TESDA CIRCULAR

SUBJECT: Implementing Guidelines on the "Tatak TESDA Video Making Contest Year 2"		Page 1 of 6 page/s Number 19 Series of 2014
Date Issued : December 4, 2014	**Effectivity :** As indicated	**Supersedes:**

In the interest of the service and in view of the implementation of the "Tatak TESDA Video Making Contest Year 2", the following guidelines are hereby issued:

I. OBJECTIVES OF THE CONTEST

1. To document success stories of TVET graduates;
2. To promote TVET through testimonials from TVET graduates using digital and social media;
3. To give recognition to successful TVET graduates; and
4. To create greater awareness on TESDA and its programs and services.

II. CONTEST MECHANICS

1. Who can join:

The contest shall have two categories, namely: Individual Category and School Category:

- **Individual Category.** These are entries created and submitted by a TVET graduate.
- **School Category.** These are entries created and submitted by a Technical Vocational Institution (TVI).

All entries must comply with the following requirements:

Individual Category	School Category
1. Subject of the entry is a TVET graduate of any qualification/course from 2010 onwards;	1. Subject of the entry submitted by a TVI is a TVET graduate of any qualification/course from 2010 onwards;
2. Holder of an NC or CoC for all qualifications where competency assessment is mandatory;	2. The TVI must be a holder of Certificate of TVET Program Registration for any qualification covered by the TWSP; 3. The TVI must be a holder of Certificate of TVET Program Registration for the qualification of the graduate on the video and currently offering the said program;
3. Working in the Philippines or abroad either as wage employed or self-employed in the qualification where he was trained; and	4. Of good standing, i.e. compliant to all the UTPRAS requirements; and
4. To facilitate information delivery, the TVET graduate must also submit an email address to which updates of the Contest will be sent.	5. To facilitate information delivery, the TVI must also submit an email address to which updates of the Contest will be sent.

TESDA employees and their relatives up to the third degree of consanguinity and affinity and those who joined in the Tatak TESDA Year 1 are not eligible to participate in the contest.

2. How to join:

a. The entry sender must produce a 2-3 minute video using any video recording device. Language can be in English, Filipino or a combination of both. Should an entry use local dialect, appropriate subtitles must be included.

b. Footage for the entry can be taken by a video camera, mobile phone, Ipad, or any other similar means.

c. The entry must include footage/s taken at the workplace of the tech-voc graduate.

d. Individual or School entries must be submitted to their respective TESDA Provincial Office via email with links on their Facebook or YouTube account and copy furnished the Office of the Director General through **tataktesda@gmail.com** on or before the set deadline.

e. Videos may be in the form of dramatization, storytelling, music video, and other creative format. The videos should answer the question: **"How did TESDA transform your life?" (Paano binago ng TESDA ang buhay mo?)**

f. The closing statement of the video should be: **"AKO SI ____ (E.G. JUAN DELA CRUZ), SA TESDA, SUMAYA ANG BUHAY KO. BUHAY N'YO SASAYA RIN SA TESDA".**

g. All entries shall be considered the property of TESDA for use in the Agency's advocacy activities.

h. All entries must not in any way violate copyright laws. Entry senders must seek permission to use any copyrighted music, video or animation to their videos.

i. All entry senders must submit the following documents:

Individual Category:

a. Properly accomplished Entry Form;
b. Photocopy of Certificate of Training; and
c. Photocopy of National Certificate/s or Certificate/s of Competency.

School Category:

a. Properly accomplished Entry Form;
b. Photocopy of Certificate of Training of the graduate in the video;
c. Photocopy of National Certificate/s or Certificate/s of Competency of the graduate in the video; and
d. Photocopy of the Certificate/s of Program Registration of the course(s) taken by the graduate in the video.

III. LEVELS OF THE CONTEST

The Contest shall have three levels: **Provincial/District**, **Regional** and **National**. Only the top 2 entries (1 for each Category) for each Province/District as determined by the respective Provincial/District Screening Committees shall be considered for the Regional Level of the Competition. In the same manner, only the top 2 entries (1 for each Category) for each Region as determined by the respective Regional Screening Committees shall be considered for the National Competition.

ACTIVITY	PROVINCIAL/DISTRICT	REGIONAL	NATIONAL
Submission of Entries (with complete requirements)	January 2 to January 31, 2015. ***(Entries that do not fulfill the requirements shall be notified to enable them to resubmit within the set deadline.)***	March 1 to 15, 2015. ***(No entries shall be received or considered thereafter)***	On or before April 17, 2015 ***(The qualifying graduates and TVIs shall be required to refine their videos)***

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Screening	Entries shall be screened based on the completeness of documentary requirements and compliance with the video requirements, such as length of the video. The Screening Committee shall notify the graduates/TVIs if their videos are considered official entries to the contest via email.	Entries shall be screened again based on the completeness of documentary requirements.	Entries shall be screened again based on the completeness of documentary requirements and compliance with the video requirements. The National Screening Committee shall select the Top 20 entries (10 Individual Category and 10 School Category) ***Note: A separate TESDA Order shall be issued for the National selection Committee***
Uploading on YouTube	a. The Screening Committee shall upload the qualified entries on the YouTube account of the Province/District under a YouTube channel created for the purpose. A link to this YouTube video shall then be posted on the Province's/District's Official Facebook Page. b. The Provincial/District Screening Committee shall provide the entry senders the Facebook "permalinks" of the official videos for them to post on their respective Facebook accounts. c. The graduates/TVIs shall promote the video to their friends and relatives. Entries that get 1,500 Likes shall be entitled to one TWSP scholarship slot. This is a one time availment during the submission/ uploading period. d. Only the Facebook "Likes" garnered by each official entry from January 3 until February 13, 2015 on the	a. The Regional Screening Committee shall provide the entry senders the Permalinks for posting on their respective Facebook accounts along with notices that they are encouraged to promote their videos to their friends and relatives. b. The number of "Likes" garnered by each Provincial/District Winner from March 2, 2014 until March 30, 2015 on the Regional Facebook Page will determine the recipient of the Regional "People's Choice Award".	a. The top 20 videos shall then be uploaded to the TESDA YouTube account under a specific "Tatak TESDA Video Making Contest Year 2" YouTube channel. Links to these video entries shall then be posted on the TESDA Official Facebook Page. b. The National Screening Committee shall provide the entry senders the Permalinks for posting on their respective Facebook accounts along with notices that their videos have been considered for the National Level of the Contest and that they are encouraged to promote to their friends and relatives. c. The number of "Likes" garnered by each Regional Tatak TESDA Winner from April 21 until April 30, 2015 on the TESDA Official Facebook Page shall determine the recipient of the National "People's Choice Award".

	Provincial/District Facebook Page will determine the Provincial/District People's Choice Award.		
Selection & Awarding	The Screening Committees shall select the top 20 entries (10 for each category) to be viewed and judged by the Provincial/ District Board of Judges for the Contest during the Awarding Ceremonies	The Provincial/District Winners will be viewed and judged by the Regional Board of Judges for the Contest. Only the 2 Regional Tatak TESDA Winners (1 for each category) will be forwarded to the National Screening Committees and vie for the National Competition.	The videos of the Regional Tatak TESDA Winners shall be shown to the National Board of Judges of the Contest and judged during the Tatak TESDA Video Making Contest Year 2 Awarding Ceremony. Winners shall be announced and awarded during this event.
	In the event that the recipient of the Provincial/ District People's Choice Award is not among the Top 20 entries, the entry sender shall receive the award during the Provincial/District Awarding Ceremony. Only the 2 Provincial/ District Tatak TESDA Winners (1 for each category) will be forwarded to the Regional Screening Committees and vie for the Regional Competition. Awarding shall be held starting February 14 until February 28, 2015.	The videos of the Provincial/District Winners shall remain viewable on the respective Regional TESDA Facebook Pages until April 17, 2015, after which they will be hidden from the public to make way for the National Level of the Contest. Awarding shall be held starting April 2 to 10, 2015.	Awarding shall be held on May 1, 2015.

IV. Criteria for Judging

Provincial/District/Regional/National:

Criteria	No. of Points
Story Content	60%
Video Quality	40%
Total	**100**

Provincial/District/Regional/National:

Award	Entry
Best in Story	The entry with the highest "Story Content" score.
Best in Video	The entry with the highest "Video Quality" score.
People's Choice	The entry with the most number of Facebook Likes on the Provincial/District/Regional/National Facebook Page.
Grand Tatak TESDA Winner	The entry with the highest total score for Story Content and Video Quality.

Finality of Decisions: All decisions are final and binding in all matters relating to this competition.

V. Prizes

a. Prizes for winners of the Provincial/District and Regional Levels of the Contest shall be as follows:

AWARD	PROVINCIAL		REGIONAL	
	Individual (Cash)	School (Worth of TWSP Vouchers)	Individual (Cash)	School (Worth of TWSP Vouchers)
Best in Video	P3,000 and trophy	P50,000 and trophy	P5,000 and trophy	P100,000 and trophy
People's Choice	P3,000 and trophy	P50,000 and trophy	P5,000 And trophy	P100,000 and trophy
Best in Story	P3,000 and trophy	P50,000 and trophy	P5,000 and trophy	P100,000 and trophy
Grand Prize	P5,000 and trophy	P100,000 and trophy	P10,000 and trophy	P200,000 and trophy
Total Prizes	**P14,000**	**P250,000**	**P25,000**	**P500,000**
All Provinces	**P1,190,000**	**P21,250,000**	**P425,000**	**P8,500,000**

b. Prizes for winners of the National Level of the Contest shall be as follows:

Award	Individual Category	School Category
1. Best in Video (Cinematography)	P25,000.00 and trophy	P250,000 worth of TWSP Scholarship and trophy
2. Best in Story (Screenplay)	P25,000.00 and trophy	P250,000 worth of TWSP Scholarship and trophy
3. People's Choice Award	P50,000.00 and trophy	P500,000 worth of TWSP Scholarship and trophy
4. Grand Winner	P100,000.00 and trophy	P1 million worth of TWSP Scholarship and trophy
Total Prizes	**P200,000.00**	**P2,000,000**

Total Prizes: **Cash** – P1,815,000.00 **TWSP** – P31,750,000

c. A graduate/TVI can win only one of the first three (3) categories and the Grand Winner Award.

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d. The award and utilization of the TWSP slots shall be subject to and in accordance to the existing guidelines of TESDA.

e. The Regional, Provincial/District and Central Office, through their respective contest partners, shall tap outside resources for the cash prizes of the winners.

VI. Composition of the Regional and Provincial Screening Committees

The Provincial and Regional Screening Committees shall be composed of the following:

Provincial Screening Committee	Regional Screening Committee
1. Chairperson of the Provincial TESD Committee	1. Chairperson of the Regional TESD Committee
2. Representative of the local chamber of commerce/industry association	2. Representative of the local chamber of commerce/industry association
3. Provincial Director/Head of the Public Information Agency	3. Regional Director/Head of the Public Information Agency
4. Two (2) representatives of local media	4. Two (2) representatives of local media

VII. Schedule of Implementation

December 9, 2014	Dissemination of the contest guidelines
December 11, 2014	Campaigning for the contest
January 2-31, 2015	Submission of entries to the TESDA Provincial/District Office
January 3 – February 13, 2015	Posting of entries on Facebook at the provincial level
February 14 – 28, 2015	Awarding ceremonies at the provincial level
March 1 – 15, 2015	Submission of entries to the Regional Screening Committee
March 2 – 30, 2015	Posting of entries on Facebook at the regional level
April 2 – 10, 2015	Awarding ceremonies at the regional level
April 15, 2015	Submission of refined entries to the Regional Screening Committee
April 17, 2015	Submission of entries to the National Screening Committee
April 20-21, 2015	Selection of the Top 20 entries
April 22-30, 2015	Posting of Top 20 entries on Facebook at the national level
May 1, 2015	Awarding ceremony at the national level

This Circular shall take effect as indicated.

SEC. EMMANUEL JOEL J. VILLANUEVA
Director General