



Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON  
SCHOOLS DIVISION OF BATANGAS


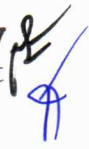
18 July 2025

**UNNUMBERED MEMORANDUM**

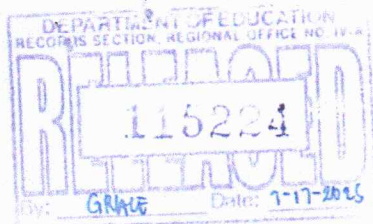
**DISSEMINATION OF THE "HIMIG MAKABATA" JINGLE WRITING CONTEST**

**TO:** Assistant Schools Division Superintendents  
Chief- Curriculum Implementation Division (CID)  
Chief- School Governance and Operations Division (SGOD)  
Education Program Supervisor  
Public Schools District Supervisors  
Public School Heads  
All Others Concerned

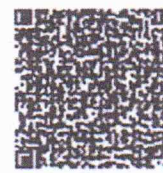
1. Attached herewith is Regional Memorandum No. 539 s. 2025 re: Dissemination of the "Himig Makabata" Jingle Writing Contest.
2. Immediate and widest dissemination of this Memorandum is earnestly desired.

  
**MARITES A. IBANEZ, CESO V**  
Schools Division Superintendent 

ABCJr./Dissemination of the "Himig Makabata" Jingle Writing Contest/ S6-110832/7-18-2025



Republic of the Philippines  
Department of Education  
REGION IV-A CALABARZON



ESSD-RM-2025-539

DepEd-Division  
of Batangas

ICT SECTION

RECEIVED  
S6-110832

Date: 07/18/2025  
Time: 09:50 AM  
By: ICT JL

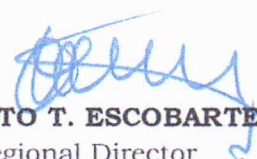
15 July 2025

Regional Memorandum  
No. 539, s. 2025

**DISSEMINATION OF THE "HIMIG MAKABATA"  
JINGLE WRITING CONTEST**

To: **Schools Division Superintendents**

1. In reference to DepEd Memorandum OUOPS-2025-11-03961<sup>1</sup>, this Office, through the Education Support Services Division, announces the "Himig Makabata" Jingle Writing Contest launched by the Council for the Welfare of Children (CWC).
2. This aims to raise public awareness of the helpline's services and to foster creative and meaningful engagement among learners nationwide.
3. Relative to this, the "Himig Makabata" Jingle Writing Contest invites learners across Region IV-A CALABARZON to compose a compelling and memorable jingle that promotes child protection and awareness of the helpline. Submission of entries will be on or before **July 30, 2025, 12:00 nn.**
4. Other mechanics of the said competition is attached as **Annex A** for reference.
5. For further details, you may contact Dr. Eduarda M. Zapanta, Chief of ESSD, or Ms. Rochelle May M. Nisola, Alternate Learner Rights and Protection Focal Person through email at [rochellemay.nisola@deped.gov.ph](mailto:rochellemay.nisola@deped.gov.ph).
6. Immediate dissemination and strict compliance of this Memorandum is desired.

  
**ATTY. ALBERTO T. ESCOBARTE, CESO II**  
Regional Director

ROE/RMMN

<sup>1</sup> Request for Dissemination of the "Himig Makabata" Jingle Writing Contest



Address: Gate 2, Karangalan Village, Cainta, Rizal  
Telephone No.: 02-8682-2114  
Email Address: [region4a@deped.gov.ph](mailto:region4a@deped.gov.ph)  
Website: [depedcalabarzon.ph](http://depedcalabarzon.ph)



Certificate No. PHP QMS  
22 93 0085



REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF TOURISM  
CALABARZON REGION



ORD-ILA01-2025-405

25 June 2025

**ATTY. ALBERTO T. ESCOBARTE, CESO II**  
Regional Director  
Department of Education, CALABARZON Region  
Cainta, Province of Rizal

Dear **Dir. Escobarte**,

*Greetings from DOT CALABARZON!*

We are pleased to inform you that the **Council for the Welfare of Children** has extended an invitation to participate in the lunch 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 view of this, may we request the kind assistance of the Office of the Regional Director to disseminate the said information to public and private schools in the CALABARZON Region. Attached is the full contest guidelines for reference.

Thank you in anticipation of your kind consideration and most favorable response.

Very truly yours,

**MARITES T. CASTRO**  
Regional Director



Ground Floor, Dencris Business Center, Barangay Halang, Calamba City, Laguna  
Phone: (049) 5392170 / 2540265 Email: dotcalabarzon@tourism.gov.ph





Republika ng Pilipinas  
**Department of Education**

OFFICE OF THE UNDERSECRETARY FOR OPERATIONS

**MEMORANDUM**

OM-OUOPS-2025-11 - 0396

**TO :** REGIONAL DIRECTORS  
ALL OTHERS CONCERNED

**FROM :** MALCOLM S. GARMA  
*Assistant Secretary, Officer-In-Charge*  
Office of the Undersecretary for Operations

**SUBJECT :** REQUEST FOR DISSEMINATION OF THE "HIMIG  
MAKABATA" JINGLE WRITING CONTEST

**DATE :** July 7, 2025

This has reference to the "Himig Makabata" Jingle Writing Contest launched by the Council for the Welfare of Children (CWC) in support of the ongoing campaign to promote child rights and protection mechanisms, particularly through the Makabata Helpline.

The Makabata Helpline serves as a national reporting and referral mechanism initially designed to assist children in situations of armed conflict. This initiative seeks to raise public awareness of the helpline's services and to foster creative and meaningful engagement among learners nationwide.

In line with this goal, the Learner Rights and Protection Division (LRPD) is mandated to lead a nationwide information dissemination campaign on the rights of learners against child abuse, exploitation, violence, discrimination, and bullying, and to empower them through accessible, appropriate, and safe reporting channels.

The "Himig Makabata" Jingle Writing Contest invites learners to compose a compelling and memorable jingle that promotes child protection and awareness of the helpline. This contest offers a meaningful opportunity to amplify the voices of learners to promote their rights and strengthen the advocacy for safe, nurturing, and inclusive learning environments.

In view of the foregoing, this Office requests the dissemination of the attached mechanics from the CWC to all public and private schools.

For the consideration of the Regional Directors.

(JFFS-MED/CTC)



Room 101, Rizal Building, DepEd Complex, Meralco Avenue, Pasig City 1600  
Telephone Nos.: (02) 8633-5313; (02) 8631-8492  
Email Address: [ouops@deped.gov.ph](mailto:ouops@deped.gov.ph) | Website: [www.deped.gov.ph](http://www.deped.gov.ph)

Doc. Ref. Code	DM-OUOPS	Rev	01
Effectivity	03/23/23	Page	1 of 1







**JOIN  
NOW**

**JINGLE WRITING CONTEST**

# **"HIMIG MAKABATA"**

**WHO CAN JOIN:**

**STUDENTS AGED 13-17**

**REGISTER HERE:**

[HTTPS://MKBTHL1383.SHORT.GY/JWCHIMG2025](https://mkbthl1383.short.gy/jwchimg2025)

**DEADLINE:**

**JULY 30, 2025 | 12:00 NN**

**WIN!**

**1ST - ₱50,000**

**PLAQUE + Certificate**

**2ND - ₱30,000**

**PLAQUE + CERTIFICATE**

**3RD - ₱10,000**

**PLAQUE + CERTIFICATE**



Full contest mechanics available at:

<https://mkbthl1383.short.gy/jwchimg2025>





Republic of the Philippines  
**COUNCIL FOR THE WELFARE OF CHILDREN**

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**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.

No. 10 Apo Street, Sta. Mesa Heights, Brgy. Sta. Teresita, Quezon City 1114, Philippines  
Tel. No. (632) 8461-6553 ; 8461-6620 ; 8374-5552 ; 8366-1910

Website: [www.cwc.gov.ph](http://www.cwc.gov.ph) Email: [cwc@cwc.gov.ph](mailto:cwc@cwc.gov.ph) Facebook: CWCgovph  
Twitter: @CWC\_govph Youtube: CWCChildrenOfficial

6. PROPOSAL OF 2004-2005

The following is a summary of the proposed budget for the year 2004-2005. The budget is based on the current level of activity and is subject to change.

7. OFFICE

The office is currently operating at a level of activity that is consistent with the current level of activity. The budget for the year 2004-2005 is based on the current level of activity and is subject to change.

8. PROPOSAL OF 2004-2005

The following is a summary of the proposed budget for the year 2004-2005. The budget is based on the current level of activity and is subject to change.

9. PROPOSAL OF 2004-2005

The following is a summary of the proposed budget for the year 2004-2005. The budget is based on the current level of activity and is subject to change.

10. PROPOSAL OF 2004-2005

The following is a summary of the proposed budget for the year 2004-2005. The budget is based on the current level of activity and is subject to change.

11. PROPOSAL OF 2004-2005

The following is a summary of the proposed budget for the year 2004-2005. The budget is based on the current level of activity and is subject to change.

12. PROPOSAL OF 2004-2005

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13. PROPOSAL OF 2004-2005

14. PROPOSAL OF 2004-2005

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15. PROPOSAL OF 2004-2005

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16. PROPOSAL OF 2004-2005

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17. PROPOSAL OF 2004-2005

The following is a summary of the proposed budget for the year 2004-2005. The budget is based on the current level of activity and is subject to change.

18. PROPOSAL OF 2004-2005

The following is a summary of the proposed budget for the year 2004-2005. The budget is based on the current level of activity and is subject to change.

19. PROPOSAL OF 2004-2005

The following is a summary of the proposed budget for the year 2004-2005. The budget is based on the current level of activity and is subject to change.







