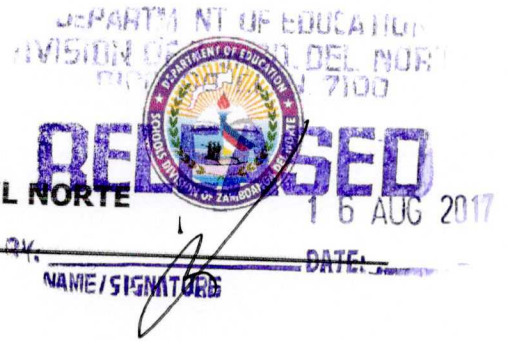




Republic of the Philippines
Department of Education
Region IX, Zamboanga Peninsula
SCHOOLS DIVISION OF ZAMBOANGA DEL NORTE
Dipolog City 7100



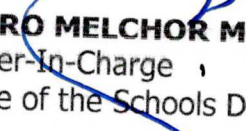
ADVISORY

To : **PRIVATE AND PUBLIC SECONDARY SCHOOL HEADS**
This Division

Subject : **NATIONAL ADOLESCENT HEALTH AND DEVELOPMENT
FILM FESTIVAL**

Date : August 15, 2017

1. Cognizant of the role of adolescents in national development and to create an environment that will enable them to express their thoughts on reproductive health and rights, among others, Commission on Population (POPCOM) endeavored on a project entitled National Health and Development Film Festival which will kick off, for Region IX, in a Regional Film Workshop on August 31, 2017 in Zamboanga City.
2. The said festival is a school-based and learner focused filmmaking contest that intends to raise awareness on the increased cases of teenage pregnancies and early engagement in risky sexual behaviors among teens.
3. Anent to this, heads of either private and public secondary schools of this division are strongly encouraged to invite young people, preferably 3rd and 4th Year High School students, to actively participate in the activities prepared by POPCOM.
4. For the complete details, please run through the attached *Regional Guidelines on the Adolescent Health and Development (AHD) Film Festival*.
5. For widest dissemination.


PEDRO MELCHOR M. NATIVIDAD, CSEE
Officer-In-Charge
Office of the Schools Division Superintendent



Republic of the Philippines
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COMMISSION ON POPULATION-REGION IX
Empowering Filipino Families

July 31, 2017

DR. ISABELITA M. BORRES
Regional Director, Department of Education
Regional Office IX, Pagadian City

Dear Director Borres,


Cognizant of the role of adolescents in national development and to address the needs and concerns of young people by creating an environment that will enable them to express their thoughts on reproductive health and rights, POPCOM is pursuing a project it started two years ago entitled **NATIONAL ADOLESCENT HEALTH AND DEVELOPMENT FILM FESTIVAL**. This is a school-based and learner-focused filmmaking contest that intends to raise awareness on rising incidence of teenage pregnancies and early engagement in risky sexual behaviors among teens.

We have herewith attached the Guidelines specifically for Region IX for the 2017 NATIONAL ADOLESCENT HEALTH AND DEVELOPMENT FILM FESTIVAL for your reference.

Corollary to this, we would like to request for assistance from your good office by way of disseminating an issuance to both public and private secondary schools in the region to encourage young people to participate in the workshops that POPCOM IX will conduct to help them express their thoughts and proposed creative solutions.

Thank you for the favorable response and usual support.

Sincerely,


REYNALDO O. WONG
Regional Director



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REGIONAL GUIDELINES ON THE ADOLESCENT HEALTH AND DEVELOPMENT (AHD) FILM FESTIVAL

DATE : JULY 31, 2017

Introduction

Young people make up one fifth of the country's population. That means, 19.2 million youth, half of which are adolescents aged 15-19 sailing for adulthood in the next few years (YAFS, 2013).

Many critical concerns affect adolescents that make a great impact on the society such as early marriage, maternal death, limiting access to education and employment, poverty, domestic violence, the threat of STI/HIV and AIDS, and many others. These issues represent a crucial and unique opportunity for the Commission on Population (POPCOM) to address the diverse needs of adolescents and young people today. The AHD program generally aims to contribute to the improvement and promotion of the total well-being of young people by addressing issues related to adolescent and youth sexuality and reproductive health and rights. The program also aims to provide adolescents and youth with appropriate information and life skills to enable them to cope with problems related to the attainment of their full development into adulthood.

The Adolescent Health Development (AHD) Component will feature independent films made by young people from 17 regions in the Philippines. The AHD Independent Film Festival will be conducted at the regional and national level. POPCOM Region IX will conduct the regional film festival for a span of six (6) months including the production process and the awarding ceremony. Region 9's best film will serve as the region's entry for the national competition. The film festival will be the venue to create awareness on the status of today's adolescents and young people. The festival will also be one of the many approaches of the agency in helping the young people in the crucial stage of their development so that they will grow into healthy, responsible, and productive adults.

General Guidelines

True advocacy films are immersed in real life situations, in the community. Young Filmmakers should be able to interview people, hear their stories, and live with it. With this framework in mind, the short films should have a maximum running time of 15 minutes including credits and disclaimer. Now on its third year, the festival focuses on sexual and non-sexual risks that young people engage in. This should revolve around the theme:

"Post Millennial Filipinos: Renewed Hope vs. Risk"
(17 YAFS Regional Papers)



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For **Zamboanga Peninsula Region**, filmmakers should produce their films based on the regional paper entitled "*Gender Differentials in the Premarital Sexual Initiation of Zamboanga Peninsula Youth*"

The films will become the property of POPCOM as a communication material for Adolescent Health and Development (AHD) program. If the film will be used for other film festivals, POPCOM Region IX should seek permission from POPCOM Central Office for monitoring purposes.

Each entry should have English sub-titles and obscene shots should not be explicitly shown.

Official entries must be original and have never been submitted in any previous contests/competitions.

The idea, story, script and screenplay of the film have to be authentic, and cannot be imitated from any works of others. There must not be a violation of anyone's copyright in the film. The team must put credits of people or company or any entity that holds the copyright of anything that is used in the film.

The production team should secure permissions from the people who appeared on the screen and there should be no intrusion to people's privacy.

Only one entry per school and per region will be allowed in the national competition.

POPCOM Region IX will conduct orientation with **3rd and 4th Year High School** students from private or public schools on the said topic on **August 31, 2017 in Zamboanga City**. Region 9 participants should produce their films based on the regional paper "*Gender Differentials in the Premarital Sexual Initiation of Zamboanga Peninsula Youth*". This will serve as an accompanying IEC material for YAFS. They may refer to the results of the Young Adult Fertility and Sexuality Study (YAFS) 4 for guidance on the current trend on sexual risk behaviors of adolescents.

The competing schools should produce a two-minute film version out of the 15-minutes with complete story. Awards for the Best Film (2-minute category) will be given during the national awarding.

Deadline for the submission of Regional entries together with the film package will be on **October 25, 2017** and should be addressed to:

Mr. Reynaldo O. Wong
Regional Director
Commission on Population
Regional Office IX
Cabatangan, Zamboanga City



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Timeline

Date	Activity
August 31, 2017	Regional Film Workshop – Zamboanga City
September 1- October 15, 2017	Regional Film Production
October 31, 2017	Regional Screening of Entries and Announcement of Winners
October 25, 2017	Deadline for submission of Regional Entries
November 15, 2017	Submission of Regional Winner/Entry to POPCOM CO
November 23-29, 2017 (during POPDEV Week)	Regional Awarding
November 28, 2017	Deadline of submission of entries to Central Office
December 6, 2017	Board of Judges (BOJ) Screening
1 st week of March, 2018	Awarding Ceremony
	National Film Showing (1 day)

Any violation of the following rules will have a corresponding deduction from the total score:

- No subtitles and/or incomplete subtitles: 2 points
- Running time in excess of 15 minutes: 2 points
- Late submission per day: 2 points
- Incomplete package or any missing item: 2 points

Objectives:

General Objective:

To heighten public awareness on Adolescent Health and Development and various issues affecting our youth today.

Specific Objectives:

- To produce, package and disseminate films as part of Information, Education and Communication (IEC) materials for AHD.
- To create a pool of communicators who can help promote Adolescent Sexual and Reproductive Health (ASRH) and sexuality education in schools and communities. This is aimed at preventing early sexual encounters, teenage pregnancy, and proliferation of Sexually Transmitted Infections (STIs) and HIV/AIDS.
- To offer a platform to incite, develop, and showcase adolescents' talents in filmmaking.



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Role of POPCOM Region IX

1. Invite 3rd and 4th year High School students from public and private schools to participate in the event.
2. AHD Orientation to be facilitated by POPCOM Region IX Office Staff
3. POPCOM Region IX will conduct a regional film making workshop and film making contest for public and private schools.
4. Attendance to the workshop is required. Those who cannot attend are disqualified from joining the Regional Contest.
5. To further improve the quality of the films, POPCOM Region IX may partner with Regional Film Fest Organizers and Directors (Cinema Padday, Salamindanao, Cinekasimanwa, etc) for coaching and mentoring including the conduct of a basic filmmaking workshop.
6. Regional judges should be film professionals as well.
7. All participants shall submit their films, submission form, and script together with the film package.
8. POPCOM Region IX will adopt the national criteria and conduct a regional awarding ceremony.
9. POPCOM Region IX may extend technical assistance during pre-production and post-production judging. However, professional assistance is limited only to the pre-production process and mentoring but not on actual execution because it may compromise the integrity of the students' work.
10. Entries submitted in other film festivals are not allowed.
11. The logo to be used in the poster should follow the POPCOM branding stated in the Brand Book. A template will be provided.

Role of Participating Schools

1. Allow and assist 3rd and 4th year High School students to produce the short film.
2. Send coach as representative to attend and accompany the students during the National/Regional Awarding Ceremony and Workshop.
3. Help organize students to create awareness-raising activities within the campus on adolescent sexual and reproductive health issues – particularly teenage pregnancy, STI and HIV/AIDS and other risky behaviors.
4. Allow showing of their locally-produced films in schools,



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Criteria for Judging

The culminating activity of this event is the national awarding ceremony. Below are the criteria for judging for the different award categories:

Category	Criteria	Percentage
Best Film 100%	Content (narrative excellence/power of storytelling, originality, creativity, relevance to the theme)	40%
	Technique (cinematography, production design, editing, scoring)	40%
	Overall impact (impression, recall, meaningfulness)	20%
		Total (100%)
Best Director 100%	Execution of the whole story	100%
Best Cinematography 100%	Shots are well-framed and well-fit	25%
	The use of camera techniques does not detract from the story	25%
	Camera techniques contribute in furthering the story	25%
	Use of appropriate lighting	25%
		Total (100%)
Best Sound Design 100%	Appropriate composition and application of audio to create desired effect or mood	100%
Best Musical Scoring 100%	Appropriate use of music and its placement to the scene	100%
Best Screenplay 100%	Originality	20%
	Relevance to the theme	20%
	Compelling Dialogue	20%
	Use of storytelling techniques that is logical and engaging	40%
		Total (100%)
Best Production Design 100%	Appropriate props, make up, costume, wardrobe	20%
	Imaginative and effective combination of the elements of design	50%
	Effectiveness of space, object, forms and color	30%
		Total (100%)
Best Actor/Actress 100%	Embodying the character; Understanding and commitment to the script	50%



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	Overall portrayal of the performance	50%
		Total (100%)
Best Supporting Actor/Actress 100%	Embodying the character; Understanding and commitment to the script	50%
	Overall portrayal of the performance	50%
		Total (100%)
Best Editing 100%	Video moves smoothly from shot to shot	50%
	Appropriate use of transitions and audio in communicating main idea, use of effects for emphasis and sounds effects	50%
		Overall 100%
Best Poster 100%	Relevance to the theme	25%
	Creativity, Presentation and Overall appeal	50%
	Originality	25%
		Total (100%)
Best Trailer 100%	Relevance to the theme	25%
	Creativity, Presentation and Overall appeal	50%
	Originality	25%
		Total (100%)

The lead actor/actress, director/cinematographer, scriptwriter and coach will be invited to attend the national awarding ceremony.

Production

Pre-production

A team composed of three (1 coach, 2 students: scriptwriter and director/cinematographer) members from 3rd and 4th year High School students for every participating school will be invited to join the filmmaking workshop to be conducted by POPCOM Region IX. They will be given orientation on the AHD program and the theme as well as the technical aspects of film productions.

The number of production team members for every school, on the other hand, is not restricted to any number. The participating schools shall form a network in promoting Adolescent Health and Development.



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Production and post-production

- Rental of equipment is allowed.
- There are no limits to the number of actors and actresses in the film. Films should be produced by young people but actors may be young or old, especially when portraying adult roles such as the mother or father.

The players such as director, script writer, lead actor, and lead actress of the film must be bonafide students of the school they represent except for supporting roles.

- Original and royalty-free music should be used. Films must have permission/license for the use of commercial music, copyrighted video clips, and privately owned locations used in the film. Failure to secure permission may result in disqualification. License should be submitted to POPCOM Region IX. While use of copyrighted music is allowed, composition and original music is highly encouraged.
- Films are encouraged to use their dialect. However, all films should have English subtitles.

Only 3rd and 4th year High School students should be hands-on in the whole production process including the shooting, acting and editing.

POPCOM Region IX should supervise the students in the production process.

Submission

The following items must be in the DVD-R package with proper label (AHD Film Festival-POPCOM IX) in a black standard DVD case and must also be printed. All word documents must be in A4 size, Cambria, and size 12.

- FILE format of film (.avi file format, which should be shown in DVD / Blu Ray / Digital Hard drive format.
- One (1) minute trailer
- Two (2) minute film version
- 150-word synopsis in English and Filipino
- Film poster (soft copy, portrait full color tarpaulins 5ft X 3ft size).
- Duly filled in submission form which includes the complete list of full cast, crew and coach short biography including the name of school. Submit the personal information including short biography and filmography of the director.
- Individual high quality 2x2 photos of all the cast and crew properly labelled with role and name (ex. Director Juan de la Cruz).
- At least three (3) still photographs from the film.
- 1 copy of Script (soft copy only).



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- The following papers must be sent along with the DVD package:
 - Printed copy (Xerox) and soft copy of birth certificate and passport
 - Consent letter in joining the AHD Film Festival and other possible film festivals with parent's signature on it

Film package should be sent to POPCOM – Region IX Office by sender's cost. All of the above should be submitted to **Mr. Reynaldo O. Wong, Regional Director, Commission on Population, Regional Office IX, Cabaatangan, Zamboanga City on or before October 25, 2017** in both soft and hard copies. Those submitted thru e-mail shall not be accepted.

Regional Board of Judges

The Regional Board of Judges (BOJ) shall be composed of five personalities (5) to include film experts, an Academe Representative, and the POPCOM Regional Director. The names of the BOJ shall be announced within the contest period. The Board of Judges will screen all the films submitted and from there choose the Best Films and Winners for each category including nominees.

Cash Prizes

Regional Film Festival:

- Best Film (15-minute film only)

1st place	-	P 5,000.00
2 nd place	-	3,000.00
3 rd place	-	<u>2,000.00</u>
		P10,000.00

The regional winners shall receive Certificate of Appreciation. All the regional entries shall receive Certificate of Participation

National Board of Judges

POPCOM shall organize a Board of Judges (BOJ) composed of five (5) film experts from Luzon, Visayas, Mindanao, NCR, an Academe Representative, and a POPCOM Representative. The names of the BOJ shall be announced within the contest period. The Board of Judges will screen all 17 films and from there choose the Best Films and Winners for each category including nominees.



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Cash Prizes

National Film Festival

1. Best Film

1 st place	:	P50,000.00
2 nd place	:	P30,000.00
3 rd place	:	P15,000.00
Total	:	P95,000.00

2. Best Short Film (2-minutes)

1 st place	:	P15,000.00
2 nd place	:	P10,000.00
3 rd place	:	P 5,000.00
Total	:	P30,000.00

3. Best Director	:	P10,000.00
4. Best Screenplay	:	P10,000.00
5. Best Editing	:	P10,000.00
6. Best Cinematography:	:	P 5,000.00
7. Best Musical Scoring:	:	P 5,000.00
8. Best Actor	:	P 5,000.00
9. Best Actress	:	P 5,000.00
10. Best Supporting Actor:	:	P 5,000.00
11. Best Supporting Actress	:	P 5,000.00
12. Best Poster	:	P 5,000.00
13. Best Trailer	:	P 5,000.00
14. Best Production Design	:	P 5,000.00

Special Awards

Best Dressed Male	-	gift certificate
Best Dressed Female	-	gift certificate

The winners shall receive AHD trophies as well.
All the national entries shall receive a plaque of appreciation.

For your guidance and strict compliance.