



Republic of the Philippines
Department of Education

DepEd Complex, Meralco Avenue, Pasig City



DepEd MEMORANDUM
No. **531**, s. 2009

DEC 17 2009

PHILIPPINE INTERNATIONAL ARTS FESTIVAL

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

1. The National Commission for Culture and the Arts (NCCA) announces the celebration of the National Arts Month (NAM) on February 2010 which will be called the Philippine International Arts Festival (PIAF) with the theme "Ani ng Sining".
2. The activity aims to encourage a vision and sense of mission of culture as a communication tool to fight climate change and realize the Millennium Development Goal (MDG) and fight poverty and promote art awareness of the student sector.
3. The NCCA will launch the NAM Culture Page Writing Competition for schools and universities (secondary and tertiary levels) newspapers by featuring the upcoming PIAF 2010 events through essays, poems, and other articles relevant to the celebration.
4. Plaques and certificates with a cash prize of Thirty Thousand Pesos (PhP30,000.00) for the tertiary level and Twenty Thousand Pesos (PhP20,000.00) for the secondary level will be given to one winner from Luzon, Visayas, Mindanao and National Capital Region (NCR). The said cash prizes will be awarded to the school organ/editorial staff. Enclosed is a copy of the guidelines for the competition.
5. For more information, contact Mr. Rene Napeñas, PIAF Media Director/Head of NCCA-Public Affairs and Information Office (PAIO) and/or Ms. Eileen C. Argosino, NAM Coordinator for Culture Page Competition till January 31, 2010 through e-mail address: ncca.paio@gmail.com and/or ncca.paio@yahoo.com or snail mail: NCCA Bldg., 633 Gen. Luna St., Intramuros, Manila.
6. Immediate dissemination of this Memorandum is desired.


VILMA L. LABRADOR
Undersecretary

Encl.: As stated
Reference: DepEd Memorandum: No. 27, s. 2009
Allotment: 1- -(D.O. 50-97)
To be indicated in the Perpetual Index
under the following subjects:

CELEBRATIONS & FESTIVALS
CONTESTS

PROGRAMS
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Maricar-DM-Phil. International Arts Festival
12-10-09



NATIONAL COMMISSION FOR CULTURE AND THE ARTS



PHILIPPINE INTERNATIONAL ARTS FESTIVAL
In celebration of the **National Arts Month (NAM) 2010**

CULTURE PAGE WRITING COMPETITION

The Culture Page Writing Competition is one of the activities lined-up for the 2010 Philippine International Arts Festival to celebrate the National Arts Month (NAM) per Presidential Proclamation No. 683 come February organized by the National Commission for Culture and the Arts (NCCA).

With the overall goal of promoting Filipino arts and artists to all sectors of society especially to the grass roots level, NCCA reaches out to the youth sector by raising their consciousness and sensitivity to the beauty, diversity, and richness of our arts and culture hence, this competition is being launched to encourage schools, colleges, and universities to feature upcoming NAM events through essays, editorials, photos, photo essays, poems, and other articles relevant to the celebration of NAM.

GUIDELINES

1. Culture Page entries must come from a recognized school paper from any secondary or tertiary school, college, or university.
2. There shall be two categories: Secondary and Tertiary.
3. The culture page may be written in English and/or Filipino.
4. The Culture Page may contain two or more articles on Philippine arts and culture in a section of the newsletter/school paper
5. The Culture Page must at least carry a backgrounder story on the National Arts Month (NAM) through Presidential Proclamation No. 683 in 1991, and as a flagship project of the National Commission for Culture and the Arts (NCCA): On its 19th year in February 2010, it is taking off with the name **Philippine International Arts Festival**.
6. The page may include poetry, cartoon, features, essays, photos, innovative researches on the arts, traditions, heritage, habit, customs of the community, and other literary works. Application of culture to sensitize the community to the United Nations Millennium Development Goals and an outlet for diversity of their artistic expression is also encouraged.
7. Submission of entries is on February 12, 2010. Entries must be in hardcopy (4 copies) and in CD format (1 copy). Final judging of winners will be on Feb 19, 2010.

8. A form herein attached should be filled up and submitted in hard copy or email to NCCA through **Mr. Rene Napeñas**, PIAF Media Director/Head of NCCA-Public Affairs and Information Office (PAIO) and/or Ms. Eileen C. Argosino, NAM Coordinator for Culture Page Competition till January 31, 2010 to show intent of participation. Email entries to ncca.paio@gmail.com and/or ncca.paio@yahoo.com. Snail mail: NCCA Bldg. 633 Gen Luna St. Intramuros, Manila.

9. Prizes:

Tertiary Level:

Winner Luzon	-	Php 30,000
Winner Visayas	-	Php 30,000
Winner Mindanao	-	Php 30,000
Winner NCR	-	Php 30,000

Secondary Level

Winner Luzon	-	Php 20,000
Winner Visayas	-	Php 20,000
Winner Mindanao	-	Php 20,000
Winner NCR	-	Php 20,000

Cash prizes will be awarded to the school organ and/or editorial staff.

10. Announcement and awarding of winners will be on March __ 2010 at the *Sining Gising* program of NCCA aired every Sundays over NBN 4 from 4pm to 6pm. Winners will also be mentioned in *Agung*, the official newsletter of the NCCA.

11. Judging shall be based on the following:

1. Substance/Depth	(40%)
2. Visual Appeal	(25%)
3. Creativity (Writing style)	(15%)
4. Originality	(10%)
5. Correctness (language use)	(10%)

	Total (100%)

12. Judges' decision is final.