



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON

06 January 2025

Regional Memorandum
No. 17 s. 2025

2025 JINGLE MAKING CONTEST

To: **Schools Division Superintendents**

1. In reference to the Region's participation in International Large-Scale Assessment (ILSA) in 2025, this Office, through the Curriculum and Learning Management Division (CLMD), announces the **2025 Jingle Making Contest**.
2. The activity aims to:
 - a. create a catchy and meaningful jingle that promotes the importance of ILSA;
 - b. engage students in creative expression and music production; and
 - c. raise awareness about ILSA and its significance in education.
3. The contest is open to all learner/teacher/DepEd teaching/non-teaching personnel. **Top five (5) winners** will be announced through a memorandum and will receive medal and certificate of recognition. Please refer to the attached enclosure 1 on the timeline, mechanics, and criteria for judging.
4. All entries must be submitted on the set deadline at <https://tinyurl.com/2025-PISA-JINGLE>.
5. For questions and clarifications, you may contact **LOWIESITO O. ERNI**, Education Program Supervisor - MAPEH, and **VIERNALYN M. NAMA**, Chief Education Supervisor, CLMD via landline at (02) 647-7487 loc 420.
6. Immediate dissemination of this Memorandum is desired.


ATTY. ALBERTO T. ESCOBARTE, CESO II
Regional Director

ROC8



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Certificate No. PHP QMS
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*Enclosure 1 Timeline, Mechanics, and Criteria**Timeline*

Activity	Date
1. Composition/Creation of jingle lyric video	January 6-17, 2025
2. Submission of Jingle lyric video in MP4 format Jingle.	January 17, 2025
3. Launching of the Best 2025 Jingle lyric video	January 22, 2025

Mechanics and Guidelines

MECHANICS
A. There shall be one (1) entry per SDO composed of learner/teacher/DepEd teaching/non-teaching personnel.
B. Participants shall showcase their musical skills including composition writing, singing, and playing musical instruments.
C. The jingle lyric video shall run for a maximum of one hundred and twenty (120) seconds or two (2) minutes.
D. The jingle must be written in English.
E. The original jingle composition may be interpreted through a solo, duet, or trio with musical accompaniment.
F. The lyrics of the jingle should be relevant to the given theme, " CALABARZON: Ready for 2025 PISA "
G. Participants shall use their preferred musical accompaniment like guitar, ukulele, piano/keyboard, rhythm instruments, etc.
H. A jingle lyric video in mp4 format shall be uploaded to the given link.

Criteria for Judging

CRITERIA FOR JUDGING	
Criteria	Percentage
Song Writing	
Lyrics (Relevance to the theme)	25%
Music (Arrangement and melody)	25%
Originality (Authenticity of the piece)	15%
Performance	
Vocal quality	15%
Accompaniment	10%
Showmanship (Interpretation and Listeners Appeal)	10%
Total	100%