



Republic of the Philippines
DEPARTMENT OF EDUCATION
Region VII, Central Visayas
DIVISION OF CEBU PROVINCE
Sudlon, Lahug, Cebu City



October 3, 2013

DIVISION MEMORANDUM

No. 608 s. 2013

THE FREEMAN LIGHT A STAR CAMPAIGN

**To: OIC, Assistant Superintendents
Education Supervisors/Coordinators
District Supervisors/OICs
Elementary and Secondary School Heads
Heads, Private Elementary and Secondary Schools**

1. Attached is an Unnumbered Regional Memorandum, entitled, "The Freeman Light a Star Campaign".
2. Wide dissemination of this Memorandum is desired.

ARDEN D. MONISIT, Ed. D.
Schools Division Superintendent

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REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON
DEPARTMENT OF EDUCATION
REHIYON VII, GITNANG VISAYAS
REGION VII, CENTRAL VISAYAS
Sudlon, Lahug, Cebu City



MEMORANDUM

TO : Schools Division/City Superintendents
Officer-in-Charge of Regular and Interim Divisions


SUBJECT : THE FREEMAN LIGHT A STAR CAMPAIGN

DATE : September 26, 2013

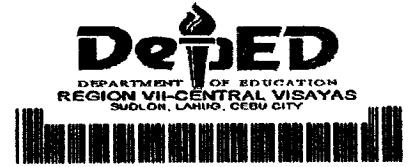
Attached is a letter from Melandro M. Mendoza, General Manager, The Freeman, informing the field of "The Freeman Light A Star Campaign".

For the objectives, mechanics and other important details, see attached letter.

For the proper information of all concerned.


CARMELITA T. DULANGON
Director III
Officer-in-Charge

CTD/VGG/rrc



RD2013-19565

23 - Sep

September 23, 2013

DIR. CARMELITA DULANGON
Director III (OIC)
DEPARTMENT OF EDUCATION, REGION VII

Dear Director Dulangon:

Season's greeting from the region's most trusted newspaper – *The Freeman!*

In celebration of the coming Christmas season and to show our gratitude to the community and to our loyal subscribers, **THE FREEMAN LIGHT A STAR CAMPAIGN** was launched in partnership with your department, the Department of Education, with the sole aim of cultivating the creativity of our young people.

Now on its 6th year, we again appeal for your support and endorsement of the said project by helping us disseminate the information to the different schools in the region.

Attached is a copy of the mechanics of the contest for your perusal.

Together, let us once again lead in showing that a private-public partnership would help in furthering our students' education and in improving and enhancing their creativity and brilliant ideas.

We greatly hope for a favorable reply to this request.

Thank you and more power.

Sincerely yours,


MELANDRO M. MENDOZA
General Manager



**THE FREEMAN NEWSPAPER'S LIGHT A STAR (6th EDITION)
On The Spot Lantern Making Contest**

OBJECTIVE:

Primarily, this is The Freeman's way of giving back at Christmas a gift to its subscriber-schools and readers; and, in doing so, encouraging pupils and students to develop their creativity and artistry, and promoting recycling practices to make them aware of the value of environmental protection.

MECHANICS:

- 1) This is an ON-THE-SPOT Lantern Making Contest, open to both public and private schools in the Visayas.
- 2) One team shall have three (3) members, all bona fide pupils/students of any grade/year level and one (1) coach (can be a teacher or adviser).
- 3) Fill up entry form, published in The Freeman starting September 23, 2013 to September 27, 2013 and shall be submitted to The Freeman Office with five (5) cutout masthead of The Freeman.
- 4) Each competing team shall bring a ready-made frame of the lantern, and shall decorate this on the contest venue (The Freeman Office); decors to be used:
 - Elementary** : All parts of Bamboo
Qualifying size: 2ft x 2 ft
 - High School** : All plastic container
(Plus points using URC products)
Qualifying size: 3 ft x 3 ft
- 5) Deadline for submission of Registration form is on October 4, 2013 at 5:00 o'clock in the afternoon.
- 6) On the Spot Lantern Making contest dates are as follows:
 - Elementary - November 8, 2013 @ 8:00AM – 5:00PM (with 1 hour lunch break)
 - High School - November 9, 2013 @ 8:00AM – 5:00PM (with 1 hour lunch break)

JUDGING PROCEDURES:

I. PRE JUDGING (Selection of Top 10 to be held on November 22, 2013 (Friday)
Pre judging or selection of the Top 10 Lanterns for each category will be based on the following percentage:

- a. *Readers' Votes* **30%**
A public voting from Nov. 11 – Nov. 20, with cut-out voting forms published in The Freeman. The form is to be filled up with the choice entry and dropped at designated drop boxes.
- b. *Subscribers Bonus* **10%**
Given to entries whose school is an active subscriber of The Freeman for at least three (3) months within the contest period.
- c. *Judges' Choice* **60%**
A panel composed of representatives from partner institution will judge the entries according to the following:
- | | |
|------------------------------|------------|
| Originality of design | 30% |
| Artistry in use of materials | 30% |
| Craftsmanship | 20% |
| Relevance of design | 20% |

II. FINAL JUDGING (Selection of the winners) to be held on November 25, 2013 (Monday)

A new panel will judge the top 10 of each category, according to the following:

Originality of design	30%
Artistry in use of materials	30%
Craftsmanship	20%
Relevance of design	20%

ANNOUNCEMENT & AWARDING OF WINNERS:

Winners for each category shall be announced a day after the final judging and will be published in The FREEMAN. Announcement and awarding of winners will be on November 29, 2013.

PRIZES

ELEMENTARY DIVISION

First Place	P 10, 000. 00
Second Place	P 8, 000. 00
Third Place	p 5, 000. 00

SECONDARY DIVISION

First Place	P 10, 000. 00
Second Place	P 8, 000. 00
Third Place	P 5, 000. 00

- Two (2) Runners-up will receive P 3, 000. 00
- Special Prize as Readers' Choice Award of P 2, 000. 00 cash for each division; and
- Five (5) finalists will receive P 2, 000. 00 each for each division.