



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
Munroco Avenue, Pasig City

OFFICE OF THE SECRETARY

June 11, 1998

DECS MEMORANDUM
No. 241, s. 1998

CENTENNIAL CELEBRATIONS ESSAY WRITING CONTEST

To: Regional Directors
Schools Superintendents
Private Elementary School Principals
District Supervisors

1. The Jollibee Foods Corporation in collaboration with the Department of Education, Culture and Sports will launch a project "Kaya Mong Sumulat Kid", on June 14, 1998, with an essay writing contest on the theme "Paano Ka Magiging Bayani sa Munting Paraan?".
2. The contest aims to heighten pupils' awareness of the centennial celebration. This activity is open to all pupils aged eight (8) to twelve (12) years old from both public and private elementary schools. The guidelines of the contest are inclosed.
3. Winning entries will be published in a book "Kaya Mong Maging Bayani Kid" which will be donated to school libraries after the centennial year.
4. Immediate dissemination of this Memorandum to all concerned is desired.


BRENDA C. PEFIANCO
Secretary

Incl.: As stated
Referenc: None
Allotment: 1-3--(D.O. 50-97)
To be indicated in the Perpetual Index
under the following subjects:

CONTESTS
CELEBRATIONS & FESTIVALS

KAYA MONG SUMULAT, KID!

Objectives:

1. To provide children a worthwhile venue to demonstrate their talents, an opportunity to practice positive values, and develop self-confidence, by means of an essay-writing competition.
2. To reinforce the basic values of heroism and nationalism.
3. To publish a compilation of essays written by children.

Contest Mechanics:

1. The contest is open to elementary schoolchildren designated as the official school representative. There will be two contest categories:
 - Category I -- Grades 3 and 4
 - Category II -- Grades 5 to 7
2. To join, the participant must fill up a Contest Application Form and submit his entry at the nearest Jollibee store. Application forms will be distributed by Jollibee stores to private and public elementary schools and at DECS Regional and Division Offices. Application form must include the following:
 - Information on the participant (name, age, address, birthdate, grade level, name of parents, contact phone number)
 - Name of School and address
 - Certification from the school principal that he/she is the school's official representative
3. Contest Application Forms and the accompanying essay must be submitted to the nearest Jollibee store by August 14, 1998.
4. Each school will be encouraged to send one representative per category.
 - The essay theme will be *"Paano Ka Magiging Bayani sa Iyong Munting Paraan?"*
 - The essay must be:
 - done in Filipino
 - not more than 500 words
 - typewritten in duplicate, double-spaced on the official contest entry form
 - submitted with the contest application form in a long brown envelope
 - the contestant's name will appear only on the duplicate copy with the contest application form; no names must be written on the essay-entry.
 - Upon submission, the recipient at the Jollibee store attaches a numbers the entry and the Contest Application form. The number will be the only identifying mark on the entry form. Contest Application forms will be placed in a sealed envelope to be kept by the proctor.

5. In areas where there are no Jollibee stores, schools will be notified to mail their entries to a designated Jollibee store nearest their town/city.
6. Judging of entries for the qualifying round will be from August 15 to September 19, 1998. This will be conducted by designated Jollibee stores in the area and may be assisted by the DECS Regional or Division Office. Criteria for judging is:

Content -- relevance to the theme	25%
Applicability	25%
Organization -- topic development	20%
Mechanics -- grammar and semantics	20%
Impact	10%

 - Each judge will read and evaluate each entry. Judges' scores will be added and averaged to get the entry's final score.
 - After scores have been determined, the entries will be matched with the Contest Application forms.
7. The entry with the highest score among entries received for the region, will be the region's winner. There will be one winner per category per region. Winners will be announced in posters and newspapers, and will be notified in writing by JFC's Marketing Division.
8. For the national finals, all regional winners will be gathered for an on-the-spot essay-writing contest (trip is part of their prize as regional winner). National finals will be on October 9, 1998.
 - Upon arrival at the venue, the contestant signs a new Contest Registration Form; he will then be guided to his seat. Only official contestants and contest officials will be allowed in the contest area. Once the contest starts, contestants will not be allowed to leave the contest area.
 - A proctor will provide pens and the official essay entry form for each contestant. Each entry form will have the same number of pages.
 - The essay theme will be revealed only at the start of the contest. The theme title will be in a sealed envelope to be opened only by the proctor at the start of the contest.
 - The essay will be in Filipino. Length is limited by the number of pages available on the entry form.
 - The contestants will be given 2 hours to finish the essay. The contestant may submit his entry even before the time is over.
 - Upon submission, the proctor attaches a numbered sticker on the entry form and a similar numbered sticker on the Contest Registration form. Only the numbered sticker will be the identifying mark on the entry form (no names or any other identifying mark). Contest Registration forms will be placed in a sealed envelope to be kept by the proctor.
9. Judging of entries will be done immediately after the on-the-spot contest. Criteria for judging is:

Content -- relevance to the theme	25%
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Applicability	25%
Organization -- topic development	30%
Mechanics -- grammar and semantics	30%
Impact	10%

- Each judge will read and evaluate each entry. Judges' scores will be added and averaged to get the entry's final score.
- After scores have been determined, the entries will be matched with the Contest Registration forms.
- Judging will be supervised by a representative from a duly designated auditing firm.

10. For each category, the entry with the highest score will be the National winner. Awards will also be given to the 2nd and 3rd placers. Consolation prizes will be given to other participants. Awarding will be on October 10, 1998.

11. The judges' decision is final.

12. All entries from the regional competition to the national finals will be properties of Jollibee Foods Corporation.

13. Employees of Jollibee Foods Corporation, its subsidiaries, advertising, PR and support agencies, its suppliers, and their immediate relatives up to the second degree of consanguinity or affinity are disqualified from this contest.

Dates to Remember

Project launch	June 14, 1998
Promotion and gathering of entries	June 14 to August 14, 1998
Regional Screening of Entries	August 15 to September 19, 1998
Announcement of winners	September 19 to 30, 1998
National Finals	October 9, 1998
Awarding	October 10, 1998

Prizes:

	<u>Winner</u>	<u>School</u>
Regional contest	₱ 3,000 cash ₱ 1,000 Jollibee Gift Certificates Medal Souvenir pack for the national finals Transportation, board & lodging for national finals* *plus one chaperone	Plaque Special gift

National Finals:

1st Place
for each
category

Winner

Trophy
P 20,000 cash
P 1,000 Jollibee Gift
Certificates
Educational plan
Pin of distinction

School

Trophy
Special Gift worth P20,000

2nd Place
for each
category

Trophy
P 10,000 cash
P 1,000 Jollibee Gift
Certificates
Educational plan
Pin of distinction

Trophy
Special Gift worth P10,000

3rd Place
for each
category

Trophy
P 5,000 cash
P 1,000 Jollibee Gift
Certificates
Educational plan
Pin of distinction

Trophy
Special Gift worth P 5,000