
	Department of Education Region III <b>DIVISION OF CITY SCHOOLS</b> Angeles City Jesus Street, Pulungbulu, Angeles City		Document Code: SDO-QF-OSDS-SDS-005 Revision: 00 Effectivity date: 10/31/2018
	<b>DIVISION ADVISORY</b>		Name of Office: <b>SDO Angeles City</b>

**RELEASED**

**DIVISION ADVISORY**

No. 328 S. 2018


NOV 21 2018

**To:** Heads of Public and Private Elementary and Secondary Schools  
**From:** Schools Division Superintendent  
**Subject:** "Salamat Po" Letter Writing Advocacy  
**Date:** November 20, 2018

By   
 DepEd Angeles City  
 Division of City Schools

This is to inform that the PhilPost will be conducting the 6<sup>th</sup> "Salamat Po" Letter Writing Project for elementary and high school students both for public and private schools nationwide with the theme "SALAMAT PO, TEACHER" in appreciation of the noble role they play in the lives of our students and the society as a whole.

Attached are DepEd Memorandum No. 412, s. 2018 entitled "'Salamat Po Letter Writing Advocacy" for the mechanics and a letter from Atty. Lori Ann D. Atal, Acting Area Director, PhilPost, for your reference and information.

  
**LEILANI SAMSON-CUNANAN, CESO VI**  
 Schools Division Superintendent

Mha/sgod/adminaidevi

**"SMILES BRIGHT, SERVES RIGHT"**

Republic of the Philippines  
**PHILIPPINE POSTAL CORPORATION**  
NORTHWEST LUZON, AREA 2  
San Fernando City, 2500 La Union  
Tel./Fax No/s.: (072) 700-3065 / 700-3660

**PHLPOST**  
You Send. We Deliver

**OFFICE OF THE AREA DIRECTOR**

\_\_\_\_\_  
The Principal/School Head  
\_\_\_\_\_  
\_\_\_\_\_

Dear \_\_\_\_\_,

Inspired by each years' success, we are pleased to inform you that PhilPost will be conducting the 6<sup>th</sup> "Salamat Po" Letter Writing Project for elementary and high school students both for public and private schools nationwide.

This project aims to increase the awareness of Filipino students in the art of letter writing and use this as one of the most effective and artistic means of communication. It also aims to instill in them the value of gratitude and appreciation by saying "Thank You" or "Salamat Po" to their beloved teachers.

The theme for this year is "SALAMAT PO, TEACHER" in appreciation of the noble role they play in the lives of our students and the society as a whole.


In this regard, we respectfully request for your support by encouraging your students as part of their activities in English or Filipino subject to write and send thank-you letters to their teachers who may have helped, inspired and influenced them the most in a positive way.

In addition, a raffle promo will also be conducted on certain dates wherein participating students as well as their teacher and school may have the chance to win cash prizes. For every letter mailed at the post office, a corresponding raffle ticket will be given to the student.

Attached is the approved DepED memorandum for your reference and guidance on this special project.

Should you have other queries on this matter, please do coordinate with Postmaster \_\_\_\_\_ of \_\_\_\_\_ Post Office at this number \_\_\_\_\_.

Very truly yours,

  
ATTY. LORY ANN D. ATAL  
Acting Area Director

JULIETA

DAGDAG / LYN C. CACMA

0925-852-8506





REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
**KAGAWARAN NG EDUKASYON**  
**DEPARTMENT OF EDUCATION**  
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**MEMORANDUM**  
OU-LAPSS No. 412, s.2018

FOR : **REGIONAL DIRECTORS**  
**SCHOOLS DIVISION SUPERINTENDENTS**  
**PUBLIC AND PRIVATE ELEMENTARY AND**  
**SECONDARY SCHOOLS HEADS**  
**ALL OTHERS CONCERNED**

FROM : **TONISITO M.C. UMALI, Esq.**  
Undersecretary

SUBJECT : **"SALAMAT PO" LETTER WRITING ADVOCACY**  
**PROGRAM**

DATE : August 16, 2018

The Department of Education (DepEd) shall commemorate this year's National Teachers' Day and World Teachers' Day Celebrations on **October 05, 2018** at **Ormoc City Astrodome, Larrazabal Boulevard, San Pedro St., Ormoc City**. The abovementioned event will be primarily participated by DepEd Regions VI, VII and VIII together with teacher-participants from other regions, and representatives from Commission on Higher Education (CHED) and Technical Education and Skills Development Authority (TESDA). The theme of the celebration will be: *Gurong Pilipino: Turo Mo, Kinabukasan Ko*.

Relative to the above mentioned celebration, the Philippine Postal Corporation (PHLPost), in partnership with DepEd, will launch the 6<sup>th</sup> year of the "Salamat Po" Letter Writing Raffle Promo Project for Elementary and High School students. For this year's implementation, PHLPost integrated and institutionalized the various letter writing initiatives under one program called "Salamat Po" Letter Writing Advocacy Program. The objectives of the said program are as follows:

- 1) Rekindle the passion for letter writing despite the existence of modern means of communication and information technology;
- 2) Promote and increase awareness of the Postal Mail Services to the youth;
- 3) Instill the virtue of gratitude among the Filipino youth through the "Salamat Po, Teacher!" Letter Writing Raffle Promo, wherein they can write thank you letters to their hardworking and dedicated teachers;



PROJECT PROPOSAL	:	PHLPOST "SALAMAT PO" LETTER WRITING ADVOCACY PROGRAM
COVERAGE	:	NATIONWIDE
TARGET PARTICIPANTS	:	Grades 1 to 6 Grades 7 to 10 (Junior High School) Grades 11 to 12 (Senior High School)
GENDER	:	MALE AND FEMALE
SCHOOL SECTOR	:	PUBLIC AND PRIVATE
DURATION	:	AUGUST 2018 – APRIL 2019

**PROJECT DESCRIPTION**

**BACKGROUND**

In line with the company's objectives and advocacy, the various letter-writing activities shall be integrated and institutionalized under one (1) advocacy program, branded as "SALAMAT PO" LETTER WRITING ADVOCACY PROGRAM" with the following objectives, to wit:

**OBJECTIVES**

- To rekindle the passion for letter writing despite the existence of modern means of communication and information technology.
- To promote and increase awareness of the Postal Mail Services to the youth.
- To instill the virtue of gratitude among the Filipino youth through the "Salamat Po, Teacher" Letter Writing Raffle Promo, wherein they can write thank you letters to their hardworking and dedicated teachers.
- To extend appreciation to Teachers for the important role they play in the lives of students and in society through the "Salamat Po, Teacher" Letter Writing Competition and "Raffle Promo for Teachers"
- To improve literacy and writing skills of the students through the art of letter writing by holding the UPU International Letter Writing Competition wherein qualifiers to this Competition will come from the entries of the "Salamat Po, Teacher" Letter Writing Competition.

The Projects under the ADVOCACY PROGRAM are as follows:

**1. SALAMAT PO, TEACHER! LETTER WRITING RAFFLE PROMO**

The raffle promo shall be identified as Phase 1 of the program wherein students are encouraged to write *Thank You* letters to their teachers using Filipino/Mother Tongue or English Language following the proper format of writing a letter (place and date, addressee's address, opening and closing body salutation and signature.) The letter will be sent via the post office with postage fee of P12.00 for delivery anywhere in the Philippines. For every letter sent, the students are entitled to one (1) raffle ticket wherein they have the chance to win cash prizes during the Grand Raffle Draw.

Duration of the Raffle Promo is from August 2018 to March 2019.



## 2. SALAMAT PO, TEACHER! LETTER WRITING COMPETITION

Entries collected during the *Salamat po, Teacher!* Letter Writing Raffle Promo shall be used to draw participants for the regional and national on-the-spot letter writing competition to qualify for the UPU International Letter Writing Competition for Young People.

Ten (10) entries per Postal Area Office shall be drawn on a specified date where drawn entries will compete in the regional on-the-spot letter writing competition with the NTM's four (4) A's of Gratitude (Appreciation, Admiration, Approval, and Attention) as theme. Three (3) winners per Postal Area Office from the regional competition shall qualify for the national on-the-spot letter writing competition in preparation for the UPU International Letter Writing Competition for Young People.

A selection committee shall be formed, in coordination with DepEd and literary organizations and artists, to select the top three (3) best compositions to qualify for the UPU International Letter Writing Competition. Selection of the best compositions shall be based on the UPU Letter writing criteria, as shown below:

Structure as a Letter	25%
Adherence to theme	30%
Creativity	25%
Use of Language	20%
Total	100%

Tentative regional on-the-spot letter writing competition shall be on January 2019

## 3. UNIVERSAL POSTAL UNION (UPU) INTERNATIONAL LETTER WRITING COMPETITION FOR YOUNG PEOPLE

This is an annual project of the Universal Postal Union (UPU) being held in Berne, Switzerland wherein each member postal administration is encouraged to send the best letter composition that will represent its country.

Twenty-seven (27) winners from the regional on-the-spot letter writing competition shall compete in the national on-the-spot letter writing using the UPU's 2019 International Letter Writing Competition theme. Participants will be notified of the theme, requirements, and other information regarding the competition.

BLD shall create a Selection Committee for the national on-the-spot letter writing competition, to include DepEd and prominent literary artists and experts, to handle the selection of the Top 3 winners.

Announcement of the top three (3) best compositions shall be on the same day as the *Salamat po, Teacher!* Grand Raffle Draw to be held on March 2019.

The Criteria for judging used in the UPU International Letter Writing Competition shall be adopted in the selection of winners for the national on-the-spot Letter Writing Competition.

Detailed Mechanics of the "SALAMAT PO" Projects are hereto attached, for reference.

## 4. SALAMAT PO, TEACHER! SPECIAL TEACHER'S DAY RAFFLE PROMO

In support and celebration of the National Teacher's Month, a Special *Salamat Po, Teacher!* Teacher's Day Raffle Promo shall be conducted on 05 October 2018 to be held in Ormoc, Leyte to acknowledge and express gratitude for the dedication and hardwork of the Teachers.

Ten (10) participating teachers on the said event will have the chance to win presentation frames of the National Teacher's Month 2018 stamps.



**PROJECT :** UNIVERSAL POSTAL UNION (UPU) International Letter Writing Competition for Young People  
**Date :** January 2019 – April 2019

### MECHANICS

1. The UPU International Letter Writing Competition for Young People is an annual project being held in Berne, Switzerland with the objective to improve literacy through the art of letter-writing targeted at children and young people.
2. Each member postal administration is encouraged to send the best letter composition that will represent its country with the supporting documents as stated in the "Rules of the International Letter-Writing Competition for Young People", to wit:
  - A. Completed Entry Form
  - B. Original Letter in the following formats:
    - the handwritten original;
    - a good quality scan (if available), in colour, of the handwritten original in PDF format;
    - as a Word document
  - C. A translation of the composition in English and/or French, as a Word document; and
  - D. A good quality photograph of the candidate
    - in JPEG format (300 dpi minimum); or
    - as a print copy (do not staple or glue the photo to any of the documents if sending by post)
3. The competition is open to participants up to the age of 15 years.
4. Entry for the UPU competition shall be from the best composition as determined during the national on the spot letter writing competition. As stated in the rules of the program, compositions must be in the form of a letter and contain the basic elements thereof, such as date, opening and closing salutation, and signature. The original composition may include illustrations from the candidate. Entries must adhere strictly to the theme and not exceed the limit of 1,000 words in the original language.
5. To ensure the impartiality of the jury, no reference of the country of origin shall be present in the composition submitted.
6. Specific details such as theme and deadline of submission will be provided by UPU once the theme for the 2019 Letter Writing Competition has been announced.
7. The following criteria will be used to judge the quality of the letters;

Structure as a letter	25%
Adherence to the theme	30%
Creativity	25%
Use of Language	20%
<b>TOTAL</b>	<b>100%</b>

8. Judges will select the three (3) best winners and may also award special mentions to other compositions.
9. Top winners shall receive a medal, certificates, and other prizes to commemorate their win (to be decided at the sole discretion of the UPU). Special mentions shall also receive certificates and prizes to be determined by the UPU.