



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



*Sama-Sama  
sa DECS*

*Tanggapan ng Kalihim  
Office of the Secretary*

April 7 2000

DECS MEMORANDUM  
No 174, s 2000

**THE NATIONWIDE SEARCH FOR THE CAMPUS PERFECT 10 TEENS  
OF THE NEW MILLENNIUM**

To Regional Directors  
Schools Division/City Superintendents  
Private Secondary Schools Principals

1 Phoebus Creative Communications announces its annual Nationwide Search for the Perfect 10 Teens of the New Millennium

2 The Search aims to

- a create a role model for young people who project positive values
- b provide meaningful interaction with other people of their age
- c expose them to the "outside world", which is the world outside the schools and homes, and
- d develop self-confidence and a positive future outlook in life

3 Participants are female students 13 to 17 years of age who are based in Luzon (Cavite Rizal Laguna Baguio City and Legaspi City), Visayas (Cebu City and Bacolod City) and Mindanao (Davao Zamboanga and Cagayan)

4 The deadline of submission of entries in the respective key areas shall be until the last week of August

5 Enclosed is the Search's general information, rationale mechanics, the screening pre-qualifying search and the grand finals

6 For more information, please contact the following persons

- ◆ National Organizer Ms Ynna D Jocson  
(for Cavite Rizal, Laguna and Legaspi City)  
PCC 3-E D Gutierrez St., Doña Andrea I, Rosario, Pasig City  
Tel Nos. 643-80-45 642-15-04 and 642-13-72  
Baguio City Mr Ivan Quilling  
(074) 442-792 and 443-40-89
- ◆ Visayas Danielle Productions – Ludy Demecllo  
Tel Nos 340-35-39 and 340-80-90
- ◆ Mindanao

E-Mail Address  
OSEC@SKYINET.NET

**"Together Let Us Build This Nation Through Education"**

Tel # 02-633 7228 or 7208  
Fax # 02-632-0805

7 Immediate dissemination of this Memorandum is desired

  
ANDREW GONZALEZ, FSC  
Secretary

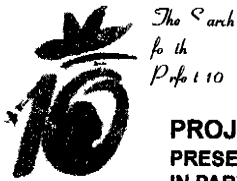
Encl As stated

Reference None

Allotment 1—(D O 50-97)

To be indicated in the Perpetual Index  
under the following subjects

~~SEARCH~~  
~~STUDENTS~~



The Search  
for the  
Perfect 10

## TACTICAL PLAN

**PROJECT TITLE SEARCH FOR THE PERFECT 10 TEENS 2001**  
**PRESENTED BY SECRET**  
**IN PART BY IVORY AND WHISPER**

**WITH SPECIAL SUPPORT FROM**



**VICE PRESIDENT GLORIA MACAPAGAL AROYO**  
**DEPARTMENT OF EDUCATION, CULTURE AND SPORTS**

### GENERAL OVERVIEW OF THE PROJECT

#### GENERAL DESCRIPTION

A nationwide campus search featuring ten young outstanding females who will best exemplify the new generation's self-confident, well-rounded and active youth. Thus, this project hopes to build future leaders of the country or perhaps be a successful career woman who in their own right is a leader in their own respective field. And in some way, these projects will soon produce strong and independent young women who will be in the line of a top-caliber woman of our country, the likes of our former President Cory Aquino, Vice President Gloria Macapagal Arroyo, Loren Legarda, and the rest of the women who possess great strength.

#### OBJECTIVES

The organizers have made it their commitment to conduct and develop the *Perfect 10 Teens* search for years to come. We do not intend it to be short-lived. In fact, during the conceptualization process, we have laid down our short-term and long-term objectives.

- \* In putting up the event, our primary objective is to create and mold role models in each targeted key city. It will not be your usual contest that chooses only the highest to lowest ranking but will select the best from each region.

#### **Short Term Objective**

1. The *Perfect 10 Teens* search wishes to instill positivity to the youth. To build their self-confidence and strengthen their moral upbringing that are vital towards achieving their goals in life.

#### **Long Term Objective**

1. It is our dream to mold the youth for leadership. Through our guidance and the positive values we are imparting, we are preparing the future leaders of this country. Whether in politics, business, and other vocations, these young people are bound to excel and succeed.
2. To establish a long-term and lasting relationship with our P10 winners, finalists, school administrations, and city government through networking. That through these efforts, we will be able to bridge the gap of regionalism. As part of our objectives, we envision the perfect ten winners and finalist to be our future leaders in leading up the campaign in promoting P10 projects and other projects and products of our supporting sponsors.
3. To enrich and support our winners and finalists nationwide by backing them up in their own projects and efforts as they face new challenges.

*Produced By*

**PHOEBUS**  
CREATIVE COMMUNICATIONS

**PUBLIC RELATIONS ADVERTISING MARKETING AVP PRODUCTION & EVENTS MANAGEMENT**  
3 E D Gutierrez St. Doña Andrea 1 Rosario Pasig City. Telefax 643 80 45 / 642 15 04 / 642 13 72  
e mail phoebus@pworld.net.ph

## ELIGIBILITY OF THE SEARCH

For this year's campaign we shall be getting the support and endorsement of our beloved Vice President Gloria Macapagal Arroyo. The purpose of this is to get the total support and cooperation of our city Government. In that way our school representatives per key city will be tapped and pre-selected by our city government. Aside from that they could assist us in promoting the campaign via motorcade and hosting a courtesy dinner for our qualifying finalists.

## POST PROJECT

The Perfect 10 campaign doesn't end after the finals. We have foreseen this as the beginning of their new life challenges. With this in mind we have prepared after support program to back them up.

- 1) Networking program each member of the P10 winners and finalists will be informed of each others whereabouts. The purpose of this program is to coordinate their needs to the rest of the members and support them in whatever assistance that the rest of the members and organizers can extend.
- 2) In case our member will enter into a contest or a community related venture that she is heading our organizers will seek support from our sponsors, city government and the rest of the members of the Perfect 10.
- 3) Engaged them into educational and social activity that would continually enriched the knowledge of our members.

## PERFECT 10 CHALLENGES

Perfect 10 winners should abide by the following requirements for a year or within the duration of their contract.

- ✓ They should maintain an overall academic average of at least 85% and up
- ✓ They should maintain their good moral standing
- ✓ They should remain single and should not bear children
- ✓ They should not endorse products that are competitors of Title Sponsor
- ✓ They will attend promotional activities and charity works organized by Title Sponsor Secret and The Department of Education, Culture and Sports
- ✓ They should not join any Beauty contest exposing too much flesh

Failure to comply with these responsibilities will mean possible legal action on part of organizers. Title will be revoked along with cash and gift prizes.

## PRIZES/PRIVILEGES

As Perfect 10 winners they will enjoy the following:

- ✓ Trophy exclusively designed for the event
- ✓ Computer Vocational Course
- ✓ Jewelry
- ✓ Pre need plan
- ✓ P10 000 cash prize
- ✓ Gift certificates from boutiques and specialty stores
- ✓ Free travel to a scenic spot in the Philippines courtesy of DOT airline or hotel sponsor
- ✓ Free personality development and modeling course
- ✓ Possible modeling contract with Secret Ivory Whisper and other official sponsors

## CRITERIA

Judging will be based on following criteria

✓ Sense of self confidence & charm	25%
✓ Wit and articulateness	20%
✓ Physical presence	20%
✓ Academic standing	25%
✓ Creative talents	10%

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TOTAL	100%
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## RATIONALE

*Adolescence is an awkward time in a young person's life yet it is also a crucial period in his/her transition towards adulthood. With the ever changing world comes the challenges faced by today's youth. It is imperative that society does its share by preparing them toward the realities of the adult world. Factors such as peer pressure, family background, environment, mass media and societal problems such as drug addiction pose challenges in developing the self-esteem of our young people. The youth are our future so goes the saying. It is our role to nurture their creative skills and talents to find venues for their self-expression and to help them grow as fine, productive human beings. Hopefully the search which aims to create role models for young people is one way through which we could impart positive values to them. At the same time it will provide us a chance to interact with them and let them express their feelings and thoughts. The youth after all are the future leaders of the country and preparing them for such an important role would be a significant contribution to the country's future. The participants themselves will find the search a learning experience. It will provide them meaningful interaction with other people their age. It will allow them to be exposed to the outside world which is the life outside their schools and homes. How will this be done? For one the participants will be exposed to traveling they will devote their time to a charitable institution and they will attend a half day personality development course. In the end everyone becomes a winner enriched with the understanding and hope of how it is to be young and confident about their future.*

## THE PERFECT 10 QUALITIES

The path to charm and self confidence takes on ten qualities that are achieved through one's self-discipline and determination through the support of family and friends and through a well-grounded education.

These Perfect 10 qualities embodied by the Perfect 10 Teens are the following:

- 1) Self awareness. Knows herself well and has a clear understanding of her strengths and weaknesses. Self awareness means looking at yourself with a positive light and appreciating yourself for who you are.
- 2) Self-expression. Knows how to convey her ideas and feelings to others. She is articulate and has a good grasp of the language whether it's English or Filipino. Self-expression also means the ability to communicate in a creative way. Honing her creative talent—such as dancing, painting or singing—to present her views and emotions about certain matters.
- 3) Self determination. Knows that she won't be easily let down by rejections or obstacles. Self determination means setting goals and constantly challenging herself to achieve them. It also means knowing that goals are achievable if one faces life with patience and a positive outlook.
- 4) Self-discipline. Her sense of responsibility is not only devoted to her family but also to her school and community. She knows how to balance between her academic and extra-curricular activities. She maintains good grades while she remains active in pursuing her personal hobbies and interests.
- 5) Compassion. Knows her blessings and is willing to share them.

- with others She has a sense of responsibility for others and is generous with her time and attention when helping the needy
- 6) There is gentleness and consideration in her dealing with others  
Social consciousness Knows her role in the society and is a dutiful and productive citizen She will take up causes if she has to for the environment for the streetkids etc
- 7) Good moral values Knows what is morally right and what is unacceptable She has sound values built through a solid home life and through proper education
- 8) Sense of leadership Knows when to be a good follower and when to become a leader She realizes that good leadership is achieved by setting a good example
- 9) Sense of Support Knows and values the importance of a good family life She recognizes her family's concern and love for her and reciprocates this with affection and gratitude
- 10) Healthy lifestyle Knows that the body is the temple of the soul She leads an active and healthy lifestyle and regularly engages in sports activities She follows healthy habits and is aware that good health is being physically mentally and emotionally fit

#### TARGET PARTICIPATION

##### Qualifications of the search are

- ✓ Female between 13 to 17 years old
- ✓ Currently enrolled in any reputable high school and college
- ✓ Of Good moral character
- ✓ Articulate
- ✓ With competent academic grade of 85-90% average
- ✓ Physically presentable and poised with self-confidence
- ✓ Generally well rounded individual with community involvement and has healthily cultivated one or more extra curricular interests or talents

#### HOW TO JOIN.

##### FOR INDIVIDUAL APPLICANT

Interested students not endorsed by their school but feel they possess the qualifications above can apply as voluntary applicants granting that they will supply all documents needed

##### FOR SCHOOL ENDORSED.

Schools who will actively participate in this campaign may pre-screen their endorsed contestants and will still submit the corresponding documents School administrations may coordinate directly to the local organizers (for provincial area) and national organizer for Metro Manila area

Fill out application forms which will be available at the following

- 1 school administration
- 2 Student Affairs office
- 3 DECS national and regional office
- 4 Local and National organizers nationwide
- 5 Any accredited outlet of the Perfect Ten Search

#### NATIONWIDE OUTLET

AIR SPEED the official carrier of the search Penshoppe KFC Mister Donut STI-College and Jeweller

#### VISAYAS ( CEBU CITY AND BACOLOD CITY)

Holiday Plaza Hotel (Cebu) NS Royal Pensioner Y101 (Cebu) Kiss FM (Cebu) and radio stations

#### MINDANAO ( DAVAO CITY AND CAGAYAN DE ORO)

Grand Men Seng Hotel Rouzelli Couture boutique Marco Polo Hotel and

radio stations

#### LUZON ( BAGUIO CITY LAGUNA RIZAL & LEGASPI )

Jesse@Rhythms Baguio's Best 95.1 Love Radio 89.1 DMZ 89.9 DWMT  
Joey Crossover RX 93.3 Nipa hut & Motoyori Restaurant Sawasdee  
Dulang Carrera M Café Satomi Isetan and Chopstix

Applicants MUST attach the following requirements

- 1 2 x 2 close up photo and (one) 1 full body shot
- 2 Attached with the accomplished application form are the following credentials
- 2 1 Endorsement of their respective school principal and or Dean (authenticated signed and sealed)
- 2 2 School credentials (proof of grades for the last Semester)
- 2 3 Summary of awards received in the past years (photocopy only)
- 3 Empty Labels of each product Secret Ivory and Whisper

Note Preferably the contestants must be screened and chosen by the School Administration

All accomplished application forms must be submitted on or before August 30 2000 at designated AirSpeed drop boxes Nationwide For immediate inquiries the national organizers has assigned local organizers per key cities

#### LOCAL ORGANIZERS

LUZON ( Cavite Laguna Legaspi City etc ) – Phoebus Creative Communications

Baguio Buds Beroya and Ivan Quiling

VISAYAS ( Cebu and Bacolod city) Danielle Productions Ludy Demecillo or Brenda Oroc

MINDANAO ( Davao and Cagayan) To be announced

#### LAUNCHING DATE

May 03 2000

Mechanics of the campaign will be announced through posters flyers and letters/correspondence It will be distributed nationwide in selected areas/city

Posters and flyers will be sent to local coordinators to be posted on school grounds malls and DECS offices

#### MEMO & CORRESPONDENCE

##### MARCH & APRIL 2000

Communication letter from the DECS should be out by this month to give time for the schools to pre screen and hand pick their representatives

##### JUNE 16 2000

Official school tour campaign All mechanics posters will be out at the this time to strategic areas of the targeted schools The school campaign's high light on "the ten great ideas to achieve self-confidence To be participated by the P10 2000 winners and a personality development specialist

#### TARGET CAMPUSES

Seven key areas will be sites of the search for Luzon Metro Manila Rizal Cavite Laguna Legaspi Baguio City & Ilocos Sur Mindanao Davao City Cagayan De Oro Zamboanga Visayas Cebu City and Bacolod City

#### EVENT COORDINATION

The search will be done in cooperation with school/universities and govern

Prospective target audience 600 to 700 per school

#### FORMS OF PROMOTING THIS EVENT

Flyers and announcement in the bulletin board will be visible in the selected campuses advising students of the coming seminar at least a week before. In the morning before the seminar P10 winners can do a room to room campaign inviting the students to attend. Flyers will be distributed at the gate. Product booth will be designated near the auditorium or entrance.

#### GENERAL IDEA

The target audiences of the Perfect 10 Search are the students. With the help of perfect 10 previous winners we will be touring at least three schools in every area to promote and create awareness on the search.

10 Steps to self confidence this will be the entire theme for our campus tour campaign. It will not only promote the emblem of the Perfect 10 qualities but it will give them a meaningful message on how to deal with real life situations.

The program will be in a form of a short discussion/talk about self confidence. We will be inviting expert speakers –psychologists and our perfect 10 winners to facilitate the seminar. Audiences will consist of female and male students. During the discussion on 10 steps to self confidence our participating sponsors related to the topic can be inserted within making it appear as part of the topic.

Toward the end of the program perfect 10 winners will then go on to inform the audience about the mechanics and vision of the search.

The targeted schools will designate a booth inside the campus or university in which they can fill out their application forms. This booth can also be a venue for product sampling for the P10 participating sponsors.

Since Baguio will not be hosting a mall tour campaign their school tour program will be more elaborate than the usual package of presentation. During the school tour there will be a guest performer to support the P10 winners in presenting the 2001 campaign. A guest celebrity and Manila dancers could be very effective in capturing the targeted audience.

#### PRE QUALIFYING SEARCH

The qualifying event will be held in hotels in the respective areas. This will be done by the local organizers, one representative from the national organizers and DECS representative per area.

#### PRE SCREENING SCHEDULES

Metro Manila	Sept 1 & 2 (Friday and Saturday)
Laguna	
Cavite	
Rizal	
Baguio and Vigan City	Sept 8-9
Visayas Region	
Cebu City	Sept 15-16
Bacolod City	Sept 18-19
Mindanao Region	
Cagayan De Oro	Sept 20-22
Davao City	Sept 23-24

#### PRE QUALIFYING EVENT

Metro Manila Hotel (Laguna, Cavite City and Rizal City)	October 8 2000
Baguio City Concorde Hotel	October 15 2000
Visayas WaterFront Hotel (Cebu City and Bacolod City)	October 22
Mindanao Marco Polo (Cagayan and Davao City)	October 29

#### Local Board of Judges

- 1 DECS local Official
- 2 DOT Official
- 3 Government Official
- 4 JRP representative
- 5 Media Editor (TV and or print)

Choreographer Regular Dancer and Choreographer of TV show

Dancers Regular dancers of TV (professional) 6 people

#### V GRAND FINALS NIGHT

#### VENUE/TIME

The Grand Finals will be held at Glorietta Center in Makati City. The program will be held at 8:30 p.m. There will be a pre cocktails at 6:30 p.m. with press and invited guests.

#### PRE EVENT ACTIVITIES

A week before the semi finals the participants will go through rigid rehearsals for the event. They shall undergo a 20 hour lecture on poise and personality development courtesy of a respected school specializing in such modules. Courtesy call to the City Mayor, DECS and office of the Vice President. If possible a few of them could appear on a national TV program or radio show to promote the event.

#### PRODUCTION

OVER ALL DIRECTOR MR. MARK REYES

(A veteran director of television and TV show *Growing Up* etc.)

Fashion and Dance Choreography Archie (choreographer of S O P)

GUEST ARTIST Teen Celebrities

HOST/EMCEE Gee Toengi and Ryan Agoncillo

ment agencies from the said areas A semi final event will be conducted per area (e.g. Metro Manila search Baguio City search Davao City search and Cebu City search)

#### ANNOUNCEMENT OF PERFECT 10 SEARCH

- Event posters and streamers will be placed in strategic areas
- 1) Schools
  - 2) Malls/Specialty Stores
  - 3) Dance clubs where the youth hang out

#### MERCHANDISING

- 1 Posters 1 000 pcs ( nationwide)
- 2 Flyers 1 000 pcs (nationwide)

#### SEARCH DURATION

The organizing committee composed of representatives from title sponsor (SECRET WHISPER (IVORY) DECS and this company will allow two months for participants to submit their applications to designated areas Deadline for submission of entries will be during last week of August

After deadline of submission a selected board of judges will conduct pre-selection of up to 20 participants for the pre-qualifying event In the semi finals the number of winners who will there fore qualify for the finals night will be the following

5 winners in (Central and Southern Luzon Northern Luzon Visayas and Mindanao)

THEREFORE there will be a total of 20 participants in the finals night

Of these 20 finalists only 10 will be chosen as Perfect 10 Teens

The proposed finals night will be on December 22 Friday 7 30 p m at the Glorietta Ayala Center Mall (tentative)

Before the finals night the 20 finalists will be given an itinerary that will allow them to go through several workshops and seminars and education trips that will allow them to further build their self confidence and leadership qualities

#### Possible Board of Judges

- 1 Media Representatives  
*Ms Katrina Legarda*  
*Ms Ces Drillon*  
*Ms Angel Aquino*  
*Ms Dyan Castillejo*  
*Mr Mike Enrquez*  
*Mr Ricky Lo*
- 2 DOT Head
- 3 Designer Mr Edgar San Diego President of Fashion Designers Association
- 4 DECS USEC Andres Manhit
- 5 JRP President
- 6 Vice President Gloria Macapagal Aroyo

#### MALL TOUR CAMPAIGN

The mall tour will jumpstart the promotions and publicity blitz for the Perfect 10 2001 search The Perfect 10 ambassadors will enlighten the audience of the Perfect 10 mission and vision and give them the necessary infos on joining the search

Target Dates May 2000

Venue Selected malls per area

PROSPECTIVE MARKET 1 000 /MALL ( viewing area 300-400 atrium 300 passersby 300)

Posters designed for the event will be out a month before the event proper

\*

#### TENTATIVE DATES

#### VENUE

MAY 05 2000 CEBU AYALA CENTER MALL  
MAY 07 2000 CAGAYAN LIMKETKAI MALL  
MAY 09 2000 Davao VICTORIA MALL  
MAY 12 2000 MANILA SM CITY/MEGAMALL  
MAY 16 2000 LEGAZPI LCC

WORKING TITLE "ONE PERFECT SUMMER"

#### GENERAL IDEA

A musical fashion show featuring the REAL LIFE POWERFUL GIRLS The Perfect 10 Teens 2000 winners in line with the promotion of Perfect 10 search 2001

In putting up the event our primary objective is to celebrate teen age life by highlighting their ever-changing lifestyle their joys achievements ambitions and how they were able to strike the happy balance between an outstanding student a dutiful and caring family member a loyal friend and a good member of the community It will not be the usual fashion show that merely feature clothes and accessories Rather the event will indulge the needs of the totally savvy and a healthy lifestyle of a well rounded self confident teen agers

We envision this event to be a sort of one stop center with booth set ups featuring summer health and beauty tips 10 things to do for summer or any suggestive ideas that ranges from practical to the most lavish

#### PROMOTIONAL PROGRAMS

##### In mall promotions

##### AM

P10 winners of Cebu Davao Baguio and Manila will promote the show around the mall area by handing out flyers of P10 to mall goers There will be an official P10 station/table in which our new applicants can avail of their applications The P10 area/table can be merchandise with the promotional materials of Presentor and Co presentors

##### PM

Booth set ups/table set ups on skin and hair caring demo by Ivory computers and telecommunication equipments sports activities on summer affordable vacation packages hair and make up styling nail polish design and etc

*STAGE DESIGN Elegantly feminine with the floral theme on the back drop and fresh flowers on the walkway Since the month of May is the month of flowers the stage will echo fine blooms of the season It should evoke that lightness feeling of freshness of looking forward to a bright summer vacation taking time out from the rigors of studies and feeling good about oneself*

The stage should simulate bright and sunny color scheme a reflection of the fun vacation ahead

#### CAMPUS TOUR CAMPAIGN

Target date June to July 2000  
Venue Auditorium AVR and or multi purpose halls  
Thematic 10 ways to build self-confidence