



Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF PAMPANGA

December 3, 2025

DIVISION MEMORANDUM
No. 715, s. 2025

**GAWAD KAGALINGAN: SHORT FILM FESTIVAL/DOCUMENTARIES FOR
SPECIAL PROGRAM FOR JOURNALISM AND SPECIAL PROGRAM
FOR THE ARTS IMPLEMENTERS**

To: Assistant Schools Division Superintendent
Education Program Supervisors
Public Schools District Supervisors
School Heads of Special Program for Journalism and Special Program for the
Arts Implementers
All Others Concerned

1. The Schools Division of Pampanga, through the Curriculum Implementation Division (CID) announces the conduct of the ***Sine-Kultura: A Creative Showcase of Filipino Stories*** as culminating activity of Special Program for Journalism and for the Arts Implementers.
2. Sine-Kultura is a vibrant platform for students under the Special Program for Journalism (SPJ) and Special Program for the Arts (SPA) to transform research and cultural narratives into compelling short films. This showcase celebrates the fusion of truth and creativity, where investigative rigor meets artistic expression, highlighting stories that reflect Filipino heritage, values, and contemporary realities.
3. Through this initiative, learners are empowered to:
 - a. amplify authentic Filipino voices and preserve cultural identity;
 - b. promote media literacy and critical thinking through research-based storytelling;
 - c. express creativity and innovation using cinematic techniques rooted in local artistry; and
 - d. foster collaboration between journalism and arts disciplines, bridging fact and imagination.
4. Anchored on the Theme/Tagline: "***Sine-Kultura: Likha ng Sining, Salamin ng Katotohanan,***" the activity aims to:
 - a. advance research-informed storytelling that reflects Filipino and Kapampangan contexts;



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b. strengthen SPJ-SPA collaboration across pre-production to post-production;

c. develop critical thinking, creativity, communication, collaboration;

d. uphold journalistic ethics and artistic excellence; and

e. showcase Kapampangan heritage, language, and community narratives.

5. The following are the contest mechanics and guidelines for your reference:

A. Eligibility:

- 1) Open exclusively to four (4) SPJ and four (4) SPA implementing schools within the Schools Division of Pampanga.
- 2) Each team shall consist of 5-7 learner-members (SPJ and SPA) plus one (1) designated teacher-coach.
- 3) Learners must be enrolled and in good standing.
- 4) Each implementing school may submit one (1) official entry.

B. Contest Timeline

The contest activities shall start on December 4, 2025, and shall end on December 13, 2025. The participating schools may follow the suggested timeline of activities below.

Week 1

Day 1: Launch & Orientation

- Opening program, contest briefing, and mechanics.
- Theme announcement and Q&A.
- Distribution of guidelines and templates (research summary, consent forms).

Day 2-3: Research & Script Development

- Teams conduct research, interviews, and gather references.
- Draft script and storyboard.
- Submit script for coach review.

Day 4-5: Pre-Production

- Finalize script and storyboard.
- Prepare props, costumes, and locations.
- Technical check (camera, audio, editing software).

Week 2

Day 6-7: Shooting



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- On-location filming.
- Ensure compliance with safety and consent protocols.

Day 8–9: Editing & Post-Production

- Video editing, sound design, and subtitles.
- Prepare posters and logline.
- Submit final outputs to the Secretariat.

Day 10: Screening, Deliberation, and Selection of Winners (for the judges)

C. Theme

- Entries must align with the given theme/tagline and highlight Filipino identity (history, language, traditions, contemporary issues, community narratives). Localization to Pampanga is highly encouraged.

D. Film Specifications

- Format: Short film (live action, documentary, or hybrid).
- Duration: 5–8 minutes (exclusive of credits); opening credits ≤30s; closing credits ≤60s.
- Resolution: 1080p preferred; 16:9 aspect ratio.
- Language: Filipino or Kapampangan with English/Filipino subtitles as needed.
- Originality & Rights: Materials must be original or licensed; credit all sources in end credits.

E. Research & Ethics Requirements

- Ground narratives on verifiable research; attach a 1-page Research Summary (sources, interviews, consent if there are).
- Observe journalistic standards (accuracy, fairness, independence) and child protection policies.
- Secure written consent for interviews, minors, and locations; avoid dangerous acts and sensitive content.
- Respect privacy, intellectual property, and cultural protocols (e.g., indigenous/community rituals).

F. Submission Requirements



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- Final MP4 (H.264) file + backup.
- A4 poster and logline (≤ 50 words).
- Research Summary (1 page) and Production Credits.
- Signed consent forms and coach certification.
- Technical sheet (runtime, aspect ratio, audio notes).

G. Judging Criteria (100%)

- Storyline & Content – 30%
- Creativity & Originality – 25%
- Technical Quality (cinematography, editing, audio) – 20%
- Artistic Merit (visuals, color, design) – 15%
- Audience Impact & Engagement – 10%

H. Awards

- Champion, First Runner-Up, Second Runner-Up
- Special Citations: Best Film, Best Director, Best Screenplay, Best Cinematography, Best Editing, Best Sound/Music, Best Performance (Acting/Host)

I. Disqualification & Appeals

- Grounds: plagiarism; unsafe conduct; policy violations; late submissions.

J. Funding and Venue

- Expenses incurred during the conduct of the activity shall be charged to authorized local funds, subject to existing accounting and auditing rules and regulations.

K. Secretariat and Contact

- Sine-Kultura Secretariat, Curriculum Implementation Division, Schools Division of Pampanga.



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6. An orientation of teacher-coaches shall be held on Friday (December 5, 2025) from 9:00 am-10:00 am via MS Teams. The link shall be sent before the said orientation.
7. A separate division memorandum shall be released relative to the announcement and awarding of winners.
8. All teacher-coaches who will supervise the participants' pre and post production activities on Saturday and Sunday and on holidays shall be entitled of service credits as stipulated in the DO 53, s. 2003 – Updated Guidelines on Grant of Vacation Service Credits to Teachers.
9. For further inquiries about the details of the activities, you may contact the EPSs In-charge of SPJ and SPA (June D. Cunanan-SPJ & Mary Anne Bernadette M. Samson-SPA).
10. This Division Memorandum shall serve as the Travel Authority of all the participants.
11. Wide dissemination of this Memorandum to all concerned is earnestly desired.

ROMEO M. ALIP PhD, CESO V
Schools Division Superintendent

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