



Republic of the Philippines
OFFICE OF THE PRESIDENT
COMMISSION ON HIGHER EDUCATION
Region 02

REGIONAL MEMORANDUM
No. 125, Series of 2022

**FOR : ALL PRESIDENTS/ OFFICERS-IN-CHARGE/HEADS OF PUBLIC
AND PRIVATE HIGHER EDUCATION INSTITUTIONS (HEIs) IN
REGION 02**

**SUBJECT : TOURISINEMA DE CAGAYAN: SHORT FILM FESTIVAL
COMPETITION**

DATE : April 12, 2022

Attached is a copy of the communication from **EnP. JENIFER J. BAQUIRAN**, EEO Coordinator, Cagayan Tourism Office, inviting Higher Education Institutions (HEIs) students in Region 02 to participate in the competition with the theme **“Tourisinema de Cagayan: Short Film Festival.”**

For further information, you may contact Mr. Norway Saldares at mobile number 0955-421 6771 and landline number (078) 304-1673.

Kindly refer to the attachment which contains relevant information for your reference.

For your voluntary participation.

ATTY. MARCO CICERO F. DOMINGO
OIC-Director IV

Encl. as stated

:JPC4122022#15563#RU-HC



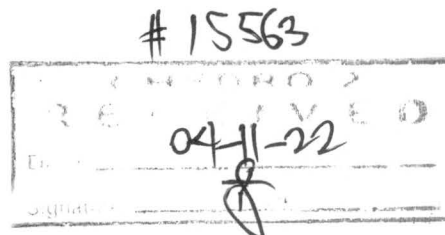
Republic of the Philippines
Province of Cagayan
Alimannao, Peñablanca 3502



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April 11, 2022

ATTY. MARCO CICERO F. DOMINGO
OIC-Director
Comission on Higher Education R02
Tuguegarao City



Dear Atty Domingo:

Mabuhay!

In our desire to boost the positive image of the Province and attract more tourists and investors to come, series of activities has been set by the Cagayan Tourism Office to address the challenge of increasing the tourists and visitors' influx in Cagayan.

For the second quarter of the year, ***Tourisinema de Cagayan: Short Film festival*** will be conducted for film enthusiasts that includes college students.

In order to maximize participation in the competition and as a way of manifesting your support to the activity, may we request your good office to issue a memorandum circular to all Higher Educational institutions in Cagayan so as to drumbeat further the endeavor and tap the creativity on film production by our students.

Attached is a copy of the guidelines of the said activity.

For your queries and clarifications, we can be reached at landline number (078) 304-1673 or through our Marketing and Promotions Section staff, Mr. Norway Saldares -0955 421 6771.

Dios y mabbalo!

Very truly yours,


EnP. JENIFER JUNIO-BAQUIRAN ✂
EEO Coordinator/LEDIPO/OIC-Tourism









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Tourisinema de Cagayan: Short Film Festival 2022

Guidelines and Mechanics

General Guidelines

1. The Film Festival is open to all Senior High School students, College students, and independent filmmakers around the province who are into filmmaking and wish to participate.
2. By signing the Registration Form, the entrants agree to abide by the rules of the competition and the film guidelines and by the decision of the panel of judges.

Registration Link /QR Code: <https://forms.gle/Dx96nBbwFHXcnn3m9>



3. The Cagayan Tourism Office (CTO) reserves the right to disqualify any team that fails to comply with the competition rules and film guidelines.
4. The CTO may amend the rules of the competition at any time with proper information dissemination to all participants.
5. The entries shall premiere in the Tourisinema de Cagayan: Short Film Festival 2022. Films must not be viewed publicly before the end of the competition. Public Screening shall be on **4th Week of June**, at the Rizal's Park at 5 PM.

Casts/Crews/Participants

1. Participants including but not limited to: scriptwriting, directing, shooting, editing, and musical scoring should be done by the team members. If creative endeavors of the film are done by somebody not part of the registered team member, the film is disqualified to join the competition.
2. All Participants (director, scriptwriter, crew, videographer, editor, and others) must be:
 - a) Students
 - i. (SHS Students) Officially enrolled at least 15 years old and must have his/her parent/guardian sign the form of consent to join the said competition.
 - ii. (College Students) Officially enrolled at the Institution.
 - iii. (SHS and College Students) Have a consultant/adviser that will assist and guide them from pre-production to post-production.
 - b) Independent Film Makers
 - i. Resident based in Cagayan and has an official production group.
3. Participants must register from **March 25, 2022 – May 13, 2022**. The registration will indicate the names of the entrants as well as their respective roles. They will identify a team name. A duly accomplished registration form must be sent via the online registration form (See General Guidelines No.2)
4. Participants must join activities related to the Film Festival such as but not limited to Pitching Sessions, Zoom Meetings, Productions, Awards Night, etc.
5. A representative (Director) from the finalists shall attend the final briefing and QnA Session on **Third week of May**.

Pitch Session

1. Registered representative (Director) shall attend the online pitch presentation on **May 17, 2022** at via Zoom.
2. Timeslots and Arrangement of the presentation will be sent through the participant's official email. Breakout sessions with the panelists shall be done during the presentation.
3. The presentation shall be put into a PowerPoint/Canva presentation that includes the following key points:
 - a) Name of the Team/School (1 Slide)





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- b) Casts/Crew and other Team Members and their roles.(1-2 Slides)
 - c) Storyline/plot (Intro – Outro) (3-5 Slides)
 - d) Destination(s) of the Film (1-2 Slides)
 - e) Connection of the Tourism Brand to the Film
4. Presenters shall only be given 5-7 minutes to present.
 5. Panelists can comment, suggest and make input from the presentation.
 6. The announcement of finalists will be announced on **May 18, 2022**, via the Cagayan Tourism FB Page and emails of the finalists' representative.
 7. Finalists shall strictly follow the approved concept/story by the panelists. Any changes made during the production process shall be notified to the Cagayan Tourism Office before application.

Film Technicalities

1. Films must be in H.264, .mov or .mp4 format with a minimum of 1080P resolution.
2. Entries should include the PGC, Cagayan Tourism, and the Tourisinema de Cagayan logos in the first or last 3-5 seconds of the film.
3. The film must at least be Five (5) minutes long but not longer than seven (7) minutes in duration, including opening and closing credits.
4. Films need not be in English however, subtitling in English is required.
5. Animation and computer graphics are permitted.
6. Usage of copyrighted music is not allowed. Participants can buy or use free copyright music. It is however encouraged that, teams come up with original musical scoring.
7. The film must feature at least one ready tourist destination in the province. Coordinate with the Municipal Tourism Office for assistance during the shoot. A certification from the Cagayan Tourism Office shall be distributed to the finalists upon request as a proof of entry to the film fest.
8. The film must be clearly content-related to the Tourism brand of the province.
9. Content must comprise appropriate content. It must not:
 - a) Promote illegal behavior;
 - b) Support prejudice or discrimination on any grounds (e.g., race, religion, gender, sexuality);
 - c) Include sexualized imagery or violence (physical, mental or emotional) or advocate sexual or violent exploitation in any way;
 - d) Violate any established rights;
 - e) Invade the privacy of any individuals;
 - f) Include any marketing or promotional materials for brands or activities outside the scope of the competition
10. Film Production shall run from **Third Week of May – Third Week of June.**

Copyright and Ownership

1. All entries will become the property of the Cagayan Tourism Office with the right to use, reproduce, re-edit, distribute, perform, and/or display the participant's entry without further compensation or notification to the participant for advertising, publicity, and promotional purposes on their website, conferences, or at any other venues;
2. As such, the participants agree on the entry that they relinquish all intellectual property rights that accrue of the film and its contents and have obtained permission to use any images and persons featured in their film, as well as confirming that the work is their own. It is the contestants' obligation to ensure that all such rights are cleared for the CTO's ownership;
3. The film must have been produced specifically for this competition. The entry (and associated material), should not have been distributed or published in any other form or submitted to any other competition;
4. All entries may be used in promotional material, such as on YouTube, the Cagayan Tourism website, and other social media accounts, events, and future associated projects;
5. Contestants must have obtained permission to use images of persons featured in their film, as well as confirming that the work is their own. A list of Full reference must be





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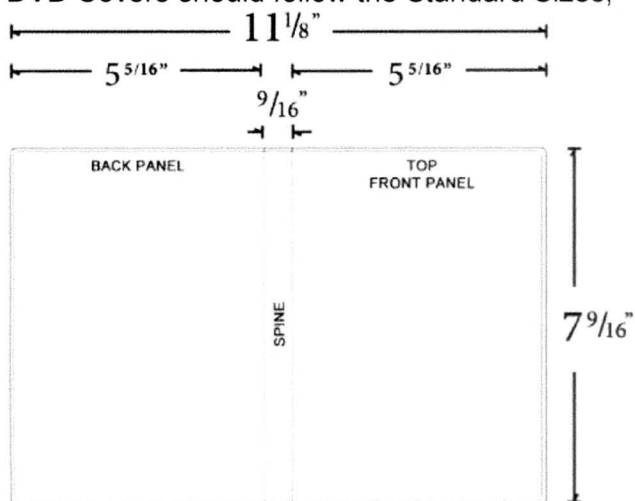


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provided by the contestant for any data/information cited within the video to avoid plagiarism;

Deadlines and Submissions

1. The final cut of the film entry must be submitted no later than **June 20, 2022**, no later than 5:00 PM;
2. Film Posters should be submitted on or before **June 3, 2022**. Film Posters should follow the Standard Movie Poster Sizes (27×40 inches);
3. Film Teasers should only run for 30 seconds and will be submitted on or before **June 10, 2022**;
4. All films received on the mentioned deadline will be part of the competition. Teams who fail to submit their films on the said deadline will be disqualified to join the competition but their films will still be included in the public screening;
5. The film must be submitted via e-mail/Google Drive and in a DVD-WR.
6. The face of the DVD should bear the official poster of the film including the cast and crew. DVD Covers should follow the Standard Sizes;





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Judging and Deliberation

1. The criteria for judging will be as follows.

Determining Factors	Percentage
Originality <i>The uniqueness and originality of the premise or story.</i>	10%
Creativity <i>The effective use of imagination as evidenced in the entry.</i>	10%
Plot/Story <i>The actions, events, conflicts, and turning points that propel the story forward. How the story unfolds.</i>	10%
Pacing & Structure <i>The timing of the action, unfolding of plot elements and character development. The framework of the film or script.</i>	10%
Characters <i>Personalities that are distinctive, compelling, multi-layered, and unpredictable. Characters with clear and active goals.</i>	5%
Cinematography <i>The quality of cinematography or videography demonstrated in the work.</i>	10%
Sound Quality <i>Is the dialogue clear and not hindered by any noise or music score?</i>	5%
Music Score <i>Is the music score suited to the film and does it help tell the story a character of its own?</i>	10%
Editing <i>The configuration of relationships of time and space among scenes in a film that is able to synthesize, engage in collision, reconcile, or transgress connections through the complex interplay of mise-en-scene and montage.</i>	10%
Entertainment Value <i>Does the story keep the viewer's or reader's attention? Is it fun, engaging, or thought provoking?</i>	5%
Dialogue <i>Voices that are natural, succinct, and unique to each character. Use of language that effectively reveals character and moves the story forward. OR, is the lack of dialogue used effective.</i>	5%
Message Effectiveness <i>Does the film clearly depict the message of the tourism brand it represents? Is the tourism brand clearly identified and is the message it sends effective?</i>	5%
Call to Action <i>Does the film create a desire in the viewer to make a change, spread the message further or taking a call to action?</i>	5%
Total	100%

2. screening of entries and final deliberation will be on **Third week of June;**
3. Special Awards will also be given to the entry with the highest score in Cinematography, Music Score, Plot and Editing will be awarded;
4. Best Actor, Actress and Director will be determined by the Judges;
5. The decision of the Board of Judges is final and irrevocable.





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Awards and Prizes

Winners will be recognized and receive a Cash prize, Certificate and Trophy. Entries who made It to the final deliberation shall receive a consolation prize. The awards and prizes are as follows:

Awards	Prize
PGC Choice Award	Php 10,000.00
Best in Cinematography	Php 5,000.00
Best in Editing	Php 5,000.00
Best in Story	Php 5,000.00
Best in Musical Scoring	Php 5,000.00
Best Director	Php 5,000.00
Best Actor	Php 5,000.00
Best Actress	Php 5,000.00
Best Short Film	Php 50,000.00
2 nd Best Short Film	Php 35,000.00
3 rd Best Short Film	Php 25,000.00
Finalist (7)	Php 15,000.00

SERIES OF ACTIVITES, VENUES AND TARGET DATES

Date	Activity	Venue
March 25, 2022	Launching of the Tourisinema de Cagayan: Short Film Festival 2022	Capitol / Online
May 13, 2022	Last day of Submission of Registration	Online
May 17, 2022	Pitch Session (Shortlisting)	Online
May 18, 2022	Announcement of Finalists (10)	Online
May 19, 2022	Final Briefing and QnA	Online
May 20, 2022– June 20, 2022	Film Production	Participants' Location
June 03, 2022	Submission of Film Posters	Online
June 10, 2022	Submission of Film Teasers	Online
June 20, 2022	Submission of Final Cuts	Online / Cagayan Tourism Office
3 rd Week of June	Panelists Screening and Final Deliberation	Cagayan Museum
4 th Week of June	Public Screening	Rizal Park
4 th Week of June	Premier and Awards Night	Cagayan Coliseum/Robinsons Atrium
July- September 2022	Uploading of Final Entries in the different platforms of the Cagayan Tourism Office	Online

