



PCW MEMORANDUM CIRCULAR NO. 2018-02

To : All Heads of Executive Departments, Agencies, Bureaus, Offices, State Universities and Colleges (SUCs), Government-Owned and/or Controlled Corporations (GOCCs), Legislative and Judiciary Branches, Constitutional Bodies, Local Government Units and All Others Concerned

Subject : 2018 National Women's Month Celebration

Date : February 28, 2018

1. Purpose

This Memorandum Circular is issued to provide a general guide for stakeholders on the national observance of the 2018 National Women's Month Celebration on March 1-31, 2018.

2. Background and Policy Mandates

The Philippine Commission on Women, in coordination with national government agencies and local government units, spearheads the National Women's Month Celebration.

The annual celebration is conducted to give due recognition to women's significant contributions in nation-building.

The following issuances serve as legal bases for the annual activity:

- **Proclamation No. 224 s. 1988** - Declaring the first week of March each year as Women's Week and March 8 as Women's Rights and International Peace Day;
- **Proclamation No. 227 s. 1988** - Providing for the observance of the Month of March as Women's Role in History Month; and
- **Republic Act (RA) 6949 s. 1990** - Declaring March 8 of every year as National Women's Day.

3. Policy Content and Guidelines

3.1 Campaign Theme and Objectives

In 2017, the PCW Board Members and Inter-Agency Technical Working Group identified the NWMC theme "We Make Change Work for Women", which shall be used from 2017-2022. It highlights the empowerment of women as active contributors to and claimholders of development. This pursuit of development is also anchored on the government's commitment of "malasakit, pagbabago, at patuloy na pag-unlad".

Consistent with the theme and Proclamation No. 227 s. 1988, the annual conduct of the National Women's Month Celebration (NWMC) aims to give due recognition to the contributions of Filipino women in our society.

Specifically, 2018 celebration aims to:

Inform and engage women as stakeholders of government programs and services to promote citizen-centric governance and make "change" a conscious effort to know, understand, and provide what ALL citizens need;

Create and facilitate platforms to discuss good practices, gaps, challenges, and commitments in pursuing gender and development (GAD) to strengthen implementation of the Magna Carta of Women; and

Inspire and empower women and girls to be agents of change to contribute in promoting gender equality and the empowerment of all women.

3.2 Suggested Activities

In view of the above, government agencies and instrumentalities, non-government organizations, sectoral groups, private and civil society organizations at the national, regional and local levels, including local government units, are enjoined to conduct activities in line with this year's Women's Month Celebration theme and/or participate in the following activities:

3.2.1 Production of Information, Education and Communication (IEC) Materials

- Hanging of 2018 NWMC official streamer in all government agencies, including regional offices, local government units, and Philippine embassies and consulates; and
- Development, production and distribution of IEC materials for 2018 NWMC which include collaterals designed by PCW and agency-specific materials like flyers that feature agency services offered to their women clients.
- Wearing Purple T-shirts/blouses/polo every Thursdays of March (March 1, 8, 15 and 22) in support of #PurpleThursdays. Agencies are encouraged to either suspend implementation of their respective uniform policy on the said dates, or wear purple accessories or accents like button pins, scarves, wristbands, or ribbons with their uniform for the day.

3.2.2 Participation to Women's Month online advocacy

- Uploading of the official logo, advocacy video and other National Women's Month advocacy materials in government agencies' website, Facebook, Youtube and Twitter pages and using 2018 NWMC Facebook Camera Effects;
- Participating in the online campaign thread about the observance using the hashtag #WomenMakeChange;
- Featuring the organization's calendar of activities and activity implementation reports and Women's Month advocacy materials in their official websites, social media accounts and publications, and sending links to the reports to PCW through e-mail events.pcw@gmail.com; and
- Use the All-Women Cast Lupang Hinirang Video in agency's NWMC activities The music video can be downloaded at <http://tiny.cc/allwomenlupanghinirang>

3.2.3 Organizing or participation to Women's Month information campaigns/advocacy activities

We Make Change Work: Women Inspiring Women Forum

Modeled after TEDx format, this forum aims to celebrate women's journey and sharing inspiring stories of change in their chosen fields, to encourage their fellow women to be empowered change agents. It will also serve as a venue for women to inspire and appreciate each other, and create an environment supportive of each other. **Government agencies or local government units can hold a forum in their organizations or localities. Please refer to Annex 1 for suggested guidelines and program of the forum.**

PCW-led forum schedule:

Activity Information	Mechanics for Participation
<p>Date: March 8, 2018 (International Women's Day) Time: 1:00 – 5:00pm Venue: GSIS Theatre, Pasay City</p> <p><i>In partnership with Government Service Insurance System (GSIS)</i></p>	<p>Please visit http://pcw.gov.ph/WomenMakeChange2018</p> <p>Tel. No.: (02) 735-8509</p>
<p>Date: March 15, 2018 Time: 1:00 – 5:00pm Venue: Aklan Training Center</p> <p><i>In partnership with Aklan Provincial Government</i></p>	<p>Please coordinate with</p> <p>Engr. Roger Esto</p> <p>Tel. No.: (036) 268-5442 or (036) 262-1555 Email addresses: ppdoaklan@gmail.com, aklanpgo@yahoo.com</p>
<p>Date: March 22, 2018 Time: 1:00 – 5:00pm Venue: Davao City</p> <p><i>In partnership with Davao City – Integrated Gender and Development Division (IGDD) and University of Southeastern Philippines (USEP)</i></p>	<p>For LGUs, NGAs and NGOs, please coordinate with:</p> <p>Ms. Lorna Mandin Tel. No.: (082) 225-0363 Cp. No.: 0917-546-0823 Email addresses: igdd@davaocity.gov.ph, elaybee@yahoo.com</p> <p>For state universities and colleges, please coordinate with:</p> <p>Ms. Rioliza B. Molina Cp. No.: 0917-315-8293 Email address: rio.molina@usep.edu.ph</p>

3.2.4 2018 CineJuana Film Festival

The **Film Development Council of the Philippines** (FDCP) is organizing the CineJuana Film Festival, featuring films celebrating women's strength, power and resiliency on March 26-28, 2018. For schedule of screenings, please visit the FDCP website: www.fdcph.org.

3.2.5 2018 NWMC Photo and Poster-Making Contest

PCW, in partnership with the **Philippine Charity Sweepstakes Office** (PCSO), will launch the 2018 NWMC Photo and Poster-making contest in March. The activity will utilize arts, particularly photography and poster-making to promote women's empowerment. The photo contest is open to all college students while the poster-making is open to all high school students.

3.2.6 CCP's Readathon and Peak-A-Book Exhibit

The **Cultural Center of the Philippines** (CCP) is holding a "readathon", a gathering of women playwrights, which features dramatic readings, workshops for women playwrights and talks on writing for the stage on March 23-24. The CCP is likewise holding an art exhibit featuring the works and books of 12 all-women, all-Filipino illustrators for children on March 24 at the Pasilyo Edades Hallway, 4th floor CCP Building, Roxas Boulevard, Pasay City. For more information, contact Ms. Marivic Santos of the CCP Training and Development Division.

*(Please see the following annexes for your reference:
Annex A: Schedule of 2018 CineJuana Film Festival
Annex B: List of Recommended Films for 2018 NWMC
Annex C: Mechanics of the Poster-Making and Photo Contest)*

3.3 Use of Gender and Development Budget

The 2018 National Women's Month Celebration is one of the annual advocacy events spearheaded by the PCW. It promotes public awareness on women's issues and likewise recognizes the vital role of women in society. As such, expenses related to the 2018 National Women's Month Celebration may be charged to the Gender and Development (GAD) Budget of government agencies and may be reflected in the 2018 GAD accomplishment report of the government offices, provided that the activities conducted are in line with the theme and focus area of concern provided in this circular.

4. Inquiries and Feedback

For more information and for comments and suggestions, please visit the NWMC page at the PCW website (www.pcw.gov.ph/WomenMakeChange2017) or contact PCW Corporate Affairs and Information Resource Management Division (CAIRMD) at Telephone Numbers (02) 735-1654 local 131 or (02) 735-85-09 or email events.pcw@gmail.com and look for Nikki Delos Santos-Francisco or Katherine Gutlay.

For your guidance and appropriate action.


RHODORA T. MASILANG-BUCOY, PhD
Chairperson
Philippine Commission on Women

ANNEX A

2018 CINE JUANA Films Screening Cinematheque Centre Manila March 26 – 28, 2018

Title	Date	Time	Rating
<i>Ang Tag-araw ni Twinkle</i>	March 26	1:00 PM	R-13
<i>Ano ang kulay ng mga Nakalimutang Pangarap</i>	March 26	3pm	PG 13
<i>Insiang</i>	March 27	1 pm	R
<i>Lauriana</i>	March 27	3 pm	R-13
<i>Bacao</i>	March 28	1pm	R-16
<i>Sonata</i>		3 pm	PG-13

OVERVIEW:

• BACAO

Synopsis: A woman eager to have children consults a faith healer and is driven to extreme lengths to get to the bottom of her apparent infertility.

Director: Edgardo Vinarao
R-16, Horror, 1hr 25Min

• INSIANG

Synopsis: After a teenager is raped by her mother's boyfriend, she sets out to exact revenge on anyone who has hurt her.

Director: Lino Brocka
TRT: 1hr 35Min

• ANG TAG ARAW NI – TWINKLE

Synopsis: The rebellious Twinkle Marie's life is about to get turned on its head due to a visit from an, unbeknownst to her, biological father with secrets to share. Entering into a tailspin of drugs, sickness, and lies forces her to reevaluate and assess things, then ultimately deciding on what's truly important.

Director: Gil Portes
R-13, Drama, TRT: 1hr 55Min

• LAURIANA

Synopsis: Set in 1955, the residents of a small idyllic village in Quezon are jolted to discover the dark, disturbing secret of a soldier and his common-law wife. Guilt and recrimination abound in the town and forces our protagonist into a six decade long journey of remorse, forgiveness and retribution.

Director: Mel Chiongco
R-13, Drama, TRT: 2hr

• ANO ANG KULAY NG MGA NAKALIMUTANG PANGARAP

Synopsis: Concerned with themes of loyalty, old age, mortality and memories, the film traces the life of Teresa, a nanny who has dedicated sixty years of service to a middle class family at the expense of her own happiness and fulfillment. Though upon the death of the family patriarch, Teresa's fate is now up in the air as the family decides what sort of future is to come.

Director: Jose Javier Reyes
PG13, Drama, TRT: 1hr 35Min

• SONATA

Synopsis: A woman whose whole life is her art, but when she loses it she goes into a self-exile, only to be, hopefully, reinvigorated by a young boy daring to bring it all back.

Director: Peque Gallaga
PG13, Drama, TRT: 1hr 50Min

Awardees of Most Gender-Sensitive Film

**Awarded by the Quezon City Gender and Development Office during the annual Metro Manila Film Festival (MMFF)*

Thy Womb (2012)

Director: Brillante Mendoza
Center Stage Productions

Blue Moon (2005)

Director: Joel Lamangan
Regal Entertainment, Inc.

Aishite Imasu 1941 (2004)

Director: Joel Lamangan
Regal Entertainment Inc.

Homecoming (2003)

Director: Gil Portes
Teamwork Productions, Kidlat Entertainment and Cinema Pictures

ANNEX C

2018 National Women's Month Photo Contest

BACKGROUND

The Philippine Commission on Women's (PCW) spearheads the National Women's Month Celebration (NWMC) every March. For 2016 to 2022, the NWMC theme is **"We Make Change Work For Women"**, highlighting the empowerment of women as active contributors to and claimholders of development.

One of the identified activities for the 2018 NWMC is the conduct of Photo Contest and Poster-making Contest. Utilizing arts, particularly photography and poster making in promoting women's empowerment, the Contest targets young people as participants. The Contest will also contribute in the collection of photographs and artworks that depict the promotion of the rights and empowerment of all women and girls.

MECHANICS

Theme

Photos must capture the essential representation and role being played by Filipino women and girls as potent agents of positive change in our society.

Contest Duration

PCW will accept entries from March 1 to April 30, 2018.

Who Can Join?

- The contest is open to **all college students enrolled in any schools in the Philippines** (at the time they join the contest) nationwide. The PCW shall require all participants to submit a copy of their valid school ID or Registration Card as proof.
- Employees of PCW including their relatives up to second degree of affinity or consanguinity are not qualified to join the contest.

Submission of Entries

- Each participant shall be allowed to submit maximum of two (2) entries only.
- All entries must be submitted via email (events.pcw@gmail.com). Submissions made through other means will be automatically disqualified.
- Entries to be submitted should include the following details:
 - Name
 - Sex
 - Date of birth
 - Complete mailing address
 - Contact number
 - Name of school
 - Scanned copy or photo of valid school ID or Registration Card
 - Complete details of the photo including when and where it was taken and the camera/mobile device used
 - Photo caption

- File name of photos should be patterned in this format: SURNAME_ENTRY NUMBER 1

Sample: DE LA CRUZ_1
DE LA CRUZ_2

- Deadline of submission of entries is on April 30, 2018, 5:00 PM Philippine Standard Time. Entries received beyond the deadline shall automatically be disqualified.

Photo Image/Requirements

- Photos must be all original and full-colored. Black and white or sepia photos will be automatically disqualified.
- Photos must be in digital JPEG or JPG format, in high-resolution, 25MB maximum file size. (Recommended resolution: 3,000 pixels whether horizontal image or vertical image at 300 dpi.)
- Photos must not be digitally altered (colorizing, toning, collage, photo composites, stitched panorama, high dynamic range HDR images etc.) and/or enhanced in any way. Only simple cropping, minor adjustments in color, sharpness, contrast or digital equivalents are allowed.
- Watermarked photos and those that have been previously submitted or have won in any local or international photography contest will be disqualified.
- Photos to be submitted must be taken starting on March 1, 2018, the official launch of the photo contest.

OTHER CONDITIONS

By participating in the 2018 National Women's Month Photo Contest, the contestant attests that the submitted photograph is a single work of original material created and taken solely by the participant during the Contest period, and that no other party has any right, title, claim or interest in the photograph. PCW reserves the right to verify this through various means, and disqualify any photograph or image.

Submission of entries to the contest indicates full permission granted to PCW to use the photographs, with proper credit to the photographer in PCW IEC and other advocacy materials.

Short-listed entries and final winners agree to the disclosure and publication of their full names and entries in any photo, publicity or other media arrangement made by PCW related to the announcement of the results of the 2018 National Women's Month Photo Contest.

PCW reserves the right to cancel the contest at any time for any reason or whatsoever in its sole and absolute discretion without any obligation to furnish any reasons.

CRITERIA

The criteria for judging will be as follows:

Adherence to theme/content	30%
Creativity and Originality	25%
Visual Impact	25%
Photographic Quality	20%
TOTAL	100%

PRIZES

Ten (10) winning entries will receive 20,000 pesos each, subject to applicable government taxes and a certificate of appreciation.

SELECTION OF WINNERS

PRE-SCREENING: Panel of judges from PCW will pre-screen all the submitted entries to ensure that the contestants have complied with the prescribed guidelines and it has no violent content, nudity or obscenity.

POSTING AND VALIDATION OF SHORT-LISTED ENTRIES: PCW will post all short-listed entries to its website and official Facebook account by May 31, 2018. PCW will accept feedback from interested parties from June 1 to 15, 2018. During this period, PCW will accept complaints of violation of the Contest Mechanics by any of the short-listed contestants, provided that supporting evidence/s are submitted.

FINAL DELIBERATION: Panel of judges from different organizations will then select ten (10) winners from the short listed entries. The decision of the judges is final and not appealable.

ANNOUNCEMENT OF WINNERS

Winners will be notified via e-mail. The winning photos will also be showcased in the PCW website's photo gallery (www.pcw.gov.ph), official Facebook account (<https://www.facebook.com/PCWgovph>) and Twitter account (@PCWgovph).

Awarding ceremonies will be on August 14, 2018, in time for the 9th Anniversary of the Magna Carta of Women (venue and other details to be communicated to winners).

For further details, contact PCW- Corporate Affairs and Information Resource Management Division (CAIRMD) at Tel. Nos. 735-8509 or 735-1654 loc.131 or email media@pcw.gov.ph

2018 National Women's Month Poster-making Contest

BACKGROUND

The Philippine Commission on Women's (PCW) spearheads the National Women's Month Celebration (NWMC) every March. For 2016 to 2022, the NWMC theme is "**We Make Change Work For Women**", highlighting the empowerment of women as active contributors to and claimholders of development.

One of the identified activities for the 2018 NWMC is the conduct of Photo Contest and Poster-making Contest. Utilizing arts, particularly photography and poster making in promoting women's empowerment, the Contest targets young people as participants. The Contest will also contribute in the collection of photographs and artworks that depict the promotion of the rights and empowerment of all women and girls.

MECHANICS

Theme

Posters must capture the essential representation and role being played by Filipino women as potent agents of positive change in our society.

Contest Duration

PCW will accept entries from March 1 to April 30, 2018.

Who Can Join?

- The contest is open to **all Junior and Senior High School students enrolled in any schools in the Philippines** (at the time they join the contest) nationwide. The PCW shall require all participants to submit a copy of their valid school ID.
- Employees of PCW including their relatives up to second degree of affinity or consanguinity are not qualified to join the contest.

Submission of Entries

- Posters must be all original and hand-drawn using any medium (water color, oil pastel, acrylic, crayons, etc.). Poster size should be 30"x 40" or ½ illustration board.
- You may send an advance soft copy/scanned/photograph of the artwork to PCW via events.pcw@gmail.com on or before April 15, 2018.
- Original copy of entries should be sent to:

Corporate Affairs and Information Resource Management Division
Philippine Commission on Women
1145 J.P. Laurel St., Malacañang Compound
1005 San Miguel, Manila
- Deadline of submission of entries is on April 30, 2018, 5:00 PM Philippine Standard Time. Entries received beyond the deadline shall automatically be disqualified.
- Entries to be submitted should include the following details:

- Name
- Sex
- Date of birth
- Complete mailing address
- Contact number
- School of the participant
- Scanned copy or photo of valid school ID
- Complete details of the poster including when and where it was created and the medium/s used
- Poster description or caption

OTHER CONDITIONS

- By participating in the 2018 National Women's Month Poster-making Contest, the contestant attests that the submitted artwork is a single work of original material created solely by the participant and no other party has any right, title, claim or interest in the poster. PCW reserves the right to verify this through various means, and disqualify any entry at any time.
- Names/logos of schools are not allowed to appear as an element in poster entries.
- All submitted entries will be deemed property of Philippine Commission on Women.
- Short-listed contestants and final winners agree to the disclosure and publication of their full names and art work in any photo, publicity or other media arrangement made by PCW related to the announcement of the results of the 2018 National Women's Month Poster-making Contest.
- PCW reserves the right to cancel the contest at any time for any reason or whatsoever in its sole and absolute discretion without any obligation to furnish any reasons.

CRITERIA

The criteria for judging will be as follows:

Relevance to the theme	40%
Creativity	30%
Composition/Originality	30%

TOTAL **100%**

PRIZES

Ten (10) winning entries shall receive 20,000.00 pesos each, subject to applicable government taxes and a certificate of appreciation.

SELECTION OF WINNERS

PRE-SCREENING: Panel of judges from PCW will pre-screen all the submitted entries to ensure that the contestants have complied with the prescribed guidelines and it has no violent content, nudity or obscenity.

POSTING AND VALIDATION OF SHORT-LISTED ENTRIES: PCW will post all short-listed entries to its website and official Facebook account by May 31, 2018. PCW will accept feedback from interested parties from June 1 to 15, 2018. During this period, PCW will accept complaints of violation of the Contest Mechanics by any of the short-listed contestants, provided that supporting evidence/s are submitted.

FINAL DELIBERATION: Panel of judges from different organizations will select ten (10) winners from the short listed entries. The decision of the judges is final and not appealable.

ANNOUNCEMENT OF WINNERS

Winners will be notified via e-mail/text message. The winning photos will also be showcased in the PCW website's photo gallery (www.pcw.gov.ph), official Facebook account (<https://www.facebook.com/PCWgovph>) and Twitter account (@PCWgovph).

Awarding ceremonies will be on August 14, 2018, in time for the 9th Anniversary of the Magna Carta of Women (venue and other details to be communicated to winners).

For further details, contact PCW- Corporate Affairs and Information Resource Management Division (CAIRMD) at Tel. Nos. 735-8509 or 735-1654 loc.131 or email media@pcw.gov.ph

ANNEX B

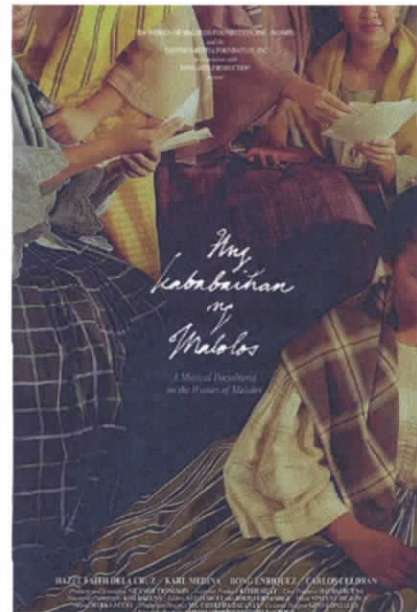


2018 National Women's Month Celebration

RECOMMENDED FILMS

Ang Kababaihan Ng Malolos

A musical docudrama film dramatizes the events from 1888 to 1906 when the Women of Malolos worked for the liberation of the country and of Filipino women. In 1888, the ladies asked the Governor General for permission to open a night school where they could learn Spanish. Despite the objections of the Spanish friars who saw this as a political move, the women opened their school in 1889, inspiring Jose Rizal to write his Letter to the Young Women of Malolos. But the school lasted for only four months because the Spanish friars cracked down on the town's activists. In 1896-1897, many of the women provided food, arms, and clothes for the Katipuneros of Bulacan. During the Phil-Am war in Feb 1899, eight of them served the first Red Cross in Malolos. In 1906, ten joined and recruited members for the local chapter of the Asociacion Feminista Filipina, the first women's organization in the country. The film ends with the firm resolve of Basilia's barcada to continue the struggle for the complete liberation of Filipino women of all classes.



Contact Person and Details:

Mr. Bong Enriquez

Cellphone Number – 0916-253-4748

Email – womfi@yahoo.com, maloloswomfi@gmail.com



Sunday Beauty Queen

A Filipina maid dreams to become Hong Kong's most beautiful queen not for self worth but to save lives, change the abusive system and be happy inside out.

Contact Person and Details:

Ms. Bianca Patungan, Tuko Film Productions
Telephone Number – (02) 398-1938
Email – filmscreenings@tba.ph

Barber's Tales



Barber's Tales is set in the rural town in the Philippines during the end of Marcos dictatorship, and tells the story of newly widowed Marilou who inherits the town's only barbershop from her husband- a business that has been passed down by generations of men in her husband's family. With no other means of support, she musters the courage to run the barbershop. But as to be expected, she fails to attract any customers. But a touching act of kindness she extended to Rosa, a prostitute woman who works in the town brothel, leads to an unexpected opportunity. Rosa, who now considers Marilou a friend, urges her prostitute women friends to pressure their male clientele into patronizing Marilou's barbershop. The men have no choice but to grudgingly oblige out of fear that Rosa will expose their infidelity to their wives.

Contact Person and Details:

Ms. Juliet Santos

Cellphone Number - 0917-881-0373

Email - chu@theideafirstcompany.com

Owl Butterfly

After getting her dream wedding proposal, Abby mysteriously starts having disturbing nightmares that dragged her once peaceful life into excruciating chaos. She's now in danger of losing everything: family, career and the only man who has ever truly loved her—unless she can find a way to stop the torment that has plagued her sleep from becoming her reality.

Contact Person and Details:

Ms. Glenda C. Resurreccion
0916-186-5252 / 0923-138-2392
Email: anastasiafp2015@gmail.com
Facebook: Anastasia Film Productions
Website: www.anastasiafilms.com



Sakaling Hindi Makarating

A series of mysterious hand-illustrated postcards take a young woman on a journey throughout the Philippines in search of its anonymous writer. This is a story of finding true love in one's self and knowing your self-worth.

Contact Person and Details:

Ms. Ice Idanan
09178022012
Email: sakalinghindimakarating.film@gmail.com
Facebook:
<https://www.facebook.com/SakalingHindiMakarating/>