

Department of Education
Literacy Coordinating Council

Call for Entries: PSA Videos on Literacy

In celebration of the 2021 National Literacy Week as stipulated under the provisions of Department of Education (DepEd) Memorandum no. 72, s. 2019, the Literacy Coordinating Council (LCC) is coming up with a compilation of Public Service Announcement (PSA) videos as one of its projects under the Key Result Area (KRA) on Advocacy, Social Mobilization, and Partnerships.

Anent to this, the LCC is calling all literacy champions, implementers, and advocates to produce and submit to the LCC Secretariat their originally produced PSA videos on literacy which the Council may use in its literacy advocacy initiatives, as well as in information, education, and communication (IEC) material dissemination.

The main objective of the Call for Entries is to gather, compile, and disseminate IEC materials on literacy, particularly PSA videos. This initiative also aims to encourage the involvement and participation of stakeholders such as Local Government Units (LGU), Non-government Organizations (NGO), other public and private partners, and individuals in promoting the universalization of literacy in the Philippines.

These videos are expected to inspire the out-of-school children, youth, and adults, together with their parents or guardians, to avail of the literacy programs and interventions being provided by DepEd (through formal basic education and Alternative Learning System or ALS), LGUs, and NGOs. Individuals and organizations from the public and private sectors may also be urged by these IEC materials to support the efforts made by the government in eradicating illiteracy and achieving sustainable development goals.

Below are the detailed information and guidelines on the Call for Entries:

1. What are PSA videos?

PSA or Public Service Announcement videos are short, educational videos that are made to create awareness or change attitudes or behavior of viewers on certain issues of public interest.

2. What is the current literacy situation in the Philippines?

According to 2019 FLEMMS, a survey conducted by the Philippine Statistics Authority, the literacy rate of the country is at 96.5% for Basic Literacy and 91.6% for Functional Literacy. Although it is a fact that most of the Filipinos are already basic and functionally literate, still millions of them need to be

reached, reintegrated into education, and be provided with pertinent literacy program interventions, especially those who are marginalized, excluded, and vulnerable.

3. Who may join the LCC's Call for Entries of PSA Videos on literacy?

DepEd teaching or non-teaching personnel, including those who come from the private schools; LGUs; NGOs; and individuals who are actively engaged in literacy program development and management are encouraged to join.

4. What are the requirements for submission?

Listed below are the requirements in joining the LCC's Call for Entries of PSA videos on literacy:

- The video material shall focus on informing, educating, or inspiring everyone to do his/her share in eradicating illiteracy, thereby improving the quality of life of every Filipino.
- Video entry must not exceed 60 seconds in length, including the credits, preferably saved in MP4 file format not exceeding 1GB.
- It must be originally produced and must not contain any copyrighted material.
- Voiceover and/or texts must be in Filipino, English, or any other local languages. In case of local language use, Filipino or English subtitles must be included.
- Only one entry per person/LGU/NGO is allowed.
- A brief closing billboard or credits must be included at the end of the video to feature the name of individual and/or organization who created the video, as well as other pertinent details as deemed appropriate by the video producer.
- The file name of the video must be created in this format: Video Title_Name of individual and/or organization_Region number
- All video entries must be submitted online via Google Drive using this link: <https://forms.gle/EmcoKGQyZfM364fU6>
- Deadline for submission of entries is on **September 30, 2021**.

5. How will the winning entries be selected?

All entries will be evaluated based on the following criteria:

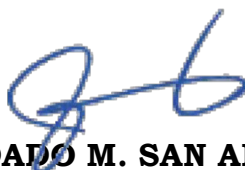
Content and Originality	50%
Overall Impact	<u>50%</u>
Total	100%

6. How will the winning entries be recognized?

- The winning PSA video entries will be notified via email and/or through LCC’s official Facebook Page at www.facebook.com/LiteracyCoordinatingCouncil
- All winning entries will be awarded with a Certificate of Recognition from DepEd LCC.
- Winning entries may be presented during the conduct of official LCC activities such as conferences, fora, workshops, among others. They may also be shown in other LCC and DepEd’s partners’ social media accounts, websites, and channels.
- All winning entries will be featured at the LCC website at www.lcc.deped.gov.ph, LCC’s official Facebook page, LCC’s YouTube Channel, and at the National Literacy Information System (NLIS) at: <https://lcc.deped.gov.ph/national-literacy-information-system-nlis/>

For more information, please contact the LCC Secretariat through Ms. Jonnabel D. Escartin via email at lcc@deped.gov.ph or jonnabel.escartin@deped.gov.ph.

Approved:



DIOSDADO M. SAN ANTONIO

DepEd Undersecretary for Curriculum and Instruction
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Date: August 25, 2021