



Republic of the Philippines  
**Department of Education**  
NEGROS ISLAND REGION  
**DIVISION OF ESCALANTE CITY**



March 6, 2026

**DIVISION MEMORANDUM**

No. 120, s. 2026

**CONDUCT OF THE DIVISION ADVOCACY PITCH CONTEST**

To: OIC-Assistant Schools Division Superintendent  
Chief Education Supervisors  
Division Education Program Supervisors  
School Heads  
All others concerned

1. Relative to the Regional Memorandum No. 219, s.2026 titled “2026 Regional Festival of Talents (RFOT)” to be held on March 26-28,2026 in Dumaguete City, this Office, through the (CID) Curriculum Implementation Division shall conduct the Division Advocacy Pitch Contest on **March 18, 2026, 8:00 a.m.** at Gabriela Hall.
2. This activity aims to:
  - a. select the Division’s representatives to the RFOT-Advocacy Pitch; and,
  - b. provide meaningful learning opportunities for key stages 2 and 3 learners to demonstrate multiple intelligences, value-laden talents and skills as concrete evidence of learning across academic areas.
3. The Advocacy Pitch is open to all learners from Key Stages 3 and 4 (Grades 7 to 12) who are officially enrolled in public and private secondary schools . Each school shall register one (1) team composed of two (2) learner-participants and two (2) teacher-coaches.
4. Each team shall bring two (2) laptops with their respective chargers, one (1) flash drive, lapels, and one (1) printer.
5. Attached are the RFOT Guidelines for the Advocacy Pitch Contest.
6. It is understood that in the conduct of this activity, there shall be no discrimination on the account of age, school gender, civil status, disability, religion or other similar circumstances that run counter to the principle of equal opportunities.
7. Participation in this activity is subject to the “No disruption of classes policy” as stipulated in Deped Order No. 9, s. 2005 entitled “Instituting Measures to increase Engaged Time on Task and Ensuring Compliance Therewith”. The schools should take necessary measures to ensure that the teaching load of teacher-participants will be taken care-of and no classes will be missed by the learners.
8. A virtual orientation about the conduct of the said activity will be on **March 10, 2026, 9:30 a.m.** during the CID-SSACI via MS teams.
9. A registration fee of **P 250.00** shall be collected to cover necessary expenses for the activity, auto-deducted from non-implementing units and collected from



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implementing units (IUs) via cash or check/LDDAP, chargeable against local funds/MOOE and subject to usual accounting and auditing rules.

10. Immediate and wide dissemination of this Memorandum is desired.

  
**PETER J. GALIMBA**

Assistant Schools Division Superintendent  
Officer-in-Charge

Office of the Schools Division Superintendent 

Enclosure : As stated  
Reference : Regional Memorandum No. 219, s.2026  
Allotment : 1-2-3-6-7-8  
To be indicated in the Perpetual Index of the following subjects:  
CURRICULUM DFOT  
Tabotabo/ 3/6/2026



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Enclosure No. 2 to Regional Memorandum No. 219 s, 2026

**SPECIFIC GUIDELINES FOR THE DIFFERENT CONTESTS OF THE  
 2026 REGIONAL FESTIVAL OF TALENTS (RFOT)**

The specific guidelines for the different contests of the 2026 RFOT are provided as follows:

**Advocacy Pitch**

<b>KEY STAGE</b>	Key Stages 3 and 4 (Grades 7 to 12)	
<b>NO. OF PARTICIPANT/S</b>	Two (2) learner-participants per division Two (2) teacher-coaches per division	
<b>TIME ALLOTMENT</b>	126 minutes	
<b>PERFORMANCE STANDARD</b>	The learners skillfully deliver a speech for a special occasion through utilizing effective verbal and non-verbal strategies and ICT resources.	
<b>21<sup>ST</sup> CENTURY SKILL/S</b>	Communication Skills Information, Media and Technology Skills Learning and Innovation Skills Life and Career Skills	
<b>CREATIVE INDUSTRIES DOMAIN</b>	Publishing and Printed Media Performing Arts	
<b>DESCRIPTION</b>	<b>Advocacy Pitch</b> is an RFOT contest that evaluates learner participants' ability to deliver a compelling pitch using verbal and non-verbal communication strategies. They utilize ICT resources and visual aids to enhance the clarity and persuasive impact of their message.	
<b>CAREER PATHWAYS</b>	This contest develops key communication, presentation, and ICT skills essential across industries. By strengthening public speaking, critical thinking, digital literacy, and persuasive advocacy, it prepares learners for real-world roles in leadership, education, business, community engagement, and other communication-driven fields.	
<b>TECHNICAL SPECIFICATIONS</b>		
<b>A. MATERIALS, TOOLS AND EQUIPMENT</b>	<b>To be provided by the learner-participants</b> <ul style="list-style-type: none"> <li>Laptop with MS PowerPoint 2010 or latest version and Adobe Indesign</li> </ul>	<b>To be provided by the Technical Committee:</b> <ul style="list-style-type: none"> <li>Projector/LED Screen/TV 55" or better (for the contest room and for the viewers outside of the contest room)</li> </ul>



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	<ul style="list-style-type: none"> <li>Lapels (Wireless Body Pack, maximum of 40W) &amp; batteries</li> <li>Flash Drive (32 gb)</li> </ul>	<ul style="list-style-type: none"> <li>Extension Cords</li> <li>HDMI/VGA Cables</li> <li>Flash Drives</li> <li>A4 Bond Paper Substance 100 gsm</li> <li>Flaglets (yellow, green and red)</li> <li>Stopwatch / timer</li> <li>Printers</li> </ul>																																														
<b>B. VENUE</b>	Airconditioned/Well-ventilated: Preparation Room, Holding Room, and Contest Room																																															
<b>CRITERIA FOR JUDGING</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Product/Performance</th> <th style="width: 25%;">Criteria</th> <th style="width: 25%;">Points</th> <th style="width: 25%;">Weight %</th> </tr> </thead> <tbody> <tr> <td rowspan="4" style="text-align: center;"><b>Pitching</b></td> <td>Analysis and Content</td> <td style="text-align: center;">45</td> <td rowspan="4" style="text-align: center;"><b>70%</b></td> </tr> <tr> <td>Organization</td> <td style="text-align: center;">30</td> </tr> <tr> <td>Delivery</td> <td style="text-align: center;">25</td> </tr> <tr> <td><b>TOTAL</b></td> <td style="text-align: center;"><b>100</b></td> </tr> <tr> <td rowspan="6" style="text-align: center;"><b>15-slide PowerPoint Presentation</b></td> <td>Focus and Clarity</td> <td style="text-align: center;">25</td> <td rowspan="6" style="text-align: center;"><b>10%</b></td> </tr> <tr> <td>Visual Effectiveness</td> <td style="text-align: center;">25</td> </tr> <tr> <td>Credibility and Attribution</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Technical Aspects and Readability</td> <td style="text-align: center;">15</td> </tr> <tr> <td>Overall Craftmanship</td> <td style="text-align: center;">25</td> </tr> <tr> <td><b>TOTAL</b></td> <td style="text-align: center;"><b>100</b></td> </tr> <tr> <td rowspan="7" style="text-align: center;"><b>Tri-Fold Brochure</b></td> <td>Panel Layout and Structural Accuracy</td> <td style="text-align: center;">10</td> <td rowspan="7" style="text-align: center;"><b>20%</b></td> </tr> <tr> <td>Content Organization and Flow</td> <td style="text-align: center;">40</td> </tr> <tr> <td>Visual Consistency and Branding</td> <td style="text-align: center;">25</td> </tr> <tr> <td>Typography and Readability</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Layout, Balance and Margins</td> <td style="text-align: center;">15</td> </tr> <tr> <td><b>TOTAL</b></td> <td style="text-align: center;"><b>100</b></td> </tr> <tr> <td><b>TOTAL</b></td> <td></td> <td></td> <td style="text-align: center;"><b>100%</b></td> </tr> </tbody> </table>	Product/Performance	Criteria	Points	Weight %	<b>Pitching</b>	Analysis and Content	45	<b>70%</b>	Organization	30	Delivery	25	<b>TOTAL</b>	<b>100</b>	<b>15-slide PowerPoint Presentation</b>	Focus and Clarity	25	<b>10%</b>	Visual Effectiveness	25	Credibility and Attribution	10	Technical Aspects and Readability	15	Overall Craftmanship	25	<b>TOTAL</b>	<b>100</b>	<b>Tri-Fold Brochure</b>	Panel Layout and Structural Accuracy	10	<b>20%</b>	Content Organization and Flow	40	Visual Consistency and Branding	25	Typography and Readability	10	Layout, Balance and Margins	15	<b>TOTAL</b>	<b>100</b>	<b>TOTAL</b>			<b>100%</b>	
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**Pre-Event**

- A. The Advocacy Pitch is open to all learners from Key Stages 3 and 4 (Grades 7 to 12) who are officially enrolled in public and private elementary and secondary schools and CLCs. Each division shall register one (1) team composed of two (2) learner-participants who are winners in the Division Festival of Talents (DFOT) and two (2) teacher-coaches.
- B. Each team shall bring two (2) laptops with respective chargers and one (1) flash drive.
- C. A mandatory technical inspection of all laptops and flash drives shall be conducted a day before the contest. The Technical Committee shall place the inspected laptops in the Holding Room. The flash drives shall be collected where digital copies of contest materials shall be stored.
- D. Drawing of lots shall be done thirty (30) minutes prior to the contest.
- E. The learner-participants shall wear corporate attire during the contest.

**During the Event**

- A. Each team shall be given a running time of 120 minutes from Phases 1-4.

Phase 1 – Text Immersion (30 Minutes)

1. Three (3) sets of grade-level appropriate informational texts, from which each team shall choose only one set to work on shall be provided by the Technical Committee in the Holding Room. Each team shall also receive random graphics stored in the flash drive. This shall be retrieved from them before their presentation.
2. The team shall be given thirty (30) minutes to read the texts.

Phase 2 - Topic Outlining (20 Minutes)

1. Each team shall be given twenty (20) minutes to outline their presentation, both PowerPoint (PPT) and brochure, using laptops.

Phase 3 – Presentation Preparation (60 Minutes)

1. Preparation of PPT and brochure shall be done simultaneously.
2. For the PowerPoint Presentation
  - a. Each team shall use MS PowerPoint applying the presentation standards and utilizing available text resources like images, graphics, or any symbol found in the MS PowerPoint.
  - b. Each team shall prepare the script based on the Powerpoint presentation.



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- c. Each presentation is timed five (5) minutes and shall be limited to 16 slides only. Each slide shall be automatically timed twenty (20) seconds. The final slide should contain the caption "Thank you" which shall be the cue for the teams to stop.
- d. Each team is given sixty (60) minutes to prepare, rehearse, and finalize their output.
- e. Each team shall save the file using the filename format: Entry Number\_Event Contest Code (**ex: 01\_AP\_PPT**).
- f. The Technical Committee shall collect the flash drive and ensure that the saved file is working and ready for presentation. Once saved, the team shall not be allowed to open their laptops.

3. For the Brochure

- a. Each team shall use InDesign, Publisher, MS PowerPoint, and/or Photoshop for the layout of the tri-fold brochure.
  - b. Each team shall prepare one tri-fold brochure in landscape layout using the A4 paper. The brochure shall contain the (1) advocacy title, (2) problem description, (3) evidence from the readings, (4) proposed actions, (6) expected impact, and (7) team information without any identifying marks. It shall be clear, organized, and visually appealing, using only materials provided during the preparation period.
  - c. Each team shall save the file in PDF using the filename format: Entry Number\_Event Contest Code (ex: 01\_AP\_Brochure).
  - d. Each team shall print the brochure in five (5) copies to be distributed randomly to the audience during the pitching time.
  - e. Each team shall not be allowed to use laptops after the allotted preparation time.
4. Designated time shall be allocated for learner-participants to print materials, strictly adhering to the cue established by the Technical Committee. Printing time shall not be included in the preparation time.

Phase 4 – Final Rehearsal (10 Minutes)

1. Before the delivery, all teams shall be given ten (10) minutes for technical check and rehearsal in the Holding Room.
2. The Technical Committee shall allow the teams to use the laptops again during the final rehearsal.
3. Editing any part of the PPT is prohibited.
4. After the rehearsal, each team, guided by the Technical Committee, shall immediately proceed to the presentation room.

Phase 5 – Presentation Proper (6 Minutes)

1. Before the delivery, each team shall be given one (1) minute for technical check.



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2. Distribution of the brochures shall be done during the presentation.
3. Each team shall present in five (5) minutes.
4. The slide presentation shall play automatically for five (5) minutes, and the team shall deliver their pitch synchronized with the autotimed slides. Manual slide-clicking is not allowed. Both team members shall speak during the presentation, but they may divide speaking roles according to their preference. Clear teamwork, coherent delivery, and strong connection to the reading texts are expected.
5. The Technical Committee shall use color-coded flags to manage time during the slide presentation:
  - green flag to signal the start of the presentation;
  - yellow flag to indicate that only 2 minutes remain; and
  - red flag to signal that time is up.
6. The Technical Committee timer shall serve as the official and definitive timekeeper for the event.

**After the Event**

1. Upon completion of the performance, learner-participants shall be required to exit the stage in an orderly manner and proceed directly to the designated holding area. The Technical Committee shall escort the team off the stage.
2. The Technical Committee shall collect the printed brochures and direct the participants to retrieve the laptops and flash drives placed in the preparation area.
3. Each brochure shall be judged after the performance on stage.
4. Results shall be announced during the Awarding and Closing Ceremonies.

**Scoring Rubrics for Advocacy Pitch**

Scale	4 Excellent	3 Very Satisfactory	2 Satisfactory	1 Needs Improvement
<b>16-slide PowerPoint Presentation 10%</b>				
<b>Focus &amp; Clarity of Content (25pts)</b>	Slides present one clear idea, use only essential points, and the main takeaway is instantly understood.	Slides are mostly focused; minor unnecessary details but the main idea remains clear.	Slides contain more than one idea or too many points, making the message less clear.	Slides are cluttered, unfocused, or the main idea is difficult to understand.
<b>Visual Effectiveness (25pts)</b>	Graphics support the message well; layout is clear and avoids clutter or	Visuals are generally effective; minimal clutter but still	Visuals are present but may distract or add unnecessary complexity.	Poor layout or visuals cause confusion and make the slide



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	overload.	understandable.		difficult to understand.
<b>Credibility &amp; Attribution (10pts)</b>	All sources and visuals are properly credited and clearly identified.	Most sources are credited, with only minor omissions.	Some important credits/citations are missing or unclear.	No credits given for borrowed information or visuals.
<b>Technical Aspects &amp; Readability (15pts)</b>	Text and visuals remain readable even with technical issues; design does not rely on animations.	Mostly readable text and visuals; minor elements may be affected by technical limitations.	Some parts may be difficult to read due to low contrast or rely on animations.	Slide becomes unclear or unreadable with technical disruptions.
<b>Overall Craftsmanship (25pts)</b>	Slide shows strong refinement, polished design, and consistent formatting.	Slide is generally well made; minor inconsistencies exist.	Slide appears minimally revised; several inconsistencies in design.	Slide appears rushed, unrefined, or inconsistently designed.
<b>Tri-Fold Brochure 20%</b>				
<b>Panel Layout &amp; Structural Accuracy (10pts)</b>	Panels follow correct tri-fold structure; panel widths are accurate; folding is neat and aligned.	Layout is mostly correct; minor spacing or folding inconsistencies but still functional.	Some panels are misplaced or misaligned; layout affects folding but remains usable.	Incorrect panel order or widths; brochure does not fold or align properly.
<b>Content Organization &amp; Flow (40pts)</b>	Content is placed on the correct panels; flow is clear from cover to interior to back cover.	Flow is mostly logical; minor misplacements but overall understandable.	Sections are out of sequence or confusing; information flow is disrupted.	Content placement is disorganized and does not follow tri-fold standards.
<b>Visual Consistency &amp; Branding (25pts)</b>	Images and colors follow a consistent style and align well with the brand.	Mostly consistent visuals; minor mismatches in image style or color usage.	Visual inconsistency is noticeable; some elements break the cohesive look.	No visual consistency; images and colors appear random or mismatched.
<b>Typography &amp; Readability (10pts)</b>	Uses no more than two fonts; clear headers; concise text; very easy to read.	Generally readable; minor issues with font choices or text length.	Multiple fonts or long text sections make reading harder.	Text is cluttered, inconsistent, or difficult to read.
<b>Layout Balance &amp; Margins (15pts)</b>	Text and images are balanced with proper margins (around 0.25"); clean, uncluttered layout.	Good balance; slight crowding but still neat.	Some areas look cramped or poorly spaced.	Layout appears crowded or messy; margins are not observed.
<b>Advocacy Pitch 70%</b>				
<b>A. Analysis and</b>	The speakers fully	The speakers	The speakers	The speakers do



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<b>Content (45pts)</b>	address the question/topic directly and effectively; the presentation is highly informative, and enhances audience understanding; arguments are consistently supported with logical reasoning, relevant facts, examples, and credible expert opinions; all data and examples are properly documented; all information is fully pertinent to the advocacy focus.	address the question/topic with minor lapses; the presentation is generally informative; most arguments are supported with reasoning, facts, examples, or credible opinions; most data/examples are documented; the information is mostly relevant to the advocacy focus, utilizing effective visual examples or signs.	address the question/topic inconsistently; the presentation provides limited information and may lack clarity; some arguments are supported, but many are weak or unsupported; documentation of data/examples is incomplete or unclear; some information is off-topic or only somewhat related to the advocacy focus.	not clearly address the question/topic; the presentation is unclear or lacks meaningful information; arguments are unsupported or illogical; data/examples are missing or improperly documented; most of the information is irrelevant to the advocacy focus.
<b>B. Organization (30pts)</b>				
<b>Introduction (10 pts)</b>	The speakers immediately capture and maintain the audience's attention; the topic is clearly and confidently introduced via visual aids; the topic is clearly and confidently introduced; main points are effectively outlined, providing a clear visual/roadmap for the presentation.	The speakers capture the audience's attention most of the time; the topic is mostly clear; main points are outlined, though some visual transitions may lack clarity or detail.	The speakers only partially capture audience attention; the topic is somewhat unclear; main points are vaguely introduced or partially outlined or the visual roadmap is incomplete.	The speakers fail to capture audience attention; the topic is unclear or confusing; main points are not outlined or missing.
<b>Body (10 pts)</b>	The presentation is divided into clear, well defined sections; transitions, internal summaries; ideas flow logically and coherently from introduction to conclusion.	The presentation has mostly clear sections; most sections are adequately covered; ideas generally follow a logical sequence with minor lapses in coordination between the	Sections are only somewhat clear or inconsistently divided; some sections are rushed or underdeveloped ; logical flow is inconsistent making it difficult to follow the sequence.	Sections are unclear or poorly defined; key sections are omitted or inadequately addressed; ideas are disorganized and difficult to follow.



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		presenter and the slides.		
<b>Conclusion (10 pts)</b>	The speakers effectively tie together all parts of the presentation, creating a unified and coherent argument; the main message is clearly stated with no ambiguity; the presentation ends with a strong, definitive conclusion.	Most parts of the presentation are well connected; the main message is generally clear; the conclusion provides closure but may lack emphasis or impact.	Connections between sections are inconsistent; the main message is somewhat unclear; the conclusion is weak or only partially addresses the presentation's main point.	The presentation lacks cohesion; the main message is unclear or missing; there is no clear conclusion, leaving the audience without closure.
<b>Delivery (25pts)</b>				
<b>Language Style (10pts)</b>	Language is highly suitable for informing and engaging the audience; it is clear, precise, grammatically correct, and vivid; delivery is natural, confident, and spontaneous; word choice effectively reinforces the key ideas.	Language is generally suitable and mostly clear; though minor grammatical or stylistic issues may be present; delivery is mostly natural; word choice generally supports the key ideas.	Language is somewhat unclear, imprecise, or occasionally inappropriate; some grammatical errors are noticeable; delivery may be hesitant or uneven; word choice only partially supports the key ideas.	Language is unclear, confusing, or inappropriate; frequent grammatical errors; delivery is unnatural or hesitant; word choice fails to support the key ideas.
<b>Delivery (10 pts)</b>	The speakers enunciate words clearly and speak at an appropriate volume throughout; vocal variety (rate, pauses, pitch) is consistently effective in maintaining audience engagement and emphasizing key points. The speakers are well-synchronized with the automatically timed PowerPoint slides, using them purposefully to support and	The speakers' words are generally clear and the volume is appropriate most of the time; some vocal variety is present but may lack consistency. The speakers show good coordination with the slide progression, using the slides appropriately, though timing or emphasis may occasionally be off.	The speakers' enunciation is sometimes unclear and the volume may fluctuate; limited vocal variety leads to reduced audience engagement. The speakers show inconsistent coordination with the auto-timed slides, at times rushing, lagging, or reading directly from the screen; shows inconsistent coordination with auto-timed slides, causing the interpreter to rush	The speakers frequently lack clear enunciation and appropriate volume; there is little or no vocal variety, making the presentation difficult to follow. The speakers are poorly synchronized with the slides, appears unprepared, or relies heavily on the PowerPoint instead of delivering confidently.



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	enhance the message without relying on them excessively; speaker is perfectly synchronized with auto-timed slides to ensure the message is seamless.		or lag.	
<b>Physical Delivery (5 pts)</b>	The speakers demonstrate strong composure, confidence, and professionalism ; gestures and signs are purposeful and varied, movements are motivated by content, and eye contact is engaging; note cards, if used, are unobtrusive and do not distract from delivery.	The speakers show general composure and confidence; gestures, signs and movements are mostly effective, and eye contact is mostly direct; note cards, if used, are minimally distracting.	The speakers show some nervousness or lack of confidence; gestures, signs and movements are limited or only occasionally motivated by content; eye contact is inconsistent; note cards may be somewhat distracting.	The speakers lack composure and confidence; gestures and movements are absent or inappropriate; eye contact is poor; note cards distract significantly from the delivery.

<b>Score Equivalence</b>				
Points	4	3	2	1
<b>45</b>	45	23	15	11
<b>40</b>	40	20	13	10
<b>35</b>	35	18	12	9
<b>30</b>	30	15	10	8
<b>25</b>	25	13	8	6
<b>20</b>	20	10	7	5
<b>15</b>	15	8	5	4
<b>10</b>	10	5	3	3
<b>5</b>	5	3	2	1



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