



Republic of the Philippines
Department of Education
REGION VIII - EASTERN VISAYAS

Advisory No. 152, s. 2024
December 4, 2024

In compliance with DepEd Order (DO) No. 8, s. 2013
This advisory is issued not for endorsement per DO 28, s. 2001,
but only for the information of DepEd officials,
personnel/staff, as well as the concerned public.
(Visit deped.in/region8.deped.gov.ph)

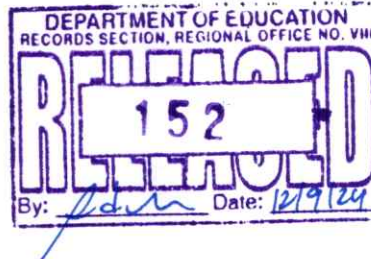
REQUEST TO CONDUCT FILM-SHOWING OF "MOVING UP" IN SCHOOLS

Attached is a letter from Eric P. Zarate, Executive Producer of "Moving Up," requesting to engage with schools and their Parents-Teachers Associations (PTA) and conduct film-showing for learners.

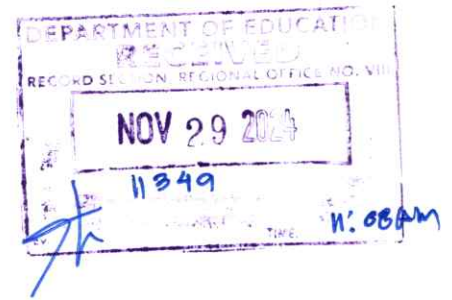
The details of the requested engagement are in the attached communication.

Considering that this is an Advisory, Schools Division Superintendents are given the discretion to act on this matter.

ESSD-SPPS-EAD



29 November 2024



RD Evelyn R. Fetalvero PhD. CESO IV
Regional Director DepEd Region 8

Dearest Maam:

Greetings in the name of better and progressive pedagogy in the academe!

We are a budding company in the film industry that would like to help ignite inspiration and help form prudent morals in our students in the country through educational films that tackle social issues which affect our young generation today.

In line with this, we would like to offer you our latest full-length film entitled, MOVING UP. This film is a story about how students cope with bullying, peer pressure, teenage pregnancy, drug addiction, and mental health which are prevalent issues that our students encounter in their daily lives.


Students will surely benefit not only from the entertainment merits of the film but most especially from the snippets of moral values that MOVING UP has tons to offer.

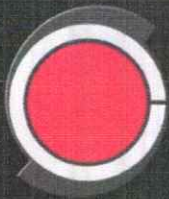
This film showing activity can also be an INCOME GENERATING PROJECT of the PARENTS-TEACHERS ASSOCIATION that will help fund other necessary improvements for the school which will be beneficial not only to the students but also the whole community.

We would be glad to further discuss with you this matter at a time and place most convenient to you.

Thank you very much.

Respectfully yours,


ERIC P. PARATE
Executive Producer
'MOVING UP'



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www.movingupmovie.com

MOVING UP

MOVIE PROJECT BRIEFER



INTRODUCTION

In its fifth year of extensive experience creating corporate videos, Circlestone Productions has decided to pursue its true passion - filmmaking. Hence, its maiden full-length film project - Moving Up.

Circlestone Productions made sure that this modern story hits right where it matters. Moving Up tackles relevant issues that surround the life of a typical teenager. While effectively touch basing family issues, bullying, teenage pregnancy, drug abuse and even obedience with school policies, Circlestone also made sure that Moving Up profoundly touches the heart.

GOALS

- Create an effective film that can be a 'guide to life' to the viewers.
- Generate income for all of the project's stakeholders.

OBJECTIVES

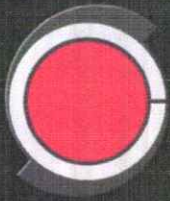
- Reach as many students as possible.

FILM DETAILS

TITLE:	MOVING UP
TOTAL RUNNING TIME:	1 HOUR & 50 MINUTES
GENRE/S:	COMING-OF-AGE, DRAMA, COMEDY, EXPERIMENTAL
RESOLUTION:	1920x1080 (HD)
ASPECT RATIO:	16:9
MEDIUM:	FACE TO FACE OR ONLINE (www.movingupmovie.com)
TARGET AUDIENCE:	STUDENTS FROM GRADE 4 & UP & ADULTS ALIKE



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PROCEDURES / SCOPE OF WORK

FOR SPONSORS & BATCH PURCHASERS

Should Sponsors & Batch Purchasers agree to hold this project, it is upon their party's duty to define the optimal quantity for their ticket purchase.

Circlestone Productions will process the ticket order as soon as the contract is signed by both parties and the purchaser makes 50% down payment. The remaining 50% balance will be paid upon the delivery of tickets.

In the actual film showing, Circlestone Productions will be in charge of the following:

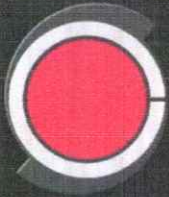
- Putting up of MOVIE POSTER and MOVIE PHOTOWALL
- Hooking up PLAYBACK LAPTOP on audio-video system
- Playing of movie

Depending on their availability, we may have The Cast of Moving Up present on the film viewing date for a Meet & Greet with the students.

The physical tickets can serve as the project's official receipt. Should the purchasing party demand for an Official Receipt, corresponding additional taxes will apply. Circlestone Productions will not refund unused tickets.



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TICKETS & SCREENING

There are currently two (2) types of tickets for MOVING UP:

- 1) Face-to-face Screening Tickets – Tickets that do not contain viewing codes
- 2) Online Screening Tickets - Tickets that contain viewing codes

FACE TO FACE SCREENING

To keep the ticket prices low, we would like to suggest that the possible SPONSORSHIP include a venue and an audio-visual set-up. Screenings can also be done in the respective audio-visual facilities of the schools. Circlestone is amenable to outsource an LED Screen & a sound system set-up depending on the number of purchased tickets.

ONLINE SCREENING

In the instance that the purchasing party does not agree to hold the screening face to face, we can opt for our online streaming service. Circlestone has put up a website especially for Moving Up - www.movingupmovie.com

Tickets for online screening each contain a unique code that can be entered on the website. Giving the user two hours and thirty minutes of viewing time to consume.

ACKNOWLEDGMENTS

As our appreciation of generosity, the Sponsor's Name/Office will be present in the ff:

- 1) Tickets
- 2) Acknowledgment tarpaulin on venue
- 3) Pre-program video loop (before the movie starts)



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PRICES

The ticket prices will also depend on the type of purchaser/s:

- | | | |
|---------------------|---|-------------|
| 1) Public Schools | - | ₱150/ticket |
| 2) Private Schools | - | ₱230/ticket |
| 3) Batch Purchasers | - | ₱150/ticket |

FREQUENTLY ASKED QUESTIONS (FAQs)

- 1) As a Sponsor, can I have a soft copy of the film?
 - To protect its sales, Circlestone Productions cannot give away soft copies of the film. A Circlestone Productions Representative will be present to administer all of the screenings.
- 2) We'd like to see what we are going to show the students. Can we have an advanced screening?
 - Yes. Circlestone Productions can show the film to the purchasers for evaluation. We hold a regular online screening for our marketers & possible sponsors through Google Meet every Mondays (8PM), Wednesdays (8PM) & Fridays (7:30PM). Purchasers can get the link from the Marketing Director coordinating with them.
- 3) What subjects can the schools attach this project to?
 - As the film is filled with values, Moving Up can very well be made as a study for Values Formation subjects. The film can also be very effectively attached to subjects that include writing and performing arts.



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FILM CONTENT

THEMES

The story of Moving Up touches on different themes such as:

Love of Family

- Importance of emotional support from parents
- Importance of proper guidance from parents
- Appreciation of parents' efforts
- Effect of parents' vices on children

Value of Education

- School organizations and their role in the students' personality development.

Issues of the Youth Today

- Bullying
- Drugs
- Obedience with school policies
- Choosing the right friends
- Facing your fears
- Teenage pregnancy
- School involvement

Friendship and Love

- Honesty
- Inclusivity
- Seizing the moment
- Empathy
- Acceptance
- Forgiveness
- Teamwork



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LOGLINE

Moving Up is a story of Calvin, an estranged student who joins a group of tight-knit friends only to pursue his love interest.

But then he finds himself discovering the truer & deeper meaning of love.

SYNOPSIS

Moving Up starts with Calvin Adordionicio, a sixteen year-old junior high school student, who is told by his teacher, Ma'am De Guzman, to remove his red cap as it is not allowed inside the campus as per school policies. Reluctant to follow at first, Calvin had no choice but to obey his teacher. He takes his cap off and the whole classroom finds out that he has a bald spot on his head. Calvin suffers from alopecia. Ma'am De Guzman shuts down the class's grins and murmurs. She told them to not make fun of people just because of their unfamiliar situations. She even instructed the class to 'show some love' to Calvin by giving him a warm round of applause.

The class then proceeds to group themselves for the group assignments. Calvin being a transferee has no school friends yet. While his classmates are busy looking for groupmates, he's lost in his thoughts questioning the love found in a mere applause and wondering about the true meaning of love. He snaps back to reality as soon as his classmate, Leslie, approach him to join their group. He joins Leslie who is grouped with Karla and Dave.

Traumatized by his past experiences from his previous school, Calvin asks Ma'am De Guzman to let him report solo as it is of his least interest to work with groupmates. Eventually, Ma'am De Guzman allows him. However, Calvin falls head over heels with Grace. A Senior High student whom Calvin finds out is also a friend and a co-member in the theater organization of his supposed groupmates in Ma'am De Guzman's class. Calvin decides to pursue working with his groupmates.



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Soon enough, Leslie figures out that Calvin has a crush on Grace. She gives Grace's number to Calvin. Leslie tries to convince Calvin to join their theater organization so he could be closer to Grace. Calvin strongly refuses. Calvin and Leslie continue to know each other better. Calvin sees Leslie as a true friend he has never had.

Calvin slowly become friends with Leslie, Karla & Dave as they continue to prepare for their report. The group is very supportive of Calvin's admiration of Grace. Lured to a possibility of a true love's kiss, Calvin gives in and joins the school's theater organization, Sining Ilaw. Although lacking in talent, Calvin gets accepted. He works hard to develop himself until he eventually becomes confident in himself.

With the intention of helping Calvin with his family problems, Leslie sets the group up for a trip to Baguio to find Calvin's older sister, Dana, who stowed away from them. Due to the latter's untimely pregnancy, Calvin's father, Nerry, has turned to alcohol and has been wreaking havoc in their household. This furthermore strengthen the group's bond. They learn each other's problems.

Sining Ilaw's lead actor for the play Leslie wrote which the whole organization is currently preparing for gets caught bringing illegal drugs in campus. The group gets infuriated as they know who the campus drug pusher is - Mac. Also Grace's suitor and soon-to-be boyfriend. This urges Calvin's to want to intimidate the notorious pusher.

Sining Ilaw chooses Calvin to be the new lead actor for the play. This prompts Calvin to work on his chemistry with Grace.

Calvin sees Grace continuing to be with Mac. This triggers him to finally try to intimidate Mac through a phone call. He borrows courage from his father's stock of alcoholic drinks in their house.

Mac eventually finds out that the mysterious phone call intimidation was from Calvin. Grace finds out about the call but only gets to know the half-truth - that the call was because Calvin sees Mac as a rival. Unbeknown to Grace that Mac is a drug pusher, she defends Mac and sends a tirade of personal insults to Calvin.



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Calvin breaks down but eventually gets encouraged by Leslie. Leading him to fully accept his condition. He goes back to school and works hard on their play. They complete their final runthrough and Calvin wins the Best Performer of the Year Award on their Runthrough Awards – Sining Ilaw’s pre-show awarding tradition.

The next day - play date, Calvin is excited to go to school to meet their call time. He is knocked unconscious with a baseball bat by Mac while walking. He doesn’t make it to the show. The play gets cancelled and everyone is devastated. The audience is furious and the parents are worried. Especially Calvin’s parents who eventually find him lying on a street pavement.

Weeks pass. Calvin doesn’t really go out of his room. He is visited by Leslie. She forgives him and asks Calvin to not carry any guilt in his heart. Calvin is left wondering why Leslie’s kindness is so otherworldly.

Covid lockdown starts. Nerry is stuck at home prohibited by the government to take his jeepneys for trips. Calvin finds out that Dana apologized to Nerry before their supposed show and the latter easily forgave his daughter. Nerry sees Calvin’s Best Performer of the Year award. He tells Calvin that it’s okay even if he didn’t make it to the show. Tells him that what’s important is that he’s alive and is with them. Nerry and Calvin start to bond. Their family have become closer through the lockdown. Nerry and Daisy gifts Calvin a new cell phone as Mac stole his phone when he knocked him unconscious.

Calvin installs messenger and finds a plethora of messages. The latest being a video message of Leslie sent to their El Fili Groupchat. Leslie reveals that she is dying because of lupus. She bids farewell to Dave, Karla & Calvin. Tells them that she is now MOVING UP.

The movie ends with Calvin’s poem about love. Showing how he appreciates the people around him. Dana comes back home bringing her baby and boyfriend with her. Nerry welcomes them with open arms. Karla now stands in for Leslie as a replacement daughter for her parents. Dave deletes his trashtalk page.

The poem ends revealing Calvin now in Senior High School reciting on their online class. The class ends and Calvin leaves. We see a photo of Calvin, Leslie, Karla and Dave beside Calvin’s laptop.



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