



Republic of the Philippines
Department of Education
Region V
SCHOOLS DIVISION OF SORSOGON

November 4, 2024

DIVISION MEMORANDUM

No. 263 s. 2024

FILIPINO VALUES MONTH CELEBRATION

To: Assistant Schools Division Superintendent
CID and SGOD Chiefs
Education Program Supervisors
Public Schools District Supervisors/OIC-PSDS's
Public and Private Elementary and Secondary School Heads
All Others Concerned

1. Pursuant to Republic Act No. 479, s. 1994, declaring the month of November of every year as the Filipino Values Month, this Office, through the Curriculum Implementation Division, joins the nation in the celebration of the 2024 National Observance of the Filipino Values Month with the theme, **"Pagsusulong ng Bagong Pilipinas: Ang Kabataan Bilang Pundasyon ng Pagbabago."**
2. During the month-long celebration, all schools, both public and private, are encouraged to integrate the Filipino values in the teaching-learning activities, not only in Edukasyon sa Pagpapakatao (EsP)/ VE – GMRC but also in all the different learning areas.
3. Everyone is enjoined to engage in essential and meaningful activities to affirm and exemplify relevant Filipino values that are supportive of God, beneficial to individuals, advantageous to the nation, and conscious to environmental welfare.
4. Below are the suggested activities in the districts and schools, in collaboration with stakeholders:
 - a. Installation of signages of school identity values and Values-In-Action pertaining to the identified values,
 - b. Showcase of Magagandang Kaugaliang Pilipino as part of the lessons,
 - c. School and District Values related contests,
 - d. Promotion of Magagandang Kaugaliang Pilipino in schools, community, and family, and
 - e. Other theme-related activities.



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5. The highlight of the celebration is the conduct of the Division Search for the Best School Identity Values and Division Festival of Talents for ESP with the following contests (through an on-line platform): **MaTIK (Mabuting Tao, Itatanghal Ko)**, **Values Monograph** and **Infomercial-Value-Laden Contest**.
6. The participants in this activity are the Grades 4-6 for Elementary, Grades 7 -10 for Junior High School and Grades 11-12 for Senior High School learners. Only one representative per event will represent each municipality.
7. Submission of the soft copies of the piece (script) and video to the SDO is on or before November 25, 2024. The 14 municipalities will conduct simultaneous contests for these events on November 20, 2024 to identify their entries for the division contest.
8. The contest rules and mechanics are hereto attached.
9. Travel and other incidental expenses relative to this activity shall be charged against School MOOE/local funds subject to the usual accounting and auditing rules and regulations.
10. For information, guidance, and compliance.


WILLIAM E. GANDO, CESO VI
Schools Division Superintendent



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Enclosure No. 1 to Division Memorandum No. _____, s. 2024

I. Best Identity Values signage (All schools)

Contest Rules and Mechanics:

1. All schools are participating in this contest.
2. The use of painted or permanent signage to display the identified values is encouraged.
3. English, Filipino or Local dialects are acceptable.
4. One school will be declared the winner in each municipality.
5. One out of the 14 entries from the municipalities will be the division winner.

Criteria for Judging:

Content/Relevance	-	20 %
Creativity and Originality	-	20%
Visual Appeal	-	20%
Clarity of Message	-	20%
Durability and Quality	-	20%
Total	-	100%

II. MATIK- Mabuting Tao, Itatanghal Ko (Elementary)

Contest Rules and Mechanics:

1. The contest is open to grades 4-6 elementary learners (1 learner only).
2. Contestants, coaches, and trainers must be duly endorsed by their respective School Head and District Supervisor.
3. Research and select a character from the Bible, history, or contemporary society known for their good qualities, virtues, and positive impact on humanity. Consider characters with values that align with your own principles and those you can authentically portray.
4. Study the chosen character extensively. Read their biographies, writings, speeches, and historical context. Understand their beliefs, values, motivations, and the challenges they faced.
5. Record (Video) yourself portraying the character for 3 to 5 minutes.
6. The decision of the judges is final and irrevocable.
7. One learner will be declared the winner in each municipality.
8. One out of the 14 entries from the municipalities will be the division winner.

Criteria for Judging:

Content	-	30 %
Characterization	-	30%
Creativity and Delivery	-	20%
Costume and Props	-	20%
Total	-	100%



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III. VALUES MONOGRAPH (JHS)

Contest Rules and Mechanics:

1. The contest is open to grades 7-10 junior high school learners (1 learner only).
2. Contestants, coaches, and trainers must be duly endorsed by their respective School Head and District Supervisor.
3. The Contestants must record (video) the piece for 3-5 minutes in Filipino language in the discussion of values/virtues. The content must be original, relevant, and applicable to the life of the learner and the community in general.
4. The decision of the judges is final and irrevocable.
5. One learner will be declared the winner in each municipality.
6. One out of the 14 entries from the municipalities will be the division winner.

Criteria for Judging:

Content and Relevance	-	50 %
Organization of Ideas	-	20%
Delivery	-	20%
Convincing Aura	-	10 %
Total	-	100%

IV. INFOMERCIAL-VALUE-LADEN CONTEST (SHS)

Contest Rules and Mechanics:

1. The contest is open to grades 11-12 senior high school learners (1 group).
2. Contestants, coaches, and trainers must be duly endorsed by their respective School Head and District Supervisor.
3. Each group will have a maximum of three members. It can be composed of all males, females, or any combination thereof.
4. Infomercial entries could be in Filipino or English. The video must be at least 3-5 minutes.
5. Entry must capture values excerpted from RA 11476 GMRC and Values Act and FVM Theme 2024.
6. The decision of the judges is final and irrevocable.
7. One group will be declared the winner in each municipality.
8. One out of the 14 entries from the municipalities will be the division winner.

Criteria for Judging:

Content and Relevance	-	50 %
Creativity and Originality	-	30%
Production Quality	-	20%
Total	-	100%



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