



September 14, 2018

DIVISION MEMORANDUM
No. 615, s. 2018

'SALAMAT PO" LETTER WRITING ADVOCACY PROGRAM

To: Assistant Schools Division Superintendents
CID and SGOD Chiefs
CID and SGOD Personnel
Public Schools District Supervisors
Public Elementary and Secondary School Heads
All Teaching and Non-Teaching Personnel

1. Hereto attached is a letter from Reynaldo M. Malacapo, Jr., Area Director, Philippine Postal Corporation, Central and Eastern Visayas Area as regards to an advocacy program of PHILPost dubbed as "Salamat Po" Letter Writing Advocacy Program for elementary and secondary students which will run from September to December 2018.
2. All schools are enjoined to participate in this project. School principals shall coordinate with the concerned agency for proper scheduling.
3. For further details, kindly read the attached mechanics and guidelines.
4. Immediate dissemination of this Memorandum is desired.


RHEA MAE A. ANGTUD, Ed. D. CESO VI
Schools Division Superintendent

Republic of the Philippines
PHILIPPINE POSTAL CORPORATION
Central and Eastern Visayas Area

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PHLPOST
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OFFICE OF THE AREA DIRECTOR

September 7, 2018

RHEA MAR A. ANGTUD
Superintendent
Cebu Province Division
Sudlon Lahug, Cebu City

Madam:

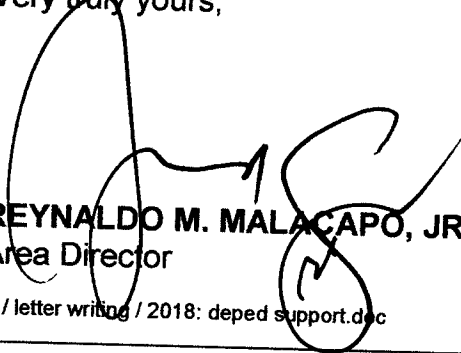
Now on its 6th year and conducted in collaboration with the Department of Education through DepEd Memorandum No: OU-LAPSS No. 412, s 2018 dated August 16, 2018, Subject: "SALAMAT PO" LETTER WRITING ADVOCACY PROGRAM, PHLPost is gearing up to start its implementation. **Once again we would like to respectfully solicit the most valued support of DepEd R7 in this worthwhile project which is highlighted by an information caravan to commence in September 2018.** The information caravan which is free of charge aims to contribute to the learning of the students in terms of letter writing, proper addressing of mails and shall be conducted to any interested school. There will be audio visual presentations, a letter writing workshop and actual dropping of letters in mailboxes provided at the school. The postage rate for each piece of mail for delivery anywhere in the Philippines is only P12.00. Regular rate applies for letters or greeting cards addressed to international destinations. .

Attached are the Guidelines and Mechanics of the "Salamat Po" Letter Writing Advocacy Program Year 6.

We would like to call you. We can also be reached through tel, nos. 3448242 / 3464881.

Thank you very much for the continued support in this undertaking.

Very truly yours,


REYNALDO M. MALACAPO, JR.
Area Director

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REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON
DEPARTMENT OF EDUCATION
DepED Complex, Meralco Ave., Pasig City

Tanggapan ng Pangalawang Kalihim
Office of the Undersecretary
Legislative Affairs, External Partnerships
and School Sports

Special Events Unit

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MEMORANDUM
OU-LAPSS No. 412, s.2018

FOR : **REGIONAL DIRECTORS
SCHOOLS DIVISION SUPERINTENDENTS
PUBLIC AND PRIVATE ELEMENTARY AND
SECONDARY SCHOOLS HEADS
ALL OTHERS CONCERNED**

FROM : **TONISITO M.C. UMALI, Esq.**
Undersecretary

SUBJECT : **"SALAMAT PO" LETTER WRITING ADVOCACY
PROGRAM**

DATE : August 16, 2018

The Department of Education (DepEd) shall commemorate this year's National Teachers' Day and World Teachers' Day Celebrations on **October 05, 2018** at **Ormoc City Astrodome, Larrazabal Boulevard, San Pedro St., Ormoc City**. The abovementioned event will be primarily participated by DepEd Regions VI, VII and VIII together with teacher-participants from other regions, and representatives from Commission on Higher Education (CHED) and Technical Education and Skills Development Authority (TESDA). The theme of the celebration will be: *Gurong Pilipino: Turo Mo, Kinabukasan Ko*.

Relative to the above mentioned celebration, the Philippine Postal Corporation (PHLPost), in partnership with DepEd, will launch the 6th year of the "Salamat Po" Letter Writing Raffle Promo Project for Elementary and High School students. For this year's implementation, PHLPost integrated and institutionalized the various letter writing initiatives under one program called "Salamat Po" Letter Writing Advocacy Program. The objectives of the said program are as follows:

- 1) Rekindle the passion for letter writing despite the existence of modern means of communication and information technology;
- 2) Promote and increase awareness of the Postal Mail Services to the youth;
- 3) Instill the virtue of gratitude among the Filipino youth through the "Salamat Po, Teacher!" Letter Writing Raffle Promo, wherein they can write thank you letters to their hardworking and dedicated teachers;

- 4) Extend appreciation to teachers for the important role they play in the lives of students and in society through the "Salamat Po, Teacher" Letter Writing Competition and "Raffle Promo for Teachers"; and
- 5) Improve literacy and writing skills of the students through the art of letter writing by holding the UPU International Letter Writing Competition wherein qualifiers to this Competition will come from the entries of the "Salamat Po, Teacher" Letter Writing Competition.

The Program is open to all elementary and high school students nationwide.

Enclosed in this Memorandum are the different projects and their respective guidelines and mechanics integrated in the said program for your reference.

For more information, you may contact Ms. Bea Gervacio of PHLPost at telephone numbers 524-8771 or 527-9605.

Thank you very much.

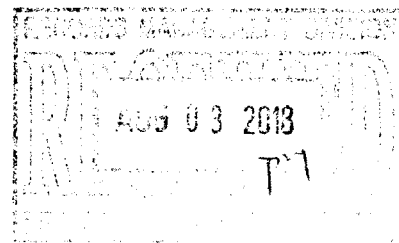
TO : ALL AREA DIRECTORS
THIS CORPORATION

ATTENTION : ALL AREA MARKETING SPECIALISTS-

FROM : THE POSTMASTER GENERAL AND CEO
THIS CORPORATION

SUBJECT : GUIDELINES AND MECHANICS OF THE "SALAMAT PO" LETTER
WRITING ADVOCACY PROGRAM

DATE : 10 JULY 2018



For purposes of unifying the various *Letter Writing* initiatives and as part of the Company's effort to increase revenue and Ordinary Mail service volume and to promote the National Teacher's Month, the "*Salamat po*" *Letter Writing Advocacy Program* shall be implemented in post offices nationwide, in compliance to the below objectives, guidelines, and mechanics:

SALAMAT PO, LETTER WRITING ADVOCACY PROGRAM

OBJECTIVES:

- To rekindle the passion for letter writing despite the existence of modern means of communication and information technology
- To promote and increase awareness of the Postal Mail Services to the youth
- To instill the virtue of gratitude among the Filipino youth through the "*Salamat po, Teacher*" *Letter Writing Raffle Promo* wherein students can write *thank you* letters to their hardworking and dedicated teachers.
- To extend appreciation to Teachers for the important role they play in the lives of students and in society through the *Special Teacher's Day Raffle Promo*
- To improve literacy and writing skills of the students through the art of letter writing by holding the UPU International Letter Writing Competition wherein qualifiers to this Competition will come from the entries of the "*Salamat po, Teacher*" *Letter Writing Competition*.
- To increase the volume of ordinary mail letters and generate additional revenue for the corporation

14. The *Grand Raffle Draw* will be held in March 2019 wherein three (3) winners will be drawn from Luzon, one (1) winner from Visayas, and one (1) winner from Mindanao. A total of five (5) students and five (5) schools will have the chance to win Php 10,000.00 each.
15. The *Grand Raffle Draw* shall be held at a specified venue, to be announce in January 2018.
16. Awarding of prizes shall be held at the schools of the winning entries preferably during the flag ceremony, with the presence of PHLPPost Area Officer/s for presentation.
17. Deadline of submission of entries for shall be in December 2018.

SALAMAT PO, TEACHER LETTER WRITING COMPETITION

1. Entries collected during the *SALAMAT PO, TEACHER!* Raffle Promo shall qualify for the letter writing competition draw to be held in January 2019 (Semi Draw)
2. Ten (10) entries per Postal Area Office shall be drawn by the Postal Area Office on a specified date. Drawn entries will compete in the regional on-the-spot letter writing competition with the NTM's four (4) A's of Gratitude: Appreciation, Admiration, Approval, and Attention) as theme.
3. The regional on-the-spot letter writing competition shall be held in January 2019. Postal Area Offices shall notify the winners on the schedule, mechanics and criteria of the activity.
4. Three (3) winners per Postal Area Office from the regional competition shall qualify for the national on-the-spot letter writing competition in preparation for the UPU International Letter Writing Competition for Young People.
5. The Area Marketing Specialists shall notify and arrange for transportation of the winners in their respective Areas on the schedule of the national on-the-spot- letter writing competition. Mechanics shall likewise be sent accordingly.
6. A selection committee shall be formed in coordination with DepEd and literary arts organization and artists, to select the top three (3) best compositions to qualify for the UPU International Letter Writing Competition. Selection of the best compositions shall be based on the UPU Letter Writing Criteria, as shown below;

Structure as a Letter	25%
Adherence to theme	30%
Creativity	25%
Use of Language	20%
Total	100%

7. The National on-the-spot Letter Writing Competition shall be held in February 2019

8. Three (3) winners per Postal Area Office from the regional competition shall qualify for the national on-the-spot letter writing competition in preparation for the UPU International Letter Writing Competition for Young People.
9. Selection and announcement of the three (3) national on-the-spot-letter writing winners shall be done on the same day as the *Salamat po, Teacher!* Letter Writing Competition Raffle Promo on March 2019.

1st Place composition shall represent the country in the UPU International Letter Writing Competition for Young People and will receive Php 10,000.00, a medal, and certificate.

2nd Place composition shall receive Php 7,000.00, a medal, and certificate.

3rd Place composition shall receive Php 5,000.00, a medal, and certificate

UPU INTERNATIONAL LETTER WRITING COMPETITION FOR YOUNG PEOPLE

1. The UPU International Letter Writing Competition for Young People is an annual letter-writing activity held in Berne, Switzerland with the objective to improve literacy through the art of letter-writing targeted at children and young people.
2. Each member postal administration is encouraged to send the best letter composition that will represent its country with the supporting documents as stated in the "Rules of the International Letter-Writing Competition for Young People", to wit:
 - A. Completed Entry Form
 - B. Original Letter in the following formats:
 - the handwritten original;
 - a good quality scan (if available), in colour, of the handwritten original in PDF format;
 - as a Word document
 - C. A translation of the composition in English and/or French, as a Word document; and
 - D. A good quality photograph of the candidate
 - in JPEG format (300 dpi minimum); or
 - as a print copy (do not staple or glue the photo to any of the documents if sending by post)
3. The competition is open to participants up to the age of 15 years.
4. Entry for the UPU competition shall be from the best composition as determined during the national on the spot letter writing competition. As stated in the rules of the program, compositions must be in the form of a letter and contain the basic elements thereof, such as date, opening and closing salutation, and signature. The original composition may include illustrations from the candidate. Entries must adhere strictly to the theme and not exceed the limit of 1,000 words in the original language.

5. To ensure the impartiality of the jury, no reference of the country of origin shall be present in the composition submitted.
6. Specific details such as theme and deadline of submission will be provided to the finalists once the UPU theme for the 2019 Letter Writing Competition has been announced.
7. The following criteria will be used to judge the quality of the letters;

Structure as a letter	25%
Adherence to the theme	30%
Creativity	25%
Use of Language	20%
TOTAL	100%

8. UPU selected Judges will select the three (3) best winners and may also award special mentions to other compositions.

Top winners shall receive a medal, certificates, and other prizes to commemorate their win (to be decided at the sole discretion of the UPU). Special mentions shall also receive certificates and prizes to be determined by the UPU.

SPECIAL TEACHER'S DAY RAFFLE PROMO

1. National Teacher's Day will be celebrated on 05 October 2018 in Ormoc City, Leyte.
2. The assistance and participation of Area 5 shall be requested during this event.
3. PHLPost shall have a designated area and booth to promote its products and services to be managed by both Central Office and Area 5.
4. The Special Raffle Promo is open to all teachers attending the Teacher's Day event in Ormoc City.
5. Teachers during the one-day event are invited to fill out the raffle coupon and drop their raffle stubs in the designated drop box located in the PHLPost booth.
6. Ten (10) lucky winners shall have the chance to win PHLPost prizes during the draw

WORLD POST DAY

1. World Post Day is celebrated every 09 October 2018.
2. All member postal administration is encouraged to hold an activity in celebration for the international event.
3. For 2018, PHLPost Central Office shall hold a press conference to be attended by media and corporate partners (NTM and Postal Museum).
4. Press Conference shall be for the announcement of the Regional and National on the spot letter writing competition in preparation for the UPU International Letter Writing Competition for Young People