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APR 27 2021

REGIONAL MEMORANDUM
No. 138 s. 2021

DISSEMINATION OF MEMORANDUM FROM THE UNDERSECRETARY OF FIELD OPERATIONS, PALARONG PAMBANSA, AND DEACO DATED APRIL 23, 2021, RE: UNSUNG SARILING BAYANI (USB): A SHORT FILM COMPETITION

To: Schools Division Superintendents
School Heads of Senior High Schools
All Others Concerned

1. For the information and guidance of all concerned, enclosed is Memorandum from the Undersecretary of Field Operations, Palarong Pambansa, and dated April 23, 2021, re: **Unsung Sariling Bayani (USB): A Short Film Competition** and the letter of the of the Chairperson and CEO of the Film Development Council of the Philippines.
2. Immediate and wide dissemination of this Memorandum is hereby enjoined.

M
MAY B. ECLAR, PhD, CESO III
Regional Director

Incl: as stated

Clmd1
March 26, 2021

Reproduction No. 104, s. 2021

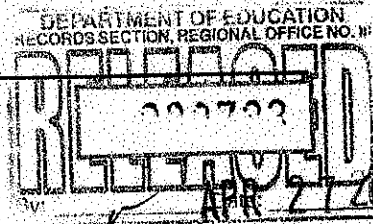


Address: Matalino St. D.M. Government Center, Maimpis, City of San Fernando (P)
Telephone Number: (045) 598-8580 to 89; Email Address: region3@deped.gov.ph





Republic of the Philippines
Department of Education
REGION III-CENTRAL LUZON



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19 April 2021

HON. LEONOR M. BRIONES
Secretary
Department of Education
Meralco Ave., Pasig City
Metro Manila

Thru: **Undersecretary Alain Del B. Pascua**

Dear **Secretary Briones**:

Greetings from the Film Development Council of the Philippines! We hope that you are in good health and keeping safe amid these challenging times.

The Film Development Council of the Philippines (FDCP) under the Office of the President is mandated to establish and undertake programs and activities that promote the growth and development of the local film industry, as well as to encourage the production of quality films and to conduct film related events that enhance the skills of the Filipino talents.

The FDCP joins the entire nation in its celebration of the Quincentennial of the first circumnavigation of the world, and the victory of the first national hero Lapulapu against the Spanish invasion in Mactan, Cebu in 1521. With this, we are launching a new campaign with our revered National Artist for Film and Broadcast, **Kidlat Tahimik** called the **Unsung Sariling Bayani**.

Unsung Sariling Bayani (or USB) is a short film competition focused on the theme of Filipino heroes, to be kicked off on the 500th year commemoration of the Victory at Mactan on April 27, 2021. This new competition and festival aims to balance the influence of foreign superheroes currently pervasive in the Filipino youth's mindset with a compelling engagement with the glorious stories of our very own Filipino heroes. The FDCP is supporting the initiative of National Artist for Film, Kidlat Tahimik, to promote deeper awareness and appreciation for our own national heroes among the youth through practical filmmaking.

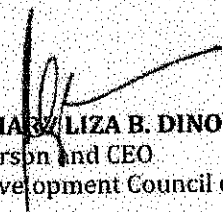
We recognize the role of the Department of Education in the gainful enculturation of our young students, and we would like to approach your good office for assistance in disseminating the USB campaign to enjoin senior high school students from all across the nation to join this short film competition. Your valuable assistance will ensure that we can impress upon the young citizenry to initiate deeper study and interest in Filipino heroes through the audiovisual medium of film, hopefully to become a larger and more significant part of the curriculum on Philippine history studies in the secondary school level.

We apologize for the short notice for this request. With your positive response, we can be ready with communication materials within a few days and be able to kick-off the campaign as scheduled on April 27, 2021 (the actual 500th anniversary of the Victory at Mactan) over an online event with director Kidlat Tahimik.

We fervently wish for DepEd to be our government partner for this project that will commence execution this summer, for public screenings and completion in November 2021. Please contact our Chief of Staff, **Mr. David Fabros** at davidfabros@fdcp.ph, or via mobile at **0917886362** for any questions you may have.

Thank you for your kind attention and on behalf of director Kidlat Tahimik, we look forward to your gracious participation in the USB Project.

Sincerely,


USEC. MARILIZA B. DINO
Chairperson and CEO
Film Development Council of the Philippines

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Republic of the Philippines
Department of Education
OFFICE OF THE UNDERSECRETARY

MEMORANDUM

TO : **ALL REGIONAL DIRECTORS
ALL SCHOOLS DIVISION SUPERINTENDENTS
ALL OTHERS CONCERNED**

FROM : 
ATTY. REVSEE A. ESCOBEDO
Undersecretary
Field Operations, *Palarong Pambansa* Secretariat, and DEACO

SUBJECT : [FOR INFORMATION DISSEMINATION] UNSUNG SARILING
BAYANI (USB): A SHORT FILM COMPETITION

DATE : April 23, 2021

This is in reference to the attached letter from Usec. Mary Liza B. Dino, Chairperson and CEO, Film Development Council of the Philippines (FDCP), dated April 19, 2021, in relation to the launching of "Unsung Sariling Bayani".

Unsung Sariling Bayani (USB) is a short film competition organized by FDCP that is focused on the theme of Filipino heroes. This event is in support of the celebration of the National Quincentennial Commemoration of the first circumnavigation of the world and the victory of the first national hero, Lapu-lapu, against the Spanish invasion in Mactan Cebu in 1521. The launching of USB will be simultaneous on the 500th year commemoration of the Victory at Mactan on April 27, 2021.

In line with the aforementioned, this Office enjoins all Regional Directors and Schools Division Superintendents to disseminate the USB campaign and enjoin senior high school students in your respective areas of jurisdiction to participate in this short film competition.

Should you have further concerns, you may contact FDCP's Chief of Staff, Mr. David Fabros, at davidfabris@fdcp.ph.

For your reference and appropriate action.

ODA/21-0239/04232021

Office of the Undersecretary for Field Operations, Palarong Pambansa Secretariat, and DEACO
Department of Education, Central Office, Meralco Avenue, Pasig City (Room 515, Mabini Building)
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Email: usec.regops@deped.gov.ph



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 APR 27 2021

By: 6 JAA
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OUA MEMO 00-0421-0122
MEMORANDUM
 22 April 2021

**To: Regional Directors and BARMM Education Minister
 Schools Division Superintendents
 Regional and Division Youth Formation Coordinators
 Public and Private School Heads**

**Subject: PROMOTION OF THE UNSUNG SARILING BAYANI (USB)
 COMPETITION**

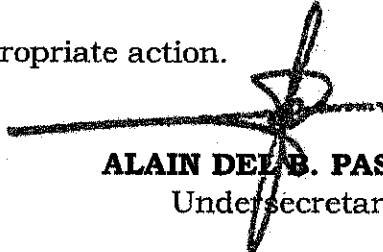
In celebration of the quincentennial of the first circumnavigation of the world and the victory of Lapu-Lapu against the Spaniards in Mactan, Cebu in 1521, the Film Development Council of the Philippines (FDCP) will launch a new campaign titled *Unsung Sariling Bayani* (USB) by the esteemed National Artist for Film and Broadcast, *Kidlat Tahimik*.

USB is a short film competition that focuses on Filipino heroes. This shall be launched on 27 April 2021 which marks the 500th year of Lapu-Lapu's victory in Mactan, Cebu. This campaign aims to balance the influence of foreign superheroes in the Filipino youth's mindset with compelling and glorious stories of Filipino heroes.

In support of the campaign, the Office of the Undersecretary for Administration (OUA) would like to request the concerned offices to help promote its online launch by encouraging all private and public senior high school learners to participate in the said competition. Likewise, kindly encourage them to watch the online Press Conference during the campaign launch at 3:00 p.m. via Facebook Live at <https://www.facebook.com/FDCP.ph>.

For more information, questions and concerns, please contact Mr. Adolf P. Aguilar, Chief of the Bureau of Learner Support Services – Youth Formation Division (BLSS-YFD), through 0915 566 9717 or email at blss.yfd@deped.gov.ph.

For immediate dissemination and appropriate action.


ALAIN DEL B. PASCUA
 Undersecretary



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Office of the Undersecretary for Administration (OUA)

[Administrative Service (AS), Information and Communications Technology Service (ICTS), Disaster Risk Reduction and Management Service (DRMMS), Bureau of Learner Support Services (BLSS), Baguio Teachers Camp (BTC), Central Security & Safety Office (CSSO)]

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REC'D
- APR 27 2021
By: SA
Time: 6:30

OUA MEMO 00-0421-0122
MEMORANDUM
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Regional and Division Youth Formation Coordinators
Public and Private School Heads**

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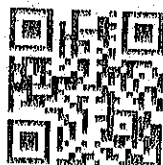
ALAIN DEL B. PASCUA
Undersecretary



Office of the Undersecretary for Administration (OUA)

Administrative Service (AS), Information and Communications Technology Service (ICTS), Disaster Risk Reduction and Management Service (DRMMS), Bureau of Learner Support Services (BLSS), Baguio Teachers Camp (BTC), Central Security & Safety Office (CSSO)

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