



Republic of the Philippines
Department of Education
REGION III
SCHOOLS DIVISION OFFICE OF BATAAN

JUL 09 2025

DIVISION ADVISORY
No. 159, s. 2025


To: Assistant Schools Division Superintendent
Chief Education Supervisors
Education Program Supervisors
Public Schools District Supervisors
Public and Private Elementary and Secondary School Heads
All Others Concerned

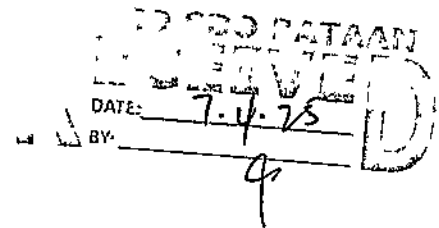
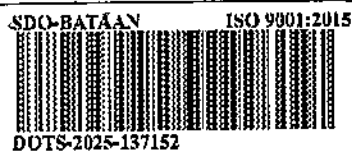
This Office informs all concerned that the Council for the Welfare of Children (CWC) will launch "Himig Makabata" Jingle Writing Contest highlighting the theme of child rights and protection with particular focus on the MAKABATA Helpline 1383.

Attached is a copy of a letter from Mr. Richard G. Daenos, PhD, FBE, FAPIEM, IVPF, DFRIT, DFRIEDr, Regional Director of the Department of Tourism – Region III, for further details and inquiries.


CAROLINA S. VIOLETA, EdD, CESO V
Schools Division Superintendent 

Encl.: as stated


SO/S/RMI
July 8, 2025



AN INVITATION

TO : ALL PROVINCIAL TOURISM OFFICES IN CENTRAL LUZON

FROM : THE REGIONAL DIRECTOR
Department of Tourism - Region III


SUBJECT : INVITATION TO SUPPORT THE "HIMIG MAKABATA" JINGLE WRITING CONTEST

DATE : 02 July 2025

The Council for the Welfare Of Children (CWC) has extended the invitation to participate in the launch 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 line with this, may we request to extend the invitation to all municipal/city tourism office. Kindly refer to the attached documents for the full contest guidelines.

For additional details, Mr. Clinton Manalang, the GAD-TourISM WoCRS Officer, can be reached through his email address, cmalanag@tourism.gov.ph, or mobile number, 0920-967-9707.


RICHARD G. DAENOS, Ph.D.,
FBE, FAPIEM, IVPF, DFRIT, DFRIEdr
Regional Director
Department of Tourism - Region III



Where
endless
stories
begin.


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THE PHILIPPINES





MEMORANDUM

TO : ALL REGIONAL DIRECTORS

FROM : SHAHLIMAR HOFER TAMANO 
Chief of Staff and Undersecretary, TRC

SUBJECT : INVITATION TO SUPPORT THE "HIMIG MAKABATA"
JINGLE WRITING CONTEST

DATE : 18 JUNE 2025

The Council for the Welfare of Children has extended an invitation to participate in the launch 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 line with this, all Regional Offices are enjoined to support the initiative by disseminating the information to their respective stakeholders. Kindly refer to the attached documents for the full contest guidelines.


For your appropriate action.

Thank you.

cc: Atty. Glenn Albert M. Ocampo, OSC

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 Outlook

Fwd: Fw: Invitation to Support the "Himig MAKABATA" Jingle Writing Contest

From DOT OSEC Appointments <dotosec.appointments@gmail.com>

Date Tue 6/17/2025 8:37 AM

To Undersecretary Shahlimar Hofer Tamano <ousec_tamano@tourism.gov.ph>

Cc DOT Office of the Secretary <dot.osec@tourism.gov.ph>

 4 attachments (5 MB)

HIMIG MAKABATA JINGLE WRITING CONTEST MECHANICS.docx - Google Docs.pdf; Poster - Jingle Writing Contest 2025 (2).pdf; JINGLE WRITING CONTEST SOCMED CARD.mp4; [PMO] DOT_invitation_jingle writing contest_edited_0edpnpki06142025.pdf;

Dear TRCRG,

Good day!

For your information and appropriate action, please.

Thank you.

Best regards,

APPOINTMENTS TEAM

Office of the Secretary (OSEC)

Department of Tourism

Telephone: 459 5200 local 602

Address: The New Department of Tourism Building,

351 Sen. Gil Puyat Avenue, Makati City 1200

Kindly acknowledge receipt of this email.

CONFIDENTIALITY NOTICE: *The contents of this email message and any attachments are intended solely for the addressee(s) and may contain confidential and/or privileged information and may be legally protected from disclosure. If you are not the intended recipient of this message or their agent, or if this message has been addressed to you in error, please immediately alert the sender by reply email and then delete this message and any attachments. If you are not the intended recipient, you are hereby notified that any use, dissemination, copying, or storage of this message or its attachments is strictly prohibited.*

----- Forwarded message -----

From: **Office of Special Concerns** <osc@tourism.gov.ph>

Date: Tue, Jun 17, 2025 at 6:55 AM

Subject: Fw: Invitation to Support the "Himig MAKABATA" Jingle Writing Contest

To: DOT Office of the Secretary <dot.osec@tourism.gov.ph>

Cc: dotosec.appointments@gmail.com <dotosec.appointments@gmail.com>, Department of Tourism Gender and Development Focal Point System <dot-gfps@tourism.gov.ph>, Ruth Elequin <rtelequin@tourism.gov.ph>, Irish Liza Catama <iscatama@tourism.gov.ph>

Dear OSEC Colleagues,

Mabuhay!

We are respectfully forwarding herewith the invitation letter addressed to the Chief of Staff and Undersecretary Shahlimar Hofer Tamano regarding the launching of the "Himig MAKABATA" Jingle Writing Contest. This nationwide initiative invites Filipino students aged 13 to 17 to compose original 60–90 second jingles that reflect the theme of child rights and protection, with special emphasis on the MAKABATA Helpline 1383.

Kindly see the attached documents for your information and further instructions, please.

Thank you.

Best regards,

OFFICE OF SPECIAL CONCERNS

Department of Tourism

Telephone No.: (02) 8459-5200 local 318

Email: osc@tourism.gov.ph

Address: The New DOT Building, 351 Sen. Gil Puyat Ave.,
Makati City 1200



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Kindly acknowledge receipt of this email.

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From: Makabata Helpline <makabata1383@cwcc.gov.ph>

Sent: Monday, June 16, 2025 4:24:22 PM

To: Department of Tourism Gender and Development Focal Point System <dot-gfps@tourism.gov.ph>

Cc: Makabata Helpline <makabata1383@cwcc.gov.ph>

Subject: Invitation to Support the "Himig MAKABATA" Jingle Writing Contest

Dear UNDERSECRETARY TAMANO:

Warm greetings from the Council for the Welfare of Children (CWC)!

As the country's focal inter-agency body for children's rights and welfare — mandated under Presidential Decree No. 603 and Executive Order No. 233 — the CWC continues to strengthen its mission of safeguarding every Filipino child. A key instrument of this mission is the MAKABATA Helpline 1383, now institutionalized under Executive Order No. 79, s. 2024, as the central reporting system for all Children In Need of Special Protection (CNSP) issues and concerns.

In line with our ongoing efforts to raise public awareness and engage children and youth in advocacy, we are pleased to launch the "Himig MAKABATA" Jingle Writing Contest. This nationwide initiative invites Filipino students aged 13 to 17 to compose original 60–90 second jingles that reflect the theme of child rights and protection, with special emphasis on the MAKABATA Helpline 1383.

Contest Details:

- **Eligibility:** Individuals or groups (up to 3 members), aged 13–17, in-school or out-of school youth

- Prizes: ₱50,000 (Grand), ₱30,000 (2nd), ₱10,000 (3rd), plus consolation prizes for the Top 10 finalists

To maximize reach and impact, may we respectfully request the support of your good office in the following ways:

1. **Widespread Promotion:** Endorse and disseminate contest information to your internal offices, partners, stakeholders, and constituencies.
2. **Cross-Endorsement:** Share and repost the official social media cards across your agency's digital platforms.
3. **Community Engagement:** Encourage your network to participate—especially youth and schools—via awareness-raising sessions or in-house events.

We believe your active involvement will help amplify the voices of Filipino youth and reinforce public advocacy for children's welfare nationwide.

Should you require additional materials (banners, templates, press kits) or coordination support, please contact Mr. Meanard M. Ilagan via email at mlilagan@cwc.gov.ph.

Thank you again for your continuous commitment to protect and champion the welfare of our children. We look forward to your positive response and valued partnership.

Very truly yours,

On behalf of:
USEC. ANGELO M. TAPALES
Executive Director V

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MAKABATA Helpline 1383

Telephone Number: (02) 8461-6620 loc. 1383

Cellphone: 09193541383 (Smart);

09158022375 (Globe)

Official CWC Website: www.cwc.gov.ph

Official Email: makabata1383@cwc.gov.ph

Official MAKABATA Helpline 1383 Facebook: facebook.com/MakabataHelpline

P.S. In line with our commitment to continually provide appropriate services and suitable products, please help us improve our services/ products by answering this Client Satisfaction Measurement (CSM). Rest assured that your responses would be treated with utmost confidentiality.

Link: <https://forms.gle/tpKLNyC2WhKSu2uE8>

**Council for the Welfare of Children
2023 Client Satisfaction Measurement (CSM)**

YOUR FEEDBACK IS IMPORTANT TO US

How well did we serve you? Please click here.





Republic of the Philippines
COUNCIL FOR THE WELFARE OF CHILDREN



June 13, 2025

USEC. SHAHLIMAR HOFER TAMANO

Undersecretary - Tourism Regulation, Coordination and Resource Generation

Department of Tourism (DOT)

The New DOT Building

351 Senator Gil Puyat Avenue, Makati City

**Subject: Invitation to Support the "Himig MAKABATA"
Jingle Writing Contest**

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Contest Details:

- **Eligibility:** Individuals or groups (up to 3 members), aged 13–17, in-school or out-of-school youth
- **Submission:** WAV entries with lyrics and message explanation
- **Deadline:** **July 30, 2025, 12:00 NN** — via <https://MKBTHL1383.short.gy/JVCHimig2025>
- **Judging Criteria:** Originality, thematic relevance, musicality, and impact
- **Prizes:** ₱50,000 (Grand), ₱30,000 (2nd), ₱10,000 (3rd), plus consolation prizes for the Top 10 finalists

To maximize reach and impact, may we respectfully request the support of your good office in the following ways:

1. **Widespread Promotion:** Endorse and disseminate contest information to your internal offices, partners, stakeholders, and constituencies.
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Thank you again for your continuous commitment to protect and champion the welfare of our children. We look forward to your positive response and valued partnership.

Very truly yours,

USEC. ANGELO M. TAPALES
Executive Director V



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.

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/JWCHimg2025>
- 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 <ul style="list-style-type: none"> 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.



**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

