



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
DECS Complex, Meralco Avenue
Pasig City Philippines



*Sama-Sama
sa DECS*

*Tanggapan ng Kalihim
Office of the Secretary*

February 2 2000

DECS MEMORANDUM
No 43, s 2000

"SINO ANG MGA BAYANI NGAYON"

To Regional Directors
Schools Division/City Superintendents
Private Elementary and Secondary School Principals

1 Values Media, Inc (VMI) in cooperation with DECS, is sponsoring a nationwide values education campaign involving a search and tribute to the young Filipino heroes of today. This campaign dubbed as "Sino ang Mga Bayani Ngayon" also incorporates a poster design contest focused on the modern day heroes. It will be launched in July and end on November 30, 2000 (National Heroes Day).

2 The objective of the campaign is to focus and put importance on virtues which help foster peace, goodwill, sense of nationalism and prosperity.

3 The search will be focused on the elementary and high school students in the private and public school sectors. The search will require schools with the active participation of students and Parents-Teacher Association, to choose students who will serve as the class, year level and school Mga Bayani Ngayon (MBN) representatives. The school representatives will be pooled to choose the city/provincial MBN representatives. The city/provincial representatives will then be invited to Manila to choose the Regional and National MBN representatives.

4 On a national level, the campaign will last for five months. On a provincial or city level, the campaign which includes preparatory activities will last for two months. The general schedule of the campaign is as follows:

For Metro Manila	- July to August
For Luzon	- August to September
For Visayas and Mindanao	September to October
For the National Ceremonies	November

Schools, however, that wish to conduct the search at an earlier period may do so with the approval of VMI.

E-Mail Address
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Together Let Us Build This Nation Through Education

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5 All DLCS Division offices will serve as "Support Centers" As a support center, one of its functions would be to provide the schools with the needed information regarding the project. It will also serve as the pick up for materials needed by the schools such as the official certificates and poster cards. Its other support functions will be discussed in meetings that will be set for this campaign. (Please see attached copy of the Project Guidelines and Procedures)

6 For more information, please call VMI at tel no 634 37 84 to 85

7 Immediate dissemination of this Memorandum is desired

Andrew Gonzalez
ANDREW GONZALEZ, FSC
Secretary

Incl

As stated

Reference

None

Allotment 1 -(D O 50-97)

To be indicated in the Perpetual Index
under the following subjects

✓ Learning Area, VALUES EDUCATION
✓ STUDENTS

PROJECT GUIDELINES AND PROCEDURES

- o The objective of the campaign is to promote and encourage our students to be modern day heroes through simple acts of heroism. These are selfless acts which they can do daily in school, at home or in their community.
- o The campaign will include elementary and high school students in the private and public school sectors. This will require schools with the active participation of its students and parents to choose students who will serve as the school Mga Bayani Ngayon (MBN) representatives. The district, division and regional representatives will be chosen from the school representatives. The regional representatives will then be invited to Manila to participate in the selection of the National MBN representatives.
- o For the poster design contest, schools will be required to encourage its talented student artists to do a poster. The school administrators will then have to choose the best poster to represent the school. The poster will then be included in the District, Division and Regional level contest. The winners in the Regional level will be thereafter included in the National level contest which will be scheduled in Manila at the same time the National Mga Bayani Ngayon representatives are chosen.
- o In support of the campaign, all DECS Regional, Division and District offices will serve as "Support Centers". As a support center, one of its functions would be to provide the schools with the needed information regarding the project. It will also serve as the pick up point for materials needed by the schools such as the manuals, official certificates, posters and other items.
- o All Regional Directors, Division Superintendents and District Supervisors are asked to insure that all their schools are given the full opportunity to actively participate in the campaign and the chance to have their MBN school representative and poster design winner go through the selection process by district, by division and by regional level. They are also to insure that MBN representatives and the poster design winners are given proper recognition.
- o To provide the Division and Regional representatives a chance to join the regional and national activities, Regional Directors, Division Superintendents, District Supervisors and Principals will be asked to assist in soliciting the assistance of sponsors and donors to absorb the expenses that will be incurred by the representatives.

Institutional Support

The campaign is being produced by Values Media, Inc., a company that has been supporting for the past fifteen years schools' values program through its values oriented entertainment and special projects. It will be implemented in the cities and provinces with the support of the DECS through its Regional, Division and District offices. It is a project that will involve the participation of the local government, advertisers, mass media practitioners, school and civic associations and commercial establishments nationwide.

Mechanics

School children in the elementary and high schools all over the Philippines with the support of their parents and teachers will be encouraged to participate in an exercise which will focus on the virtues of a hero. It is an exercise which will also allow the students to participate in identifying and paying tribute to their classmates who have lived or often exhibited these virtues in their daily lives. This exercise will involve the following activities:

- o The school will give the students a special lesson focused on the "simple selfless acts of heroism". The guide to this lesson will be provided by VMI in a manual which includes all there is to know regarding the project. This includes the schedule of activities.

- o The school will inform the students and their parents of the campaign. The students will be asked to identify 4 classmates who they think possess the qualities of a hero and vote for their choices in a ballot form which they are to submit after a few days. The students will also be encouraged to do a poster centering on the modern day hero.
- o The homeroom teacher together with the students will then tally the votes to identify 3 students that get the most number of votes as MBN class representatives and 3 poster designs that can serve to represent the class.
- o The top 3 students chosen as possible MBN class representatives and their parents will then be asked to fill up a form designed to give the teachers, PTA representatives and others an insight on the character, dreams and aspirations of the students. The answers noted in these forms will serve as one of the basis in deciding who will serve as the class Mga Bayani Ngayon (MBN) representative, first runner up and the second runner up.
- o The school will then decide which set of students should be the class, year level and school MBN representatives. It will also decide which of the posters should represent the class, year level and school.
- o The school will then go through a formal ceremony to recognize the best poster design and pay tribute to the chosen MBN school representative, all class and year level representatives and to all the parents and teachers who have supported the project. This ceremony will be held in school and attended by all the students and parents.
- o The District Office will gather the school representatives to choose 4 District representatives. Each representative will represent one of the following sectors: public elementary schools, public high schools, private elementary schools and private high schools. Thereafter, the Division Office will gather the District Representatives to choose from them the 4 Division Representatives. From all the Division Representatives, the Regional Office will choose the 4 MBN Regional representatives who will be sent to represent the Region in the national activities.
- o The best poster design of the region will be chosen using the same process used in the selection of the MBN Regional representatives.
- o The district, school and year level MBN representatives will then be asked to participate in division level ceremonies organized and conducted by the Division Office. This ceremony, which will pay tribute to all the MBNs, will be held in the city or provincial hall. It will be participated by the local government officials, high ranking officers from the DECS, school principals and school level principals. During this ceremony, the poster design that will serve to represent the division will be announced.
- o The national activities in Metro Manila will include a formal ceremony that will be joined by national government officials, high ranking DECS officials and other respected members of the country. It will also include a meeting with the President in the Heroes Hall and other special events that would help promote the spirit of selfless heroism. During the formal ceremony, the national MBN representatives as well as the poster designs that were judged to be the best in the national activities will be announced.
- o On November 30 (Bonifacio Day), all the class, year level and school representatives will be asked by the Division Office to meet in the provincial or city hall and thereafter parade around the city or province to pay tribute to all heroes.

Advertising and Promotions

The project will be supported initially through posters and press publicity. Thereafter, with the help of the local government and sponsors, it will be supported by print advertisements, radio and TV commercials and other non-traditional media forms.

Sources of Support for the Campaign

To cover most of the expenses to be incurred on a national level, Values Media Inc. will be charging participation fees on a socialized scheme. These fees are described below. It will also be marketing posters to the general public. These posters will present an inspirational picture of children doing a simple selfless act. The poster will also incorporate in the lower portion the poster design of the winners in the Division or Regions.

The MBN posters will be sold to the general public at the price of P35.00. It will however be sold to sales agents that agree to support the campaign at a discounted rate of P25.00 each. These agents will be commercial establishments, civic associations, school associations, foundations, individuals and groups that wish to support the campaign.

To absorb the expenses, if any, and to provide prizes for the winners in the district, division and regional levels, the Regional Directors, Superintendents and District Supervisors are encouraged to solicit support in kind from local governments as well as sponsors and donors based in the province or city.

To absorb the expenses that would have to be incurred by schools to participate in the campaign, the principals, particularly those belonging to the public schools, are encouraged to solicit the support of the PTCA, civic associations, commercial establishments or civic groups.

Participation fees

- 1 Schools that will participate in the school level campaign will be provided the following:
 - a A campaign project manual
 - b two to six posters depending on the population size of the school
 - c An audio cassette tape with the song and music that will be used for the campaign

The fees on a socialized arrangement are as follows:

School Location	SCHOOLS		
	Population	Private	Public
Based in MM & Cities	Less than 500	P 500.00	P 400.00
	500 or more	P 600.00	P 500.00
Based outside MM & Cities	Less than 500	P 450.00	P 350.00
	500 or more	P 500.00	P 400.00

- 2 Schools that wish to participate in the division, regional and national level campaign will:
 - a Be provided with the official MBN certificates for all its class, year and school level representatives
 - b Have the name of the school and its representative included in the "Mga Bayani Ngayon" official record
 - c Include its school poster design in the District, Division, Regional and National contest
 - d Include its school MBN representatives as an official candidate for the district, division, regional and national representatives

- e Be able to purchase the MBN posters at the discounted rate of P 25 00 each
- f Include it's school MBN representatives in the grand parade held nationwide on November 30

The fees to participate in the division regional and national level activities are based on the number of posters the school will have to purchase with the help of sponsors' civic association school associations and others multiplied by the discounted rate of P 25 00 per poster The number of posters is determined by its student population multiplied by a specific ratio set for the schools The school population that will be used will be those recorded at DECS while the ratios are those described below

School Location	SCHOOLS		
	Population	Private	Public
Based in MM & C cities	Less than 500	25%	20%
	500 or more	20%	15%
Based outside MM & C cities	Less than 500	20%	15%
	500 or more	15%	10%

Application Schedule and Process

All those interested to be a part of the school level campaign must apply on or before the dates described below

- o **Metro Manila, Bulacan, Rizal, Cavite, & Laguna** February 25, 2000
- o **All other cities and provinces in** March 10, 2000
- o **Visayas and Mindanao** March 24, 2000

The application process is as follows

- a Send VMI a letter or a fax message with the following information Full Name of the School type of school (public or private) complete address telephone number fax number, e-mail address name and position of sender names of school administrators latest number of students registered average number of students per class and the grade or year levels presently serviced by the school Also include when and where the money order was sent and it's reference number

The letter should be addressed to the Mga Bayani Ngayon Project Head Office address Values Media Inc 45 General Delgado St San Antonio Village Pasig City 1600 Metro Manila

For fax messages use telephone nos 634-37 84 or 634 3785 or 631 34 71

- b Send the application fee to Values Media Inc through money order and address it to the same office address described above
- c Upon receipt of the letter telegram or fax message and payment order VMI will immediately inform the school