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Philippine Information Agency

Cordillera Administrative Region

## **PROGRAM ACTIVITY DESIGN**

### **ASEAN YOUTH/CAMPUS CAMPUS FORUM CUM QUIZ IN CORDILLERA SCHOOLS**

#### **Rationale**

The Association of Southeast Asian Nation (ASEAN) is a regional organization of 10 countries in the Southeast Asia.

Established in 1967, its founding members are Indonesia, Malaysia, the Philippines, Singapore and Thailand. Brunei Darussalam, Cambodia, Laos(now Lao PDR), Myanmar (formerly Burma) and Vietnam followed suit.

ASEAN aims to accelerate economic growth, social progress, socio-cultural evolution among its members, protection of regional peace and stability, and opportunities for member countries to discuss differences peacefully.

This year, the Philippines chairs the ASEAN Summit which coincides with the 50<sup>th</sup> founding anniversary of ASEAN.

The Philippine Chairmanship was officially launched at the Davao SMX Convention Center in Davao City with the theme, "Partnering for Change, Engaging the World."

ASEAN will impact on the future of the young people. They are the ones directly affected and benefit from the ASEAN Community. Thus the Philippine Information Agency embarks on youth/campus forum in the different schools in the region in efforts to create or increase awareness and understanding of the youth on what ASEAN means to them.

The forum will feature discussions on the overview of ASEAN and the three pillars of the ASEAN Community - Political-Security Community Pillar, Economic Community Pillar and Socio-Cultural Community Pillar.

With the young people vulnerable to vices, there shall also be discussion on the anti drug campaign of the government.

Resource persons will be tapped from partner agencies.

There shall be quiz on ASEAN in between the topics.

**Objectives:**

- 1) To increase awareness and understanding of students about the ASEAN Community: its history, purpose, challenges and opportunities, and Philippine Chairmanship of ASEAN 2017, and
- 2) To create appreciation among the students on the benefits of ASEAN Community.

**Program**

TIME	ACTIVITY
1:00-1:30PM	Registration
1:31-3:30PM	Opening program
	<ul style="list-style-type: none"><li>• Prayer</li></ul>
	<ul style="list-style-type: none"><li>• National Anthem</li></ul>
	<ul style="list-style-type: none"><li>• ASEAN Hymn</li></ul>
	<ul style="list-style-type: none"><li>• Welcome Remarks –host school head</li></ul>
	Forum Proper
	ASEAN Overview - PIA
	Intermission/Quiz
	ASEAN and the PH Government's Anti I Drug Advocacy - PDEA
	Intermission/Quiz
	ASEAN Integration & K+12 Program – DepEd(HS)/ Higher Education in ASEAN –CHED(college)
	Intermission/Quiz
	Open Forum
	Closing Remarks

Philippine Information Agency  
Cordillera Administrative Region  
**PROGRAM ACTIVITY DESIGN**

**“iCAPTURE: ASEAN, ME and MY COMMUNITY”  
LITERARY AND VISUAL CONTEST**

**RATIONALE**

The Association of Southeast Asian Nation (ASEAN) is a regional organization of 10 countries in the Southeast Asia established in 1967. Its founding members are Indonesia, Malaysia, the Philippines, Singapore, and Thailand while Brunei, Cambodia, Laos, Myanmar and Vietnam followed suit.

ASEAN aims to accelerate economic growth, social progress, socio-cultural evolution among its members, protection of regional peace and stability, and opportunities for member countries to discuss differences peacefully.

This year, the Philippines hosts ASEAN which also marks with 50<sup>th</sup> founding anniversary of ASEAN.

Pres. Duterte launched the country's ASEAN chairmanship on 16 January 2017 in Davao City with the theme, “Partnering for Change, Engaging the World.”

As the communication arm of government, the Presidential Communications Operations Office (PCOO) is the lead Committee on Media Affairs and Communications in spreading awareness and educating the public on ASEAN and the country's chairmanship of ASEAN 2017.

The Philippine Information Agency under the PCOO is tasked to help in promoting ASEAN the different sectors of society to increase awareness and appreciation and entice participation among stakeholders.

For PIA Cordillera, one identified activity is a literary and visual arts competition dubbed “iCAPTURE: ASEAN, ME and MY COMMUNITY” for high school and college students and selected sectors such as juveniles in conflict with the law.

Literary arts will be through essay writing and short story while visual arts categories are photo and painting/sketching anchored on the theme, “Partnering for Change, Engaging the World”.

The contest will be undertaken in coordination with the Department of Education –Cordillera (DepEd– CAR), the Commission on Higher Education (CHED) –CAR, the Department of Social Welfare and Development, and other partner agencies.

For the provinces, PIA Provincial Infocens will run the contest in partnership with the DepEd Division Schools level/CHED-CAR/universities and colleges in the area. For Baguio City, it will be taken care by PIA-CAR in partnership with concerned agencies.

The contest will be done on the spot.

## **GENERAL CONTESTS GUIDELINES**

1. The contest is open to all interested Cordilleran high school and college students, and youth in identified sectors
2. The contest will focus on the 50<sup>th</sup> ASEAN theme, "Partnering for Change, Engaging the World".
3. All literary pieces and artwork should reflect an understanding and appreciation of ASEAN; and clarity and originality of written and artistic expression.
4. Contestants should submit the original work. Entries should not have been published in any
5. Contestants should submit a complete entry form that includes details such as complete name, address, age, school/organization and contact number.
6. Judging will be conducted by board of judges composed of experienced practitioners.
7. The decisions of the judges are final and not appealable.
8. Winning entries will be uploaded in PIA website and social media accounts and will receive cash prizes
  - First Prize – P2,000
  - Second Prize - P1,500
  - Third Prize - P1,000
9. All participants will receive certificates.

## MECHANICS FOR LITERARY ARTS CONTEST

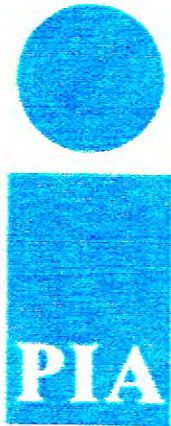
1. Contestants should not be writing their names in their artworks. A code number shall be provided to each contestant as his/her entry number.
2. Entries (Essay and Short Story) may be in English or Filipino. Local dialect may also be used but translation should be provided.
3. Maximum length for entries in essay is 1,500 words (excluding title) and short story writing is 3,000 words (excluding title).
4. Contestants will be given two(2) hours to complete their works.
5. The entries will be judged according to the following criteria:
  - Relevance to the theme = 30%
  - Content = 30%  
(insightful substance/essence of ideas)
  - Writing technique = 15%
  - Grammar and structure = 15%
  - Overall impact = 10%

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100%

## MECHANICS FOR VISUAL ARTS CONTEST

1. Contestants should not be writing their names in their artworks. A code number shall be provided to each contestant as his/her entry number.
2. Artwork (poster, sketches/paintings) should be original.
3. The PIA shall provide materials of the participants. One half(1/2) illustration board, oil pastel, water color, acrylic, and pencil will be used in the contest.
4. Entries must have description of the artwork in at least 250 words using a separate sheet.
5. Contestants will be given two(2) hours to complete their works.
6. The entries will be judged according to the following criteria:
  - Relevance to the Theme = 30%
  - Originality = 20%
  - Visual Impact = 20%
  - Creativity = 30%  
( color harmony, contrast, emphasis)

= ====  
100%



**Philippine Information Agency- Benguet**  
*Romulo Drive, Lualhati, Baguio City*

AND

**DEPARTMENT OF EDUCATION**  
Cordillera Administrative Region  
**SCHOOLS DIVISION OFFICE OF BENGUET**  
*Wangal, La Trinidad, Benguet 2601*

### **ENTRY FORM (LITERARY)**

"iCAPTURE: ASEAN, ME and MY COMMUNITY"

### **LITERARY ARTS COMPETITION**

Theme: "Partnering for Change, Engaging the World"

Date: \_\_\_\_\_

Category:  Literary     Essay Writing     Short Story Writing

Name of Participant (Family Name, Given Name, MI)

\_\_\_\_\_

Name of School \_\_\_\_\_ Type of School  Public  Private

Address of School \_\_\_\_\_ District \_\_\_\_\_

Contact Number \_\_\_\_\_

Email Address (if any) \_\_\_\_\_

Name of Coach (Family Name, Given Name, MI) \_\_\_\_\_

Position \_\_\_\_\_ Contact Number \_\_\_\_\_

\_\_\_\_\_

Email Address (if any) \_\_\_\_\_

\_\_\_\_\_  
Name and Signature of Participant

\_\_\_\_\_  
Name and Signature of Coach