



MC No. 15, s. 2011

## MEMORANDUM CIRCULAR

**TO :** ALL HEADS OF CONSTITUTIONAL BODIES; DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT; LOCAL GOVERNMENT UNITS (LGUs); GOVERNMENT-OWNED AND CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS (GOCCs); AND STATE UNIVERSITIES AND COLLEGES (SUCs)

**SUBJECT :** CSC-Kabayanihan Foundation Video Contest

The Civil Service Commission (CSC), in partnership with Kabayanihan Foundation, a non-stock, non-profit organization that aims to bring out the hero in every Filipino, launches ***“Kuwentong Kabayanihan: The CSC-Kabayanihan Foundation Video Contest.”***

*Kuwentong Kabayanihan* is a competition geared towards promoting patriotic citizenship among Filipinos. With the theme *“Every Filipino is a hero. Every Filipino is part of the solution,”* the contest emphasizes the CSC’s R.A.C.E. to serve—towards a Responsive, Accessible, Courteous and Effective Public Service, and Kabayanihan Foundation’s concept of being a *‘kabayani’* by showing love for country in doing small, consistent acts of heroism.

Guidelines for the conduct of the video contest are as follows:

### General Rules

- The contest is open to amateur groups and individual filmmakers.
- There is no limit as to the number of entries per individual/group.
- No fee is required to join.

### Theme

- The theme for the videos is: **“Every Filipino is a hero. Every Filipino is part of the solution.”** *We are looking for videos that will move ordinary Filipinos to act on the most pressing concerns in their immediate fields/circles/areas of influence. We want videos that will stir every Filipino to do something concrete for the country.*

*In a Race to Serve: Responsive, Accessible, Courteous and Effective Public Service*

## Specifications

- The video should be strictly 30-40 seconds long. The video entry must be the contestant's original material.
- There is no limit as to the style of the video. It may be an animation, documentary or commercial video, among others. A submission is acceptable as long as it is clear, intelligible, and not offensive to common law decency.
- Entries may be submitted in English or Filipino. Entries that use other Filipino dialects must be subtitled in either English or Tagalog.
- Accepted video formats are .avi, .mpeg, .mp4, or any type that is compatible for upload in YouTube and Facebook.

## Contest Duration

- Entries must be submitted between: **May 18 – October 15, 2011.**

## Guidelines for Submission

- Preliminary submission of entries must be done through uploading of the video in YouTube. Uploads to any other site will not be eligible for the contest. The title of the video must be "*Kuwentong Kabayanihan Video – [insert personal title here]*".
- E-mail the following information to [info@kabayanihan.org](mailto:info@kabayanihan.org):
  - Message Subject: Kuwentong Kabayanihan Video Contest Entry Submission
  - Video Title
  - Brief description of the video/Main message of the video
  - Name of individual/group
  - Affiliation/Organization
  - Mailing address
  - E-mail address
  - Landline/mobile number
  - URL/link of your video in YouTube
- Finalists will be contacted a week after the deadline of entries to submit a clean DVD copy of their video entries. The videos are required to be in .avi, .mpeg, .mp4 or other formats supported by both YouTube and Facebook uploads.
  - The DVD entries must be mailed to:  
Kabayanihan Foundation  
Unit 2B Dyna Cool Building  
136 Katipunan Avenue, St. Ignatius  
1110 Quezon City
  - Mailed entries must be properly labeled with the video title, name(s) of the sender, email address(es), and contact details.

## Rights and Exclusivity

- Filmmakers are urged to be mindful of laws regarding intellectual property. The Civil Service Commission and Kabayanihan Foundation shall not be liable for any copyright infringements made by the filmmaker.
- Videos entered in the *Kuwentong Kabayanihan* video contest must not have been previously entered in any video contest.

- Videos entered in the *Kuwentong Kabayanihan* video contest cannot be submitted to other video contests in the Philippines or abroad until after the awarding.
- Failure to comply would mean disqualification from the contest.
- All rights to the winning videos shall be assigned to Kabayanihan Foundation. The filmmaker(s) will be credited in the final edit when shown in the target channels later on. The CSC will have the perpetual, worldwide, non-transferrable license to use all winning videos, royalty free from the Kabayanihan Foundation.
- The CSC and Kabayanihan Foundation shall have rights, though not exclusive, to use the submitted videos for their own purposes such as talks, training, events, among others.

### Criteria for Judging

- Subject Relevance (30%): Is there a clear link between the topic of the video and the theme?
- Message Clarity (30%): Is the video's message presented in an understandable manner?
- Video Quality (20%): How is the video's technical execution and production value?
- Audience Impact (20%): The videos that qualify will be uploaded in Kabayanihan Foundation's Facebook page. Audience impact will be judged according to the number of "Likes".
- The CSC Award will be judged according to how it effectively highlights the norms of conduct of public officials and employees as stated in Republic Act No. 6713 (also known as the Code of Conduct and Ethical Standards for Public Officials and Employees): commitment to public interest, professionalism, justness and sincerity, political neutrality, responsiveness to the public, nationalism and patriotism, commitment to democracy, and simple living.
- The People's Choice Award will be based on the video with the most number of "Likes" on the Kabayanihan Foundation Facebook page.

### Prizes

- Cash prizes and fun prizes will be given to the Champion, 1<sup>st</sup> Runner-up, 2<sup>nd</sup> Runner-up, as well as to special awards winners: CSC Awards and People's Choice Award.

- *Regular Awards*

Champion:	P20,000
1 <sup>st</sup> Runner-up:	P10,000.
2 <sup>nd</sup> Runner-up:	P 7,000

- *Special Awards*

CSC Award:	P10,000
1 <sup>st</sup> Runner-up:	P 8,000*
2 <sup>nd</sup> Runner-up:	P 5,000*
People's Choice Award:	P 5,000

*\*If there are less than 10 qualified entries for the CSC Award Category, only one winner will be selected.*

- Other awards which need not necessarily entail monetary benefits may also be given upon the discretion of the judges.
- Winners will be announced through the CSC and Kabayanihan Foundation websites and Facebook pages. Winners shall be notified through registered mail, email, and phone call either by landline or mobile phone.
- Prizes must be claimed by the winners in person.

For more information on the video contest, contact Audrey Trinidad or Osep Reyes at (02) 358-3333, 0917-842-7111, or through email at [info@kabayanihan.org](mailto:info@kabayanihan.org).

  
**FRANCISCO T. DUQUE III, MD, MSc**  
Chairman

18 MAY 2011