



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

**Office of the Schools Division Superintendent**

11 November 2022

DIVISION MEMORANDUM

No. 515, s. 2022

**5TH NATIONAL PEACETIVAL OF TALENTS AND VALTUES (VALUES AND VIRTUES)**

To: Assistant Schools Division Superintendent  
Education Program Supervisor/ TA Providers  
Public and Private Elementary and Secondary School Heads  
Public and Private Elementary and Secondary EsP Coordinators  
All Others Concerned  
This Division

1. With reference to the Regional Memorandum No. 674, s. 2022 and invitation letter of UNESCO-Asia-Pacific Network for International and Values Education (APNIEVE)-Philippines, dated October 11, 2022, this Office hereby encourages all public and private schools to participate in the following activities in connection with the 5th National Peacetival and Valtues (*Values and Virtues*) on November 12 and 19, 2022:

Contest	Date and time	Level	Number of Participants	Number of Coach	Number of Trainer
Logo Making Contest	November 12, 2022	Senior HS	1	1	1
Larawan ng Pagpapahalaga		Elementary (Grade 4-6)	1	1	1
Infomercial Values Laden Contest		Junior HS Senior HS	1 1	1 1	1 1
MTV Jingle Contest	November 19, 2022	Junior HS	10 to 20	1	1
		Senior HS	10 to 20	1	1
		Teacher Level	10 to 20	1	1
Sabayang Pagbigkas (Virtual Edition)		Junior HS	15 to 20	1	1
		Senior HS	15 to 20	1	1
Values Tiktok Challenge		Elementary (Grade 4-6)	5	5	5
		Junior HS	5	5	5
		Senior HS	5	5	5
		Teacher Level	5	5	5

2. The theme of this year's APNIEVE-Philippines celebration is "ALAB: Igniting Filipino Learners Competencies and Aspirations". Please see the attachment for the details and mechanics of the following contests.

3. Entries will be judged according to the attached contest criteria. Thus, the best entries in each of the contests will represent this division for the event mentioned.



Address: Zone 3, Poblacion, El Salvador City | Tel. No. (088) 855-0113

Website: [www.depedelsalvadorcity.net](http://www.depedelsalvadorcity.net) | Email: [elsalvador.city@deped.gov.ph](mailto:elsalvador.city@deped.gov.ph)



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

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4. Deadline for the submission of entries will be November 16, 2022. The entries should be sent to this email: johnfranklin.dresser@deped.gov.ph, and for inquiries, you may contact this number: 0916-100-5045.
5. Participation to this activity shall be subject to the no-disruption-of-classes policy stipulated in DepEd Order No. 9, s. 2005 titled Instituting Measures to Increase Engaged Time on Task and Ensuring Compliance therewith, Section 3 of Republic Act No. 5546 (Policy on Contributions) and DepEd Order No. 66, s. 2017 (Policy on Off-Campus Activities).
6. This Office shall adhere to Equal Opportunity Principle (EOP) in the steps undertaken for this purpose. Hence, all decisions and actions shall be based on guidelines set forth, with no discrimination on the account of age, gender, identity, sexual orientation, civil status, disability, religion, ethnicity or political affiliation.
7. Immediate and wide dissemination of this memorandum is desired.

  
**OLGA C. ALONSABE, PhD, CESO V**  
Schools Division Superintendent 

*Attch: As Stated*  
*To be indicated in the Perpetual Index*  
*under the following subjects:*  
*Contest*  
*Values Education*  
CID/ jfd



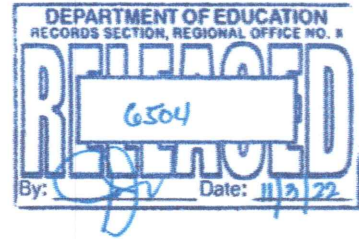
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Website: [www.depedelsalvadorcity.net](http://www.depedelsalvadorcity.net) | Email: [elsalvador.city@deped.gov.ph](mailto:elsalvador.city@deped.gov.ph)





Republic of the Philippines  
**Department of Education**  
 REGION X - NORTHERN MINDANAO



October 24, 2022

REGIONAL MEMORANDUM  
 No. 674, s. 2022

5<sup>th</sup> NATIONAL PEACETIVAL OF TALENTS AND VALTUES  
 (VALUES AND VIRTUES)

To: Schools Division Superintendents  
 All Others Concerned

1. Related to the letter of UNESCO- Asia-Pacific Network for International and Values Education (APNIEVE)-Philippines, all school division offices are requested to participate in the following activities, on November 12 and 19:

Contests	Date and time	Level	Number of participants	Number of Coach	Number of Trainer
Logo Making Contest Larawan ng Pagpapahalaga Infomercial Value Laden Contest	November 12, 2022	Senior High School	1	1	1
		Elementary (Grade 4-6)	1	1	1
		Junior High School Senior High School Level	1 1	1 1	1 1
MTV Jingle Contest	November 19, 2022	Junior High School Level	10 to 20	1	1
		Senior High School Level	10 to 20	1	1
		Teacher Level	10 to 20	1	1
Sabayang Pagbigkas (Virtual Edition)		Junior High School	15 to 20	1	1
		Senior High School Level	15 to 20	1	1
Values Tiktok Challenge (VT)		Elementary (Grade 4-6)	5	1	1
		Junior High School	5	1	1
		Senior High School Level	5	1	1
		Teacher Level	5	1	1

2. The theme of this year's APNIEVE-Philippines celebration is **"ALAB: Igniting Filipino Learners Competencies and Aspirations."** See the attachment for the details and mechanics of the following contests.

3. This Office directs the immediate and wide dissemination of this Memorandum.

  
**DR. ARTURO B. BAYOCOT, CESO III**  
 Regional Director

ATCH.: As stated

To be indicated in the Perpetual Index  
 under the following subjects:

VALUES MONTH  
 CLMD/CLlams  
 DepEd Regional Office X, Zone 1, Upper Balulang, Cagayan de Oro City  
 (088) 856-3932 | (088) 881-3137 | (088) 881-3031  
 Department of Education Region 10  
 region10@deped.gov.ph  
 http://deped10.com



**5th NATIONAL PEACETTIVAL OF  
TALENTS AND VALTUES  
(VALUES AND VIRTUES)**

**ALAB:**

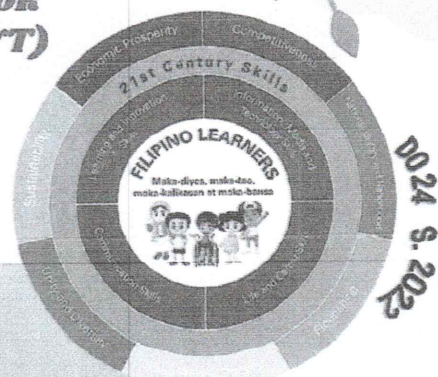
**"IGNITING FILIPINO  
LEARNERS' COMPETENCIES  
AND ASPIRATIONS"**

**Nov  
12**

**Logo Making Contest  
Larawan ng Pagpapahalaga  
Infomercial Value  
Laden Contest**

**Nov  
19**

**MTV Jingle Contest  
Sabayang Pagbigkas  
(Virtual Edition)  
Values Tiktok  
Challenge (VT)**







**UNESCO- Asia-Pacific Network for International and Values Education**

October 11, 2022

Dr. ARTURO B. BAYOCOT, CESO III  
Regional Director  
DepEd Region 10

Director Bayocot,

*Greetings of peace from APNIEVE-Philippines!*

This is to respectfully request for an advisory from your Office that *APNIEVE-Philippines* will have the **5<sup>th</sup> NATIONAL PEACETIVAL OF TALENTS AND VALTUES (VALUES AND VIRTUES) THEME: "ALAB: Igniting Filipino Learners Competencies and Aspirations"** on **November 12 and 19, 2022.**


The objectives of this activity are:


- Celebrate the Filipino Values Month
- Promote peace and values education through different contests
- Enhance and show the talents of the learners with the integration of ICT
- Make the students aware of the importance of peace and values for a brighter future

In this regard, we are seeking your endorsement to invite students and coaches from various public and private schools in your region to join this contest.

Attached herewith are the mechanics and criteria for the event.

Sincerely yours,

  
**Floyd G. Aquino, EdD.**  
National Contest Organizer

  
**Maria Lourdes Quisumbing-Baybay, PhD.**  
President  
APNIEVE-Philippines



**UNESCO- Asia-Pacific Network for International and Values Education  
5<sup>th</sup> NATIONAL PEACETIVAL OF TALENTS AND VALTUES  
(VALUES AND VIRTUES)**

***THEME: ALAB: Igniting Filipino Learner's Competencies and Aspirations***

**November 12 and 19 , 2022**

**Rationale**

APNIEVE-Philippines empowers individuals and institutions in promoting the values of Peace, Human Rights, Democracy, and Sustainable Development. It establishes networks and partnerships with local and international institutions interested in values education. It recognizes the crucial role of education.

Republic Act (RA) 11476 institutionalizing Good Manners and Right Conduct (GMRC) and Values Education as core subjects in the K to 12 curriculum both in public and private schools. It shall inculcate among our students the basic tenets of the observance of respect for oneself, others, and our elders, intercultural diversity, gender equity, ecology and integrity of creation, peace, and justice, obedience to the law, nationalism, and global citizenship, as well as the values of patience, perseverance, industry, honesty, and integrity, and good faith in dealing with other human beings along with all other universal values. The new law mandates DepEd to carry out appropriate training for teachers and educators on GMRC and Values Education and provide them with adequate and relevant instructional materials to develop their capacity to teach the subject. The Department of Education (DepEd) shall introduce GMRC through clear, distinct, specific, and concrete character-building activities such as role-playing in the classroom, community immersion activities, teacher-parent collaborative learning activities, school-initiated values formation activities, simulated activities, and other forms of experiential learning

According to Regional Memorandum 137. S. 2018, dated August 30, 2018, stated the Regional Observance of the Filipino values Month. Presidential Proclamation 479 dated October 24, 1994, stipulates that the Filipino Values Month strengthen the moral resources of the Filipino rooted in Filipino culture, values, and ideals that are pro-God, pro-people, pro-country, and pro-nature, and thereby mobilizing all Filipinos for nation-building through the practical exercise of human values in our daily lives as citizens and to awaken us all to the power of these values in achieving our individual and national goals;

WHEREAS, the promotion and engendering of a sustained Moral Recovery Program may be further facilitated through a vigorous and coordinated campaign measures actively participated in by all sectors of Filipino society;

WHEREAS, the celebration of Filipino Values Month regularly is a desirable and effective measure to create moral awakening and national consciousness on human values that are unique, genuine, and positively Filipino.





**UNESCO- Asia-Pacific Network for International and Values Education**

WHEREAS DepEd Memorandum No.177 s. 2017 stipulates that the observance of Filipino Values Month in November of Every school year starting 2017-2018 and thereafter

**Objectives:**

- Celebrate the Filipino Values Month
- Promote GMRC, peace and values education through different contests
- Enhance and show the talents of the learners with the integration of ICT
- Make the students aware of the importance of peace, values and GMRC for a brighter future

**General Guidelines**

1. All participants, coaches and trainers must be recommended/endorsed by their respective school head and Schools Division Superintendent
2. All participants and coaches must follow the safety health protocols for this event.
3. Coaches and trainers must secure the parental consent from the parents of the contestants.
4. Strictly follow the guidelines, mechanics, and criteria for judging.
5. Send your entry to the contest designated email account.
6. Every contest is **free** of charge.
7. Only the contestants, teacher-trainer/coaches, school administrator/s and judges will be able to view and watch the virtual competition through Zoom
8. For more information, visit FB group **5<sup>th</sup> NATIONAL PEACETIVAL OF TALENTS AND VALTUES (VALUES AND VIRTUES)**

Contest	Date and Time	Level	Number of Participants	Number of Coach	Number of Trainer
Logo Making Contest	November 12,2022	Senior High School	1	1	1
Larawan ng Pagpapahalaga		Elementary (Grade 4 to 6)	1	1	1
Infomercial Value Laden Contest		Junior High School Senior High School Level	1 1	1 1	1 1
MTV jingle Contest	November 19,2022	Junior High School Level	10 to 20	1	1
		Senior High School Level	10 to 20	1	1
		Teachers Level	10 to 20	1	1
Sabayang Pagbigkas (Virtual Edition)		Junior High School Level	15 to 20	1	1
	Senior High School Level	15 to 20	1	1	
Values Tiktok Challenge (VT)		Elementary (Grade 4 to 6)	5	1	1
		Junior High School	5	1	1
		Senior High School	5	1	1
		Teachers Level	5	1	1



**UNESCO- Asia-Pacific Network for International and Values Education**

**AWARDS**

- 1<sup>st</sup> Place - Certificates for the student, coach, trainer, school, and division office.
- 2<sup>nd</sup> Place – Certificates for the student, coach, trainer, school, and division office.
- 3<sup>rd</sup> Place - Certificates for the student, coach, trainer, school, and division office
- 4<sup>th</sup> to 10<sup>th</sup> place - Certificates for the student ,coach and trainer

**GUIDELINES, MECHANICS AND CRITERIA FOR JUDGING**

**LARAWAN NG PAGPAPAHALAGA CONTEST**

**A. Guidelines and Mechanics**

1. Participant must be bonafide student of a public and private elementary school (Grade 4 to Grade 6) in their respective division.
2. Contestant, coach and trainer must be duly endorsed by their respective superintendent using the Registration Form provided. Strictly ONE (1) representative only to represent your division.
3. For the elimination round, coaches must submit a video of the actual workshop or draw of the participant on or before November 4, 2022 (please *edit and compress it in 3 minutes*) using the email account [apnievelarawan@gmail.com](mailto:apnievelarawan@gmail.com) .  
Subject: LNP2022\_Region\_Division\_School.  
Use file name: Region\_Division\_School.  
Ex. R3\_Olongapo\_GORDON HEIGHTS NATIONAL HIGH SCHOOL
4. The poster must illustrate, interpret, and emphasize the theme.
3. On the final round, Participants are given one and half hour to finish their poster live via zoom on November 12,2022 8:00 am onwards.
4. Each participant should submit ONE entry only.
5. The following materials will be used in the said contest:
  - a. A ¼ illustration board (white background & vertical format)
  - b. pencil
  - c. Coloring Material: Oil pastel/cray pas, markers, ink, mixed media, oil acrylic, and watercolor
  - d. Pentel pen and other drawing materials.
6. Posters must be done in freehand.
7. The artist and coach, trainer will be held accountable for any issues that may arise regarding the originality and authenticity of the design.
8. The decision of the judges shall be final and non-appealable.

**B. Criteria**

- a. Relevance to the Theme- 30%
- b. Originality -25%
- c. Creativity -20%
- d. Color Harmony -15%
- e. Visual Impact -10%





UNESCO- Asia-Pacific Network for International and Values Education  
**INFOMERCIAL VALUE LADEN CONTEST**

**A. GUIDELINES AND MECHANICS**

1. All participants must be bona fide students of a public and private Junior and Senior High school in their respective division.
2. Contestants, coaches, and trainers must be duly endorsed by their respective superintendent using the Registration Form provided. Strictly ONE (1) representative per level to represent their division.
3. Informercial entries could be in Tagalog or English. It must be at least 3 minutes and not exceed to 5 minutes.
4. Entry must capture values excerpted from RA 11476 GMRC and Values Education Act and the theme.
5. The decision of the Judges shall be final and non-appealable.
6. The INFORMERCIAL video must be sent on or before November 4 using [apnieveinformercial@gmail.com](mailto:apnieveinformercial@gmail.com). Upon sending your entry, please follow this format for you file name Region\_Division\_School.  
Ex. R3\_Olongapo\_GORDON HEIGHTS NATIONAL HIGH SCHOOL

SUBJECT: INFORMERCIAL2022\_Region\_Division\_School\_

7. The contest proper will be held on **November 12, 2022** at exactly 8 AM

**B. Criteria for Judging:**

Content and Relevance to the theme 50%

Creativity and Originality - 30%

Production Quality (20%)

TOTAL: 100%



UNESCO- Asia-Pacific Network for International and Values Education  
**Values TikTok Challenge**

**A. Guidelines and Mechanics:**

1. All participants must be bona fide students of a public and private Elementary, Junior, Senior High school, and teachers in their respective division.
  2. Contestants, coaches, and trainers must be duly endorsed by their respective superintendent using the Registration Form provided. Strictly ONE (1) representative per level to represent their division.
  3. Each Group will create a video using the TikTok app with a time limit of 45-60 seconds. A one-point deduction for very exceeding second to the total score.
  4. Each group will have a maximum of three (5) members.
  5. The members can be composed of all males or females, or any combination thereof.
  6. The TikTok dance number must have an accompaniment of any music which is related to the theme.
  7. The use of appropriate sound and clothing is a must. No profanity, No inappropriate language, inappropriate skit/dance/appearance, No inappropriate gestures, and no vulgar words.
  8. The use of costumes and props is allowed.
  9. The recorded tiktok video must be sent on or before November 4, 2022, through [apnievetiktok@gmail.com](mailto:apnievetiktok@gmail.com). Upon sending your entry please follow this format , Region, Division\_School. Ex. R3\_Olongapo\_GORDON HEIGHTS NATIONAL HIGH SCHOOL
- SUBJECT: TIKTOK2022\_REGION\_DIVISION\_SCHOOL
10. The contest proper will be on November 19 8 onwards.
  11. The decision of the members of the board of judges is final and irrevocable.

**B. Criteria for Judging**

1. Relevance to the theme	40%
2. Creativity and Execution	30%
3. Message	20%
3. Transitions/Effects	10%
Total	100%





UNESCO- Asia-Pacific Network for International and Values Education

### **Sabayang Pagbigkas**

1. All participants must be bona fide students of a public and private Junior, Senior High school in their respective division.
2. Contestants, coaches, and trainers must be duly endorsed by their respective superintendent using the Registration Form provided. Strictly ONE (1) representative per level to represent their division.
3. Minimum of participants is 10 and maximum of 20 members excluding props men, technical and the like.
4. There shall be one (1) contest piece. The contest piece shall be given three (3) weeks before the contest. The provided piece should be delivered within 7 to 10 minutes. This includes the group's entrance to and exit. If the performance exceeds the allotted time, a 1-point deduction from the total score will be made.
5. The use of lights, sounds, props, and other digital gadgets is allowed. Killing of animal/s and indecent movement is strictly prohibited. Any Use of language should subscribe to the standard rules of decency.
6. The contest proper will be on November 19, 2022 8 am onwards.
7. The decision of the members of the board of judges is final and irrevocable.
8. Criteria for Judging
  - Interpretation (way the piece is internalized & presented) 30 %
  - Delivery (quality of voice, fluency, pronunciation, blending & harmony) 30%
  - Stage Presence (stage poise, eye contact & audience impact) 20%
  - Costume & Sound Effects (attire is related to concept, sound production) 10%
  - Mastery of Piece 10%







UNESCO- Asia-Pacific Network for International and Values Education

**TECHNICAL COMMITTEE**

<b>Contest</b>	<b>Person in-Charge</b>	<b>Email address</b>
Values Tiktok Challenge	Ronely M. Vergara Leah Ponce	<a href="mailto:ronely.vergara@deped.gov.ph">ronely.vergara@deped.gov.ph</a> <a href="mailto:donna.aquino@deped.gov.ph">donna.aquino@deped.gov.ph</a>
Larawan Ng Pagpapahalaga	Yvette Marie R. Muyco Nacimah B. Balanon Elmer Dava	<a href="mailto:yvettemarie.muyco@deped.gov.ph">yvettemarie.muyco@deped.gov.ph</a> <a href="mailto:nacimah.balanon@deped.gov.ph">nacimah.balanon@deped.gov.ph</a> <a href="mailto:elmer.dava@deped.gov.ph">elmer.dava@deped.gov.ph</a>
Informercial	Kintara Jane R. Perez Laarni Baribad	<a href="mailto:kintarajane.perez@deped.gov.ph">kintarajane.perez@deped.gov.ph</a>
Sabayang Pagbigkas	Alester D. Oca Joyce G. Ong	<a href="mailto:alester.oca@deped.gov.ph">alester.oca@deped.gov.ph</a> <a href="mailto:joyce.ong@deped.gov.ph">joyce.ong@deped.gov.ph</a>
MTV Jingle Contest	Riogel L. Santiago Rodelito Aramay	<a href="mailto:riogel.santiago@deped.gov.ph">riogel.santiago@deped.gov.ph</a> <a href="mailto:rodelito.aramay@deped.gov.ph">rodelito.aramay@deped.gov.ph</a>
Certificates	Ferdie B. Labandia Grace Dela Cruz Rachel Amparo	
Registration	Al Ahl B. Gonzales Donna B. Aquino	
Documentation	Janette O. Pielago Chastine Joy Anfone Resurrecion R. Miranda Oliver Magtala	
Host/ Moderator	Levy Maristela Ricardo Tobias	
Consultant	Ma Cynthia Yanga	
Organizer/Proponent	Floyd G. Aquino	<a href="mailto:floyd.aquino@deped.gov.ph">floyd.aquino@deped.gov.ph</a>



UNESCO- Asia-Pacific Network for International and Values Education

**MTV JINGLE CONTEST**

**Mechanics, Rules, and Regulations**

1. All participants must be bona fide students of a public and private Junior, Senior High school in their respective division.
2. Contestants, coaches, and trainers must be duly endorsed by their respective superintendent using the Registration Form provided. Strictly ONE (1) representative per level to represent their division.
3. Minimum of participants is 10 and maximum of 20 including instrumentalist and others.
4. The jingle should be in English or Tagalog, it must be Original Music, and copying of tune or lyrics in an existing song is PROHIBITED. Use of language should subscribe to the standard rules of decency.
5. Each jingle must not exceed 4 minutes. Every exceeding minute corresponds to one (1) point deduction from the total score.
6. The Official Jingle entry must be in the form of music video (MTV) and must be anchored to the theme.
7. In doing the MTV, the contestants can use place and/or things which are related to their performance. In video editing, participants can use Adobe Premiere, Power Director, Sony Vegas, and the like
8. The recorded video must be sent on or before November 4, 2022, thru [apnievemtv@gmail.com](mailto:apnievemtv@gmail.com). Upon sending your entry, please follow this format:  
Region, Division\_School.  
Ex. R3\_Olongapo\_GORDON HEIGHTS NATIONAL HIGH SCHOOL  
SUBJECT: MTV2022\_REGION\_DIVISION\_SCHOOL
9. The contest proper will be on November 19, 2022 8 am onwards.
10. The decision of the members of the board of judges is final and irrevocable.
11. Criteria for Judging:
  - a. 50% creativity as to style and interpretation, subject/message/relevance to the theme, originality)
  - b. 30 % Overall performance (includes vocal harmony, instrumentation, excellence, and tonality and total sound as a group)
  - c. 20% Aesthetic appeal (overall concept, video technicalities)



**UNESCO- Asia-Pacific Network for International and Values Education**  
**LOGO MAKING CONTEST FOR PEACETIVAL OF TALENTS AND VALTUES**

**Mechanics, Rules, and Regulations**

1. The contest is open to all public and private senior high school students. There will be only one coach and 1 trainer in the contest.
2. Submission of entry is limited to one (1) entry per division.
4. Entries should be in digitized format (at least 600 dpi with a file extension of .jpg)
  - a) The raw file of the digital artwork should be drawn/ illustrated in A4 size using Adobe Photoshop. Submit the file in the following formats: 1) Flat jpeg format, minimum 300 pixels 2) Original raw file. Filename is your name and artwork title. through [apnievelogo@gmail.com](mailto:apnievelogo@gmail.com). Upon sending your entry please follow this format , Region, Division\_School.  

Ex. R3\_Olongapo\_GORDON HEIGHTS NATIONAL HIGH SCHOOL

SUBJECT: TIKTOK2022\_REGION\_DIVISION\_SCHOOL
  - b) A brief description or rationale (not more than 500 words) explaining the components of the logo should also be included in the entry.
  - c) The logo should not carry the name of the artist.
5. The design of the logo should be in accordance with the concept of PEACETIVAL OF TALENTS AND VALTUES, UNESCO APNIEVE PHILIPPINES
7. By entering the competition, the participants declare that the logo submitted is their original work, have not been submitted to any other competition, and does not infringe on any third party's existing copyrights. Any complaints that may arise due to similarities, likeness or comparison of the design would be the accountability of the participant and coach as they responsible to prove its authenticity.
8. The logo-making competition shall be judged according to the following criteria:
  - Concept/Relevance - 40%
  - Originality - 30%
  - Creativity and Impact - 30%
9. The contest proper will be on November 12 8 onwards.
10. The decision of the members of the board of judges is final and irrevocable.