



27 March 2019

MEMORANDUM No. 2019-017

TO : ALL ELECTRIC COOPERATIVES
Attention: EC Board Presidents and General Managers

PHILRECA, PHILFECO, and the EC Allied Organizations
Attention: GMs, Chairpersons, and Presidents

ECs Regional Associations:

Attention: ECs Regional Association Presidents

CAR - Cordillera Region Electric Cooperatives Association (CORECA)
Region I - Region 1 Electric Cooperatives Association (RECA 1)
Region II- Northeast Luzon Electric Cooperatives Association, Inc. (NELECA)
Region III- Central Luzon Electric Cooperatives Association (CLECA)
Region VIA- Association of Southern Tagalog Electric Cooperatives (ASTECA) - IV A
Region IVB- Association of Southern Tagalog Electric Cooperatives (ASTECA) - IV B
Region V- Bicol Electric Cooperatives Association (BECA)
Region VI- Electric Cooperatives Association of Region VI (ECAR VI)
Region VII- Central Visayas Electric Cooperatives Association (CEVECA)
Region VIII- Federation of Rural Electric Cooperatives in Region 8 (FRECOR-8)
Region IX- Region Nine Electric Cooperative Association (RENECA)
Region X- Northern Mindanao Electric Cooperative Association (NORMECA)
Region XI- South Eastern Mindanao Electric Cooperative Association (SEMECA)
Region XII- Central Mindanao Regional Electric Cooperative Association (CEMRECA)
CARAGA - CARAGA Rural Electric Cooperatives Association (CRECA)
ARMM - Association of ARMM Electric Cooperatives (AAEC)

SUBJECT : Activities for the Year 2019 in Celebration of the
NEA Golden Anniversary/ 50 Years of Rural Electrification

The National Electrification Administration will commemorate its Golden Anniversary this year as well as the five decades of Rural Electrification in the Philippines. It is dubbed with the theme: *"NEA@50: One with the ECs and MCOs for Sustainable Rural Development."*

In cooperation with the ECs and the EC Allied Organizations, we have initiated projects last year to drumbeat the celebration which include the monthly countdown towards reaching the 13 Millionth Consumer Connection, the Video Production and Showing of the NEA-EC-MCO Solidarity Dance by the ECs, and so forth. This year, a series of activities will continue to be undertaken to make the event more meaningful and memorable.

Among the major activities is the conduct of the NEA 50th Anniversary Celebration and the 2019 NEA-EC-MCO Convention on Rural Electrification on August 6-8, 2019 at the PICC with the Theme: *"Sustaining the Strategic Partnership of the NEA-ECs-MCOs towards Rural Development and Nation-building."* Incorporated also in this golden event are the unveiling of the commemorative stamp, the ceremonial switch on of the 13 Millionth milestone consumer connection in the Opening Ceremony

which will be graced by no less than the President of the Republic of the Philippines; the exhibits of photos and books/publications, and documentary film showing; and, the NEA-EC Awards and Recognition designed to reveal as well the alliance of the NEA, the ECs and the MCOs.

Cognizant of the major role of the EC Allied Organizations in this endeavor, the NEA shall undertake EC video documentary, painting, photography, and songwriting competitions at the national level with entries/nominations of one each from the Regional Associations for the regional level in collaboration with select partner EC allied organization. In all these contests, the active participation of the MCOs at the local EC level screening/selection is highly encouraged to promote greater awareness and appreciation on the gains of rural electrification and the REP.

EC-wide activities conducted simultaneously all over the country will likewise be held, particularly the Solidarity Run for a Cause "Run for Light" on Labor Day (May 1, 2019) for all Rural Electrification workers from the ECs and MCOs; the Thanksgiving Ceremony with the launching of Solidarity Shirt to be worn on July 29, 2019; and, the already institutionalized Tree Planting/Nurturing and the Vegetation Line Clearing in the month of August 2019 coinciding with the 10th National Electrification Awareness Month (10th NEAM). This will be spearheaded by the 121 Electric Cooperatives in a demonstration of solid unity and camaraderie.

In view of this, we are enjoining all ECs, together with their Member-Consumer-Owners (MCOs), and with the facilitation of the EC Allied Organizations Officers/Member-Representatives in the respective ECs, to actively participate in all the activities as a show of support and unity in promoting the causes of Rural Electrification.

A LIST/SCHEDULE OF ACTIVITIES is herein initially provided for reference.

Succeeding advisories/instructions will be issued for further details on every activity/project, with their corresponding activity design/description or contest mechanics, including the provision of activity templates for the call of entries on the contests/competitions lined up.

For any query, please feel free to contact us through the Secretariat of the NEA Golden Anniversary Celebration at Tel No. 929-1909 local 154 (Look for Lulu) or local 184 (Look for Lino).

For your information, guidance and active participation.


EDGARDO R. MASONGSONG
Administrator



CALENDAR OF ACTIVITIES

**NEA Golden Anniversary (1969 - 2019) / 50 Years of Rural Electrification
and the 10th National Electrification Awareness Month (NEAM) - August 2019
Theme: "NEA@50: One with ECs and MCOs for Sustainable Rural Development"**

ACTIVITY	(Working) TITLE/S	BRIEF DESCRIPTION/AIMS/OBJECTIVES/GENERAL MECHANICS	SCHEDULE/Venue			
			National (NEA)	Regional (Regional Associations)	Local (EC)	
NEA-EC ACTIVITIES in Commemoration of the Signing of RA 6038 or the National Electrification Administration Act into Law (1969-2019)						
1	Solidarity Fun Run (NEA and Energy Family)	Golden Rush	It was on July 28, 1969 that the RA No. 6038 or the National Electrification Administration Act was signed into law (as amended), and declared a national objective for the total electrification of the Philippines on an area coverage service basis, providing for the organization of the NEA, and the organization, promotion and development of Electric Cooperatives to attain the objective. To commemorate the 50th anniversary from the formal, corporate birth of the NEA in the implementation of the Rural Electrification Program, a SOLIDARITY FUN RUN will be conducted with the NEA Officials and Employees spearheading the event with invitation to participate for the ENERGY Family (DOE, ERC, PSALM, NPC, PNOC, PEMC and other institutions in the power industry like NGCP, PEMC), the JCPC, the EC Board Presidents and General Managers, and the Chairperson/Presidents of the EC Allied Organizations, among others.	July 28 (Sun) / Ninoy Aquino Parks and Wildlife, Quezon City		
2	Thanksgiving Celebration (Special Prayer/Mass)	Gratitude for the Gold	The NEA, together with the ECs, gratefully acknowledges with deep appreciation and gratitude, the golden opportunity to serve the Filipino people for almost five decades; and, the continued commitment to a stronger partnership of NEA, ECs and the EC Allied Organizations in the pursuit of the Rural Electrification Program. Setting aside time to give thanks for blessing the NEA with 50 years of existence along with the Electric Cooperatives, through holding a Thanksgiving Ceremony is a way of celebrating the sense of community built over the years. The NEA family together with the community of Electric Cooperatives all over the country, can most effectively highlight the true meaning of gratitude/thanksgiving by attending the Holy Mass or the Special Prayer Ceremony together. Hence, the ECs are enjoined to hold a Thanksgiving Ceremony (by way of Holy Mass or a Prayer) simultaneously with the NEA and the other ECs nationwide on Monday, 29 July 2019@7am, presumably before the regular Monday Convocation/RQIM of the ECs. (This is the immediate Monday following the commemoration of the 50th year from whence the RA 6038 was signed into law.)	July 29 (Mon) / NEA H.E.S.A.		Monday, July 29 / EC Headquarters

CALENDAR OF ACTIVITIES

NEA Golden Anniversary (1969 - 2019) / 50 Years of Rural Electrification and the 10th National Electrification Awareness Month (NEAM) - August 2019 Theme: *"NEA@50: One with ECs and MCOs for Sustainable Rural Development"*

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NEA-EC ACTIVITIES in Commemoration of the Signing of RA 6038 or the National Electrification Administration Act into Law (1969-2019)					
3	Launching of the Solidarity Shirt (Simultaneous Activity by NEA and the ECs Nationwide)	<p>Solid Gold</p> <p>The NEA has designed a Solidarity Shirt for the men and women in the Rural Electrification Program. Wearing of the SOLIDARITY SHIRT bearing the NEA 50th Anniversary official logo/emblem, as well as that of the NEA and the EC, will greet the nation as a way of letting the public and stakeholders know that the men and women of the Rural Electrification Program stand together, conveying solidarity amongst the ECs with NEA in advocating the causes of the Rural Electrification Program of the national government.</p> <p>The launching of the Solidarity Shirt shall be a nationwide event on the immediate Monday following the commemoration of the 50th year from June 28, 1969 at which date the RA 6038 was signed into law.</p> <p>The EC Officers, Management and Staff are enjoined to wear the Solidarity Shirt on July 29, 2019 during the Thanksgiving Ceremony and the special Monday Convocation/RQIM or regular Monday Assembly of the NEA and of the ECs nationwide.</p> <p>The wearing of the Solidarity Shirt during coop events, and in assemblies, meetings and gatherings of ECs and the EC Allied Organizations is also encouraged.</p>	July 29 (Mon) / NEA H.E.S.A.		Monday, July 29 / EC Headquarters
NEA 50th ANNIVERSARY CELEBRATION AND NEA-EC-MCO CONVENTION ON RURAL ELECTRIFICATION (August 6-8, 2019 @ PICC)					
NEA 50 th Anniversary Celebration and NEA-EC-MCO Convention on Rural Electrification			3-DAY CONVENTION: August 6-8 (Tue-Thu) / PICC, Manila		
4	NEA 50th Anniversary Celebration - Opening Ceremonies, Film Showing and Exhibits	<ul style="list-style-type: none"> -To share the 50 years of hurdles and success stories of Philippine Rural Electrification with local and international organizations -To celebrate the NEA-EC milestones through the symbolic switch-on of the 13 millionth household connection 	DAY 01: August 6 (Tue) / PICC, Manila		
	<i>Road to Fifty</i>	* Video Show on the 50 years of Rural Electrification: The Journey of the NEA and ECs with the MCOs in Rural Electrification (To provide different stakeholders and the general public with a glimpse on what transpired during the fifty years since the inception of the NEA in the implementation of the RE Program)			
	Milestone Connection on the Golden Year	* Symbolic Switch-on of the 13 Millionth Consumer Connection and a * Video Feature of the Milestone Millionth Household Connection from the First Millionth to the Twelve Millionth Consumer Connection Milestones in the last five decades.			

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	Stamp of Gold	* Unveiling of the 50 th Year NEA Commemorative Stamp and Official First Day Cover (To recognize the 50th Golden Anniversary of the NEA as a significant milestone of the NEA, its partner Electric Cooperatives and the member-consumer-owners (MCOs)			
	<i>CineRE</i>	* EC Story-Video Documentary/Short Film Showing - featuring the regional nominations from the 16 Regional Associations of ECs (The 5-minute EC video documentary or short film of EC showcases the humble beginnings of the RE, the challenges hurdled and its vision of sustainable rural development for an EC that is globally competitive and with empowered MCOs)			
	<i>In Sync</i>	* Video Show of the NEA-EC-MCO Solidarity Dance (Final Cut of the collection of the EC versions of the Solidarity Dance to symbolically project a synchronized move in the call for sustainable rural development through the RE Program in an awareness campaign initiative)			
	<i>Five Decades of Rural Electrification</i>	* Photo Exhibit on the 50 Years of Rural Electrification Program of the NEA that shall showcase the milestone accomplishments of NEA and partner-Electric Cooperatives (ECs) for the past five decades through photos and other memorabilia.			
	<i>Stories from the Wires</i>	* Book launch and/or Exhibit of Books and Publications on Rural Electrification which shall provide authors from among the ECs/RE Advocates a venue to promote their written works on Rural Electrification.			
5	International Convention on Rural Electrification	<ul style="list-style-type: none"> ·To present the paradigm shift, directions, regulatory interventions and future options in the Philippine Rural Electrification Sector vis-à-vis industry trends particularly renewable energy resources and state-of-the-art technologies ·To promote and generate potential investment opportunities and partnership in pursuing Rural Electrification Projects in support of sustainable countryside development 	DAY 02: August 7 (Wed) / PICC, Manila		
		Technical Sessions	Reception Area, PICC		
		RE Technology/ DU materials and equipments Exhibits	Forum One, PICC		
6	NEA-ECs-MCOs Consultative Conference	·To engage the Member-Consumer-Owners (MCOs) and further strengthen the NEA-EC-MCOs strategic partnership towards sustaining rural development and nation building	DAY 03: August 8 (Thu) / PICC, Manila		
		NEA-ECs-MCOs Consultative Conference			
		PHILRECA, PHILFECO, and NCECCO Business Meetings			

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NEA-EC ACTIVITIES in Commemoration of the Signing of RA 6038 or the National Electrification Administration Act into Law (1969-2019)					
7	NEA-ECs Awards and Recognition, Closing Program and Fellowships	<ul style="list-style-type: none"> •To honor the pillars of the Rural Electrification Program in the Philippines •To appreciate the commendable contributions of notable personalities and entities in the attainment of the vision and mission of Rural Electrification •To recognize the outstanding operational performance and service excellence of Electric Cooperatives in 2018 •To celebrate with partners and stakeholders in the success of RE Program 	DAY 03: August 8 (Thu) / PICC, Manila		
	NEA-EC Recognition and Awarding Ceremony	A Celebration of the partnership of the NEA with the Electric Cooperatives in pursuing the causes of the RE Program in a venue to recognize the outstanding operational performance/Service Excellence of Electric Cooperatives in 2018 and in the past years; honor the notable leaders, benefactors and partners, vanguards and advocates of the Rural Electrification (RE) Program in the Philippines; and, confer awards/citations on commendable contributions in the attainment of the goals and aspiration of the RE Program.			
	Closing Program/Fellowship Night	Closing Program, and Fellowship Night (Luzon ECs as Host)			
CONTESTS/COMPETITIONS and ACTIVITIES Open to ECs and/or MCOs in celebration of the NEA Golden Anniversary/ 50 Years of Rural Electrification (April to June 2019)					

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8 Solidarity Run for a Cause (Simultaneous/ Nationwide)	<i>Run for Light</i>	<p>as "Run for Light" simultaneously with the rest of the ECs nationwide.</p> <p>Solidarity Run for a Cause - "Run for Light" 01May 2019 on the occasion of the National Labor Day.</p> <p>ECs may determine the category distances for the Race Runners of say 3-kilometer or 5-kilometer runs; and, provide for the Prizes and Special Awards to Winners in the Category/ies of Participants so identified.</p> <p>Suggested time schedule for the Race: 04:00 am – Assembly/last minute registration 04:30 am – Pre-Race Program & Zumba 05:15 am – Gun Start 06:15 am - Awarding</p> <p>Singlets and/or Race Bibs may be designed and produced by the EC for sale to stakeholders/participants as part of the Registration Fee, net proceeds of which shall be used to fund an EC Outreach Project/s or Corporate/Cooperative Social Responsibility (CSR) undertaking/s or through the One EC Network Foundation, Inc. (OECNF) having been created by the EC Allied Organizations and it being a service advocacy of the ECs geared towards addressing the socio-economic-cultural programs, projects and activities that will uplift the economic well-being of the Member Consumer Owners (MCOs) and to promote and realize socio-economic and rural development.</p> <p>ECs must ensure a safe, orderly and successful event and may partner with professional Race Organizers and other</p>			May 1 (Wed) / EC Coverage Area

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NEA-EC ACTIVITIES in Commemoration of the Signing of RA 6038 or the National Electrification Administration Act into Law (1969-2019)					
9	Dinner for a Cause <i>Golden Ball</i>	<p>The Golden Ball is a Dinner-for-a-Cause: A fund-raising Activity by the EC Allied Organizations for the benefit of the One EC Network Foundation, Inc. (OECNF).</p> <p>In the said event, the artworks/paintings of the finalists on the Painting Contest "Golden Strokes" being the regional entries from the Regional Associations of ECs shall be auctioned as part of the fund-raising campaign.</p> <p>OECNF is the service advocacy of the ECs geared towards addressing the socio-economic-cultural programs, projects and activities that will uplift the economic well-being of the Member Consumer Owners (MCOs) and the promotion and realization of socio-economic and rural development.</p>	August 5 (Mon) / TBD		
10	Warriors of Light Summit <i>Linemen Rodeo</i>	<p>The Warriors of Light Summit is a program for the EC Linemen/Lineworkers to exhibit their skills/competency as well as promote line maintenance/safety. It will also provide a venue to appreciate and recognize the sacrifices of the Linemen, known to us as the Warriors of Light, who work all hours of the day, often exposed to hazardous conditions, going above and beyond to restore power to their communities.</p> <p>The Warriors of Light Summit is aimed, as well, to encourage our line workers to further their careers, with esteemed speakers invited to provide lectures on various topics and with technical managers and experts from various regions to enrich the discussions which will include the following topics: 1) Electric Power Distribution and Line Construction and Maintenance; 2) Overview on (TESDA) Lineman Training Regulation; 3) Basic Life Support; 4) Fire Prevention and Suppression; and 5) Health and Safety Procedures for Linemen.</p> <p>The Rodeo Competition will highlight the event with competition composed of the following events: pole climbing, pole dressing, knot tying, pole dressing, bandaging, and conductor riding.</p>	June - Luzon; July - Visayas / TBD . [Note: Lineworkers' Summit was already conducted for Mindanao ECs in December 11-12, 2019 at MORESCO 1 in Laguindingan, Misamis Oriental]		

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NEA-EC ACTIVITIES in Commemoration of the Signing of RA 6038 or the National Electrification Administration Act into Law (1969-2019)						
11	NEA Exhibit of RE Memorabilia from EC Collection	<i>Golden Memoirs of Rural Electrification</i>	NEA will endeavor to stage an exhibit at its halls in the month of August 2019 of the Memorabilia gathered over the past five decades of implementation of the Rural Electrification Program from the collection of the ECs and/or their EC MCOs. This "Golden Memoirs of RE" Exhibit will showcase the stories of struggles and victories of the Electric Cooperatives in the successful implementation of the Rural Electrification Program with the NEA which stories may be told in the form of memorabilia such as pieces of arts, pictures, documents, videos, relics, remnants, roster of the warriors of light who died in line of duty as a tribute to their heroism, and other significant imprints in the history of rural electrification. It aims to narrate the story on the evolution of Rural Electrification in the Philippines with the story of the Electric Cooperatives' humble beginnings, challenges encountered, and innovations initiated which are instrumental in the successful implementation of Rural Electrification. In this regard, ECs are enjoined to select from their own collection or solicit from their Member-Consumer-Owners memorabilia or memento held dear for the story, history, and/or sentimental value associated with it relevant to the commemoration of the NEA 50th Anniversary and 50 years in Rural Electrification. Such items may include, but not limited to: <ul style="list-style-type: none"> •Pictures of first Meetings of the EC Board, Management, MCOs, AGMA, and EC stakeholders related to RE. •Pictures of EC workers in the construction of lines and energization program (e.g. first pole erection, first wire strung, etc.); First Municipality, Barangay, Sitio, or Household energized; Board of Directors taking their Oath of Office •Remnants/relics of electrification such as: First pole, oldest kwh meter, transformer, foundation of building, logo, and other historical pieces •Old(est) Certificate of energization, Membership IDs, Memorandum to employees, Power Bills issued in the earliest existence of the ECs •Name of the first MCOs of each EC from at least within three months after its incorporation 	August / NEA Headquarters		

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NEA-EC ACTIVITIES in Commemoration of the Signing of RA 6038 or the National Electrification Administration Act into Law (1969-2019)					
CONTEST / COMPETITION	TITLE	BRIEF DESCRIPTION/GENERAL MECHANICS	Selection-Judging of Entries/Venue		
			National (NEA)	Regional Associations	Local (EC)
12 Painting Competition	<i>Golden Strokes</i>	<p>A Painting Competition will be conducted to highlight the impact of electricity in every home and community; and, promote greater awareness on the gains of the Rural Electrification Program (REP) of the National Government through the National Electrification Administration (NEA) with the Electric Cooperatives (ECs) as its implementing arm since 1969.</p> <p>It is open to all EC MCOs and their members of the family/relatives who are residents of the franchise area of the EC.</p> <p>The Painting Competition entry shall bear the thematic subject focusing on the Heroes of Rural Electrification to honor and appreciate the efforts of the EC Lineworkers, the Warriors of Light: they who literally put their lives on the line so that they can bring light to the communities in the countryside; they who chose to take on the huge responsibility of ensuring that our services are delivered to where and when they are needed. They are undeniably the beacons of the light we provide to our countrymen.</p> <p>The Painting Contest being held in celebration of NEA Golden Anniversary, hence the title "Golden Strokes."</p> <p>The artwork entry shall have the following specifications: Medium to be used is limited to either Oil on Canvas or Acrylic on Canvas; Size of 2 x 3 feet; and, in a gallery wrap.</p> <p>Criteria for Judging is as follows: Originality and Craftsmanship (50%), Uniqueness and Creativity (30%) and Relevance to the Theme/Depiction of thematic subject (20%)</p> <p>The EC Regional Associations must submit one entry each to the NEA on or before 12 July 2019. It must be the best from among the entries from the member ECs.</p>	July 15 (Mon) / NEA	2nd Week of July 2019 / EC Regional Association	1st week of July 2019 / EC Headquarters

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NEA-EC ACTIVITIES in Commemoration of the Signing of RA 6038 or the National Electrification Administration Act into Law (1969-2019)					
13 Photography Contest	<i>Clicks of Gold</i>	<p>A Photography Contest shall be undertaken to immortalize and to impress upon the public the significant contributions of the Rural Electrification in uplifting the socio-economic condition of the Filipino people, communities and industries particularly in the rural areas; and, to promote greater awareness and appreciation on the gains of the Rural Electrification Program (REP) of the National Government through the National Electrification Administration (NEA) with the Electric Cooperatives (ECs) as its implementing arm since 1969.</p> <p>It is open to all EC MCOs and their members of the family/relatives who are residents of the franchise area of the EC.</p> <p>The Photo Contest entry shall bear the thematic subject featuring the activities undertaken by the EC in the implementation of the Rural Electrification Program and/or the impact of rural electrification.</p> <p>Photo entries should capture real-life services delivered by the men and women of the Rural Electrification Program and its impact on rural development. This may include, but not limited to, photos on the actual conduct of the operational activities of the ECs (construction of line/line rehabilitation, line clearing/clearing of vegetation, turning-on of meters, meter-reading, etc.), front-liners who are ready to serve, or clients satisfied with the services provided them. The images should be able to depict non-choreographed or candid scenarios of the operations or the delivery of the services by the EC, and the benefit to its stakeholder MCOs.</p> <p>The Photography Contest being held in celebration of NEA Golden Anniversary, hence the title "Clicks of Gold."</p> <p>The Photo contest entry shall have the following specifications: Digital format at 300 dpi in JPEG or JPG format of at least 2682 x1788 pixels in full-colored photo (black-and-white and sepia are NOT allowed).</p> <p>Criteria for Judging is as follows: Visual Impact (60%), Photo Quality (30%) and Relevance to the Theme/Depiction of thematic subject (10%)</p> <p>The EC Regional Associations must submit one entry each to the NEA on or before 12 July 2019. It must be the</p>	July 15 (Mon) / NEA	2nd Week of July 2019 / TBD by the EC Regional Association	1st week of July 2019 / EC Headquarters

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14 Songwriting Competition	<i>Himig RE</i>	<p>The Himig RE (or Himig Rural Electrification) is a song-writing contest (and interpretation) primarily showcasing the pursuit of Rural Electrification in the Philippines with NEA and the ECs as the implementing arm of the Rural Electrification of the national government.</p> <p>This Song-writing Contest is aimed to highlight the significant role of the ECs in the noble causes of the Rural Electrification Program with the NEA for the past five decades and its contribution on rural development by way of a melodious/musical interpretation.</p> <p>The musical composition/entry shall have the following specifications:</p> <ul style="list-style-type: none"> oThe entry must be an original composition in either Filipino or English which must depict the major roles of the NEA and the ECs in setting up a conducive environment for socio-economic development in the countryside through the pursuit of the mandate of total electrification; and, the vital significance of the electrification program in nation building with the strategic partnership of the NEA-ECs-MCOs. Said entry must not have been commercially released, recorded and distributed previously. oThe song entry must be recorded and submitted in MP3 or MP4 which vocal rendition must be in a clear and audible manner, and, not exceeding four (4) minutes. The Lyrics must likewise be submitted. The lyrics of the song entry shall also be submitted. oThe song entry interpretation maybe pop, jazz, ballad, classical, soul, RnB and the like, except metallic rock and rap. One or a combination of musical instruments may be used. <p>Criteria for Screening and Judging is as follows: Musical Content - which refers to the appeal of the melody and its accompanying basic harmony (30%), Lyrics - refers to the body of the verse used in the musical composition (30%), and Over-all Impact which refers to the general appeal of the song entry based on the concept, treatment of the subject, structure, and unity of musical instruments (40%).</p>	July 15 (Mon) / NEA	2nd Week of July 2019 / TBD by the EC Regional Association	1st week of July 2019 / EC Headquarters

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NEA-EC ACTIVITIES in Commemoration of the Signing of RA 6038 or the National Electrification Administration Act into Law (1969-2019)					
EC Video Documentary	<i>Kuwentong Dagitab</i>	<p>In an effort to create an archive of the significant accomplishments of the ECs with NEA for the past five decades in the implementation of the Rural Electrification Program, the NEA is enjoining the ECs to produce its own EC Video Documentary which shall feature the various facets and/or success stories of rural electrification and its vital contributions in rural development, particularly in the franchise areas served by the EC. This is aimed to Highlight exceptional stories of common people relating to Missionary Electrification, and, exhibit/showcase the impact of rural electrification to the community.</p> <p>The Video Documentary/Film entry must adhere to the following specifications:</p> <ul style="list-style-type: none"> •The Documentary Film entry may be in English or in Filipino and/or any other Philippine Dialect. English Subtitles must be provided with a running time of a minimum of five (5) minutes and a maximum of seven (7) minutes to include the opening/closing credits. •The storyline must highlight the journey of the EC in the quest for total electrification for sustainable rural development. •In the production of the film, the background music used must be original or in the public domain. •The complete and final entry should be in HD or SD data format in MP4 and stored in a USB upon submission. <p>Criteria for Judging is as follows: Content (40%), Cinematography/Presentation (30%), Relevance to the theme (20%) and Adherence to the Guidelines Set (10%)</p> <p>The EC Regional Associations must submit one entry each to the NEA on or before 05 July 2019. It must be the best from among the entries from its member ECs.</p>	July 08 (Mon) / NEA	1st Week of July 2019 / TBD by the EC Regional Association	

CALENDAR OF ACTIVITIES

**NEA Golden Anniversary (1969 - 2019) / 50 Years of Rural Electrification
and the 10th National Electrification Awareness Month (NEAM) - August 2019
Theme: "NEA@50: One with ECs and MCOs for Sustainable Rural Development"**

ACTIVITY	(Working) TITLE/S	BRIEF DESCRIPTION/AIMS/OBJECTIVES/GENERAL MECHANICS	SCHEDULE/Venue		
			National (NEA)	Regional (Regional Associations)	Local (EC)
NEA-EC ACTIVITIES in Commemoration of the Signing of RA 6038 or the National Electrification Administration Act into Law (1969-2019)					
GENERAL INSTRUCTIONS/ADVISORY TO ECS AND EC REGIONAL ASSOCIATIONS:					
All ECs are required to submit their entry to their respective Regional Associations. The Regional Associations are enjoined to conduct a pre-screening and nominate their regional entry which shall be submitted to NEA on or before 12 July 2019 for the "Clicks of Gold" Photography Contest, "Gold Strokes" Painting Competition and "Himig RE" Songwriting Competition; and, on 05 July 2019 for EC Story Video Documentary/Short Film Competition "Kuwentong Dagitab."					
The following Activities/Contests may be coordinated with the PHILRECA Regional Associations and/or EC Allied Organizations to be facilitated by:					
<ul style="list-style-type: none"> •NEA EXHIBIT of RE MEMORABILIA from EC Collection (Golden Memoirs of Rural Electrification) – LEXICON •EC STORY - VIDEO DOCUMENTARY/SHORT FILM (Kuwentong RE) – PHILAIM with LEXICON •SOLIDARITY RUN FOR A CAUSE (Run for Light) – PHILAIM •RE HYMN (Himig RE) Song-writing Contest – AMAPHI •PHOTOGRAPHY CONTEST (Clicks of Gold) - AMAPHI •PAINTING COMPETITION (Golden Strokes) - AMAPHI 					
10th National Electrification Awareness Month (NEAM) Celebration (pursuant to Proclamation Order No. 1743, Series of 2009)					
15	Energization of the 13 Millionth Consumer	<p>Milestone Connection on the Golden Year</p> <p>Since 1969, NEA, together with the ECs, has been at the forefront of bringing electricity to rural and remote areas through the implementation of the Rural Electrification Program, and promoting economic growth and social development in the countryside.</p> <p>For the past 50 years, all of the country's 78 provinces covering 90 cities and 1,385 municipalities have been successfully electrified by the NEA and the 121 ECs. A total of 36,057 of the 36,065 barangays nationwide have also attained 100 percent energization.</p> <p>As of January 2019, total electricity consumer connections within the coverage areas of 121 ECs nationwide have already reached 12,877,657. This is already 99 percent of the 13-millionth target set this year in time for the celebration of the NEA 50th Anniversary.</p>	May 2019 / TBD		May 2019 / TBD
16	Tree Planting/ Tree Nurturing Activity (Simultaneous/ Nationwide)	<p>Golden Aim for Green</p> <p>The conduct of Tree Planting/Tree Nurturing on a nationwide scale is a direct contribution to our country's holistic approach to improve the biodiversity conservation, address land degradation, and mitigate the continuous long-term impact of climate change in support of the National Greening Program of DENR; To instill the culture of environmental protection among ECs. The ECs are to undertake this simultaneously with the other ECs nationwide in the culmination of the NEAM; and, to encourage the active participation of the EC Officers, Management and Staff, with the involvement of the MCOs, in instilling the culture of environmental protection in the Rural Electrification Sector.</p>	August 30 (Fri) / NEA participation to a chosen EC / TBD		August 30 (Fri) / EC Franchise Area

CALENDAR OF ACTIVITIES

**NEA Golden Anniversary (1969 - 2019) / 50 Years of Rural Electrification
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NEA-EC ACTIVITIES in Commemoration of the Signing of RA 6038 or the National Electrification Administration Act into Law (1969-2019)					
17	Line Clearing (Simultaneous Activity by ECs Nationwide)	Trees can cause fire and safety hazards when they come in contact with power lines, making it a common cause of power outages and interruptions in the coverage areas of the ECs. The effective maintenance of the distribution lines through regular Line Clearing or Clearing of Vegetation ensure better and uninterrupted electric service to household area. The Line Clearing Day aims to emphasize that the line clearing or clearing of vegetation within the distribution system of the ECs should be done regularly, and the importance of the MCO involvement in line maintenance as the most effective way of addressing system losses, precluding distribution outages and improving services. The ECs are to undertake Line Clearing or Clearing of Vegetation simultaneously with the other ECs nationwide in the culmination of the NEAM.	NEA participation to a chosen EC / TBD		August 30 (Fri) / EC Franchise Area
18	Conduct of EC NEAM month-long Activities at the initiative of ECs and EC Allied Organizations	<p>Coinciding with the NEAM Celebration on its 10th year since the Proclamation No. 1743 of 2009 is the NEA 50th Anniversary Celebration with the theme, "NEA @ 50: One with ECs and MCOs for Sustainable Rural Development."</p> <p>Then President Gloria Macapagal-Arroyo issued Proclamation No. 1743, Series of 2009, declaring August of every year as the National Electrification Awareness Month. It recognizes the major roles of the NEA and the ECs in setting up a conducive environment for socio-economic development in the countryside through the pursuit of the mandate of total electrification. As such, activities are to be undertaken in the observance of this event and to give full publicity and recognition to the vital significance of the electrification program in nation building. Such activities must showcase the electrification programs and projects that provide the necessary stimulus packages for livelihood and business opportunities to flourish, thereby improving the quality of life of the Filipinos in the rural areas.</p> <p>In this regard, Electric Cooperatives (ECs) are encouraged to hold parallel activities that would highlight the significant role of ECs in the noble causes of the Rural Electrification Program (REP).</p>			