



Announcement No. 3101, s. 2020

ANNOUNCEMENT

FOR : HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT, LOCAL GOVERNMENT UNITS, GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS, AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : Call for Participation in the 2020 National Heritage Month Competitions

Pursuant to Presidential Proclamation No. 439, s. 2003, the **National Commission for Culture and the Arts (NCCA)** will lead the annual **National Heritage Month (NHM)** celebration in **May**. The observance of this event aims to strengthen people's consciousness, respect, and love for the legacies of Filipino cultural history.

For 2020, the NHM celebration will adopt the theme, "*Mga Kuwentong Pamana*" (*Stories of Heritage*), to highlight the social and cultural impact of sharing knowledge, experiences and stories of Filipino Heritage in the preservation of our country's legacies.

As part of the coming NHM celebration in May 2020, the NCCA, through the Subcommission on Cultural Heritage (SCH), launched two competitions that aim to establish the significance of the NHM celebration within the Filipino community. All interested government employees are enjoined to participate in the following competitions:

A. 2020 National Heritage Month Digital Poster Competitions

The NHM 2020 Digital Poster Competition shall serve as an avenue for amateur and aspiring digital artists to showcase their talents and have their work chosen as the official poster of the upcoming NHM celebration. The poster must be a visual representation of the 2020 NHM theme. Deadline for the poster entry submission is on **January 9, 2020** (attached is the NHM Digital Poster Competition Guidelines or visit the NCCA Facebook page at www.facebook.com/NCCAOOfficial for details).

B. Himig ng Pamana: National Heritage Month Jingle-Making Competition

The HIMIG NG PAMANA: NHM Jingle-Making Competition aims to create and strengthen the awareness and familiarity of the Filipinos on the NHM celebration, and advocate for the conservation, preservation and care of the Philippine cultural heritage. The jingle entry is expected to be upbeat and lively, and must drive up

Bawat Kawani, Lingkod Bayani

the interest of the general public to participate in the annual nationwide observance of the NHM. Deadline for the jingle entry submission is on **February 6, 2020** (attached is the NHM Jingle-making Competition Guidelines or visit the NCCA Facebook page at www.facebook.com/NCCAOfficial for details).

For further details and information, interested participants may coordinate with the **NCCA Cultural Heritage Section** at telephone number (02) 8527-2192 local 324 or with **Ms. Eileen Rudi** at mobile number (+63)9260626345 or email at nhmsecretariat@gmail.com.

ABala
ALICIA dela ROSA-BALA
Chairperson



06 JAN 2020



PAMBANSANG KOMISYON PARA SA KULTURA AT MGA SINING

**NATIONAL HERITAGE MONTH 2020
Digital Poster Competition**

RATIONALE

By virtue of Presidential Proclamation No. 439 s. 2003, the month of May is National Heritage Month. The celebration takes a prime in creating among the Filipino people a consciousness, respect, and love for the legacies of the nation's cultural history.

THEME DESCRIPTION:

For 2020, the theme for the National Heritage Month is "Mga Kuwentong Pamana" (Stories of Heritage) to highlight the social and cultural impact of sharing knowledge, experiences, stories of Filipino heritage in the preservation of our country's legacies. The theme also calls the public to foster their creativity in sharing heritage stories and information in new ways, that will engage more people to promote, connect, and appreciate our rich cultural heritage for the enjoyment of present and future generations.

OBJECTIVES

- a. To encourage the Filipino people to share their own experiences, stories, and knowledge of their local heritage in order to establish a deeper connection and encourage more people to participate in the preservation of the Philippine heritage;
- b. To cultivate the Filipino minds to be more aligned with the goal of preserving and promoting our local culture and tradition through various engaging activities including trainings, forums, story-telling, and other related events;
- c. To strengthen the Filipino legacy and nationalistic spirit by developing efficient and creative ways of sharing knowledge relative to the Philippine heritage that will increase public engagement and deepen the sense of pride between people and heritage.

In light of the celebration of the National Heritage Month (NHM) 2020, the National Commission for Culture and the Arts launches the NHM Digital Poster Competition.

The poster competition will serve as an avenue for amateur digital artists to transcend their artistic prowess to a greater number of audience by getting a chance to have their work chosen as the official poster of the upcoming National Heritage Month 2020 celebration in May 2020.

NHM 2020 Digital Poster Competition - Guidelines



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PAMBANSANG KOMISYON PARA SA KULTURA AT MGA SINING

GUIDELINES

I. ELIGIBILITY

- a. The competition is open to all Filipino citizens who are residing in the Philippines, 18-21 years old, except to officers and members of the NCCA Executive Councils (2020-2022), NCCA Secretariat, and their relatives up to the fourth degree of consanguinity or affinity. Students are highly encouraged to join.
- b. No professional graphic designer is allowed to join.

II. ENTRIES

- a. Multiple entries are allowed in the competition.
- b. The posters shall be a visualization of the NHM 2020 theme, "Mga Kuwentong Pamana" (Stories of Heritage) and must adhere to the objectives of the celebration.
- c. The poster shall possess the following specifications:
 - Poster dimension: 11" x 17", portrait;
 - Rendered in PNG, 72ppi, and RGB colors;
 - For branding purposes, the elements of the poster must be editable to aesthetically fit any collateral design (i.e bags, notebooks, pens, etc.);
 - Bear the following text elements:
 - ❖ National Heritage Month
 - ❖ May 2020
 - ❖ Mga Kuwentong Pamana
 - ❖ #NHM2020
 - ❖ #NationalHeritageMonth2020
 - ❖ #MgaKuwentongPamana
 - Affixed NCCA logo and allotted space for additional logos of NCCA partner agencies.
- d. The posters are governed by laws and regulations concerning intellectual property. Thus, participants are strictly advised to submit an original work and avoid using elements on the poster which could possibly subject it to copyright infringement.

NHM 2020 Digital Poster Competition - Guidelines



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- e. The participant/s shall certify that the submitted poster is original by submitting a duly accomplished Certificate of Originality in .pdf format. (Please see Annex A for template)
- f. An Entry Form shall be accomplished by the participants with an attached copy of a valid ID indicating their birthdate and shall also be submitted in .pdf format. (Please see Annex B for template)
- g. All posters with attached requirements (Entry Form and Certificate of Originality) shall be submitted to nhmsecretariat@gmail.com on or before **January 9, 2020**. Submissions' email subject shall be in the following format:
 - i. Entry Form (PEF_[LASTNAME/AFFILIATION])
 - ii. Certificate of Originality (PCO_[LASTNAME/AFFILIATION])
 - iii. Poster Entry (PPE_[LASTNAME/AFFILIATION])

III. CRITERIA

NOTE: The decision of the panel of judges based on the criteria below is final and irrevocable.

RELEVANCE AND RECALL	The work easily explains the theme of NHM 2020 and entices the general audience at first glance.	40%
CREDIBILITY AND ORIGINALITY	The work must be original and contain elements that are creatively and correctly used (i.e. text, illustrations, etc.)	30%
ADHERENCE TO TECHNICAL REQUIREMENTS	The participant/ designer understood the significance of specifications identified by the NCCA (e.g. spaces for logos and format)	30%

IV. CONTEST SCHEDULE/ TIMELINE

The contest will run until January 9, 2020, unless otherwise announced by the NHM Secretariat. **DEADLINE FOR SUBMISSION OF ENTRIES IS ON JANUARY 9, 2020; 11:59PM (Philippine Time).**

V. AWARD

- a. The sole winner shall receive the following:
 - I. **Cash prize worth Php 35,000.00 (Thirty-Five Thousand Pesos)** net subject to applicable withholding taxes (Php 43,750 gross);
 - II. **Certificate of Recognition;**

NHM 2020 Digital Poster Competition - Guidelines



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III. Framed Printed Poster from NCCA;

IV. NHM Souvenir Items;

V. The winning entry shall also be part of the NHM branding and shall be used in the wide promotion of the NHM celebration. In effect, the winner shall grant the NCCA the right to use the poster in other Information, Education, and Communication (IEC) material for the NHM 2020 celebration.

- b. The winner shall submit a printable version of the poster rendered in PDF/JPG, 300 dpi, and CMYK colors.
- c. In the event that the winner fails to comply with the said submission within five (5) working days upon receipt of the message from the NHM secretariat through e-mail, the board of judges shall identify a new winner.

**For further inquiries and clarifications, kindly contact Ms. Eileen Rudi of the NCCA Cultural Heritage Section at telephone number (02) 8527-2192 local 339 or e-mail at nhmsecretariat@gmail.com.*

OFFICIAL CALL RELEASED:
NOVEMBER 25, 2019



NHM 2020 Digital Poster Competition - Guidelines



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ANNEX A - NHM 2020 Digital Poster Competition - Registration Form

**NATIONAL HERITAGE MONTH 2020
Digital Poster Competition**

REGISTRATION FORM

PARTICIPANT'S INFORMATION

Full Name: _____

Organization/Affiliation: _____

Permanent Address:

Mailing Address:

Date of Birth (mm/dd/yy): _____ Age: _____

Sex: _____

Landline Number: _____

Mobile Number: _____

Email Address: _____

**NATIONAL HERITAGE MONTH 2020
Digital Poster Competition**

CERTIFICATE OF ORIGINALITY

This is to declare that this submission to the National Commission for Culture and the Arts (NCCA) is the original work of the undersigned and that it contains no material/ element previously published by another individual or entity. Nothing in this poster intends to violate any copyright, trademark, or other intellectual property laws.

SIGNATURE OVER PRINTED NAME



PAMBANSANG KOMISYON PARA SA KULTURA AT MGA SINING

HIMIG NG PAMANA: National Heritage Month Jingle-Making Competition

I. RATIONALE

In light of the celebration of the National Heritage Month (NHM), the National Commission for Culture and the Arts launches HIMIG NG PAMANA: National Heritage Month Jingle-Making Competition as part of its advocacy of firmly establishing the significance of the NHM.

The objectives of the HIMIG NG PAMANA Jingle-Making Competition are as follows:

- ✧ To create and strengthen the awareness and familiarity of Filipinos on the NHM celebration;
- ✧ To advocate for the conservation, preservation, and care of the Philippine cultural heritage

By virtue of Presidential Proclamation No. 439 s. 2003, *the month of May is considered as the National Heritage Month*. The celebration takes a prime in creating among the Filipino people a consciousness, respect, and love for the legacies of the nation's cultural history.

For 2020, the theme for the National Heritage Month is "Mga Kwentong Pamana" (Stories of Heritage) to highlight the social and cultural impact of sharing knowledge, experiences, stories of Filipino heritage in the preservation of our country's legacies. The theme also calls the public to foster their creativity in sharing heritage stories and information in new ways that will engage more people to promote, connect, and appreciate our rich cultural heritage for the enjoyment of present and future generations.

II. PARTICIPANTS

The Contest is open to all amateur/professional Filipino songwriters, musicians, music enthusiasts, 18 years old and above, who are residing in the Philippines. Officers and members NCCA Executive Councils (2020-2022), NCCA Secretariat, and their relatives up to the fourth degree of consanguinity or affinity are NOT allowed to join.

III. GENERAL GUIDELINES

A. The jingle must highlight and revolve around the objectives of the NHM celebration which are:

- ✧ To encourage the Filipino people to share their own experiences, stories, and knowledge of their local heritage in order to establish a deeper connection and encourage more people to participate in the preservation of the Philippine heritage;
- ✧ To cultivate the Filipino minds to be more aligned with the goal of preserving and promoting our local culture and tradition
- ✧ To strengthen the Filipino legacy and nationalistic spirit by developing efficient and creative ways of sharing knowledge relative to the Philippine heritage that will increase public engagement and deepen the sense of pride between people and heritage.

B. The jingle is expected to be upbeat and lively, and must drive up the interest of the general public to participate in the annual nationwide observance of the NHM.

C. The lyrics of the jingle must be in Filipino.

HIMIG NG PAMANA: NHM Jingle-Making Competition - Guidelines



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PAMBANSANG KOMISYON PARA SA KULTURA AT MGA SINING

- D. The jingle must run from **two (2) to a maximum of three (3) minutes**, inclusive of intro- and extro- music and must be submitted in **.mp3 format**.
- E. The submitted entries are governed by laws and issuances concerning intellectual property. Thus, participants are strictly advised to submit an original new work and avoid using elements on the jingle which could possibly be subjected to copyright infringement.
- F. Both music and lyrics must not have been used, published, performed in public or submitted to a similar contest.
- G. The participant has the discretion to use any musical instrument as accompaniment. Likewise, the composition may have any musical arrangement, including acapella rendition. Purely instrumental compositions are not allowed.

All entries to the NHM Jingle-Making Contest shall become the property of the NCCA. The mere submission of an entry constitutes the expressed willingness and consent of the composer that he/she is allowing NCCA to use the material in all NHM advocacy and related activities.

It is further understood that all participants cover and hold the NCCA free and harmless from any and all liabilities of intellectual property rights, and/or any ownership-related issues.

IV. CRITERIA FOR JUDGING

NOTE: The decision of the panel of judges based on the criteria below is final and irrevocable.

CRITERIA FOR RATING	PERCENTAGE
Relevance to the NHM Objectives	30%
Melody (originality, creativity, musical technicalities)	25%
Lyrics (originality, consistency and organization, choice of words, cultural substance)	25%
Recall value and popular appeal	20%

V. CONTEST TIMELINE

The contest will run until February 6, 2020, unless otherwise announced by the NHM Secretariat.

DEADLINE FOR SUBMISSION OF ENTRIES IS ON FEBRUARY 6, 2020; 11:59PM (Philippine Time).

VI. REMINDERS FOR ENTRY SUBMISSION

- A. All participants must fill out the online registration form with duly attached jingle entry in **.mp3 format** on or before February 6, 2020 through the link provided here:

tinyurl.com/PAMANA_HIMIG

- B. All participants must make sure that they submit **certificate of originality** and a **lyrics sheet** as part of the online registration.

HIMIG NG PAMANA: NHM Jingle-Making Competition - Guidelines



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PAMBANSANG KOMISYON PARA SA KULTURA AT MGA SINING

- C. In the event that the online registration form is inaccessible, kindly send the complete requirements to nhmsecretariat@gmail.com on or before **February 6, 2020**:
- i. Accomplished registration form (Please see Annex A)
Save in File Name: (JEF_[LASTNAME/AFFILIATION])
(i. e. JEF_JuanSantos)
 - ii. Copy of Certificate of Originality (Please see Annex B)
Save in File Name: (JCO_[LASTNAME/AFFILIATION])
(i.e. JCO_JuanSantos)
 - iii. Lyrics sheet (Please See Annex C)
Save in File Name: (JLS_[LASTNAME/AFFILIATION])
(i.e. JLS_JuanSantos)
 - iv. Jingle Entry File (in .mp3 format) or send downloadable link of file.
Save in File Name: (JJE_[LASTNAME/AFFILIATION])
(i.e. JJE_JuanSantos)

Entry's subject shall be in the following format: HIMINGPAMANA_[FirstNameLastName].
(i.e HIMINGPAMANA_JuanSantos)

D. Entries with no duly accomplished registration form and signed certificate of originality shall be disqualified from the competition.

VII. AWARD

- a) The sole winner shall be notified through e-mail and also to through phone by the NHM secretariat on the second week of February 2020.
- b) The sole winner shall receive the following:
 - i) **Cash prize worth P45,000.00 (Forty-Five Thousand Pesos)** net of applicable withholding taxes (P56, 250.00 gross);
 - ii) **Certificate of Recognition;**
 - iii) **NHM Souvenir Items;**
 - iv) The winning entry shall also be part of the **NHM branding** and shall be used in the wide **promotion of the NHM celebration**. In effect, the winner shall grant the NCCA the right to use the jingle in other Information, Education, and Communication (IEC) material for the NHM 2020 celebration..
- c) **The winner is required to submit a signed copyright waiver form** (Please see Annex D) within five (5) working days upon receipt of email announcement from the NHM secretariat. In the event that the winner fails to comply, the board of judges shall identify a new winner.

**For further inquiries and clarifications, kindly contact Ms. Eileen Rudi of the NCCA Cultural Heritage Section at telephone number (02)8527-2192 local 339 or e-mail at nhmsecretariat@gmail.com.*

HIMIG NG PAMANA: NHM Jingle-Making Competition - Guidelines



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PAMBANSANG KOMISYON PARA SA KULTURA AT MGA SINING

OFFICIAL CALL RELEASED:
November 25, 2019



CALL FOR ENTRIES

HIMIG NG PAMANA: National Heritage Month Jingle-Making Competition

Express your love for Philippine heritage through music!

DEADLINE OF ENTRY SUBMISSION:
February 6, 2020

#NHM2020

HIMIG NG PAMANA: NHM Jingle-Making Competition - Guidelines



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ANNEX A - HIMIG NG PAMANA: NHM Jingle-Making Competition - Registration Form

**HIMIG NG PAMANA: SEARCH FOR THE OFFICIAL PAMANA JINGLE
National Heritage Month Jingle-Making Competition**

REGISTRATION FORM

PARTICIPANT'S INFORMATION

Full Name: _____

Organization/Affiliation: _____

Permanent Address:

Mailing Address:

Date of Birth (mm/dd/yy): _____ Age: _____

Sex: _____

Landline Number: _____

Mobile Number: _____

Email Address: _____

ANNEX B - HIMIG NG PAMANA: NHM Jingle-Making Competition - Certificate of Originality

**HIMIG NG PAMANA: SEARCH FOR THE OFFICIAL PAMANA JINGLE
National Heritage Month Jingle-Making Competition**

CERTIFICATE OF ORIGINALITY

This is to declare that this submission to the National Commission for Culture and the Arts (NCCA) is the original work of the undersigned and that it contains no material/ element previously published by another individual or entity. Nothing in this jingle intends to violate any copyright, trademark, or other intellectual property laws.

SIGNATURE OVER PRINTED NAME

ANNEX C - - HIMIG NG PAMANA: NHM Jingle-Making Competition - Lyrics Sheet

**HIMIG NG PAMANA: SEARCH FOR THE OFFICIAL PAMANA JINGLE
National Heritage Month Jingle-Making Competition**

LYRICS SHEET

TITLE OF THE JINGLE: _____

NAME OF COMPOSER: _____

JINGLE DURATION: _____

OFFICIAL LYRICS OF THE JINGLE:

ANNEX D - - HIMIG NG PAMANA: NHM Jingle-Making Competition - Waiver

***for winner only**

WAIVER

I hereby authorize the National Commission for Culture and the Arts (NCCA) to use the jingle entry for education and promotional purposes relative to the National Heritage Month (NHM) celebration. The NCCA shall not be responsible for any legal claims involving copyright, trademark, credits, royal infringement or any violations related to the jingle.

Once the prize has been received, the NCCA shall have complete and sole ownership of the winning jingle to be utilized at its discretion.

The undersigned acknowledges and agrees to the following:

- A. Have read, understood, and fully complied with the official guidelines of the competition;
- B. Duly authorized to submit this entry to the event;
- C. This entry has not been, in any way, commercially exhibited anywhere;
- D. That the entry is original and that the participant is to obtain all music rights, and clearances, in accordance with any and all existing applicable laws;
- E. Certify that all information given here is true and correct to the best of his knowledge.

SIGNATURE OVER PRINTED NAME

DATE