

#MyWonderJuana and #MySuperJuan Video Making Contest

The [#MyWonderJuana](#) and [#MySuperJuan](#) Video Making Contest is organized by the *Department of Science and Technology – Industrial Technology Development Institute (DOST-ITDI)* in partnership with the *DOST Gender and Development (GAD) and Regional Support Service* and the *Philippine Commission on Women (PCW)*. The contest aims to provide an avenue for all DOST personnel to showcase the different roles that women from all walks of life play to help families, communities, and nation afloat amidst the pandemic ([#MyWonderJuana](#)) and to spotlight on men who share household chores to contribute in normalizing the redistribution of unpaid care work ([#MySuperJuan](#)).

[#MyWonderJuana](#):

This online advocacy enjoins netizens to publicly share a minuter-video featuring an inspiring **Juana** who was able to hurdle the challenges of the pandemic and empower others to remain hopeful.

[#MySuperJuan](#):

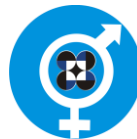
Through this campaign, netizens must publicly share an uplifting minuter-video featuring a **Juan** who does his share in doing unpaid domestic work, which is stereotypically labeled as a woman's job.

I. Who may Join

- a. The contest is open to all DOST employees regardless of nature of employment, i.e., permanent, project-based/contractual, job order, etc., and without regard to personal characteristics such as age, sexual orientation and gender identity, civil status, disability, religion, ethnicity, and political affiliation of the employees.
- b. Participants may join the contest individually or as a team composed of two (2) or more members.

II. Mechanics

- a. The video must revolve around the [#MyWonderJuana](#) or [#MySuperJuan](#) themes.
- b. The video must not exceed a running time of one (1) minute or sixty (60) seconds.
- c. Video entries must not contain any copyrighted material including video footages, soundtrack or musical recordings, artworks, and other materials.
- d. Submission of entries will be open from 01 March 2021 (Monday) at 9:00 AM to 19 March 2021 (Friday) at 9:00 AM.
- e. Participants may send as many entries as they can until the submission period ends.



- f. Entries should be submitted electronically. Accomplish the online registration form through this link: <https://forms.gle/9ruTgiT8nDRSnsaB7>.
- g. Upload the video to Google Drive or any cloud storage site.
- h. Send the video link to rctorres@itdi.dost.gov.ph and vfrablang@itdi.dost.gov.ph.
- i. Any entry deemed inappropriate, unsuitable, and/or found infringing copyright laws, in the Committee's discretion, will be disqualified.
- j. The Committee shall have the right to disqualify any team who violates any item of the mechanics.
- k. Dishonesty and cheating at any stage of the competition will not be tolerated. Any team that is caught cheating, plagiarizing, or using Facebook bots will be disqualified. The use of professional help with the editing of the video is not allowed.
- l. The results of this contest will be final and irrevocable.

III. Criteria

Submitted entries shall be evaluated in terms of creativity, originality, relevance to the theme, message content, technical quality and audience impact

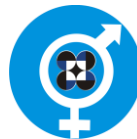
50% – LIKHA The entry must be an original work and must stimulate interest and engagement to its intended audience through creative narration and execution.

20% – UGNAY The entry must be in line with the [#MyWonderJuana](#) or [#MySuperJuan](#) themes and emphasize the importance of gender equality and women empowerment.

20% – KATHA The entry will be judged in regards to continuity, timing, camera operation, sound quality, editing and adherence to the time limit of 1 minute or 60 seconds.

10% – ALIW The entries will be ranked based on the total number of Facebook Reactions and Shares.

Videos will be posted on the official [DOST GAD Regional Support and Service](#) Facebook Page for voting through reactions and shares. Voting will be open for five (5) days, 22-26 March 2021. Reactions and shares registered beyond this period will **NOT** be counted. Ranking of the video entries and corresponding points to be added to the final score are tabulated below.



Video Ranking	Number of Points to be Added
Highest number of reactions and shares	10
Second highest number of reactions and shares	8
Third highest number of reactions and shares	6

IV. Prizes

First Prize PHP 5,000.00

Second Prize PHP 3,000.00

Third Prize PHP 2,000.00

The winning videos will be featured on the DOST Website and [DOST GAD Regional Support and Service](#) Facebook Page. Consolation prizes will be given away.

V. Important Dates to Remember

01 Mar 2021 Start of submission of entries at 9:00 AM

19 Mar 2021 Deadline of submission of entries at 9:00 AM

22 Mar 2021 Posting of video entries for voting at 11:00 AM

30 Mar 2021 Announcement and awarding of winners

For inquiries, please email or call the following.

Dr. Rosalinda C. Torres, Ph.D., R.Ch.
 Standards and Testing Division
 Industrial Technology Development Institute
 ☎ (02) 8837 2071 to 82 local 2188
 ☎ (02) 8837 0032
 ✉ rctorres@itdi.dost.gov.ph

Valerie Fay R. Ablang
 Chemicals and Energy Division
 Industrial Technology Development Institute
 ☎ (02) 8837 2071 to 82 local 2230
 ✉ vfrablant@itdi.dost.gov.ph