

REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
Meralco Avenue, Pasig, Metro Manila

August 24, 1998

OFFICE OF THE SECRETARY

DECS MEMORANDUM

No. 342, s. 1998

NESCAFE WAX WORDS ESSAY WRITING CONTEST

To: Regional Directors
Schools Superintendent
Private Secondary School Principals

1. Nestle Philippines, Inc. announces the holding of the Nescafe Wax Words Essay Writing Contest for secondary students.

2. Nescafe Wax Words is a nationwide essay writing contest for all high school students from both public and private schools who have been under the organized group school visits to the Wax Museum.


3. There will be two (2) elimination rounds, two (2) semi-finals and one (1) grand finals, scheduled as follows:

	1st Elimination	2nd Elimination
Submission Period	July 15-Oct 1, '98	Oct 2, '98-Jan 7, '99
Last day of submission of entries	October 1, 1998	January 7, 1998
Grand Finals (On-the-Spot Essay Writing of 40 Grand Finalists)		Jan. 19-20, 1999

3. Entries may be in English with the theme "My Musical Experience at the Wax Museum," or in Filipino with the theme "Ipagpapatuloy Ko ang Kagitingan ng mga Bayaning Nakita Ko sa Wax Museum." Inclosed is the complete mechanics of the contest.

4. For more information, you may direct your queries to: AMA DDB Philippines, Inc., 11/F MT Corporate Condominium, ADB Avenue, Pasig City, telephone no. 6352171.

5. Immediate dissemination of this Memorandum is desired.


ANDREW GONZALES, FSC
Secretary

Incls.:

As stated

Reference:

None

Allotment: 1--(D.O. 50-97)

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

CONTESTS

Course of Study, SECONDARY

**NESCAFE
WAX MUSEM
Below-the-Line Activity
ESSAY WRITING CONTEST
(Final Revision – 04 August 1998)**

A. Type of Activity:

ESSAY WRITING CONTEST in English and Filipino

B. Topic: (Working Topic)

English: My Musical Experience at the Wax Museum

Pilipino: Ipagpapatuloy Ko ang Kagitingan ng mga Bayaning Nakita Ko sa Wax Museum

C. Participants:

- High school students (1st to 4th year) from both public and private schools.
- The contest will be nationwide limited to schools who have visited the Wax Museum under the organized group school visits.

Note: The basis will be the school bookings made through the organizer.

D. Recommended Format:

1st - 4th year High school Filipino

1st - 4th year High school English

E. Recommended Judges:

Filipino:

- Rene Villanueva, Philippine Board on Books on Young People
- Aurora Yumul, artist and writer
- Rio Almario, Philippine Board on Books on Young People
- Ed Murillo, Bulwagang Gantimpala
- James Villafuerte, writer and Director
- Hermie Beltran, Cultural Center of the Philippines
- Hammie Sotto, professor, University of the Philippines

English:

- Ivy Liza Mendoza, Manila Bulletin
- Suzanne de Guzman, Philippine Daily Inquirer
- Malou Jacob, writer and Director

- Edna Vida, writer and choreographer
- Dennis Maristany, writer and artist
- Michelle Logarta, writer
- Pablo Tariman, writer
- Tony Hila, writer and musician
- Floy Quintos, writer and Director
- Jessica Zafra columnist, Philippine Daily Inquirer
- Kitty Go, columnist, Manila Times

F. Mechanics:

- Open to all high school students who have visited the Wax Museum but limited to those under the organized group school visits.
- Participants must submit only one (1) essay either in Filipino or English.
- Essay should be submitted with a covering bond paper with the following information:
 - Complete Name of the Participant
 - Name of School and Complete Address
 - Complete Home Address
 - One colored photo (Size: 2" x 2")
 - Name of Teacher in Filipino (should essay be in Filipino)
 - Name of Teacher in English: (should essay be in English)
 - Year and Section
 - Date of Visit at the Wax Museum
- Essays should be submitted as follows:
 - Typewritten in a regular bond paper (size: 8 1/2 x 11)
 - Double space
 - Number of words: 150 - 200
- Essay piece **MUST** be mailed to:

For English:

For Filipino:

NESCAFE WAX WORDS (English) or NESCAFE WAX WORDS (Filipino)
 ESSAY WRITING CONTEST
 c/o Events Management Group
 AMA-DDB Philippines, Inc.
 11th F, JMT Corporate Condominium
 ADB Avenue
 Ortigas Center
 Pasig City, Philippines

G. Schedule of Elimination and Finals:

- There will be two (2) elimination rounds, two (2) semi-finals, and one (1) grand finals. Schedules as follows:

	<u>1st Elimination</u>	<u>2nd Elimination</u>
Submission Period	July 15 – Oct 1	Oct 2 – Jan 7, 1999
Last day of Submission of entries	October 1, 1998	January 7, 1999

Elimination – to choose 60 semi-finalists each from English and Filipino essay entries

Semi-finals – to choose 10 finalists each from English and Filipino essay entries

Announcement of first 20 Grand Finalists	October 8, 1998
Announcement of all 40 Grand Finalist	January 14, 1999
Grand Finals - Screening and On-the-Spot Essay Writing of 40 Grand Finalists	January 19-20, 1999
Judging of Essays	January 20, 1999
Awarding of winners	January 27, 1999

H. Internal Mechanics:

- All participants who will make it to the grand finals will undergo screening, which will include an On-the-Spot essay writing.
- The On-the-Spot essay writing will be conducted by AMA-DDB at a place and time, which will be announced later.
- Grand finalists from Metro Manila and neighboring towns/provinces will have their screening altogether at a designated place and time to be held in Metro Manila.
- Grand finalist/s from Visayas and Mindanao will have their screening and On-the-Spot essay writing in the province.

For VISMIN: Screening and On-the-Spot essay writing will be conducted by AMA-DDB representative together with local representatives composed of highly respectable personalities in the literary field.

I. Process of Elimination:

- All entries submitted on or before the deadline mentioned above, with complete requirements, will automatically qualify to the ESSAY WRITING CONTEST.
- A committee composed of five (5) members created by AMA-DDB will screen all the entries received.
- A total of sixty (60) essays each from the Filipino and English categories will be chosen to become the Semi-finalists.
- From the total number of sixty (60) essays per category will be chosen ten (10) essays to become the Grand finalists.
- There will be two (2) sets of panel of judges composed of three (3) each for Pilipino and English.
- The panel of judges will review the Grand finalists' essays.

J. Criteria for Judging:

- 40 % Content (in relation to the topic)
- 30 % Style - expression
- 30 % Clarity and Coherence - grammar, unity of sentences and paragraphs

Note: Point system is encouraged to break the possibility of a tie.

K. Prizes:

- There will be one (1) grand prize winner, one (1) second prize winner, and one (1) third prize winners per category.
- Grand prize winners will win for their school a band starter kit.

- Student Prizes:

- First Prize: P 10,000.00 each category
- Second Prize: P 7,000.00 each category
- Third Prize: P 4,000.00 each category

Sub-Total P 21,000.00 x 2 categories (English and Pilipino) =
P 42,000.00
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- School Prizes: Band starter kit