

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



ESSD-RM-2025-539

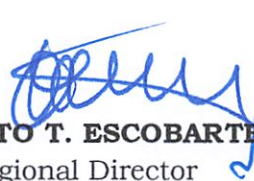
15 July 2025

**Regional Memorandum**  
No. 539, s. 2025

**DISSEMINATION OF THE "HIMIG MAKABATA"  
JINGLE WRITING CONTEST**

To: **Schools Division Superintendents**

1. In reference to DepEd Memorandum OUOPS-2025-11-03961<sup>1</sup>, this Office, through the Education Support Services Division, announces the "Himig Makabata" Jingle Writing Contest launched by the Council for the Welfare of Children (CWC).
2. This aims to raise public awareness of the helpline's services and to foster creative and meaningful engagement among learners nationwide.
3. Relative to this, the "Himig Makabata" Jingle Writing Contest invites learners across Region IV-A CALABARZON to compose a compelling and memorable jingle that promotes child protection and awareness of the helpline. Submission of entries will be on or before **July 30, 2025, 12:00 nn.**
4. Other mechanics of the said competition is attached as **Annex A** for reference.
5. For further details, you may contact Dr. Eduarda M. Zapanta, Chief of ESSD, or Ms. Rochelle May M. Nisola, Alternate Learner Rights and Protection Focal Person through email at [rochellemay.nisola@deped.gov.ph](mailto:rochellemay.nisola@deped.gov.ph).
6. Immediate dissemination and strict compliance of this Memorandum is desired.

  
**ATTY. ALBERTO T. ESCOBARTE, CESO II**  
Regional Director

ROE/RMMN

<sup>1</sup> Request for Dissemination of the "Himig Makabata" Jingle Writing Contest



Address: Gate 2, Karangalan Village, Cainta, Rizal  
Telephone No.: 02-8682-2114  
Email Address: [region4a@deped.gov.ph](mailto:region4a@deped.gov.ph)  
Website: [depedcalabarzon.ph](http://depedcalabarzon.ph)



Certificate No. PHP QMS  
22 93 0085



REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF TOURISM  
CALABARZON REGION



ORD-ILA01-2025-405

25 June 2025

**ATTY. ALBERTO T. ESCOBARTE, CESO II**  
Regional Director  
Department of Education, CALABARZON Region  
Cainta, Province of Rizal

Dear **Dir. Escobarte**,

*Greetings from DOT CALABARZON!*

We are pleased to inform you that the **Council for the Welfare of Children** has extended an invitation to participate in the lunch of the "Himig MAKABATA" Jingle Writing Contest. This nationwide initiative encourages Filipino students aged 13 to 17 to compose original jingles lasting 60 to 90 seconds, highlighting the theme of child rights and protection, with particular focus on the MAKABATA Helpline 1383.

In view of this, may we request the kind assistance of the Office of the Regional Director to disseminate the said information to public and private schools in the CALABARZON Region. Attached is the full contest guidelines for reference.

Thank you in anticipation of your kind consideration and most favorable response.

Very truly yours,

**MARITES T. CASTRO**  
Regional Director







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-MBRVCTC]





**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.

No. 10 Apo Street, Sta. Mesa Heights, Brgy. Sta. Teresita, Quezon City 1114, Philippines  
Tel. No. (632) 8461-6553 ; 8461-6620 ; 8374-3552 ; 8366-1910

Website: [www.cwc.gov.ph](http://www.cwc.gov.ph) Email: [cwc@cwc.gov.ph](mailto: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
<b>Originality</b> <ul style="list-style-type: none"><li>- 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.</li></ul>	30%
<b>Relevance to Theme</b> <ul style="list-style-type: none"><li>- 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</li></ul>	30%
<b>Musicality</b> <ul style="list-style-type: none"><li>- Evaluates the musical composition in terms of melody, harmony, rhythm, and overall arrangement. The jingle should be pleasant to hear, well-structured, and</li></ul>	20%





appropriate for a general audience, particularly children and youth.	
<b>Impact</b> - 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%
<b>TOTAL:</b>	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 <sup>nd</sup> Place	Php 30,000.00 + Plaque + Certificate
3 <sup>rd</sup> 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](mailto:milagan@cwcc.gov.ph).

