plus trophy	A television and VHS set
Sports Award	P20,000.00 plus trophy	A set of sports equipment

A set of equipment/materials awarded to the school shall not exceed P20,000.00.

I. Project Management/Coordination

1. The MAKABATA Awards shall be managed by a Project Management Group (PMG) composed of the following:

Director - Bureau of Elementary Education
Communications Supervisor - McDonald's Philippines
A Senior Officer of Hemisphere - Mr. Leo Burnett

2. The PMG shall be responsible for the over-all planning and implementation of the MAKABATA Awards, and shall make periodic reports and updates on the project implementation to the DECS Secretary and McDonald's Senior Management.
3. The PMG shall resolve any and all concerns and issues arising from the implementation of the said project such as nominations, screening and judging, prizes, information dissemination, coordination with the regional directors, collateral materials, and publicity among others.
4. The PMG shall meet at least once a week immediately after the launch of the project in July 1997 to ensure the smooth, organized flow of project implementation.

J. 1997-1998 MAKABATA Awards - Roles of Central Points Coordinators

COORDINATORS

1. One (1) representative each from DECS and a McDonald's restaurant at the central points will be assigned as MAKABATA project coordinators in their area.
2. The DECS representative shall periodically coordinate with the other DECS regional and/or Division Superintendents belonging to their area.
3. The McDonald's representatives shall likewise do the same with the other McDonald's restaurants in the same area.

4. A McDonald's and/or Hemisphere Leo Burnett representative shall be assigned to assist the central point coordinators in all matters involving the competition.
5. The Project Management Group (PMG), composed of the Director of the Bureau of Elementary Education and/or her representative, representatives from McDonald's Head office and Hemisphere Leo Burnett, shall regularly communicate with the central point coordinators on the following:
 - a) Dates of distribution of collaterals and to whom these were sent
 - b) Competition deadlines
 - c) Promotional events
 - d) PMG's submission of overall progress reports about the competition
6. The central point coordinators shall also act as members of the local screening committee together with the PMG. The local screening committee is tasked to review all entries for completeness of requirements (e.g., nomination forms, certification, credentials, etc.). Regular communication shall be done between the PMG and the central point coordinators with regard to the schedules and arrangements for the screening phase.

RESPONSIBILITIES

1. The two coordinators shall act as the local MAKABATA project managers who shall be tasked to:
 - a) Monitor delivery and distribution of collaterals in their respective areas.
 - b) Regularly coordinate/communicate with each other as to the competition requirements from both McDonald's and DECS.
 - c) Secure feedback or issues concerning the competition from the other DECS offices, schools, McDonald's restaurants and trading areas, and communicate and/ or recommend solutions to the PMG for immediate action or resolution.

2. Additionally, the DECS and McDonald's coordinators shall:

DECS Coordinator

- a) Coordinate with the other DECS regional, division or district offices in securing entries from schools within the area.
- b) Regularly advise and coordinate with DECS offices on competition deadlines and procedures for the turnover of entries from DECS regional, division or district offices to the Central Point.

McDonald's Coordinator

- a) Coordinate with other McDonald's restaurants from the same area on the distribution of collaterals in the restaurant and trading areas, and promotion of the program in schools (e.g., Ronald McDonald shows or school visits).
- b) Advise and coordinate with other restaurants on competition deadlines and procedures for the turn-over of entries from McDonald's restaurants within the area to the Central Point.
- c) Facilitate the screening and judging phase of the competition at the Central Point in coordination with the PMG and area assistants from McDonald's Head Office or Hemisphere Leo Burnett (e.g., selection and booking of venue/s for screening, interviews and on-the-spot performances by nominees).

CHARGES

McDonald's PR/Communications will shoulder expenses for hotel accommodations, meals, transportation, venue and other MAKABATA related charges/expenses incurred by the Central Point coordinators.