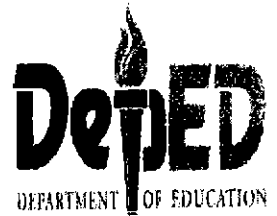




REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
**KAGAWARAN NG EDUKASYON**  
**DEPARTMENT OF EDUCATION**  
DepEd Complex, Meralco Avenue, Pasig City



**Tanggapan ng Kalihim**  
**Office of the Secretary**

Direct Line: 633-7208 / 7228  
Fax: 636-4876  
DETx: 0919-4560027  
E-Mail Address: [osec@deped.gov.ph](mailto:osec@deped.gov.ph)  
Website: <http://www.deped.gov.ph>

DepED MEMORANDUM  
No. **91**, s. 2004

**FEB 23 2004**

**2004 NATIONAL PHOTO CONTEST**

To: Bureau Directors  
Regional Directors  
Directors of Services/Centers and Heads of Units  
Schools Division/City Superintendents  
Heads, Public and Private Secondary Schools

1. The National Book Development Board (NBDB) will conduct the 2004 National Photo Contest in line with the celebration of the 2004 Philippine Book Development Month this June with the theme "*The Joy of Reading*". The competition generally aims to foster a nationwide reading awareness using the photo as medium.
2. The contest is open to all high school students of public and private schools. Winners shall receive plaques and cash prizes. Enclosed are the application form and the mechanics of the contest.
3. For more inquiries, please contact Mr. Wilfred M. Castillo, Acting Executive Director, NBDB, A. Regidor St., Area XI, UP Campus, Diliman, Quezon City with tel. nos. (02) 929-38-83, 920-18-29 and e-mail address: [board@nbdb.gov.ph](mailto:board@nbdb.gov.ph).
4. Immediate dissemination of this Memorandum is desired.

  
EDILBERTO C. DE JESUS  
Secretary

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

BOOKS  
CONTESTS  
STUDENTS





Republic of the Philippines  
**National Book Development Board**  
[www.nbdb.gov.ph](http://www.nbdb.gov.ph)

**NBDB 2004 National Photo Contest**  
*Theme: The Joy of Reading*

**Contest Mechanics**

1. The contest is open to all secondary school students nationwide. The participants must be properly endorsed by the head and/or principal of the school;
2. The photo must be in color and 5" x 8" in size. It is the obligation of each participant to obtain any necessary consent for this purpose from persons and/or objects appearing in the photograph. All entries must have never been entered into any other contests or published in any other material.
3. The photo should not contain nudity and violence;
4. Participants must submit only one entry on or before May 15, 2004 at the National Book Development Board office at A. Ma. Regidor Street, Area XI, U.P. Campus, Diliman, Quezon City;
5. Participant must fill-out an application form and shall submit one (1) 2"x 2" recent ID picture. Application forms can be downloaded at NBDB website - [www.nbdb.gov.ph](http://www.nbdb.gov.ph)
6. Photo must contain title and caption. Title and caption written in local language must have a translation in English;
7. Criteria for judging are Message (relevance to theme) 50%; Style and Quality 30%; and Overall impact 20%. Decision of the judges is final;
8. Judging of the photos shall take place at NBDB on June 2, 2004. Winners shall be informed through their respective schools. Awarding of prizes shall take place on the Culmination of the June Book Development Month;
9. Photo submitted must be mounted on a 10" x 12" illustration board using the black background;
10. Only the title and caption of the photo shall be posted together with the photo on the illustration board. All other information such as name of the participant, address, school, etc. shall be placed at the back thereof;
11. All photos submitted as entry for the contest shall be considered the property of NBDB;
12. NBDB has the right to use all or any of the photos in exhibits/displays and for the publication of any of its information materials such as brochures, leaflets, posters, etc. The name of the participant shall be acknowledged;
13. Winners of the photo contest shall receive plaques and cash prizes (First: Php10,000.00; Second: Php7,000.00; and Third: Php5,000.00);
14. Certificates shall be given to the school of the winning participants.

For questions or more information, contact telephone nos. 920-1829 or 929-3883 or email [ued@nbdb.gov.ph](mailto:ued@nbdb.gov.ph). Check also website - [www.nbdb.gov.ph](http://www.nbdb.gov.ph)