



Republic of the Philippines
Department of Education
REGION X
DIVISION OF CAGAYAN DE ORO CITY



September 27, 2021

DIVISION MEMORANDUM

To : All Public Schools District Supervisors
All Concerned School Heads
This Division

**REQUEST FOR PHOTO/VIDEO MESSAGES FOR THE NATIONAL TEACHERS DAY
(NTD) CELEBRATION**

1. In consonance with the memorandum from the Office of the Director of Public Affairs Service, Dir. June Arvin C. Gudoy, you are hereby directed to select a stakeholder that will be interviewed for the NTD photo/video message responses and video recording. The technical requirements for recording are enclosed in this memo.
2. The assignment per district is reflected below:

District	Interviewees	Question
Central East 1 Southwest 2	Current professionals (former students of public schools)- 1 per district only	Ano po ang inyong mensahe ng pag-asa, pasasalamat, at pagmamahal para sa inyong mga guro?
East 2 North 1	Parents/Guardian- 1 per district only	
North 2 West 1	Nonteaching staff-1 per district only	
West 2 South Southwest 1	Learners- 1 per district only	

Note: Refer to Annex B for the detailed specifications for the photo and video messages (i.e landscape for the photo message, 1 -minute for video message). Samples are also reflected in Annex B.

3. The submission of the said photo/video messages, consent forms (Annex D) and profile of the interviewees (Annex C) will be on or before September 29, 2021 through this link: <https://bit.ly/3ieGL4D>
4. For strict compliance.


DR. CHERRY MAE LIMBACO-REYES, CESO V
Schools Division Superintendent



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Republic of the Philippines
Department of Education
PUBLIC AFFAIRS SERVICE

Office of the Director IV

MEMORANDUM

FOR : **REGIONAL DIRECTORS**

ATTN: **REGIONAL AND DIVISION INFORMATION OFFICERS**

FROM : 
JUNE ARVIN C. GUDOY
Director IV
Public Affairs Service

DATE : September 25, 2021

SUBJECT : **Request for Photo Messages for the National Teachers Day
Teaser Video and Video Messages for Teachers Day AVP**

To honor the sacrifices and efforts of teachers amidst the pandemic, the Department of Education will celebrate the National Teachers Day (NTD) event on October 5, 2021, at 8:00 a.m. to be hosted by Region VII–Central Visayas.

In line with the theme, “*Gurong Filipino: Katuwang sa Hamon, Kasama sa Pagbangon*,” the Public Affairs Service will develop a teaser video to share with our teachers the messages of hope, love, and gratitude, and an AVP with short, recorded video messages from current professionals, parents, non-teaching staff, and learners on how their teachers have positively influenced their lives.

Thus, we would like to ask your assistance and support in conducting interviews through the provision of photo message responses and video recording. Kindly refer to the annexes to this memo for the interview guide questions, technical requirements for recording, and mechanics for submission.

For queries or clarifications, please contact Mr. Janssen Cabrera at 0927 316 8211 or through his email: janssen.cabrera@deped.gov.ph.

Your active participation in this special event will be highly appreciated.

Annex A

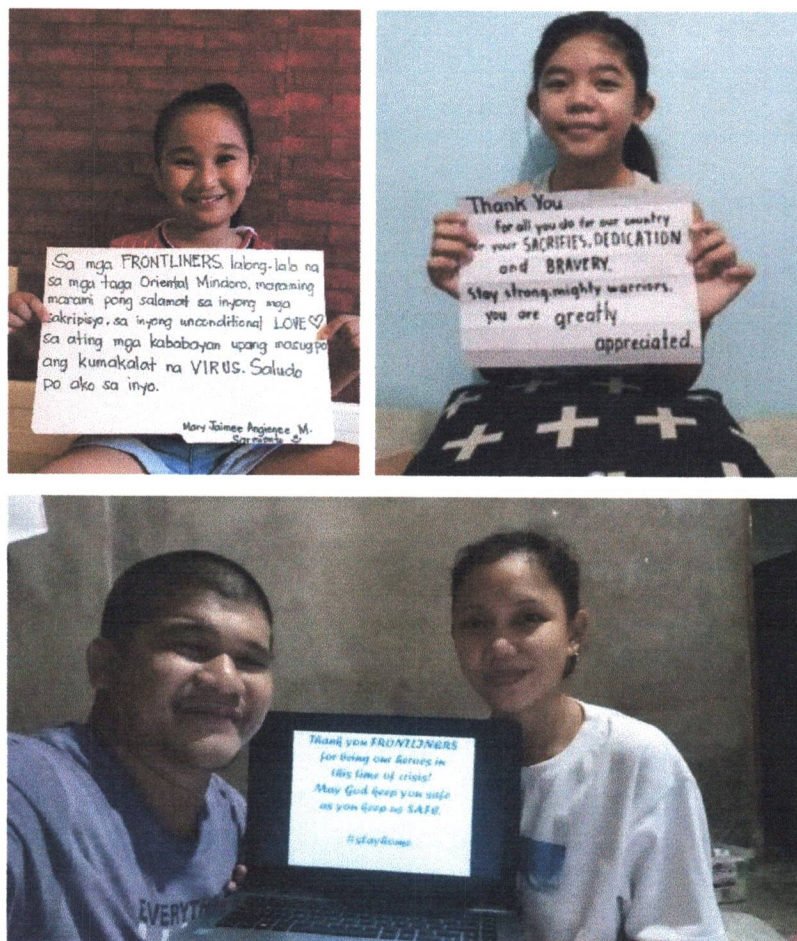
GUIDE QUESTION FOR INTERVIEWS

Topic	Interview question/s	Respondent/s	Region
(1) National Teacher's Day Teaser Video	• Ano po ang inyong mensahe ng pag-asa, pasasalamat, at pagmamahal para sa inyong mga guro?	1. Current Professionals (former students of public schools),	Regions I, III, IV-B, VI, VIII, X, XII, BARMM, CAR
(2) Teacher's Day AVP	• Paano nabago ng guro ang inyong buhay?	2. Parents/Guardians, 3. Non-teaching staff, and 4. Learners	Regions II, IV-A, V, VII, IX, XI, XIII, NCR

Annex B

Guide for Documenting and Recording Interviews

1. The Regional or Division Information Officer must **identify an interviewee** that will answer the guide questions pertaining to the National Teachers Day Video and the Teachers Day AVP, as prescribed in Annex A.
2. The **profile of the interviewees** must be provided to PAS following the template in Annex C.
3. The interviewee must **sign the consent form** provided in Annex D. If the interviewee is below 18 years old, their parent/legal guardian/teacher must also confirm consent by signing in the space provided in the form.
4. For **Annex A (1)**, the responses must be in both landscape and portrait photo format (JPG) where the respondent is holding either a piece of paper, cartolina, cardboard, or any medium as long as the writing is visible. Printed, hand-made, and digital designs along with the messages are welcome.
5. Refer to the following screenshots for examples of good framing and background for photo message responses:



6. Meanwhile, **Annex A (2)** will require a short video recording of the responses that must be **only at a maximum of 1 minute**. The interviewees are encouraged to state their answers briefly and directly.
7. The following procedures are recommended when recording a video:
 - a. The subject must be positioned in the left or right third of the frame (i.e., **rule of thirds** must be observed);
 - b. **Medium shot** (i.e., from the top of their head to roughly their waist) or a **loose close up shot** (i.e. from the top of their head to around their chest) is recommended;
 - c. Check the framing of the subject and **give enough head room** between the top of the subject's head and the top of the screen frame;
 - d. Set the audio recording to Stereo;
 - e. Choose a good background. A **natural environment** (e.g., living room, classroom, office) feels authentic, but remove any unnecessary or distracting items. Avoid positioning the subject against the light source;

- f. Illuminate the subject by using a ring light or any source of light (e.g., by facing the window).
8. The recommended minimum specifications for videos are as follows:
 - a. File format: MP4 (with 1080p or 720p resolution)
 - b. Dimensions: 1920px x 1080px (16:9)
 - c. Orientation: Landscape
 - d. Frame rate: 30fps
9. Refer to the following screenshots for examples of good framing and background for video responses:



10. The **raw MP4 file of the recorded interviews must be submitted** to PAS. No enhancements, editing, nor background music shall be applied to the recording. The file should also not contain any logo, branding, or identifier of the region, division, or school.
11. The materials must be uploaded in the Google Drive link <http://bit.ly/2021NTDMaterials> **on or before September 29, 2021 (Wednesday)**.
12. In addition to the recorded video interviews, the interviewee may also submit behind-the-scenes (BTS) clips and/or photos, e.g. video recording of an interviewee looking at their photo albums while reminiscing some unforgettable moments at school with their teacher, photos of the interviewee's former teacher, and photos of interviewees' during their student years. Stock photos/videos of these may also be submitted (JPG, PNG, and MP4 files only). These will be used as additional materials for the AVP, as well as for social media content posting.

Annex C

Profile of Interviewees

Name	Position/Grade Level	School	City

Annex D

CONSENT, WAIVER, INDEMNITY and RELEASE

I, _____, M/ F, _____ years of age, hereby grant permission to the **Department of Education (DepEd)** and its representatives to make recordings of my voice and to take photographs and /or videos in which I appear in, to be used for the communications and various public campaigns of the Agency be it in print, broadcast, and/or electronic media, at the event and location stated below:

Production name/ Project title: National Teacher's Day Teaser Video Photo Message and/or Teacher's Day AVP Video Message

Location: _____

I acknowledge that the DepEd owns all rights to these images and recordings. I further grant the DepEd and its representatives the right to use, display, exhibit, reproduce, distribute, and create derivative works of these images and recordings in any media now known or later developed.

I hereby waive any right to inspect or approve the use of the images or recordings or of any written derivatives. I further waive all moral rights. I also waive any right to royalties or other compensation arising from or related to the use of the materials.

I hereby release, defend, indemnify, and hold harmless the DepEd and its representatives from and against any claims, damages, or liability arising from or related to the use of the images, recordings, or materials, including but not limited to claims of defamation, invasion of privacy, or rights of publicity or copyright infringement, or any misuse, distortion, blurring, alteration, optical illusion or use in composite form that may occur or be produced in taking, processing, reduction or production of the finished product, its publication or distribution.

I am 18 years of age or older/ I am accompanied by my legal guardian, and I am competent to enter into this contract/ NAME OF GUARDIAN: _____ has legal authority to enter into this contract. I have read this document before signing below, and I fully understand the contents, meaning and impact of this consent, waiver, indemnity and release.

This consent, waiver, indemnity and release is binding on me, my heirs, executors, administrators and assigns.

Signature mm dd yyyy

Signature over printed name of Parent /Guardian/ Teacher mm dd yyyy

Address: _____
Home phone: _____ Mobile phone: _____



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