



**Advisory No. 2025,005**  
March 6, 2025

In compliance with DepEd Order No. 8, s. 2013  
this advisory is issued not for endorsement per DO 28, s. 2001  
but only for the information of DepEd officials,  
personnel/staff, as well as the concerned public.  
(Visit [www.deped.gov.ph](http://www.deped.gov.ph))

**INVITATION TO PARTICIPATE IN KABATAAN MAY K: KNOWLEDGE  
CHANNEL'S PHOTO ESSAY CONTEST**

Attached is a letter dated February 20, 2025, from Mr. Edric Calma, Vice President of Knowledge Power Channel Inc., regarding "Kabataan May K: Knowledge Channel's Photo Essay Contest." The contest invites Grade 6 and Grade 10 learners to share compelling stories about how Knowledge Channel has played a vital role in their education.

Participation in this activity is free of charge, if it does not disrupt classes, in accordance with DepEd Order No. 9, s. 2005, titled "Instituting Measures to Increase Engaged Time-On-Task and Ensuring Compliance Therewith

Attached is the invitation letter and/or concerns regarding the event, kindly contact:

- **EDRIC CALMA**  
Vice President  
Knowledge Channel Foundation, Inc.

*CLMD/JPA/ray* Invitation to the Kabataan May K  
0000/February 24, 2025



February 20, 2025

ESTEL P. LEON-CARIÑO, EdD, CESO III  
Regional Director  
Officer of the Regional Director  
DepEd Cordillera Administrative Region (CAR)  
Wangal, La Trinidad, Benguet

Dear Dir. Cariño:

Warmest greetings from the Knowledge Channel Foundation, Inc. (KCFI)!

KCFI has been a partner of the DepEd since 1999. For 25 years, it has been at the forefront of helping improve learning experiences and outcomes through high-quality curriculum-based videos and training and mentoring of DepEd superintendents, principals, and teachers.

In this milestone year, we are celebrating students whose learning journeys have been shaped by Knowledge Channel. We invite your Grade 6 and Grade 10 students to participate in *Kabataan May K: Knowledge Channel's Photo Essay Contest*, where they can share compelling stories of how Knowledge Channel has played a vital role in their education. Through powerful images and narratives, we aim to highlight the impact of Knowledge Channel in enriching students' learning experiences. We request your support in disseminating this call for entries to your students.

Participation in this competition is free of charge. The winners of Kabataan May K will each receive a cash prize of 10,000 pesos. Winners will be awarded during the KCFI's 25<sup>th</sup> Anniversary celebration.

We are eager to receive entries from your students. For details, please see the mechanics attached to this letter or visit: <https://www.knowledgechannel.org/kabataang-may-k>

For inquiries or concerns, please email Christine Billedo of KCFI's School and Community Engagement Department at [awards@knowledgechannel.org](mailto:awards@knowledgechannel.org). Thank you very much!

Yours truly,

EDRIC CALMA  
Vice President  
Knowledge Channel Foundation, Inc.



**KABATAAN MAY K:  
Knowledge Channel Photo Essay Writing Contest**

**Mechanics**

The Kabataang May K: Knowledge Channel Photo Essay Writing Contest searches for stories through photos and essays of students on how Knowledge Channel has become an important part of their life as learners and impacted their education.

1. **Eligibility:** The contest is open to Grades 6 and Grade 10 students in public schools who are enrolled during the current school year (2024-2025)

**2. Requirements and Mechanics:**

Participants must submit the following to the **Registration Form Link:**

<https://www.knowledgechannel.org/kabataang-may-k>

- **One high-resolution photograph** showing how Knowledge Channel has become an integral part of their lives and has positively impacted their education.
- Entries must adhere to the following guidelines:
  - Entries must be a single photo. Photo collage will NOT be accepted.
  - The photo must NOT have been previously published in any paper/publication, submitted in any previous competitions, and/or used for commercial purposes.
  - The photo must be in high resolution. There is no requirement or limitation on the type of camera used.
  - The photo must NOT be heavily edited or digitally altered. Only cropping, adjusting of brightness, and color grading are allowed.
- **A short write up** that supports the photo entry on how Knowledge Channel has become an important part of the student's life and positively impacted their education. The accompanying essay must be written in either Filipino or English and has 100 to 200 words.
- **Accomplished forms** (<https://bit.ly/KCH-KMK-RPCF>):
- **Recommendation form** from the school principal, school director, or teacher-in-charge
- **Parent consent form** sign

**Related Guidelines**

- In all instances, participants should submit all relevant consent forms with the application form.
- Plagiarism will **not** be tolerated and will be a ground for disqualification.
- The use of Artificial Intelligence (AI) prompts e.g., ChatGPT, Gemini, etc. to create the submitted image or essay will disqualify the entry.
- The photo execution should have been done by the student-entrant and not by anyone else.
- Group/collaborative work is not allowed.

- **Consent of Subjects:** To respect people’s rights and privacy, the participant must ask for permission from everyone appearing in the photo entry. Each person appearing in the photo entry needs to agree that his/ her picture can be used in the contest and in any ads about it. If the photo entry doesn’t follow this rule, the participant promises not to blame the contest organizers for any legal problems. Contest organizers might ask for proof that the participant got permission from everyone in the photo entry. This could be a signed form showing they agreed. If the participant’s photo entry shows people under 18 years old, the participant must obtain consent from the subject/s parent or legal guardian. Not following these rules may result in disqualification from the contest.
- **Intellectual Property:** The participant acknowledges that while the photo's intellectual property belongs to him/her, he/she gives KCFI all rights to use the photo entry, without KCFI needing to ask for the consent of the participant, in any way it deems appropriate for the sake of communication and marketing related to the contest and on KCFI's impact on learning and education. The participant allows KCFI to use, share, and show their photo entry in their websites, social media, and ads, without payment or other consideration. The participant acknowledges that participation in the contest does not guarantee publication or any form of compensation. The participant won’t blame KCFI if there are any problems from using the photo entry, including but not limited to any claims for defamation, invasion of privacy, or infringement of moral rights. The participant must obtain consent from their parent or legal guardian to enter into this agreement.

### 3. Criteria for Judging for Kabataang May K

Participants will be subjected to the following criteria:

Criteria	Description	Weight	Indicator
<b>Narrative and Storytelling</b>  <b>Kahusayan sa Paglalahad ng Kwento</b>	The photo and essay are clearly and coherently woven evoking meaning, emotions, and effective storytelling	<b>25%</b>	Indicator: Engagement Makes the audience feel certain emotions and leaves an impact through their photo essay
	Mahusay, malinaw at epektibong naipahayag ng larawan at sanaysay ang damdamin at mensahe		Indicator: Cohesiveness of Story Structure  Clearly outlines the story and meaning behind the photo
<b>Relevance of Knowledge Channel to student’ s learning</b>	The photo essay clearly showcases how Knowledge Channel has become an important part of the student-entrant’ s life and has positively impacted his/her education.		Indicator: Relevance and Connection of the Photo with the theme  Clearly shows the direct impact of Knowledge

<b>experiences and education</b>  <b>Relevance ng Knowledge Channel sa Pagkatuto at Edukasyon</b>	<p>Naipakikitang mabuti ng larawan at sanaysay kung paano naging malaking bahagi ang Knowledge Channel sa edukasyon at pang-araw araw na buhay ng mag-aaral.</p>	<p>25%</p>	<p>Channel in the life of the student-entrant</p>
<b>Technical Proficiency</b>  <b>Kahusayang Teknikal</b>	<p>The photo and essay demonstrate exceptional technical proficiency in both photography and storytelling.</p> <p>The technical proficiency of the photo and essay will be judged separately.</p> <p>Ang larawan at sanaysay ay nagpapakita ng kahanga-hangang kasanayan sa pagsusulat at potograpiya.</p> <p>Ang pagpapamalas ng kasanayan sa potograpiya at pagsusulat ay hiwalay na pagpapasiyahan.</p>	<p>25%</p>	<p>Indicator: Showcase of Writing and Photography Skills</p> <p>Demonstrates skill by incorporating technical aspects in writing (such as proper grammar and sentence structure) and photography (following lighting, color, rule of shadows, thirds and other photography basics)</p>
<b>Uniqueness and Originality</b>  <b>Pagiging Katangitangi at Orihinal</b>	<p>The photo essay demonstrates an innovative conceptual and narrative approach, distinct visual composition, and overall creativity.</p> <p>Ang larawan at sanaysay ay nagpapakita ng katangi- tanging likhang konseptwal at konkretong naratibo, katangitanging visual na komposisyon, at kabuuang pagkamalikhain.</p>	<p>25%</p>	<p>Indicator: Creativity</p> <p>Provides a unique perspective as to what is usually the norm in photography and writing</p>
			<p>Indicator: Integration of Self</p> <p>Effectively integrates own touch by showcasing identity through the photo essay</p>
<p><b>TOTAL</b></p>		<p><b>100%</b></p>	

4. Prizes

Winners of the Kabataang May K: Knowledge Channel Photo Essay Writing Contest will be awarded the following prizes:

- Winners: Php10,000 each, certificate of recognition, video feature on Knowledge Channel platforms
- Finalists: certificate of recognition, video feature on Knowledge Channel platforms There will be **8 winners**, distributed as follows:

Area	Grade 6 Winners	Grade 10 winners	Total No. of Winners
<b>Category 1:</b> LUZON 1 (NORTH) CAR, Region 1, 2, 3	1	1	2
<b>Category 2:</b> LUZON 2 (SOUTH) NCR, Region 4A, 4B, 5	1	1	2
<b>Category 3:</b> VISAYAS Region 6, 7, 8	1	1	2
<b>Category 4:</b> MINDANAO Region 9, 10, 11, 12, 13, BARMM	1	1	2
<b>Total</b>	4	4	8