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

Office of the Schools Division Superintendent

**DIVISION MEMORANDUM**  
**CID – 2025 –0424**

**To:** Assistant Schools Division Superintendent  
Chief of Curriculum Implementation Division (CID)  
Chief of School Governance & Operations Division (SGOD)  
Education Program Supervisor, MAPEH  
Public Secondary Principals & School Heads

**Subject:** **“HIMIG MAKABATA” Jingle Writing Contest**

**Date:** **July 23, 2025**

This has reference to Regional Memorandum ESSD – 2025 – 199 that concerns the conduct of the “Himig Makabata” Jingle Writing Contest launched by the Council for the Welfare of Children (CWC) in support of the ongoing campaign to promote Child Rights and protection mechanisms, particularly through the Makabata helpline.

The “Himig Makabata” Jingle Writing Contest invites learners to compose a compelling and memorable jingle that promotes child protection and awareness of the helpline. This contest offers a meaningful opportunity to amplify the voices of learners to promote their rights and strengthen the advocacy for safe, nurturing and inclusive learning environments.

In this regard, School Heads of secondary schools are hereby informed to direct their respective SPA – MAPEH coordinators to register for the aforementioned competition, which will have a registration deadline on July 30, 2025.

Attached are the General Mechanics and other information needed for the contest.

Dissemination and compliance of this memorandum is desired.

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

**RELEASED**

**JUL 23 2025**

RECORDS SECTION - SDO PANABO CITY  
BY 

Enclosed.: As stated.  
cid/ jey/ rjf



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**DepEd Panabo:**  
**Empowering Champions in Education**  
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providing quality education, MATATAG for all.





Recd



0725/21/2018

Republic of the Philippines  
**Department of Education**  
DAVAO REGION

July 16, 2025

REGIONAL MEMORANDUM  
ESSD-2025-199

DISSEMINATION OF THE "HIMIG MAKABATA" JINGLE WRITING CONTEST

To: Schools Division Superintendents

1. Herewith is Memorandum OM-OUOPS-2025-11-03961, dated July 7, 2025, from Malcolm S. Garma, Assistant Secretary and Officer-In-Charge, Office of the Undersecretary for Operations, relative to the **Request for Dissemination of the "Himig Makabata" Jingle Writing Contest**, contents of which are self-explanatory.
2. For information, dissemination, and strict compliance.

ALLAN G. FARNAZO  
Director IV

Encl.: As stated.  
ROE/bvaj

DEPARTMENT OF EDUCATION  
RECORDS SECTION  
**RELEASED**

By: *[Signature]* Date: *July 21, 2025*

July 15, 2025

REGIONAL MEMORANDUM  
ESSD-2025-202



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Telephone Nos.: (082) 291-0051  
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Website: www.depedroxi.ph







**JOIN  
NOW**

**JINGLE WRITING CONTEST**

# **"HIMIG MAKABATA"**

**WHO CAN JOIN:**

**STUDENTS AGED 13-17**

**REGISTER HERE:**

[HTTPS://MKBTM1383.SHORT.GY/JWCHIMIG2025](https://mkbtm1383.short.gy/jwchimig2025)

**DEADLINE:**

**JULY 30, 2025 | 12:00 NN**

**WIN!**

**1ST - ₱50,000**

**PLAQUE + Certificate**

**2ND - ₱30,000**

**PLAQUE + CERTIFICATE**

**3RD - ₱10,000**

**PLAQUE + CERTIFICATE**



Full contest mechanics available at:

<https://mkbtm1383.short.gy/jwchimig2025>





Republic of the Philippines  
**COUNCIL FOR THE WELFARE OF CHILDREN**

**Annex "A"**

**JINGLE WRITING CONTEST  
"Himig MAKABATA"**

**CONTEST RULES AND MECHANICS**

**1. ELIGIBILITY**

- The contest is open to children and youth aged 13 to 17 years. Both in-school and out-of-school children/youth may participate in the contest.
- Participation may be individual or in groups of up to three (3) members. Each group will be treated as one contestant under a collective name.
- Individuals with professional experience in songwriting, music production, or audio engineering are not eligible to join.

**2. THEME**

- Entries must creatively express:
  - The importance of child rights, protection, and empowerment; and
  - The MAKABATA Helpline 1383 as a critical reporting and referral mechanism for child protection concerns.

**3. CATEGORIES**

- There will be one contest category open to all eligible participants, whether in-school or out-of-school-regardless of grade or school level, as long as they meet the age requirement.

**4. JINGLE SPECIFICATIONS**

- a. The jingle must be an original composition (lyrics and melody), created solely by the participant/s.
- b. Lyrics may be in Filipino, English, or a combination of both.
- c. The jingle must be lively, memorable, and relevant to the theme.
- d. Any genre is allowed.
- e. Duration must be between 60 to 90 seconds.
- f. The lyrics must be appropriate for all audiences. Entries containing offensive or inappropriate content will be disqualified.
- g. Any musical instrument may be used.
- h. Entries must be submitted in WAV format.
- i. Each submission must include the lyrics and a brief explanation (3-5 sentences) of the message behind the jingle.

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Tel. No. (632) 8461-6533 ; 8461-6620 ; 8374-3552 ; 8366-1910  
Website: [www.CWC.gov.ph](http://www.CWC.gov.ph) Email: [cwc@cwc.gov.ph](mailto:cwc@cwc.gov.ph) Facebook: CWCgovph  
Twitter: @CWC\_govph Youtube: CWCchildrenOfficial



appropriate for a general audience, particularly children and youth.	
<b>Impact</b> Assesses the emotional and advocacy power of the jingle. Entries should be compelling, resonate with listeners, and have the potential to inspire action or awareness regarding child protection and the importance of the MAKABATA Helpline 1383.	20%
<b>TOTAL:</b>	100%

- \* Judging will be conducted by a panel of judges, composed of experts in music, child rights and protection advocacy, communication and representatives from the Council for the Welfare of Children. The judges will screen all qualified entries and determine the winner based on the established criteria.
- \* The decision of the judges is final and irrevocable.

#### 9. ANNOUNCEMENT OF FINALISTS AND WINNERS

- \* The Top 10 entries will be selected and announced during the 1st week of July 2025.
- \* Winners will be announced on the Council for the Welfare of Children (CWC) and MAKABATA Helpline 1383 Facebook pages, and during the MAKABATA Teleradyo program, which airs every Monday from 4:00 PM to 6:00 PM via livestream on the same pages. The program is also cross-posted on Radyo Pilipinas 1 Radyo Magasin at 1278 kHz.
- \* Winners will also be notified through their registered mobile numbers and email addresses.
- \* Winners will be awarded during the National Children's Month (NCM) celebration in November 2025, in coordination with PAIO for those from the National Capital Region (NCR), and with the Regional Sub-Committee for the Welfare of Children (RSCWC) for those from other regions.
- \* Winning participants or teams will be invited to receive their awards at the event.

#### 10. PRIZES

PLACE	PRIZE
Grand Prize	Php 50,000.00 + Plaque + Certificate
2 <sup>nd</sup> Place	Php 30,000.00 + Plaque + Certificate
3 <sup>rd</sup> Place	Php 10,000.00 + Plaque + Certificate
Consolation (Top 10)	Php 2,500.00 + Certificate

Winning entries will be featured in CWC campaigns, and composers will be credited accordingly.

*"Haring Makabata" Single Writing Contest*

