



Republic of the Philippines
Department of Education
REGION X – NORTHERN MINDANAO
SCHOOLS DIVISION OF EL SALVADOR CITY


29 October 2020

DIVISION MEMORANDUM
No. 274, s. 2020

**CINEMASAYUD: A HALAD TO HEALTH SHORT-FILM FEST
AND COMPETITION**

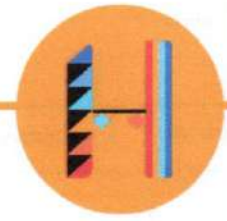
To: **Asst. Schools Division Superintendent
Chief CID, SGOD
PSDS, Education Program Supervisors
Section Heads
All Public Elementary & Secondary School Heads
All Others Concerned
This Division**

1. Junior and Senior High School Students are invited to join in the CINEMASAYUD, a Short-Film Fest and Competition sponsored by Halad to Health and Ateneo de Davao University which aims to use art as a safe space to promote dialogues and services responding to youth mental health issues.
2. All short-film entries should revolve around the theme “Youth Mental Health during the COVID-19 Pandemic”. Participants are reminded to strictly observe the health and safety protocols in the making of their film entries. It is advised that all activities in the making of the short film be done virtually.
3. For further details, please refer to Enclosure No. 1 of this memorandum.
4. For immediate and wide dissemination.


OLGA C. ALONSABE, PhD., CESE
Asst. Schools Division Superintendent
OIC-Office of the Schools Division Superintendent



Making real impact!



CineMasayud

A Halad to Health Short Film Fest & Competition

THEME

Youth Mental Health during the COVID-19 Pandemic

THE NAME

CineMasayud is a blend of two words:

Cinema and *Masayud*. *Masayud* is from the Bisaya root word *Sayud* that means 'to know or learn.'



OBJECTIVES

The competition shall aim the following objectives:

- To increase awareness of the mental health needs associated with the COVID-19 pandemic particularly amongst the youth in Mindanao;
- To call for widespread availability of mental health services across public and private sectors in Mindanao; and
- To explore creativity while using art as a safe space to promote dialogues and services responding to youth mental health issues.

THE TIMELINE

- 31 OCT 2020 - Launch
- 30 NOV 2020, 11:59PM - Deadline of Submission
- 08 DEC 2020 - Announcement of Top 8 Finalists
- 17 DEC 2020 - Announcement of Winners

ORGANISERS

Halad to Health, an Australian not-for-profit charity organisation, is in partnership with the **Ateneo de Davao University** through the Ateneo Culture and Arts Cluster, Ateneo Film Circle and the Samahan ng mga Mag-aaral ng Sining at Komunikasyon

MAJOR PRIZES:

Cash Prize + Trophy + e-Certificates + *Perks (TBA)*

Best Short Film: Gold: Php20,000.00, Silver: Php15,000.00, Bronze: Php10,000.00

People's Choice: Php5,000.00

MINOR PRIZES: e-Certificates + *Perks (TBA)*

Best Direction & Editing, Best Screenplay/Script, Best Poster, Best Trailer, Best Actor

WHO CAN PARTICIPATE?

The competition is open to all bona fide students currently enrolled in the following year levels in their respective colleges and universities in Mindanao.

- Junior High School
- Senior High School
- 1st Year College
- 2nd Year College

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COMPETITION GUIDELINES

ELIGIBILITY AND REGISTRATION

1. To Enter the competition, register online at www.haladtohealth.org/cinemasayud.
2. A participating group is allowed to have a maximum of 5 Members per group.
3. Participants must provide proof of identification of student status that include but not limited to a copy of Student ID, Transcript, etc.
4. Only completed entry forms with verified information shall be processed and deemed qualified.
5. The list of qualified entry forms shall be posted by the organizers at www.haladtohealth.org/cinemasayud and on the official facebook page of Halad to Health: www.facebook.com/haladtohealthph. The participating groups shall also receive an acceptance notice, copy of the guidelines and schedule of activities of the competition through their officially designated email used in the registration.

SUBMISSION

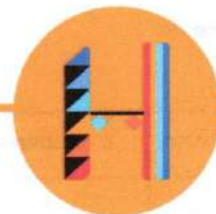
6. Entries must be completed anytime between November 1, 2020 and November 30, 2020.
7. In order for the entry to be valid, please observe running time of 3 mins minimum and 5 mins maximum, including credits. Submitted Entries are required to be encoded in H.264 codec with the .mp4 file extension, with a minimum resolution of 720p (1280x720), 25fps frame rate.
8. Entries should be original. In accordance to the copyright laws, music used in an entry must be original, licensed or in the public domain (ask permission from the owner). The use of unlicensed copyrighted materials in entries is strictly prohibited.
9. Entries should not contain any offensive or inappropriate language, image and/or content. The video should be appropriate for general viewership. Discouraged display of commercial brands.
10. Entries previously submitted to other Film Festivals and Competition are not eligible.
11. The deadline for submission shall be on 31 November 2020 at 11:59 PM.

SELECTION, PRESENTATION AND JUDGING

12. All entries are subject to initial screening. The top 8 qualified entries shall be notified through e-mail and phone call. Unqualified entries shall be informed by Halad to Health through e-mail.
13. Shortlisted entries shall be uploaded to Halad to Health's Youtube Channel, Facebook Page, Twitter and Instagram Accounts.
14. Decision of the judges shall be final and irrevocable.
15. Volunteers and Members of Halad to Health and their relatives, and Employees of Ateneo de Davao University and their relatives up to the second degree of consanguinity or affinity are not qualified to join the competition.
16. All entries shall be considered property of Halad to Health.
17. Top three entries shall be given a feature on the MUGNA 2021 Film Festival at the Ateneo de Davao University.

INFORMATION AND ENQUIRIES

18. For more information, please visit www.haladtohealth.org/cinemasayud or www.facebook.com/haladtohealthph Email us at infor@haladtohealth.org for enquiries.



in partnership with



Ateneo Film Circle

ATENEO DE DAVAO UNIVERSITY
Culture and Arts Cluster

Laman ng mga Mag
Aral ng Sining at
Komunikasyon