



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON
DEPARTMENT OF EDUCATION
DepEd Complex, Meralco Avenue, Pasig City, Philippines

Tanggapan ng Kalihim
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DepED MEMORANDUM
No. 347, s. 2003

SEP 11 2003

DEPED-PANASONIC THINKNOLOGY ON-THE-SPOT IDEA WRITING CONTEST

To: Bureau Directors
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary Schools

1. The Department of Education in collaboration with the Matsushita Electric Philippines Corporation will conduct the Panasonic Thinknology On-the-Spot Idea Writing Contest among elementary school children.
2. The objectives of the activity are to:
 - contribute to the development of skills and capabilities of children through creative writing; and
 - raise pupils' awareness on the development of science and technology for the benefit of mankind.
3. The contest is open to both public and private elementary school children.
4. All entries should revolve around the theme "Creative Technology for the Benefit of Mankind" focused on electrical and electronic products, and equipment for home, industrial and commercial uses.
5. The entries will be divided into two categories:

Categories	Grade Levels
Category A	Grades I – III
Category B	Grades IV – VI

6. Names of school level winners together with their winning entries should be forwarded for the semi-finals on or before October 31, 2003 to:

The Secretariat
2003 Panasonic Thinknology Idea Writing Contest
c/o Mr. Lorenzo Magsingit
Matsushita Electric Philippines Corporation
Ortigas Avenue Extension, Taytay 1902 Rizal
E-Mail: lmagsingit@mepco.panasonic.com.ph
or
P.O. Box 1388 Makati Central Post Office

7. The grand finals of the 2003 Panasonic Thinknology On-the-Spot Idea Writing Contest will be held in Manila in December. The contest mechanics and entry forms are enclosed.

9. For further inquiries, interested parties may log on at website: <http://www.meppco.panasonic.com.ph> or contact the Bureau of Elementary Education at Bonifacio Bldg., DepED Complex, Meralco Avenue, Pasig City, tel no. 632-1361 loc. 2055, 2174 and 2175.

10. Immediate dissemination of this Memorandum is desired.



EDILBERTO C. DE JESUS
Secretary

Maricar/dm-Panasonic Thinkology
09-04-03

Encls.:
As stated

Reference:
None

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

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

CONTESTS
PRIZES or AWARDS
PUPILS

(Enclosure to DepED Memorandum No. 347, s. 2003)

2003 Panasonic Thinknology On-the-Spot Idea Writing Contest

1. Participants

- 1.1 The contest is open to all pupils of public and private elementary schools nationwide.
- 1.2 The members of the regional delegation to the national grand finals contest are the following:
 - a) Finalists
 - b) Official coach or school principal
 - c) Parent or guardian

2. Management

- 2.1 At the national level, the activity shall be managed by an Executive Committee, composed of officials from Matsushita Electric Philippines Corporation (MEPCO) and the Department of Education-Bureau of Elementary Education (DepED-BEE). The committee shall be assisted by a technical working group that shall serve as the 2003 Panasonic Thinknology Idea Writing Contest Secretariat and shall be composed of selected BEE and MEPCO staff, who shall oversee the program implementation at all levels.
- 2.2 The semi-final level selection shall be the responsibility of the 2003 Panasonic Thinknology Idea Writing Contest Secretariat.
- 2.3 The school level selection shall be the responsibility of the school principals/ heads of the participating schools.

3. Guidelines

- 3.1 The contest shall be done first in the school level.
- 3.2 The participating pupils shall be asked to write ideas (on-the-spot) on the theme "Creative Technology for the Benefit of Mankind" focused on electric and electronic products and equipment for home, industrial, and commercial uses. "The importance of (televisions/refrigerators/washing machines/ air conditioners/freezers/electric fans/automatic irons/rice cookers/oven toasters/gas stoves/electric stoves/microwave ovens/blenders mixers/thermopots/vacuum cleaners/mini components/micro-components/home theaters/radio cassettes/ headphone cassettes/ portable CDS/VCDs/VHS players/DVD players/movie cameras/ batteries /flashlights/fax machines/cellular phones/PABX/corded and cordless phones/LCD projectors/Panaboard/POS/copiers/ printers ventilating fans/air curtains/air purifiers/ factory automation equipment/electronic components) to our life."
- 3.3 Participants shall write their ideas in English.
- 3.4 Each school shall select 2 entries for the preliminary round: 1 for Category A (Grades I ~ III); and 1 for Category B (Grades IV ~ VI).
- 3.5 The idea shall be expounded in at least 50 but not more than 80 words, for Category A; and at least 100 but not more than 200 words, for Category B.
- 3.6 The enclosed entry form could be photocopied and is available at the website.
- 3.7 The selected entries shall be signed by the English adviser/teacher and the school principals/heads as a certification that the participants are bonafide pupils of the schools they represent, and that the entries are the true work of the participants.

- 3.8 It is the responsibility of the school principals/heads to forward the selected entries to the 2003 Panasonic Thinknology Idea Writing Contest Secretariat.
- 3.9 The 2003 Panasonic Thinknology Idea Writing Contest Secretariat shall select 1 entry for each category per region for the grand finals. Names of finalists shall be announced thru print media in November, 2003.
- 3.10 The finalists shall participate in the grand finals of the 2003 Panasonic Thinknology On-the-Spot Idea Writing Contest, which shall be held in Manila in December.
- 3.11 Transportation expenses and board and lodging will be shouldered by Matsushita Electric Philippines Corporation.

4. Criteria

The essay shall be judged according to the following criteria:

- 4.1 Originality and Creativity 35%
The freshness of the ideas presented by the writer, as well as the ingenuity of his/her treatment of the theme.
- 4.2 Organization and Presentation..... 25%
The logical sequence and comprehensiveness of the writer's presentation of ideas which makes reading easy and enlightening
- 4.3 Relevance to the Theme 20%
The ideas presented are related to the theme as well as its applicability to real life situations.
- 4.4 Usage 10%
The extent, to which the writer addresses the topic, uses language, clarity of expression, and precision in the choice of words.
- 4.5 Mechanics 10%
The extent to which the writing is free of error in syntax, paragraph and sentence structure.

5. TIMETABLE

The On-the-Spot Idea Writing Contest shall be conducted according to the following timetable:

- 5.1 Participating pupils shall join the On-the-Spot Idea Writing Contest to be conducted by their respective schools within *October, 2003*.
- 5.2 Each participating school shall mail or submit the winning entries to the 2003 Panasonic Thinknology Idea Writing Contest Secretariat on or before *October 31, 2003 (c/o Mr. Lorenzo Magsingit, Matsushita Electric Philippines Corporation, Ortigas Avenue Extension, Taytay, Rizal)*. Late submission will not be entertained.
- 5.3 The grand finals shall take place in *early December 2003*.

6. BOARD OF JUDGES

- 6.1 School Level (Preliminary Round)
Each participating school shall choose 1 winner for each category as entries to the regional level.
- 6.2 Semi-final Round
The 2003 Panasonic Thinknology Idea Writing Contest Secretariat shall form a panel of judges composed of not more than 17 members, who shall choose the winning entries (1 entry per region for each category) for the grand finals.
- 6.3 Grand Finals
A panel consists of five judges shall choose 3 winning ideas per category during the grand finals of the On-the-Spot Idea Writing contest.
- 6.4 The judges' decision is final and irrevocable.

6. PRIZES

The prizes in the grand finals will be as follows:

7.1 1st Prize

Contestant	P50,000.00 x 2 categories + trophy
Official Coach	P 5,000.00 x 2 categories + plaque
School	P10,000.00 x 2 categories + Panasonic TV

7.2 2nd Prize

Contestant	P25,000.00 x 2 categories + trophy
Official Coach	P 4,000.00 x 2 categories + plaque
School	P 8,000.00 x 2 categories + Panasonic TV

7.3 3rd Prize

Contestant	P15,000.00 x 2 categories + trophy
Official Coach	P 3,000.00 x 2 categories + plaque
School	P 5,000.00 x 2 categories + Panasonic TV

- 7.4 Each non-winning participant in the grand finals will receive P5,000.00 and a plaque of recognition.
- 7.5 Each official coach of the non-winners in the grand finals will receive P2,000.00 and a plaque of appreciation.
- 7.6 Each school represented by the non-winners in the grand finals will receive a Panasonic TV.