

2017-01-041



Republic of the Philippines
Department of Finance
Bureau of Customs
Manila 1099

MASTER COPY

MEMORANDUM

TO : ALL DEPUTY COMMISSIONERS, SERVICE DIRECTORS, DISTRICT COLLECTORS, DEPUTY COLLECTORS, DIVISION CHIEFS, ALL EMPLOYEES AND OTHERS CONCERNED

SUBJECT : 115th Founding Anniversary of the Bureau of Customs
"PHOTOGRAPHY COMPETITION"

Date : 26 January 2017

1. Objectives

- 1.1. To involve all rank-and-file employees of the Bureau of Customs (BOC) in all offices in the celebration of the 115th Founding Anniversary of the agency through a photography contest;
- 1.2. To highlight through photographs the competency and integrity of the rank-and-file employees of BOC in the performance of their mandated duties and responsibilities;
- 1.3. To create a simple joint undertaking between the Bureau of Customs Employees Association and the current Customs administration to foster a spirit of cooperation between the rank-and-file and the management personnel.

2. General Guidelines

- 2.1. All customs rank and file employees are invited to join the photography contest in commemoration of the 155th Founding Anniversary of the BOC that will be celebrated from February 4 to 10, 2017.
- 2.2. The main theme of the photography contest will be **"Transformational Change through Integrity and Competence."**
- 2.3. All **photo entries** must originally be **taken between** the period of **January 27, 2017 to January 31, 2017** by the contestant and shall not violate any laws and regulations of the intellectual property rights law.
- 2.4. All entries upon submission shall be deemed property of the BOCEA and the BOC Management.

3. Contest Mechanics

3.1. Theme and Subject

- 3.1.1. All photo subjects shall focus on the customs personnel performing their day to day work related activities highlighting integrity and competence in the performance of their duties.
- 3.1.2. Subject areas may be any of the following:
 - 3.1.2.1. Personnel performing customs functions such as administrative, enforcement, operations and assessment; or
 - 3.1.2.2. Objects within customs area of responsibility that may contextually show the theme of the contest such as buildings and edifices, container vans being examined or any other subject.

3.2. File Format and Mode of Submission

- 3.2.1. DSLRs and Cellphone camera photos entries file should be on the following format:
 - 3.2.1.1. JPEG high resolution format;
 - 3.2.1.2. File size of no more than 8MB; and
 - 3.2.1.3. No watermarks or any text.
 - 3.2.1.4. ALL ENTRIES MUST BE IN LANDSCAPE ORIENTATION
- 3.2.2. **Entries** will be both **emailed** to **pprd@customs.gov.ph** and **posted** in a **Facebook page** named **Transformational Change through Integrity and Competence**.
- 3.2.3. **Posting at the Facebook page** of the photos shall include the **name of the contestant, office, port or group, and title of the entry**.
- 3.2.4. Contestants are **allowed two photo entries**.
- 3.2.5. Post processing or retouching of entries are allowed but limited to cropping and retouching of texture and colors.
- 3.2.6. Both colored and monochrome images will be accepted.
- 3.2.7. Those who have **failed to email and post on Facebook** the entry photos will be **disqualified**.
- 3.2.8. The **deadline for posting of photo entries** will be **January 31, 2017**.

3.3. Selection of Top Twelve (12) Runner-ups

- 3.3.1. The likes of the photo entries posted on the Facebook page shall be the basis of the preliminary selection of thirty (30) photographs.
- 3.3.2. From the 30 pre-selected photo entries the judges shall select the top 12 entries that shall be showcased at the photo-exhibit at the hallway of the OCOM building.
- 3.3.3. The Photography Contest Committee shall be in charge of the printing of the 12 runner-ups.
- 3.3.4. **Announcement** of photography contest **winners** shall be on **February 10, 2017** at 6:00 PM during the Sosyalan at Gabi ng Parangal.

3.4. Criteria for Preliminary Selection and Judging

Criteria	Score
a. Adherence and Appropriateness to Theme.	20%
b. Creativity and Composition.	20%
c. Uniqueness of Concept.	20%
d. Audience Appeal based on Facebook Likes	15%
e. Clarity of Expression and Story Telling	15%
f. Originality.	10%

3.5. The Photography Contest Judges

- a. Commissioner of Customs;
- b. Deputy Commissioner – Revenue Monitoring and Coordinating Group;
- c. Deputy Commissioner – Assessment and Operations Coordinating Group;
- d. President - Bureau of Customs Employees Association (BOCEA);
- e. Propaganda Officer – BOCEA;
- f. Vice-President External - BOCEA; and
- g. Vice-President Internal - BOCEA

3.6. Photography Contest Committee

- a. Chairman - Propaganda Officer of the BOCEA;
- b. Chief – Central Records and Management Division;
- c. BOCEA – NAIA Chapter President
- d. Three (3) assigned staff of the PPRD

3.7. Prizes

1 st Runner-up	PhP 5,000 and plaque
2 nd Runner-up	PhP 3,000 and plaque

3 rd Runner-up	PhP 2,000 and plaque
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4. Budget


4.1. The budget details are the following:

Item	Amount
Cash Prizes	10,000
Certificates	200
Cost of Printing	6,000
Sub Total	16,200
Contingency (10%)	1,620
Grand Total	17,820

4.2. The budget cost of this undertaking shall be equally shouldered by the BOC management and the BOCEA. Liquidation shall be subject according to appropriate laws, rules and regulations.

Be guided accordingly.

[Signature]
NICANOR E. FAELDON
 Commissioner
 Bureau of Customs

 Bureau of Customs
NICANOR E. FAELDON
 Commissioner
 17-00687
JAN 26 2017

Conforme:

[Signature]
REMEDIOS PRINCESA
 President
 Bureau of Customs Employees Association