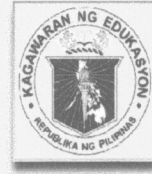




Republic of the Philippines
DEPARTMENT OF EDUCATION
Region VII, Central Visayas
DIVISION OF CEBU PROVINCE
Sudlon, Lahug, Cebu City



November 3, 2015

DIVISION MEMORANDUM

No. 758 s. 2015

THE FREEMAN LIGHT A STAR CAMPAIGN

To: 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 on the invitation of Freeman for their campaign entitled, "The Freeman Light a Star".
2. Wide dissemination of this Memorandum is desired.


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

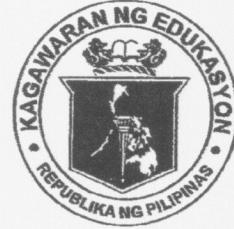
Telephone Numbers:

Schools Division Superintendent: (032) 255-6405
Asst. Schools Division Superintendent: (032) 414-7457
Accounting Section: (032) 254-2632
Disbursing Section: (032) 255-440

Website: www.depedcebuprovince.ph
E-mail Add: depedcebuprovince@yahoo.com



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 Superintendents
Officers-in-Charge of Regular Divisions

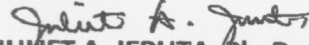
SUBJECT: **THE FREEMAN LIGHT A STAR CAMPAIGN**

DATE : October 26, 2015

Attached is a letter from Melandro M. Mendoza, General Manager, The Freeman, informing the field of the Freeman Light a Star Campaign, an on-the-spot lantern making contest which is now on its 8th year.

For the mechanics and other details of the contest, refer to the attached communication.

For information and dissemination.


JULIET A. JERUTA, Ph. D.
Director III
Officer-in-Charge

ESSD
JAJ/LCJ/rrc

Office of the Director (ORDir), Tel. Nos.: (032) 231-1433; 231-1309; 414-7399; 414-7325; Office of the Assistant Director, Tel. No.: (032) 255-4542
Field Technical Assistance Division (FTAD), Tel. Nos.: (032) 414-7324 Curriculum Learning Management Division (CLMD), Tel. Nos.: (032) 414-7323
Quality Assurance Division (QAD), Tel. Nos.: (032) 231-1071 Human Resource Development Division (HRDD), Tel. No.: (032) 255-5239
Education Support Services Division (ESSD), Tel. No.: (032) 254-7062 Planning, Policy and Research Division (PPRD), Tel. Nos.: (032) 233-9030;
414-7065 Administrative Division, Tel. Nos.: (032) 414-7326; 414-4367; 414-7366; 414-7322; 414-4367
Finance Division, Tel. Nos.: (032) 256-2375; 253-8061; 414-7321

“ EFA 2015: Kanapatan ng Lahat, Pananagutan ng Lahat ”



October 1, 2015

DIR. JULIET A. JERUTA, Ph. D.
Director III
DEPARTMENT OF EDUCATION, REGION VII

Dear Director Jeruta:

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 8th 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.

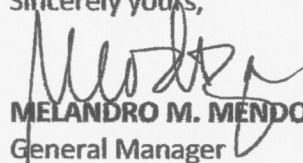
Attached is a copy of the mechanics of the contest for your perusal.

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.

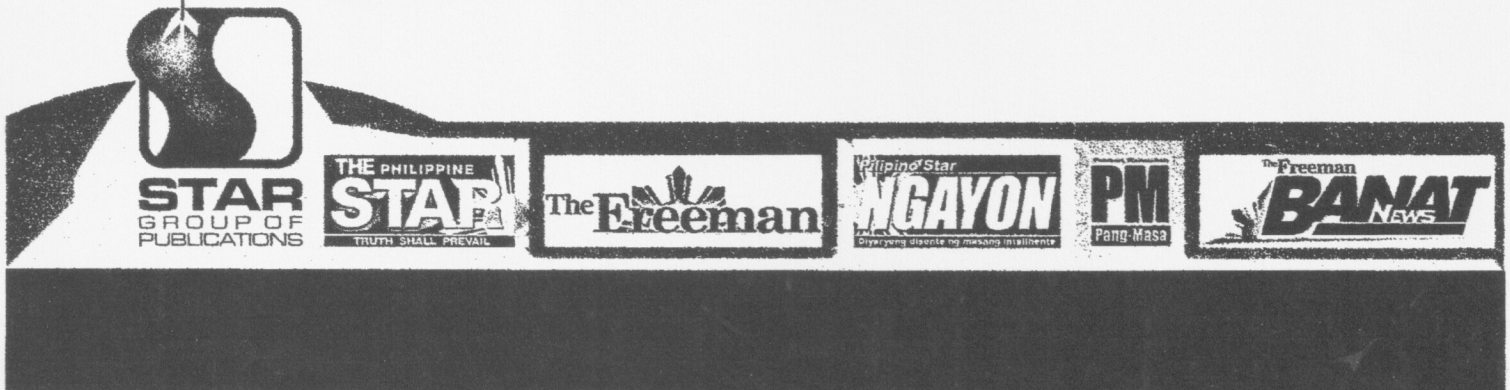
We greatly hope for a favorable reply to this request.

Thank you and more power.

Sincerely yours,



MELANDRO M. MENDOZA
General Manager



The FREEMAN Newspaper's Light A Star (8th Edition)
An On-The-Spot Lantern Making Contest

OBJECTIVE:

Light A Star is a yearly project of The Freeman Newspaper's to encourage students to develop their creativity and artistry, as well as promote recycling practices and use of indigenous materials to make them aware of the importance of protecting the environment.

MECHANICS:

- This is an On-The-Spot Lantern Making Contest, open to both public and private schools in the Visayas.
- One team shall have three (3) members who are all bona fide students of any grade/year level, and one (1) coach (can be a teacher or adviser)
- Fill up entry form and submit to The Freeman Newspaper Office with three (3) cut-out masthead of the The Freeman Newspaper.
- Contest time is four (4) hours. A penalty of .25 points will be deducted from the overall score for every minute excess during the pre-judging.
- Each competing team shall bring a ready-made frame of the lantern and stand to hang the lantern, and shall decorate this at the contest venue (The Freeman Newspaper Office); decors to be used:

Elementary: peanut shell
Qualifying Size: 2 ft. x 2 ft. inclusive of rings and other accessories, excluding tail

High School: all parts of corn except kernels
Qualifying Size: 2 ft. x 2 ft. inclusive of rings and other accessories, excluding tail

- Deadline for submission of registration forms will be on Oct. 02, 2015 (Friday), 5:00 in the afternoon at The Freeman Newspaper office located at D. Jakosalem cor. V. Gullas Sts., Sto. Nino, Cebu City, Cebu.
- All materials can be pre-painted, varnished but cannot be cut, pre-assembled and or pre-fabricated.
- All entries must be lighted and a nativity will be included in the design of lantern.

- Deductions of five (5) points for every violations of contest rules/mechanics, and applied during the final judging.
- An automatic disqualification is implemented if violation exceed to more than three (3) or 15% deductions.
- On-The-Spot Lantern Making Contest dates are as follows:

Elementary	Nov 12, 2015 Thursday @ SM City Mall Activity Center
High School	Nov 13, 2015 Friday @ SM City Mall Activity Center
- All entries is to be exhibit/display @ SM City Mall from Nov 12-16, 2015

JUDGING PROCEDURES:

- Pre-Judging (Selection of Top 10 to be held on Nov 14, 2015 @ 2:00 PM in SM City Mall)
Pre judging or selection of the Top 10 finalists for each category will be based on the following:

- **Readers' Vote** 15%
A public voting from Nov 15-25, 2015, with cut-out voting forms published in The Freeman Newspaper. The form is to be filled up. With the choice entry and dropped at designated drop boxes.
- **Subscribers Bonus** 5%
Given to entries whose school is an active subscriber of The Freeman Newspaper for at least three (3) months within the contest period.
- **Panel Of Judges** 80%
A panel composed of representatives from partner institutions will judge the entries according to the following criteria:
 - **Originality of design** 30%
show the new and unique design which is relevant to the objectives of the contest.
 - **Artistry in use of materials** 40%
90% usage of main materials, skills in transforming these into a work of art.
 - **Craftsmanship** 20%
clean rendition of materials and skilful work for a sturdy product
 - **Overall impact** 10%
over all visual attraction, it's compatibility with the lights used

- **Final Judging** (Selection of winners to be held on Nov 28, 2015-Saturday, 2:00 PM at Philippine Star Media Group Bldg., D. Jakosalem cor. V. Gullas Sts., Cebu City.
a new panel of judges will select the winners for each category according to the following criteria:

Originality of design	30%
Artistry in use of materials	40%
Craftsmanship	20%
Overall Impact	10%

AWARDINGS:

- Announcement of ten (10) finalists will be on Nov. 27, 2015-Saturday
- Announcement of winners & awarding ceremonies is on Dec. 04, 2015-Friday, 2:00PM at SM City Mall, with the following prizes for each category:

First Place	P 12,000.00
Second Place	9,000.00
Third Place	7,000.00
Fourth Place	5,000.00
Fifth Place	4,000.00
Five (5) Finalist	2,000.00
Reader's Choice	2,000.00