



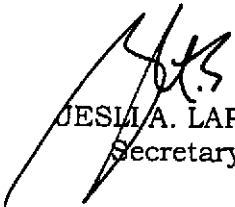
AUG 29 2006

DepED MEMORANDUM
No. 302 s. 2006

SEARCH FOR THE BEST COURTESY CAMPAIGN FOR PUBLIC SERVANTS

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Regional Directors
Directors of Services/Centers and Head of Units
Schools Division/City Superintendents

1. Enclosed are copies of the announcement of the Philippine Government Employees Association (PGEA) on the Search for the Best Courtesy Campaign for Public Servants with the theme "Ibigay ang Puso: Gawad Magalang na Ahensiya", and the Mechanics of the Competition.
2. For further details, please contact tel. no. (02) 891-6362 or e-mail the Program Director at pgea.infodata@gmail.com.
3. Immediate dissemination of this Memorandum is desired.


JESLI A. LAPUS
Secretary

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

CAMPAIGN
EMPLOYEES
SEARCH

FROM : OFFICE OF THE BOARD

FAX NO. : 8114244

Aug. 29, 2006 10:21 AM
Aug. 28 2006 10:21PM P1

Ms. Bugarin



PHILIPPINE GOVERNMENT EMPLOYEES ASSOCIATION

PGEA-TUCP Compound
Elliptical Road, Diliman, Quezon City
Telefax: 891-6355/ 811-4244/ 926-1573

ANNOUNCEMENT

FOR : Heads of Constitutional Bodies; Departments; Bureaus and Agencies of the National Government; Local Government Units; Government Owned and Controlled Corporations; and State Universities and Colleges

ATTENTION : Admin/ HR Officers / Employees Associations/ Unions

SUBJECT : ***COURTESY CAMPAIGN FOR PUBLIC SERVANTS***

In relation to the latest banner program of the Philippines Government Employees Association (PGEA), the "***COURTESY CAMPAIGN FOR PUBLIC SERVANTS (Malacañang Memorandum Circular No. 96)***", we are happy to inform you that we are now ready for the implementation of Phase 1 – ***Search for the Best Courtesy Campaign with the theme "IBIGAY ANG PUSO: GAWAD MAGALANG NA AHENSYA"***, as formally announced and opened during the 3rd GSIS Members Conference last May 30, 2006 held at the GSIS Theatre, Pasay City.

In view thereof, for your easy reference and guidance, the final mechanics and specific schedules of the contest campaign brochure are hereto attached. For clarifications, please contact telephone number 891-6362 or email the Program Director at pgea.infodata@gmail.com

We will appreciate if your agency can issue an agency-wide circular disseminating the campaign enjoining employees to participate and submit their inputs for the final campaign entry of your agency in the contest up to September 15, 2006.

We will appreciate receiving an acknowledgement receipt of this communication.

Thank you for your usual support and kind consideration.


ESPERANZA S. OCAMPO
National President

25 July 2006
PGEA/CC/Anna/Jul'06

COURTESY CAMPAIGN FOR PUBLIC SERVANTS

*A contribution of the Philippine Government Employees Association to
good governance and quality public service*

By virtue of Memorandum Circular No. 96 (MC 96), "Enjoining Officials and Employees of the National Government including Government-Owned and Controlled Corporations and State Universities and Colleges, as well as Local Government Units and Government Employees Associations to support the Courtesy Campaign for Public Servants," issued on 06 February 2006, Malacañang expressed support for the latest banner program of the PGEA.

Thus, in compliance with MC 96, launching and information dissemination of the Campaign were conducted on several occasions nationwide from February to May 2006, particularly for the implementation of Phase 1.

Phase 1 – SEARCH FOR THE BEST COURTESY CAMPAIGN

Theme "IBIGAY ANG PUSO: GAWAD MAGALANG NA AHENSYA"

After launching the Campaign on various occasions nationwide, the PGEA opened for the submission of one entry per agency during the 3rd GSIS Members Conference last 30 May 2006 held at GSIS Theatre, Pasay City.

Mechanics of the Competition

Pre-Contest

- The deadline for submission of entry should not be later than September 15, 2006.
- Government agencies are to make and submit a concept of courtesy in a form of a short poem entitled **A Pledge to Courtesy** consistent with the theme "Ibigay ang Pusong Gawad Magalang na Ahensya," that they can freely portray and present during the contest-proper in a form of a narration, declamation, one-act play, speech choir, song or the combination of such, whichever is appropriate, in a span of only *10 minutes*.
- The poem must be written in English; however, translation in a selected or respective native dialect may be included.
- Number of stanzas of the poem is of the participant's discretion.
- The entry to be submitted should be composed of two (2) documents/materials: the concept and the poem. The concept means an explanation or elaboration of the meaning of the poem submitted.
- Submitted entry must have been endorsed by the management and/or the association.
- Elements and criteria for evaluation of entry submitted are as follows:
 - **40 % - Content and clarity of thoughts**
 - Relevance to the theme; Consistency on the flow of ideas
 - Entry submitted must include a short concept paper that would support their formulated pledge of courtesy (one-pager only)
 - **25 % - Originality and creativity**
 - Entry submitted must justify that it is one of a kind
 - Entry submitted has to include a brief explanation on how they are going to present the piece when chosen as an entry to the contest-proper
 - **20 % - Portrayal of Filipino cultural values**
 - Entry submitted has to identify on which section/s of the poem cultural values is/are being tackled
 - **15 % - Cooperation between the management and the union**
 - Entry endorsed either by the management or the union, whoever is the primary participant to the competition
 - The participants have to include a brief background on how they came-up with their entry (e.i. a brief methodology of devising the entry, individuals/offices involve, etc.)
- For uniformity of format and packaging of submitted entries, it must be written on a letter-sized bond paper (8.5" x 11").

- A cover letter is mandatory which includes signature/s of endorsing agency management or union. Include thereat the name of the head of the delegation and contact details.
- The entry submitted on date of the deadline is considered final.
- The entry will be judged based on the abovementioned criteria which will be part of the percentage of the contest-proper criteria.
- Those who submit entry are given more than a month (more than five weeks) to prepare for the contest proper to be held in Metro Manila.

Contest-proper

- To give chance to all to join and present, the PGEA will be conducting the competition from NCR, Luzon, Visayas and Mindanao in September 2006 during the celebration of the Civil Service Month.
- As mentioned earlier, those who submitted entry are to present their respective entry (the short poem entitled A Pledge to Courtesy) with the theme "Ibigay ang Puso: Gawad Magalang na Ahensya," that they can freely portray and present in a form of a narration, declamation, one-act play, speech choir, song or the combination of such, whichever is appropriate.
- Participants will have to present their pledge of commitment for not less than six (6) minutes but not to exceed 10 minutes to perform on stage.
- All active government employees may take part during the contest-proper. Outsiders are not allowed, in any way, to participate on stage during the presentation-proper. It is the discretion of participating agencies to identify the number of participants to present during the contest.
- Criteria for judging are as follows:
 - **40 % - Delivery of performance**
 - The over-all delivery of the presentation; Smoothness of the flow of events during the presentation; Smoothness on the movements of participants on stage; Stage presence
 - **30 % - Originality and creativity**
 - A one of a kind presentation; Costumes and props; Interpretation
 - **20 % - Audience impact**
 - The over-all impact of the presentation; The PGEA will also include during the contest a text voting scheme which will be part of the computation
 - **10 % - The pre-screening score**
- The competition will be in Metro Manila on 29 September 2006, venue will soon be announced.
- The Grand Winner will be announced on the same date and awards will be the following:
 - Grand winner – P100,000.00 + trophy + plaque of recognition
 - 1st Runner Up – Cash + trophy + plaque of recognition
 - 2nd Runner Up – Cash + trophy + plaque of recognition
 - 3rd Runner Up – Cash + trophy + plaque of recognition
 - Consolation prizes + plaque of recognition

Post-contest

- The PGEA will be using the courtesy campaign winner as one of its banner programs.
- Royalty of project will be of the PGEA.
- Participants of the winning entry must be amenable to present the winning piece on various activities of the PGEA, as necessary.
- The PGEA will be submitting for consideration of the Philippine Government the winning courtesy campaign to serve as a model for adoption / practicing courtesy in the delivery of public services. Among others, it will be part of the new and old employee orientation program.
- The PGEA will look into the possibility of presenting the performance of the grand winner in TV stations, or shall otherwise perform to be fitted for a short commercial.
- The PGEA will propose to the Philippine Government that the winning pledge of commitment, A Pledge to Courtesy, be included in the regular flag raising ceremonies in government offices.