



COMMISSION ON HIGHER EDUCATION

## REGIONAL OFFICE III



**RELEASED**  
19 MAR 2025  
CHEDRO III

CHEDRO-III MEMORANDUM

No. 030, s. 2025

For : **ALL PRESIDENTS/HEADS OF HIGHER EDUCATION INSTITUTIONS IN PAMPANGA**

Subject : **MANYAMAN FESTIVAL 2025**

Date : March 18, 2025

Pursuant to pertinent provisions of Republic Act 7722, otherwise known as the "Higher Education Act of 1994," this Office endorses the subject undertaking, **CuiSinema: Pampanga Short Film Festival**, which is in observance of the **Manyaman Festival 2025**, organized by the **Arts, Culture and Tourism Office of Pampanga (ACTOP)**.

The said event will showcase Kapampangan dishes and delicacies through a unique cultural expression of storytelling which will demonstrate how gastronomy is an essential part of our identity as Kapampangans. The purpose of this festival is to produce a short film inspired by the Kapampangan Cuisine in support of the bill recognizing Pampanga as the Culinary Capital of the Philippines.

In this connection, your school has been pre-selected to actively participate in the CuiSinema: The Pampanga Short Film Festival. For interested participants the link for the application form is indicated below:

<https://drive.google.com/drive/folders/1GFjxqK5VZgi6zMK1M50vvgBvy76gtik?usp=sharing>

Attached herewith is the CuiSinema Guidelines for the competition. Should there be further clarifications and/or queries, please contact the organizers through **Mr. Michael G. Castaneda, Provincial Tourism Officer, Arts, Culture, and Tourism Office of Pampanga**. He can be reached at telephone number: **(045) 963-0107** or through any of these two email addresses: [actopampanga@yahoo.com](mailto:actopampanga@yahoo.com)/ [actop@pampanga.gov.ph](mailto:actop@pampanga.gov.ph).

Wide dissemination of this memorandum is desired.

For the voluntary participation of all concerned.

**DR. LORA L. YUSI**  
Director IV



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## **ARTS, CULTURE AND TOURISM OFFICE**

### **CuiSinema: The Pampanga Short Film Festival**

Pampanga is recognized as the Culinary Capital of the Philippines because of its rich culinary tradition. The Congress and Senate have passed a bill to officially bestow this title. Last December, 2024, the senate have approved the Senate Bill 2797 declaring Pampanga as Culinary Capital of the Philippines. Our task is to produce a short film inspired by Kapampangan Cuisine in support of the bill recognizing Pampanga as the Culinary Capital of the Philippines.

#### **GUIDELINES:**

- A. The competition is open to students of pre-selected local colleges and universities in Pampanga. Only one (1) entry per school will be accepted.
- B. The story must highlight the Kapampangan heirloom dish/delicacy assigned to each school which will be based on a draw lots:
  - Bringhe
  - Betuteng Tugak
  - Arobung Camaru
  - Tibuk-tibuk
  - Turones de Casuy
  - Bulanglang Bangus
  - Buro
  - Asadunig Matua
  - Bobotu
  - San Nicolas
  - Sisig
  - Kilayin
  - Pesang Bulig
  - Sampelut
  - Sansrival
- C. Participating schools will receive a financial subsidy amounting to 20,000.00 from the Provincial Government of Pampanga thru its Arts, Culture and Tourism Office (ACTO)
- D. Genre: Must be in narrative form and not documentary.
- E. The language on the film must be predominantly Kapampangan with Tagalog/English and entries are required to have English subtitles.
- F. The completed film must have a total running time of at least five (5) to ten (10) minutes, excluding the opening and closing credits.
- G. Each participating school must prepare one (1) final output containing all the credits and another one (1) without credits particularly the name of the school (for the juror's copy during judging).
- H. The completed film output will be shown on April 25, 2025 at the SM City Pampanga.
- I. The rights to completed film output will belong to the proponent. However, the Arts, Culture and Tourism Office of Pampanga reserves the right to screen entries in various cultural and non-commercial events and platforms.
- J. The use of original or adapting literary sources, Kapampangan music materials, artwork, photography, etc. must have proper clearance from their respective copyright owners before



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- they can be used in the final output. The Festival organizers shall not be liable for any costs related to claims of performing rights organizations.
- K. By entering the Festival, the participants agree to abide by the Festival guidelines and rules. The Organizers shall be indemnified of any liabilities.
- L. In case of any violation of the guidelines and rules, the organizers and the judging Committee reserves the right to disqualify the participant and their film or remove them from the program.
- M. The organizers and the selection committee reserves the right to disqualify any participant and/or to forfeit any prize from a participant who is found to have committed plagiarism or has undertaken fraudulent practice and/or activities harmful to the Festival or the Festival submission process.
- N. ACTOP reserves the right to create, revoke, and modify at any time, in any way its entry requirements, rules and regulations at its absolute discretion without prior notice. Finalists and submitted entries shall be bound by any amendments or addition to the entry requirements, rules and regulations herewith.
- O. The decision of the Selection Committee is final and irrevocable. The organizers and the selection committee are not obliged to give an explanation for the results.

### CRITERIA FOR JUDGING:

<b>STORY - 40</b> <i>The intertwining of plot, message &amp; theme</i>	<b>PRODUCTION - 50</b> <i>The production quality includes acting, art direction, camera handling, sounds, storytelling, and editing.</i>	<b>PRESENTATION - 10</b> <i>The overall impact of the short film</i>
<ul style="list-style-type: none"><li>• Story</li><li>• Relevance to the theme</li><li>• Originality</li></ul>	<ul style="list-style-type: none"><li>• Production Quality</li><li>• Post Production</li></ul>	

### ENTRY REQUIREMENTS

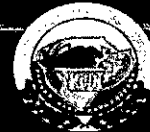
The following requirements must be submitted online in an organized google drive folder with shared viewing settings.

1. **DULY ACCOMPLISHED APPLICATION FORM** with complete details (Complete name and contact details, Working Title, Synopsis, Director/Scriptwriter Intention's Note, Concept and Financial Plan).

Application form can be downloaded via this

link: <https://drive.google.com/drive/folders/1GFjxqK5VZgi6zMK1M50vvgBvyr76gtlk?usp=sharing>

2. Team Leader must be a Faculty Member and must submit a full list of the names of the Production Team:  
Producer:  
Director:  
Writer:  
Camera Man:



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Production Assistant:

Cinematographer:

Muslc:

Editor:

Actors:

3. Story concept (in PDF) and/or script if available.

### SUBMISSION OF ENTRIES

Deadline for submission is until **12:00 noon of April 21, 2025.**

Please submit your entry via flash drive to the Arts, Culture, and Tourism Office located in the Benigno Aquino Hall Building, Capitol Compound, Brgy. Sto. Nino. File must be submitted in MP4 format

- Logline-short description of the film
- Film Poster (April 07, 2025)

12"x18"

300 DPI

AWARDS at stake:

- Best Film (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>)
- Best Movie Poster
- Best Director
- Best Screenplay
- Best Actor/Actress
- Best Supporting Actor/Actress
  
- Pampanga Cultural Award
- Best Cinematography
- Best Production Design
- Best Soundtrack