



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

Advisory No. **109**, s. 2026
July 14, 2026

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)

**MALINIS AT MALIGAYANG KATUBIGAN (MMK) JINGLE-MAKING
CONTEST 2026**

Attached is a letter from the Bureau of Fisheries and Aquatic Resources,
Regional Office No. 8 on the conduct of "*Malinis at Masaganang Katubigan (MMK)*
Jingle-Making Contest 2026".

The contest guidelines, technical requirements for submission of entries,
methods of submission, competition structure and criteria for judging are stated in
the attached letter for reference of interested school-participants.

Participation of both public and private schools shall be subject to the *no-
disruption-of-classes policy* stipulated in DepEd Order No. 9, s. 2005 titled *Instituting
Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith*.

More information and clarification on the registration and application may be
inquired from:

Dominador G. Maputol
OIC-Regional Director
BFAR, Regional Office No. 8
Mobile No.: 0926-3677328
Email Add: bfarreight@yahoo.com

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

CLMD-EPF





Republic of the Philippines
Department of Agriculture
Bureau of Fisheries and Aquatic Resources
Regional Office No. 8
Senator Enage Street, Brgy 1&4, Tacloban City
| bfarreight@yahoo.com |



12 July 2026

DR. SALUSTIANO T. JIMENEZ, CESO III
Regional Director
Department of Education Regional Office VIII
Government Center, Candahug, Palo, Leyte

DEPARTMENT OF EDUCATION
RECEIVED
RECORDS SECTION REGIONAL OFFICE NO. VIII
DATE: 7/12/26
TRACKING #: 8082 TIME: 4:26 p
SIGNATURE: _____
RECEIVED
7/12/26 10:45 AM
OFFICE OF THE ASST. REGIONAL DIRECTOR
SIGNATURE: _____

Dear **Dr. Jimenez**,

Greetings of peace and prosperity!

As we continue to strive for the sustainable management of our inland and coastal resources in the country, our Office remains steadfast in promoting environmental stewardship and responsible fisheries through innovative information and education campaigns.

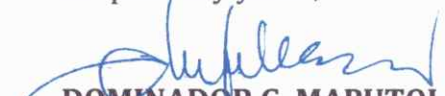
In line with this commitment, we will be conducting the **Malinis at Masaganang Katubigan (MMK) Jingle-Making Contest 2026**, a nationwide initiative under the Malinis at Masaganang Katubigan (MMK) 2.0 Program.

In this regard, we respectfully request the assistance of your good Office in disseminating information on the MMK Jingle-Making Contest to all Schools Division Offices (SDOs) and public elementary and secondary schools in Eastern Visayas. We believe that the participation of learners, teachers, school-based music groups, and other members of the academic community will not only showcase their musical talents and creativity but also foster greater environmental awareness and strengthen advocacy for the protection of our marine and inland waters.

The deadline for the submission of entries is **17 August 2026**. Attached are the contest guidelines and mechanics for your reference and appropriate dissemination. We sincerely hope for your favorable support in encouraging eligible participants from the region to take part in this meaningful endeavor and submit their entries on or before the prescribed deadline. For further coordination, you may call us at **09263677328** or send an email to bfarreight@yahoo.com.

Thank you for your continued partnership in advancing environmental conservation and sustainable fisheries management. We look forward to your favorable response.

Respectfully yours,


DOMINADOR G. MAPUTOL
OIC, Regional Director

Document No.: L26070149IEC



**SUBJECT : GUIDELINES GOVERNING THE CONDUCT OF THE
MALINIS AT MASAGANANG KATUBIGAN (MMK) JINGLE-MAKING
CONTEST 2026**

In support of the Department of Agriculture–Bureau of Fisheries and Aquatic Resources' (DA-BFAR) Malinis at Masaganang Katubigan (MMK) 2.0 Program, which recognizes and promotes excellence in sustainable fisheries management, environmental conservation, and the protection of coastal and inland water resources, the DA-BFAR invites interested participants to join the MMK Jingle Contest.

The contest aims to raise public awareness and strengthen community participation in the protection and sustainable management of aquatic resources through music and creativity. By translating the key messages of the MMK Program into an engaging and memorable jingle, the contest seeks to inspire Filipinos to contribute to the conservation of aquatic ecosystems, promote sustainable fisheries, and support food security for future generations.

In view thereof, the following guidelines and mechanics are hereby set and approved to govern the conduct of the MMK Jingle Contest:

I. THEME

All entries must reflect the advocacy of **Malinis at Masaganang Katubigan (MMK)** by promoting the protection, conservation, and sustainable management of aquatic resources. Entries should encourage environmental stewardship, responsible fisheries practices, and active community participation in maintaining clean, healthy, and productive marine and inland waters.

II. ELIGIBILITY OF PARTICIPANTS

1. The contest is open to individuals, registered groups, and fisherfolk organizations.
2. Each individual or group may submit only one (1) official entry.
3. Entries must be original works created by the participant(s) and must not have been previously awarded in any contest or competition.
4. Employees of DA-BFAR directly involved in the administration, supervision, screening, judging, or implementation of the contest, members of the Organizing Committee, members of the Board of Judges, and their relatives within the fourth civil degree of consanguinity or affinity shall not be eligible to participate.



By joining the contest, participants certify that they possess all necessary rights and authority over the submitted entry and that the same does not infringe upon the intellectual property rights of any third party.

III. COMPOSITION GUIDELINES

Participants shall comply with the following requirements:

1. The jingle must be an original musical composition.
2. Lyrics shall be written primarily in Filipino. The use of local dialects and indigenous languages may be permitted provided that the overall message remains understandable and aligned with the contest theme.
3. The composition must promote the principles of clean waters, environmental responsibility, sustainable fisheries, and community participation in aquatic resource conservation.
4. The jingle must have a minimum duration of one (1) minute and a maximum duration of three (3) minutes.
5. Participants may use any musical genre or style, including but not limited to acoustic, folk, pop, contemporary, or traditional arrangements.
6. Participants may use standard musical instruments, recording equipment, and conventional audio production software in creating their entries.
7. The use of artificial intelligence (AI) tools solely for grammar checking, audio enhancement, noise reduction, mastering, or other technical post-production functions shall be permitted. However, AI-generated lyrics, melodies, musical compositions, instrumental arrangements, synthetic vocals, or substantially AI-generated creative content shall not be allowed.
8. Participants shall disclose, upon request of the Organizers, the tools, software, and production methods used in the creation of the entry.
9. Entries containing plagiarized material or copyrighted content used without the appropriate authorization, license, or legal basis shall be automatically disqualified.
10. The participant shall ensure that all lyrics, melodies, arrangements, recordings, performances, and other creative elements contained in the entry are original or are lawfully used with the proper consent of the copyright owner.



IV. TECHNICAL REQUIREMENTS FOR SUBMISSION

A. Audio File Requirements

Format: MP3 or WAV

File Naming Convention: Participant's Name_MMKJingleTitle.mp3

B. Supporting Documents

1. Each entry shall be accompanied by the following:
 - Accomplished Entry Form (<https://forms.gle/PRHxXuNoMPM1WSn57>);
 - Concept Note (not exceeding one page), containing:
 - The inspiration behind the jingle;
2. Explanation of how the composition supports the MMK advocacy;
3. Signed Declaration of Originality stating that:
 - The entry is original;
 - The participant owns or has authority over all rights necessary for submission;
 - The entry has not been previously awarded in any competition; and
 - The entry does not violate the intellectual property rights of any third party;
 - Profile of the Composer(s), Lyricist(s), Arranger(s), and Performer(s), as applicable.
4. For registered groups, associations, or fisherfolk organizations, attach a proof of registration bearing the group or organization's name.

C. Submission Method

1. Entries may be submitted through electronic mail (e-mail) to bfar8frmsection@gmail.com; or such other submission platforms as may be officially designated by the Organizers.
2. Only complete submissions received on or before **August 17, 2026** shall be accepted.
3. Late, incomplete, corrupted, or improperly submitted entries shall not be considered.



V. COMPETITION STRUCTURE AND ADVANCEMENT

The competition shall be conducted in two (2) stages:

Regional Level

All qualified entries shall first undergo evaluation at the Regional Level. Regional Screening Committees shall evaluate entries based on the approved criteria. Winning entries from each region shall automatically advance to the National Level Competition.

National Level

Regional finalists shall undergo final evaluation by the National Board of Judges. The National Board of Judges shall determine the National Winners and recipients of special awards.

VI. CRITERIA FOR JUDGING

Criteria	Percentage
Relevance to MMK Advocacy	30%
Creativity and Originality	25%
Musical Arrangement and Composition	20%
Clarity and Strength of Message	15%
Overall Appeal and Production Quality	10%
TOTAL	100%

VII. ANNOUNCEMENT OF WINNERS

1. Entries shall be evaluated by a Board of Judges composed of individuals with expertise in music, communication, environmental advocacy, fisheries, or related fields.
2. The decision of the Board of Judges shall be final, irrevocable, and non-appealable.
3. Winners shall be officially announced through DA-BFAR communication channels and/or during an official awarding ceremony.
4. The Organizers reserve the right not to declare a winner in any category if the entries fail to satisfy the standards of originality, quality, or relevance established for the contest.



VIII. PRIZES AND AWARDS

National Level

Award	Prize
First Place	₱50,000.00 and a Plaque of Recognition
Second Place	₱30,000.00 and a Plaque of Recognition
Third Place	₱20,000.00 and a Plaque of Recognition
Top Five (5) Non-Winning National Finalists	₱10,000.00 Consolation Prize and a Certificate of Recognition
Social Media Choice Award	₱20,000.00 and a Certificate of Recognition

Regional Level

Award	Prize
First Place	₱15,000.00 and a Certificate of Recognition
Second Place	₱12,000.00 and a Certificate of Recognition
Third Place	₱10,000.00 and a Certificate of Recognition
Top Seven (7) Non-Winning Entries	₱5,000.00 Consolation Prize and a Certificate of Recognition

Additional special citations and awards may be granted at the discretion of the Organizers.

The release of prizes shall be subject to applicable government accounting, auditing, budgeting, taxation, and disbursement rules and regulations.

Winners shall submit all documentary requirements required by DA-BFAR and other government agencies before the release of prizes.

IX. INTELLECTUAL PROPERTY RIGHTS AND GRANT OF LICENSE

1. Copyright ownership over all submitted entries shall remain with the respective composer(s), lyricist(s), arranger(s), performer(s), and creator(s), in accordance



with Republic Act No. 8293, otherwise known as the Intellectual Property Code of the Philippines.

2. By submitting an entry, participants represent and warrant that:
 - a. The entry is original;
 - b. The entry does not infringe upon any copyright, trademark, privacy, publicity, or other proprietary rights of any person or entity;
 - c. All necessary permissions, licenses, and authorizations have been secured from all contributors involved in the creation of the entry.
3. For winning entries, the participant grants DA-BFAR a perpetual, non-exclusive, royalty-free, transferable, nationwide license to reproduce, publish, broadcast, communicate to the public, perform, display, adapt, distribute, synchronize with audiovisual materials, and otherwise use the winning entry for government, educational, informational, advocacy, and promotional purposes related to the MMK Program.
4. DA-BFAR may edit, shorten, reproduce, arrange, adapt, translate, subtitle, or otherwise modify the winning entry as reasonably necessary for official government purposes, provided that appropriate attribution is given whenever practicable.
5. Nothing in these Mechanics shall be construed as a waiver of the moral rights of the creator(s) under the Intellectual Property Code of the Philippines.
6. Participants shall hold DA-BFAR, its officers, employees, and representatives free and harmless from any claims, liabilities, losses, damages, or expenses arising from copyright infringement, plagiarism, unauthorized use of protected works, or breach of any representation made under these Mechanics.
7. The names of the winning participants, groups, organizations, associations, cooperatives, or other eligible entities shall be officially announced through the official social media accounts, websites, digital platforms, and other communication channels of the Organizers. Such publication shall constitute the official declaration of the results of the competition unless otherwise specified by the Organizers.
8. Notwithstanding the announcement and initial declaration of winners, the Organizers reserve the right to conduct post-evaluation, verification, and validation of all entries, supporting documents, representations, and compliance with the competition mechanics.
9. Should any winner be subsequently found to have committed any act constituting fraud, misrepresentation, plagiarism, falsification of documents, concealment of material information, violation of the competition mechanics, breach of eligibility



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requirements, or any other act that would have rendered the participant ineligible or disqualified had the same been discovered prior to the declaration of winners, the Organizers shall have the authority to revoke, cancel, or withdraw the award, prize, title, recognition, or incentive previously granted.

X. RESERVATION CLAUSE

1. DA-BFAR reserves the right to verify the eligibility of participants and the authenticity, originality, and compliance of all entries with these Mechanics.
2. The Organizers may disqualify any participant who:
 - Violates these Mechanics;
 - Submits false or misleading information;
 - Engages in fraud, misrepresentation, or misconduct; or
 - Infringes upon the intellectual property rights of any person or entity.
3. DA-BFAR reserves the right to modify, suspend, postpone, or cancel the contest due to force majeure, public emergencies, budgetary limitations, government directives, or circumstances beyond its reasonable control.
4. Any clarification, amendment, or modification shall be announced through official DA-BFAR communication channels.
5. In all instances, the Organizers shall exercise such authority in good faith and in accordance with applicable laws, rules, regulations, and government policies.



DECLARATION OF ORIGINAL WORK AND AUTHORSHIP

I, _____, of legal age, Filipino, and residing at _____, hereby declare and certify that:

I. PARTICIPANT INFORMATION

Full Name: _____

Address: _____

Email Address: _____

Contact Number: _____

II. SUBMISSION INFORMATION

Title of Song/Jingle: _____

Date of Creation: _____

Category: ☐ Original Song ☐ Original Jingle

III. DECLARATION

1. The song, jingle, lyrics, melody, musical arrangement, and all other creative elements contained in my submission are my original work or are original works jointly created with my declared co-author(s), if any.
2. My submission has not been copied, substantially derived, or unlawfully adapted from any existing copyrighted work.
3. My submission does not infringe upon any copyright, trademark, intellectual property right, or any other proprietary right of any person or entity.
4. I possess all necessary rights and authority to submit this work to the MMK 2.0 Jingle Writing Competition.
5. Any use of third-party material, if applicable, has been duly authorized by the rights holder and properly disclosed to the organizers.

6. I understand that any false declaration, misrepresentation, plagiarism, or infringement discovered before or after the competition may result in disqualification, revocation of awards, forfeiture of prizes, and other actions allowed under applicable laws and competition rules.

7. I agree to indemnify and hold harmless the Department of Agriculture – Bureau of Fisheries and Aquatic Resources (DA-BFAR), its officers, employees, partners, judges, and organizers from any claim, liability, damage, or expense arising from a breach of this declaration.

8. I certify that all information provided in this declaration is true and correct to the best of my knowledge.

IV. CO-AUTHOR/S (IF APPLICABLE)

Name and Signature: _____ Contribution: (for example: lyrics) _____

Name and Signature: _____ Contribution: (for example: lyrics) _____

Name and Signature: _____ Contribution: (for example: lyrics) _____

V. SIGNATURE

Name and Signature of Original Artist: _____

Date: _____

Place: _____