



Republic of the Philippines  
**Department of Education**  
REGION XI  
SCHOOLS DIVISION OF PANABO CITY

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**Office of the Schools Division Superintendent**

**DIVISION MEMORANDUM**

CID-2025-0369

To : Chief of Curriculum Implementation Division (CID)  
Education Program Supervisors  
Public Schools District Supervisors  
Public Elementary and Secondary School Heads

Subject : **CALL FOR PARTICIPATION TO SINEBATA NATIONAL COMPETITION OF VIDEO WORKS FOR, ABOUT, AND BY CHILDREN AND THE YOUTH**

Date : July 2, 2025

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Pursuant to the herein Regional Memorandum CLMD-2025-342, this office invites all schools to form teams and join **SINEBATA**—a national competition of video works for, about, and by children and the youth—under the Categories for Children and Non-Professionals, to wit:

Category 1: Children video makers, 11 years old and under  
Category 2: Children video makers, 12-15 years old  
Category 3: Children video makers, 16-17 years old  
Non-Professionals: University Students and Independent Producers, 18 years old and above

This year's theme is **The Magic of Peace**. Please refer to the attached information regarding the General Entry Requirements and Criteria for Judging. For more information and submission of entries, please access its website, <https://anaktv.ph/sinebata>. Deadline of submission is on July 25, 2025.

Should technical assistance be needed, please contact and coordinate with Mr. Armando O. Aguilon Jr, Division Information Officer; Djhoane C. Aguilar, EPS-LRMS; Tyron O. Dujali, Division ITO; and all learning area supervisors.

Expenses related to the activity may be charged against School MOOE and other local funds, subject to the usual accounting and auditing rules and regulations.

For immediate dissemination, guidance, and strict implementation.

  
**JINKY B. FIRMAN PhD, CESO VI**  
Schools Division Superintendent

  
**RELEASED**

Attached: As stated.  
CID/jey/dca



## GENERAL ENTRY REQUIREMENTS FOR CHILDREN / NON-PROFESSIONAL CATEGORIES

1. They must be Filipino citizens.
2. The children-participants must provide written consent from parents or guardians.
3. Any genre with or without dialogue will be accepted (documentary, animation, comedy, drama, biographies, MTVs, etc.)
4. Entrants can either submit fiction or non-fiction work that conforms with the year's theme, "The Magic of Peace."

**Fiction:** Scripted fictional narratives using drama, sitcoms, animation and other creative forms.

**Non-fiction:** Factual infotainment such as documentaries featuring natural sciences, arts and culture, life and leisure, environment; segments for magazine programs using puppetry, claymation, simple animation, MTV, and other non-fiction narratives and approaches.

1. Entrants may use non-professional equipment such as cell phones, digital cameras, mobile phones, tablets, video cameras, sports cameras and the like.
2. As non-professional entrants, they should not be affiliated with any broadcasting facility and have not won any major award or recognition in national or international video contests.
3. Children are allowed to seek professional assistance in editing and post-production matters. However, entrants must be responsible for at least 75% of the total production, from conceptualization, script and storyboarding, videography and direction. They must be able to explain the process to the judges if and when the entry wins the national competition.
4. Work must come with a written certification that it is an original work of the team. Photo or video documentation of the making of the video is encouraged.
5. Entry forms can be filled out at [anaktv.ph/sinebata](http://anaktv.ph/sinebata)
6. Entrants must provide Google drive link for their entries
7. Length of Material: Maximum of 30 minutes (Non-professional)
8. Length of Material: Maximum of 15 minutes (Children)
9. The video can either be in horizontal or vertical orientation.

10. English subtitles are required, especially when it is elevated to the international competition, where it will compete with the winning videos at the Southeast Asia Video Festival for Children.

Any violation of the abovementioned requirements, both for the professional and children categories, will automatically result in disqualification

#### **WHAT ARE THE OBJECTIVES OF SINEBATA?**

Through the video works of the Filipino winners in Sinebata which will be shared with the children of Southeast Asia, through the Southeast Asia Video Festival for Children, it is hoped that Southeast Asians can have a better appreciation of each other's culture and good family traditions that will lead to mutual respect and the attainment of harmony and understanding in the region.

#### **CRITERIA IN JUDGING:**

Here are some questions which will be asked by the jurors when judging any entry:

- Is it age-appropriate?
- Is it attractive to the target audience?
- Is it entertaining for the child?
- Is it informative?
- Is the idea original?
- Is the approach refreshing?
- Is it culturally relevant to the children who will watch it?
- Does it respect the children?
- Will the program make the children think?
- Will the children understand the dialogue easily?
- Will the children appreciate the performance of the actors? Can the children identify with them and get inspired by the characters they play?
- Will the children appreciate the music?
- Will the material achieve its objective for children's infotainment?
- Will it motivate the child to do better in life?
- Will there be a point system?

A point system for the criteria was not purposely made, to allow judges in various levels to freely determine which entry, in their estimate, deserves to be in contention for the awards.

Assigning a rigid point system will render judging unfair to certain entries because expectedly, they will come in various genre (animation, MTVs, PSAs., story narratives, telemagazine, etc.) To judge one against the other using the point system, may jeopardize the chances of an entry that stands out in the minds of the jurors but did not meet the point standards.

However, the scale of 75-100 will be used to judge each entry, to facilitate scoring and selection. Ultimately, the overall effect and impact of an entry should be the chief determining factor for winning.

TRACKING NUMBER:

21178

CLMD



Republic of the Philippines  
Department of Education  
DAVAO REGION

June 24, 2025

REGIONAL MEMORANDUM  
CLMD-2025-342

PARTICIPATION TO SINEBATA NATIONAL COMPETITION OF VIDEO WORKS FOR, ABOUT AND BY CHILDREN AND THE YOUTH

To: Schools Division Superintendents

1. The Department of Education Regional Office XI enjoins the Schools Division Offices (SDOs) to participate in the **Sinebata National Competition of Video Works For, About, and By Children and the Youth.**

2. The contest is Anak TV's effort to get young Filipinos to express themselves using technology that is at their fingertips. It encourages them to record their observations of their social and physical environment and articulate what they wish to happen with and about these circumstances.

3. The submission of entries will be on or before July 25, 2025. Access <https://anaktv.ph/sinebata/> for the mechanics and submission link.

4. The SDOs are advised to form a committee headed by the Learning Resource and Management Section (LRMS) to manage video production with the Media and Communication Team, IT, Learning Area Supervisors, and other expert personnel.

5. Expenses related to the activity shall be charged to local funds, subject to the usual government auditing rules and regulations.

6. Immediate dissemination and compliance of this Memorandum is desired.

ROC12/aca

DEPARTMENT OF EDUCATION RO XI  
RECORDS SECTION  
**RELEASED**

By: \_\_\_\_\_  
Date: June 27, 2025  
Time: \_\_\_\_\_  
21178

ALLAN G. FARNAZO  
Director IV