



32nd National Statistics Month (NSM) Celebration

NSM Jingle Dance Contest Mechanics and Guidelines

I. Introduction

As part of the 32nd National Statistics Month (NSM) celebration, a nationwide NSM Jingle Dance Contest will be conducted to advocate the significance of the NSM.

The objectives of the Contest are the following:

- To create awareness and familiarity on the NSM celebration
- To highlight the importance of statistics to every Filipino

The NSM was first observed in 1990, and annually thereafter, pursuant to Presidential Proclamation No. 647, *Declaring the Month of October of Every Year as the National Statistics Month*. The celebration is observed nationwide where all regions conduct their respective activities advocating the importance of statistics, e.g., contests, exhibits, fora and seminars. Each year, it focuses on a specific sector in which the main goal is the promotion and improvement of statistics in that particular sector.

The objectives of celebrating the NSM are as follows:

- To promote, enhance and instill awareness and appreciation of the importance and value of statistics to the different sectors of society
- To elicit the cooperation and support of the general public in upgrading the quality and standards of statistics in the country

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

II. Who May Join

The Contest is open to all agency members of the 32nd NSM Steering Committee and its Subcommittees. PSA management and staff are not eligible to join.

Agency officials and staff, regardless of age, are encouraged to join the contest and represent their agency.

Only one entry from each agency will be accepted as endorsed by the designated committee/subcommittee member of the agency. The official entry of the agency may be selected from among the submissions of their respective regional offices.



III. Specific Guidelines in the Preparation of the NSM Jingle Video

Specific guidelines in the preparation of the dance video are the following:

- The entry is expected to drive up interest and enjoin the general public to participate in the annual nationwide observance of the NSM.
- Background music to be used is the NSM jingle entitled “*Estadistika, Daan sa Kaunlaran*,” which can be downloaded thru this link: <https://bit.ly/37IFhQd>.
- The length of the dance video should cover the whole duration of the NSM jingle (3 minutes and 15 seconds), featuring solo, pair or group and observing the use of face mask and/or face shield with physical distancing as precaution and observance of basic health protocols due to the COVID-19 pandemic while performing the dance video, where applicable.
- There should be no profanity and inappropriate language and gesture in the video. Entries must be suitable for general audiences and must NOT contain anything that is: illegal, abusive, defamatory, obscene, libelous, discriminatory against race, ethnicity, nationality, religion, sexual preference, disability, and age.
- Use of texts and props is allowed.
- Any dance genre is allowed as long as it is suitable for general audience.
- All entries to the NSM Jingle Dance Contest shall become the property of the PSA. The mere submission of an entry shall constitute the expressed willingness and consent that allows the PSA to use the material in all NSM advocacy and related activities.
- All entries may be shared on the agency’s respective Facebook (FB) pages once posted on the official NSM FB page to gain FB reactions. Be reminded that only the number of reactions on the videos uploaded to the official NSM FB page in the duration of the contest will be counted. The agencies may also opt to post their entries on their other social media pages after the announcement of winners on 01 October 2021.

It is further understood that all entrants shall hold the PSA free and harmless from any and all liabilities pertaining to 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
Choreography (Artistry, Creativity, Originality/Uniqueness)	35%
Execution	35%

Criteria for Rating	Percentage
(Timing, Coordination, Projection and Expression)	
Over-all Impact/Entertainment Value (Striking continual visual, Influence and Recall; number of FB reactions: likes, hearts, and wows)	10%
Relevance to the NSM theme and objectives	20%
Total	100%

The decision of the BOJ shall be final and non-appealable.

V. Contest Timeline/Duration

The Contest will run until 31 August 2021.

All entries will be posted on the NSM official Facebook (FB) page only for public viewing and gathering of FB reactions including Like, Heart, and Wow from 01 to 19 September 2021.

The Selection of Winner will be held on the 3rd week of September 2021. Winners will be announced during the 32nd NSM Opening Ceremony on 01 October 2021.

Activity	Schedule of Conduct
Deadline of Submission/Endorsement of entries	31 August 2021
Posting on NSM official FB page	01 to 19 September 2021
Selection of Winners	20 to 24 September 2021
Announcement of Winners	01 October 2021

VI. Contest Requirements

The official entry of the agency, including the dance video (.mp4) and registration form (Annex 1), must be submitted directly by the designated Steering Committee or Subcommittee member of the agency to the 32nd NSM Overall Secretariat through email nationalstatmonth@gmail.com on or before 31 August 2021. All contestants should receive an acknowledgment from the 32nd NSM Overall Secretariat to ensure receipt of the entries.