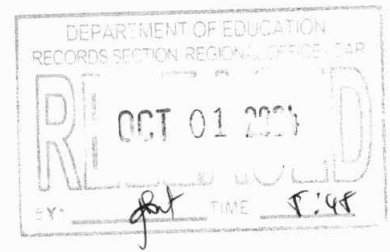




Republic of the Philippines
Department of Education
CORDILLERA ADMINISTRATIVE REGION



01 October 2024

REGIONAL MEMORANDUM

No. 684, 2024

CONDUCT OF NUTRI-INFOMERCIAL VIDEO CONTEST

To: Assistant Regional Director
Schools Division Superintendents
School Health Personnel
Public and Private Secondary Schools
All Others Concerned

1. The National Nutrition Council-Cordillera Administrative Region has organized a **Nutri-Infomercial Video Contest** for secondary schools in the region highlighting the theme, "*Sa PPAAN: Sama-Sama sa Nutrisiyong Sapat Para sa Lahat!*". The activity is designed to raise awareness on nutrition among adolescents.
2. The contest is open to all public and private secondary schools in the region. Secondary schools are highly encouraged to actively participate in the activity. Through this, schools can empower their students to creatively express the importance of balanced nutrition and healthy lifestyles.
3. Interested teams must obtain an endorsement from their school, signed by their principal and must signify their interest to join through a confirmation letter or message emailed at ncccordillera@gmail.com or @nnc.car FB Page on or before October 11, 2024. Last day of submission of entry is on October 28, 2024 at 5:00pm via email.
4. Attached herewith are the contest guidelines and mechanics for further information.
5. For concerns and clarifications, please contact Georgina C. Ducayso, ESSD Chief Education Supervisor through email car.essd@deped.gov.ph or Diane B. Joaquin, Nutritionist Dietitian II through email diane.joaquin@deped.gov.ph or mobile number 09564078478.
5. Immediate dissemination of and compliance to this Memorandum is desired.


ESTELA P. LEON-CARIÑO EdD, CESO III
Director IV/ Regional Director

Enclosure: As stated

ESSD/GCD/dbj/ Nutri-Infomercial Video Contest
October 01, 2024



Address: DepEd-CAR Compound, Wangal, La Trinidad, Benguet, 2601
Telephone No: (074) 422 - 1318
Email Address: car@deped.gov.ph



DepEd Tayo Cordillera



<https://depedcar.ph>





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NATIONAL NUTRITION COUNCIL
Cordillera Administrative Region
No. 358 Lyman Ogilby Centrum
Magsaysay, Baguio City

CONTEST GUIDELINES

CONTESTANTS

The contest is **OPEN to all Secondary and Tertiary Schools in the Cordillera Administrative Region**. Participants will be grouped into **two categories: Secondary Level and Tertiary Level** (each with different awards and prizes). Both private and public schools, as well as tertiary and vocational institutions, are eligible to participate. Schools with multiple campuses may submit only one entry. The NNC-CAR, in collaboration with CHED-CAR and DepEd-CAR, invites participants to join the contest.

Participants should consist of 3 to 5 members. Interested teams must obtain an endorsement from their school, signed by their college dean, principal, or an equivalent authority for technical vocational institutions. **Participants must signify their interest to join through a confirmation letter/ message emailed at ncccordillera@gmail.com or @nnc.car FB Page on or before October 11, 2024.** Letter of intent should bear the subject: Nutri-infomercial video contest S.2.

CONTENT OR MESSAGE OF THE SONG

The message of the infomercial video should align with the theme **"Sa PPAN Sama-sama Para sa Nutrisyong Sapat Para sa Lahat!"** highlighting the **Roles of Adolescents** in Achieving "Nutrisyong Sapat Para Sa Lahat!" A presentation-type entry will not be considered. Contestants should focus on engaging the audience through effective communication, utilizing graphics, text, still images, or video clips as supplementary elements.

FORMAT AND VIDEO RECORDING

The infomercial must be recorded in mp4 video format with not less than 1280x720 resolution.

TIME OR DURATION

The video must be at least 3 minutes long but not more than 5 minutes. All entries should begin with a **"title screen"** that includes the title *"Nutri-Infomercial Contest for Adolescents (Season 2)"*, *name/logo of the school*, and the *hashtags: #OneNutritionOneCordillera* and *#NutrisyongSapatparasaLahat*

LANGUAGE

Entries can be submitted in local dialects, English, or Filipino. If a local dialect is used, the video must include subtitles. Entries should not use offensive and rude words.

"Nutrisyong sapat para sa lahat!"

Telephone No. (074) 661-2958

Telefax No. (074) 661-2958

Email Address: ncccordillera@gmail.com



www.nnc.gov.ph/regional-office/cordillera



www.facebook.com/nnc.car





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ORIGINALITY

Entries must be an original work of the participants, culture-based, and must not have been used or exhibited in any other competitions.

GRAPHICS/ SOUND/ BACKGROUND MUSIC

Images, sounds, or music used in the entries can be an original, licensed, or in the public domain. Proper acknowledgment of the references and other related sources used in the video must be cited, crediting the original owner. (Recommended site for royalty-free audio: YouTube Studio Audio Library).

SUBMISSION

Each entry should be submitted to the National Nutrition Council-CAR via email at nnccordillera@gmail.com along with the following details:

- Name of School
- Name of Participants
- Name of Advisor/Coach
- Contact Person, Contact Number and Email address

The last day of submission of entry is on October 28, 2024 at 5:00pm. Submissions received after 5:00pm will be meted with deduction.

SCREENING AND UPLOADING

Submitted video entries will be screened based on the guidelines. NNC-CAR will upload entries at the NNC-CAR Fanpage on October 28. The period of sharing and getting social media reactions will be from October 28, 2024 to November 4, 2024 at 5:00 PM.

SELECTION OF REGIONAL WINNERS

a) Scoring by judges (70 percent)

A team of judges organized by NNC-CAR will do the scoring based on the following criteria before uploading the entries in the NNC-CAR FB Page as follows:

- Script/Relevance to the theme - 35%
- Screenplay (Cinematography, videography and musical scoring, and overall performance) - 35%

Violations/non-compliance to guidelines (Duration not within time limit, etc.) will be meted with deductions during the judging.



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b) Reactions from social media (30 percent)

The post reach of each entry will be the basis for the social media reactions. Post reach is the number of unique people who watched the entries. To get a high post reach, an entry should have more reactions and more shares. Participants are encouraged to mention more Facebook friends in the comment section to encourage them to watch the video.

The entry with the highest post reach will be given 100 points automatically. Points to be given to the succeeding contestants will be computed based on their proportion to the highest score. Since the number of post reach is only visible to the administrators of the NNC-CAR's Facebook page, it will be posted 3 days after the voting period and 1 day before the announcement of winners.

Final scores will be computed with 70 percent from judges' scores and 30 percent from social media reactions.

Cash awards and certificates will be awarded to the winners of each category as follows:

- 1st Prize: Php 8,000 and a certificate
- 2nd Prize: Php 6,000 and a certificate
- 3rd Prize: Php 4,000 and a certificate
- 4 other contestants: Php 2,500 each and certificates

Coaches will also receive certificates (if applicable). The winners of the contest will be posted on the NNC-CAR's Fanpage on November 5, 2024.

The ownership of the video entry remains with the participant however, by submitting it to NNC-CAR, the participant gives his/her consent to NNC-CAR to:

- a) Use, reproduce, reprint, distribute, and/or display the participant's video without notice nor payment of royalty or compensation;
- b) Exhibit or feature the project advertising, publicity and promotional purposes of NNC-CAR Official Facebook Page at conferences, or at any other venues.

For inquiries, please contact the National Nutrition Council-CAR through:

- Facebook: @nnc.car
- Email Address: ncccordillera@gmail.com
- Contact Number: 0963-3168-774

Or visit us at:

NATIONAL NUTRITION COUNCIL – CAR
No. 358 Lyman Ogilby Centrum, Magsaysay, Baguio City