



CBMS Tagline-Making Contest Guidelines, and Mechanics

I. Introduction

Republic Act (RA) No. 11315, also known as the “Community-Based Monitoring System (CBMS) Act,” was signed into law by President Rodrigo Roa Duterte on 17 April 2019. The said Act mandates the Philippine Statistics Authority (PSA) as the lead agency in the implementation of the CBMS in generating updated and disaggregated data for policies and programs at the national and local levels to alleviate poverty and promote economic development. With the aimed institutionalization of the CBMS, there is a need for advocacy programs and campaign activities that will introduce and promote CBMS to all, especially to its stakeholders. Symbols such as logo, tagline, and jingle are important elements of the advocacy that will help get attention, create curiosity, and interest and invitation to support and participate in the CBMS. The CBMS Tagline-Making Contest is one of these advocacy initiatives.

The winning entry will be used by the PSA in the CBMS advocacy, promotions, and other related activities.

II. Who May Join

The Contest is open to all Filipinos currently residing in the Philippines.

Employees of the PSA nationwide are also qualified and encouraged to join.

Contestants below 18 years old must secure and submit a parental consent to be able to join the contest.

III. Specific Guidelines to Observe

The tagline must highlight and revolve around the objective of the CBMS which is to make available updated and disaggregated data necessary in targeting beneficiaries, conducting more comprehensive poverty analysis and needs prioritization, designing appropriate policies and interventions, and monitoring of programs impact overtime towards the policy of the state to free the people from poverty.

The specific guidelines are the following:

1. The entry must be an original composition and should not infringe on any existing copyright or any intellectual property rights.
2. The tagline entry should be in Filipino language.
3. The number of words must only be limited to ten (10).



4. The use of profane language or other derogatory words is not allowed.
5. Contest participant must provide a brief description of the tagline (not more than five (5) sentences).
6. Winning tagline entry will be announced via CBMS Facebook page on 18 December 2020. A notification text message and email shall be received by the winner after the announcement for confirmation.
7. Cash prizes shall be awarded to the following:
 - PhP 10,000.00 – winner
 - PhP 1,000.00 – consolation prize for five (5) runners-up
8. The PSA has the exclusive right to the winning entry.

All entries shall become the official property of the PSA. The mere submission of an entry constitutes the expressed willingness and consent of the participant that he/she is allowing the PSA to use the material in all CBMS advocacy and related activities.

It is further understood that all entrants indemnify and hold the PSA free and harmless from any and all liabilities of intellectual property rights, and/or any ownership-related issues.

IV. Criteria for Judging

All entries will be screened by a panel of judges. The Board of Judges (BOJ) will decide on the winner in a strict blind judging process based on the following criteria:

| Criteria for Rating | Percentage |
|-----------------------|-------------|
| Concept and relevance | 40% |
| Originality | 30% |
| Creativity and impact | 30% |
| Total | 100% |

The decision of the BOJ shall be final and irrevocable, unless the winning entry is contested in any way possible.

V. Contest Timeline/Duration

The contest will run from 26 October 2020 to 11 December 2020. Submissions must be received by the PSA-CBSS on or before 5:00 pm of 11 December 2020.

The selection of winner will be held during the 3rd week of December 2020.

| Activity | Schedule of Conduct |
|-----------------------------------|---------------------------------------|
| Submission/Endorsement of entries | 26 October 2020 to 11 December 2020 |
| Selection of Winner | 3 rd week of December 2020 |

The winning entry will be posted in the CBMS Official Facebook Page on 18 December 2020.

VI. Contest Requirements

All entries must be submitted through the email psa_cbss_pcd@yahoo.com or psacbsspcd@gmail.com with the following requirements:

1. Email subject: CBMS Tagline_Name of Contestant
2. Email content: Name, Contact Number, Age, Address/Agency/Organization/School, and Attachments
3. The attachments are the following:
 - a. Duly accomplished and signed registration form and copyright waiver;
 - b. Letter of parental consent, for minors; and
 - c. Tagline and its brief description.

All entries must be in .pdf following the format below:

Font Style / Size: Arial 28
Filename format: cbmstagline_Name
Example: cbmstagline_JUANDELACRUZ.pdf

The official entries must be directly addressed to:

PLENEE J. CASTILLO
Interim Assistant National Statistician
Community-Based Statistics Service

ATTENTION: Niño E. Tuazon
Interim Division Chief
CBMS Planning and Coordination Division

Reference No. 20CBSS01-020

SUBJECT: Call for Entries for the CBMS Jingle, Logo, and Tagline-Making Contests
23 October 2020

Email's subject: CBMS Tagline Entry_SURNAME

4. Email's contents: name, contact number, age, address/agency/organization/school, and attachments
5. The attachments are the following:
 - a. duly accomplished and signed registration form and copyright waiver
 - b. letter of parental consent, for minors
 - c. tagline and its brief description
 - all entries must be in .pdf format with the following format:

Font Style / Size: Arial 28

Filename format: NAME_cbmstagline

Example: JUANDELACRUZ_cbmstagline.pdf

The official entries must be submitted directly addressed to:

PLENEE J. CASTILLO
Interim Assistant National Statistician
Community Based Statistics Service

ATTENTION: Niño E. Tuazon
Interim Division Chief
CBMS Planning and Coordination Division

VII. Prizes

All contestants will receive a Certificate of Participation. The winner shall be awarded with a Plaque of Recognition, and cash prize of PhP 10,000.00. There will be five (5) consolation prizes to be given PhP 1,000.00 each.

For further inquiries, please send us a message through email addresses psa_cbss_pcd@yahoo.com and psacbsspcd@gmail.com.

PARTICIPANT'S INFORMATION

FULL NAME: _____

ORGANIZATION: _____

ADDRESS: _____

AGE (as of 26 October 2020): _____ (kindly attach parental consent, if minor)

CONTACT NUMBER: _____

EMAIL ADDRESS: _____

WAIVER AND CERTIFICATION

The submission of this logo design authorizes the Philippine Statistics Authority (PSA) to use the same for exhibition, education, and/or publicity purposes related to the Community-Based Monitoring System (CBMS); and that the PSA is not responsible for any legal claims involving copyright, trademark, credits, royalty infringement or any other violations related to the logo design. Once the prize has been received, the PSA shall have complete and sole ownership of the winning logo design to be utilized at its discretion.

The undersigned acknowledges and agrees to the following:

- a. Have read, understood and fully complied with terms and conditions and eligibility requirements of the contest;
- b. Duly authorized to submit this entry to the event;
- c. The entry has not been, in any way, commercially exhibited anywhere;
- d. The entry is original and the participant is to obtain all designs and clearances, in accordance with any and all existing applicable laws; and
- e. Certify that all information given here is true to the best of knowledge and abilities.

SIGNATURE OVER PRINTED NAME

DATE