



Republic of the Philippines
Department of Education
Region I

SCHOOLS DIVISION OFFICE OF ALAMINOS CITY

Office of the Schools Division Superintendent

DIVISION MEMORANDUM
DM-2023-080

TO : Asst. Schools Division Superintendent
Chief Education Supervisor -Curriculum Implementation Division
Chief Education Supervisor -Schools Governance Operation Division
School Heads of Public and Private Secondary Schools

FROM : Schools Division Superintendent

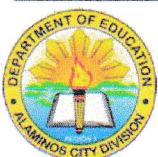
SUBJECT : **JINGLE MAKING CONTEST**

DATE : February 13, 2023

1. Pursuant to Proclamation No. 563, s 1959 designating March 9 of every year as Public Library Day. The National Library of the Philippines (NLP) with all other public libraries all over the Philippines is mandated to celebrate the 64th National Public Library Day.
2. Anent to this, the Alaminos City Library will conduct a JINGLE MAKING CONTEST to be participated by Junior High School students from Public and Private Schools on March 9, 2023 at 9:00 AM at Don Leopoldo Convention Center as a way of celebrating the abovementioned event.
3. Please ensure 100% participation. Further, the students' effort and output maybe a part of the performance task of learners.
4. For inquiries, please contact CP# 09052535513/09778551886 or City Library FB messenger @alaminos city library
5. Attached are the Guidelines and Mechanics of the said competition.

VIVIAN LUZ S. PAGATPATAN PhD, CESO VI
Assistant Schools Division Superintendent
Officer-In-Charge
Office of the Schools Division Superintendent

With hundred reasons to serve!



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Republic of the Philippines
CITY GOVERNMENT OF ALAMINOS
Quezon Avenue, Poblacion, City of Alaminos, Pangasinan

OFFICE OF THE CITY LIBRARIAN

64th PUBLIC LIBRARY DAY

WHAT: JINGLE MAKING CONTEST

WHEN: MARCH 9, 2023 @ 9:00 am

WHERE: DON LEOPOLDO SISON CONVENTION CENTER

Objectives:

1. To celebrate Public Library Day and encourage students to showcase their talents by coming up with a campaign jingle about Alaminos City Library.
2. To devise new ways in marketing Alaminos City Library's activities and advocacies in order to attract more clients and readers to visit the library and participate in its programs.

MECHANICS & GUIDELINES

1. COMPOSITION

- The jingle must be in English or Filipino language.
- Jingle entries may be written and interpreted in a popular or new song genre or a fusion thereof, in any form or structure.
- It must be relevant to the library's contribution to community development or marketing Alaminos City Library's activities and advocacies in order to attract more clients and readers to visit the library and participate in its programs.
- Introductory and explanation of the song as part of the entry is not necessary.
- The time duration for the jingle must be at least three (3) minutes but must not exceed five (5) minutes including the intro and outro.
- Be entirely original and must not have been used as entry in any other song competitions. No part of the lyrics can be copied from lines of other songs, or infringe any existing copyright and any other intellectual property rights.
- Any musical instrument can be used as accompaniment. (Participants must bring their own musical instrument).
- Not contain any indecent, rude, or offensive words.

2. PARTICIPANTS

- The contest is open to all Junior High School students of Public and Private Schools in Alaminos City.



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- Registration shall be submitted at the Alaminos City Library on or before February 24, 2023.
- Performance order will be determined according to the number upon registration.

3. ANNOUNCEMENT OF WINNERS

- Official judging will be based on the live performance during the Jingle Judging Day on March 9, 2023 during the celebration of the PUBLIC LIBRARY DAY.
- The decision of the judges will be final and irrevocable. Alaminos City Library reserves the right to disqualify any entry that does not conform to the stated rules and regulations.
- Winners will be announced on the same date (March 9, 2023) during the celebration of Public Library Day at Don Leopoldo Sison Convention Center.

4. Criteria for Judging

- **Musical Content (40%)** – Catchy melody, lively music, rhythm, and recall.
- **Lyric Content (40%)** – Coherence, ingenuity, and relevance to the library's contribution to community development or marketing Alaminos City Library's activities and advocacies.
- **Creativity (20%)** – Fresh sound, unique approach to jingle writing, use of structure, instruments and vocals.

TOTAL - 100%

5. PRIZES

The winners shall receive the following:

Champion	-	P 15,000.00
1 st Runner up	-	P 10,000.00
2 nd Runner up	-	P 5,000.00

All Non-winners shall receive a consolation prize of P 2,000.00 each.

- ✚ The winning piece must be recorded after the event and will be used as the official Jingle of the Alaminos City Library. Alaminos City Library shall have the only right of ownership of the jingle.