



Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION



July 9, 2025

REGIONAL MEMORANDUM

No. € 614, s. 2025

TO: Schools Division Superintendents
Schools Governance and Operations Division Chiefs
Division Learner Rights and Protection Focals
All Others Concerned

**REQUEST FOR DISSEMINATION OF THE “HIMIG MAKABATA” JINGLE
WRITING CONTEST**

1. This is relative to the attached Memorandum OM-OUOPS-2025-11-03961 from **MALCOLM S. GARMA**, Assistant Secretary, Officer-in-Charge, Office of the Undersecretary for Operations, Department of Education, DepEd Complex, Meralco Avenue, Pasig City, dated July 7, 2025, titled “Request for Dissemination of the *Himig Makabata* Jingle Writing Contest”.
2. Particular attention is invited to paragraphs 3, 4, and 5 of the said Memorandum, for information and guidance.
3. For clarifications, please contact the Regional LRP Section through this email at lrps.ncr@deped.gov.ph.
4. Immediate dissemination and compliance with this Memorandum are desired.

JOCELYN DR ANDAYA
Regional Director, NCR
concurrent Officer-in-Charge, Office of the
Assistant Secretary for Operations

Encl.: As stated



Address: 6 Misamis St., Bago Bantay, Quezon City
Email address: ncr@deped.gov.ph
Website: depedncr.com.ph



Certificate No. PHP QMS
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Republika ng Pilipinas

Department of Education

OFFICE OF THE UNDERSECRETARY FOR OPERATIONS

MEMORANDUM

OM-OUOPS-2025-11-0396

TO : REGIONAL DIRECTORS
ALL OTHERS CONCERNED

FROM : MALCOLM S. GARMA
Assistant Secretary, Officer-In-Charge
Office of the Undersecretary for Operations

SUBJECT : REQUEST FOR DISSEMINATION OF THE “HIMIG
MAKABATA” JINGLE WRITING CONTEST

DATE : July 7, 2025

This has reference to the “Himig Makabata” Jingle Writing Contest launched by the Council for the Welfare of Children (CWC) in support of the ongoing campaign to promote child rights and protection mechanisms, particularly through the Makabata Helpline.

The Makabata Helpline serves as a national reporting and referral mechanism initially designed to assist children in situations of armed conflict. This initiative seeks to raise public awareness of the helpline’s services and to foster creative and meaningful engagement among learners nationwide.

In line with this goal, the Learner Rights and Protection Division (LRPD) is mandated to lead a nationwide information dissemination campaign on the rights of learners against child abuse, exploitation, violence, discrimination, and bullying, and to empower them through accessible, appropriate, and safe reporting channels.

The “Himig Makabata” Jingle Writing Contest invites learners to compose a compelling and memorable jingle that promotes child protection and awareness of the helpline. This contest offers a meaningful opportunity to amplify the voices of learners to promote their rights and strengthen the advocacy for safe, nurturing, and inclusive learning environments.

In view of the foregoing, this Office requests the dissemination of the attached mechanics from the CWC to all public and private schools.

For the consideration of the Regional Directors.

[LRPD-MEB&CTC]



**JOIN
NOW**

JINGLE WRITING CONTEST

"HIMIG MAKABATA"

WHO CAN JOIN:
STUDENTS AGED 13-17

REGISTER HERE:

[HTTPS://MKBTHL1383.SHORT.GY/JWCHIMIG2025](https://mkbthl1383.short.gy/jwchimig2025)

DEADLINE:

JULY 30, 2025 | 12:00 NN

WIN!

1ST - ₱50,000

PLAQUE + Certificate

2ND - ₱30,000

PLAQUE + CERTIFICATE

3RD - ₱10,000

PLAQUE + CERTIFICATE



Full contest mechanics available at:

<https://mkbthl1383.short.gy/jwchimig2025>



Republic of the Philippines
COUNCIL FOR THE WELFARE OF CHILDREN

Annex "A"

**JINGLE WRITING CONTEST
"Himig MAKABATA"**

CONTEST RULES AND MECHANICS

1. ELIGIBILITY

- The contest is open to children and youth aged 13 to 17 years. Both in-school and out-of-school children/youth may participate in the contest.
- Participation may be individual or in groups of up to three (3) members. Each group will be treated as one contestant under a collective name.
- Individuals with professional experience in songwriting, music production, or audio engineering are not eligible to join.

2. THEME

- Entries must creatively express:
 - The importance of child rights, protection, and empowerment; and
 - The MAKABATA Helpline 1383 as a critical reporting and referral mechanism for child protection concerns.

3. CATEGORIES

- There will be one contest category open to all eligible participants, whether in-school or out-of-school-regardless of grade or school level, as long as they meet the age requirement.

4. JINGLE SPECIFICATIONS

- a. The jingle must be an original composition (lyrics and melody), created solely by the participant/s.
- b. Lyrics may be in Filipino, English, or a combination of both.
- c. The jingle must be lively, memorable, and relevant to the theme.
- d. Any genre is allowed.
- e. Duration must be between 60 to 90 seconds.
- f. The lyrics must be appropriate for all audiences. Entries containing offensive or inappropriate content will be disqualified.
- g. Any musical instrument may be used.
- h. Entries must be submitted in WAV format.
- i. Each submission must include the lyrics and a brief explanation (3–5 sentences) of the message behind the jingle.

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Tel. No. (632) 8461-6553 ; 8461-6620 ; 8374-3552 ; 8366-1910

Website: www.cwc.gov.ph Email: cwc@cwc.gov.ph Facebook: CWCgovph

Twitter: @CWC_govph Youtube: CWChildrenOfficial

5. NUMBER OF ENTRIES

- Each participant or group may submit only one (1) entry. Duplicate entries or multiple submissions by the same individual/group will result in disqualification.

6. ORIGINALITY

- Participants must guarantee that their submission is 100% original.
- Entries must not have been previously published, submitted to other competitions, or contain plagiarized elements.
- All entries must comply with copyright and data privacy regulations.
- Upon submission, full rights and ownership of the material are transferred to the Council for the Welfare of Children (CWC).

7. SUBMISSION REQUIREMENTS AND DEADLINE

- Entries must be submitted via the official contest link: <https://MKBTHL1383.short.gy/JWCHimig2025>
- Submission must include:
 - The jingle file must be in WAV format
 - Typed lyrics
 - Short explanation of the message
 - Copy of a valid school ID and government-issued ID (if available)
- **Deadline for Submission:** July 30, 2025 (Sunday) at 12:00 NN
Late submissions will not be accepted.

8. JUDGING CRITERIA

Entries will be judged based on the following:

CRITERIA	PERCENTAGE
Originality <ul style="list-style-type: none">- Refers to the uniqueness of the composition. Judges will assess the jingle's creativity, innovation in lyrics and melody, and whether the piece stands out as an original work distinct from existing child rights-related music.	30%
Relevance to Theme <ul style="list-style-type: none">- Measures how effectively the jingle communicates the themes of child rights, protection, and the role of the MAKABATA Helpline 1383. Judges will look for clarity and consistency of the message throughout the lyrics and overall tone	30%
Musicality <ul style="list-style-type: none">- Evaluates the musical composition in terms of melody, harmony, rhythm, and overall arrangement. The jingle should be pleasant to hear, well-structured, and	20%



appropriate for a general audience, particularly children and youth.	
Impact - Assesses the emotional and advocacy power of the jingle. Entries should be compelling, resonate with listeners, and have the potential to inspire action or awareness regarding child protection and the importance of the MAKABATA Helpline 1383.	20%
TOTAL:	100%

- Judging will be conducted by a panel of judges, composed of experts in music, child rights and protection advocacy, communication and representatives from the Council for the Welfare of Children. The judges will screen all qualified entries and determine the winner based on the established criteria.
- The decision of the judges is final and irrevocable.

9. ANNOUNCEMENT OF FINALISTS AND WINNERS

- The Top 10 entries will be selected and announced during the 1st week of July 2025.
- Winners will be announced on the Council for the Welfare of Children (CWC) and MAKABATA Helpline 1383 Facebook pages, and during the MAKABATA Teleradyo program, which airs every Monday from 4:00 PM to 6:00 PM via livestream on the same pages. The program is also cross-posted on Radyo Pilipinas 1 Radyo Magasin at 1278 kHz.
- Winners will also be notified through their registered mobile numbers and email addresses.
- Winners will be awarded during the National Children's Month (NCM) celebration in November 2025, in coordination with PAIO for those from the National Capital Region (NCR), and with the Regional Sub-Committee for the Welfare of Children (RSCWC) for those from other regions.
- Winning participants or teams will be invited to receive their awards at the event.

10. PRIZES

PLACE	PRIZE
Grand Prize	Php 50,000.00 + Plaque + Certificate
2 nd Place	Php 30,000.00 + Plaque + Certificate
3 rd Place	Php 10,000.00 + Plaque + Certificate
Consolation (Top 10)	Php 2,500.00 + Certificate

Winning entries will be featured in CWC campaigns, and composers will be credited accordingly.



11. OWNERSHIP AND RIGHTS

- All entries become the property of the CWC.
- Winners agree that their jingle may be used, reproduced, modified, and distributed by the CWC without additional compensation.
- CWC reserves the right to credit composers in promotional materials.

12. DISQUALIFICATIONS

- Entries that violate the above rules, especially regarding originality, age eligibility, content standards, and submission format, will be disqualified.

13. INQUIRIES

- Questions may be directed to: Mr. Meanard M. Ilagan via email at milagan@cwcc.gov.ph.

