



Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON  
CITY SCHOOLS DIVISION OF THE CITY OF TAYABAS

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Advisory No. **107** s. 2024  
April 24, 2024

In compliance with DepEd Order (DO) No. 8, s. 2013,  
this advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd officials,  
personnel/staff, as well as the concerned public.  
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**A PROJECTED VISION (APV):  
STORIES IN COLOR – CLIMATE ON SCREEN**

**UP Broadcasting Association (UP Broad Ass)**, a non-profit student organization and creatives house based in the UP Diliman College of Mass Communication which celebrates its 55<sup>th</sup> anniversary, invites high school and college students to join **A Projected Vision (APV): Stories in Color: Climate on Screen**, a competition to showcase creativity and awareness of contemporary Filipino social issues through short-form vertical video content from April 26, 2024, to its culmination on May 23, 2024.

Attached is the communication for your reference.

For inquiries, contact the APV Event Head, Oliver Rivera through an email at [olrivera1@up.edu.ph](mailto:olrivera1@up.edu.ph)

Widest dissemination of this advisory is desired.



# UP BROADCASTING ASSOCIATION

College of Mass Communication, University of the Philippines - Diliman  
Plaridel Hall, Ylanan Street, Diliman, Quezon City, Metro Manila



UP Broadcasting Association



@upbroadcast

#WELOVEBROADASS

Celedonio B. Balderas, Jr.  
Superintendent  
Department of Education  
Schools Division Office - Tayabas City

Dear Mx. Balderas:

Greetings!

We are the **UP Broadcasting Association (UP Broad Ass)**, a non-profit student organization and creatives house based in the UP Diliman College of Mass Communication. We create relevant productions, campaigns, and events that aim to inspire and invite the youth to social action.

In celebration of our 55th anniversary, we are launching **A Projected Vision (APV): Stories in Color - Climate on Screen**, a competition for high school and college students, along with campus-based video creators, to showcase their creativity and awareness of contemporary Filipino social issues through short-form vertical video content. The event will run from **April 26, 2024**, to its culmination on **May 23, 2024**.

We humbly invite high school students from **Tayabas City** to join APV 2024 because UP Broad Ass believes in their great potential to excel in this endeavor. This competition provides a substantial platform allowing students to rigorously discuss **climate change**, one of the most prominent environmental issues in the Philippines, through storytelling and video production. The event mechanics, registration rules, and additional information are attached to this letter for your reference.

The beneficiaries of this event are **students** and **youth-led environmental organizations**. By participating in APV 2024, student voices are amplified, contributing significantly to the climate change movement.

Should you have any questions, concerns, or clarifications, please do not hesitate to contact us through the undersigned at our email, [upbroadcastweek55@gmail.com](mailto:upbroadcastweek55@gmail.com).

We look forward to working with you in this venture. Thank you!

Yours in nation-building,

**Cherady Vivienne C. Sulit**  
Projects Management Officer, A Projected Vision 2024  
UP Broadcasting Association

**Oliver L. Rivera, Jr.**  
Event Head, A Projected Vision 2024  
UP Broadcasting Association

Noted by:

**Almira Coleen I. Mendoza**  
Overall Head, Broad Ass Week 55  
President, UP Broadcasting Association



## **A Projected Vision 2024**

Mobile Journalism Competition  
Stories in Color: Climate on Screen

### **OFFICIAL COMPETITION PRIMER**

#### **A. MECHANICS**

##### **Registration Process:**

- Interested participants are required to complete the registration form available at <https://bit.ly/APV2024Registration>
- The deadline for registration and submission of requirements is **11:59 PM on April 26, 2024.**

##### **Requirements for registration include:**

- Scanned copy of school or any valid ID of all participants.
- Scanned copy of any proof of enrollment (Certificate of Registration, a screenshot of class schedule from the student portal, etc.).
- Proof of registration fee payment (Php 500.00 per entry) to be paid to the account (0928) 281 3795 under Jaime B. Bautista.

##### **Composition of Entries:**

- Each entry must be created by a minimum of one (1) up to a maximum of five (5) student creators.
- Entries should incorporate the specified feature, placing a central emphasis on seamlessly integrating the concept of PERSONAL EXPERIENCE OF CLIMATE CHANGE or the problem within their community into the main story, dialogue,

interactions, or visual elements. This integration should resonate throughout the narrative, enriching the viewer's understanding and emotional connection to the subject matter.

- Entries are encouraged to utilize a diverse range of devices, not solely restricted to mobile platforms.
- Entries must comprise the following components:
  - A vertical short-form video with a runtime between 3 to 5 minutes.
  - A 30-second teaser from the short-form video.
  - English .srt file for subtitles.
- Entries must adhere to a vertical aspect ratio of 9:16 and at least 1080 pixels resolution in MP4 format.
- Please rename the file in **APV 2024\_ < Name of the School>**.

#### **Submission Deadline:**

- Participants must submit their entries on or before May 11, 2024, through the provided email address [upbroadassweek55@gmail.com](mailto:upbroadassweek55@gmail.com) with the subject "A Projected Vision 2024 : Mobile Journalism Competition "

#### **Selection and Announcement:**

- On May 17, 2024, the Selection Committee will officially reveal the top 10 entries proceeding to the final stage of judging.
- Results will be communicated via respective emails provided by participants.
- Participants who did not make it to the top 10 entries will receive a digital certificate of participation.

#### **Culmination Event:**

- The final 10 entries will be screened during A Projected Vision 2024 culmination event on May 24, 2024, at UP Film Institute Film Studio.

- The final 10 participants will engage in an educational discussion about environmental issues with renowned speakers provided by the event organizers.
- The organizer will also host a workshop on Mobile Journalism, featuring renowned speakers provided by the event organizers. This workshop is open to all participants, offering a valuable opportunity to delve into the dynamic realm of mobile journalism techniques and practices.
- 30-second teasers for each entry will be posted on UP Broadcasting Association's Facebook page for promotional purposes.
- The final selection of the winners will be made from a pool of 10 entries. The champion will be awarded a consolation prize valued at 8,000, the 1st runner-up will receive 4,000, and the 2nd runner-up will receive 2,000. Additionally, special awards will be presented from among the top 10 finalists in the contest, recognizing their outstanding contributions and achievements.

### **Rules and Regulations:**

#### **Eligibility:**

- Participating entries must be created by high school and college students only.
- The school or institution can indeed send more than one participant or team to this event.
- A revised version of an existing production will be disqualified.

#### **Organizing Committee and Production Dates:**

- Members of the Organizing and Selection Committee are prohibited from joining the competition.
- All works must premiere at the culmination event of A Projected Vision 2024. Entries screened publicly before application are disqualified.
- Works that commenced production before April 1, 2024, will be disqualified.

#### **Copyright and Language:**

- All assets used in entries, including music and videos, must be original, licensed, or in the public domain to comply with copyright laws.
- Dialogues and voice-overs should be in any Philippine Language.

**Safekeeping of Entries:**

- The Organizing Committee shall ensure the safekeeping of entries prior to the public screening.

**CRITERIA FOR JUDGING**

Criteria	Percentage
<b>A. Storytelling</b> <ol style="list-style-type: none"><li>1. <i>Clarity and coherence of narrative:</i> Is the story well-structured and easy to follow?</li><li>2. <i>Engagement and Impact:</i> Does the story captivate the audience and evoke emotions or critical thinking?</li><li>3. <i>Originality and Creativity:</i> How unique and innovative is the storytelling approach?</li><li>4. <i>Relevance of characters:</i> Are the characters relatable and relevant to the story?</li><li>5. <i>Narrative Flow:</i> Does the story progress smoothly from beginning to end, maintaining the viewer's interest?</li></ol>	30%

<p><b>B. Visuals</b></p> <ol style="list-style-type: none"> <li>1. <i>Composition and Framing:</i> Are the visual elements well-framed and composed to enhance storytelling?</li> <li>2. <i>Aesthetic Appeal:</i> How visually appealing are the images or videos used?</li> <li>3. <i>Technical Quality:</i> Is there attention to detail in the visual presentation, including focus, exposure, and color balance?</li> <li>4. <i>Visual Variety:</i> Are there diverse visual elements used to support the narrative (e.g., photographs, videos, graphics)?</li> </ol>	<p>25%</p>
<p><b>C. Technical</b></p> <ol style="list-style-type: none"> <li>1. <i>Production Quality:</i> How polished is the overall production, considering factors like lighting, sound quality, and editing?</li> <li>2. <i>Use of Multimedia Elements:</i> How well are different media integrated into the storytelling (e.g., text overlays, audio clips, animations)?</li> </ol>	<p>25%</p>



<b>D. Relevance to the Theme</b> <ol style="list-style-type: none"> <li>1. <i>Alignment with Theme:</i> Does the story directly address the contest theme or topic?</li> <li>2. <i>Timeliness and Relevance:</i> Is the story timely and pertinent to current events or issues?</li> <li>3. <i>Depth of Exploration:</i> How thoroughly does the entry explore the theme, providing insights or perspectives?</li> <li>4. <i>Social and Cultural Context:</i> Does the entry consider the social and cultural context relevant to the theme?</li> <li>5. <i>Impact Potential:</i> Does the story have the potential to raise awareness, provoke discussion, or inspire action related to the theme?</li> </ol>	20%
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#### SCHEDULE OF ACTIVITIES

Date	Activities
<b>26 April 2024</b>	Submission of the Participants' Registration Form and Requirements to Become Official Participants of APV.
<b>15 May 2024</b>	Participants must submit their entries on or before the said date through the form link.
<b>17 May 2024</b>	The Selection Committee shall officially reveal the top 10 entries that will proceed to the final stage of judging. Results will be communicated via the respective emails provided by participants.
<b>24 May 2024</b>	The final 10 entries will be screened during the A Projected Vision 2024 culmination event on the specified date at the UP Film Institute Film Studio.
	Closing

For further questions and inquiries, please redirect them to:

**Mr. Oliver Rivera** - [olrivera1@up.edu.ph](mailto:olrivera1@up.edu.ph)

Event Head, A Projected Vision 2024