



Republic of the Philippines
Department of Education
REGION VII - CENTRAL VISAYAS
DIVISION OF CITY SCHOOLS - TAGBILARAN CITY

**Office of the Schools
Division Superintendent**

February 07, 2022

DIVISION MEMORANDUM
No. *028*, s. 2022

PINOY INDIE FILMS ROAD SHOW AND LOCAL INDIE FILMMAKERS


To: Chief, CID and SGOD
Elementary and Secondary School Heads
Non- Teaching and Teaching Personnel
All Others Concerned

1. This Office hereby disseminates the content of the communication from Kyle Clarence L. Dela Concepcion, PIRFS Marketing Staff, dated February 02, 2022, titled **“PINOY INDIE FILMS ROAD SHOW AND LOCAL INDIE FILMMAKERS”**, inviting all interested professionals to these Filipino independent films. These films are offered for possible GAD activity for Women Empowerment celebration this March 2022.
2. Here are the following films that you may choose from:
 - a. Bagahe by Zig Dulay (Dama)
 - b. Ang Kababaihan ng Malolos by Sari Dalena and Kiri Dalena (Musical Drama)
 - c. Sol Searching by Roman Perez Jr. (Dark Comedy, Drama)
 - d. Sinandomeng by Byron Bryant (Drama)
 - e. Verdict by Raymund Ribay Gutierrez (Drama)
 - f. Tanabata's Wife by Charlson Ong, Lito Casaje and Choy Pangilinan (Romance, History, Drama)
 - g. Ang Guro Kong di Marunong Magbasa
 - h. YOU WITH ME by: Rommel Ricafort
3. The film showing package per film is worth Php 28, 000 Net. This is inclusive of 5 days or a week effectivity of movie online link password. The movie link with a password will be sent two or three days before the scheduled date and it will be effective for 5 days and it can be accessed 24/7.
4. Participation of interested personnel to this activity is subject to the provisions of DECS Order No. 28, s. 2001 titled **“Prohibiting the Commercialization of DECS Organization through Endorsements and**

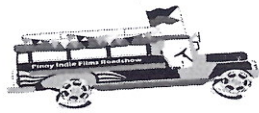


Accreditation of Goods and Services”, and DepEd Order No. 9, s. 2005 titled “Instituting Measures to Increase Engaged Time-On-Task”, and all other existing DepEd policies, regulations, and ensuring compliance therewith.

3. Participation to this activity is **optional**.
4. Please refer to the attached communication for more details.
5. Immediate dissemination of this Memorandum is desired.


JOSEPH IRWIN A. LAGURA PhD
Schools Division Superintendent
Office of the Schools Division Superintendent





*Ma'am MONON
comment
M*



2-04

February 02, 2022

**MS. JOSEPH IRWIN A. LAGURA
SUPERINTENDENT
DEPED- TAGBILARAN CITY**

Sir,

Good day! In behalf of **Pinoy Indie Films Road Show and local indie filmmakers**, we would like to partner with your office to showcase our socially-relevant independent films that contribute to nation building such as education, women empowerment, gender equality and ending all forms of violence. Pinoy Indie Films Road Show is founded by an empowered woman and run by other empowered women, one of our values is to help empower women through film education that showcases the powerful and inspirational stories of women in our society. Empowering women politically, socially, economically, educationally, and psychologically helps close gender gaps and makes institutions more representative, and makes life better for future generations. As our partner in nation building, we would like to offer you the following films for your GAD activity for Women Empowerment celebration this March 2022. Here are the following films that you may choose from:

- 1) **Bagahe by Zig Dulay (Drama)**
- 2) **Ang Kababaihan ng Malolos by Sari Dalena and Kiri Dalena (Musical Drama)**
- 3) **Sol Searching by Roman Perez Jr. (Dark Comedy, Drama)**
- 4) **Sinandomeng by Byron Bryant (Drama)**
- 5) **Verdict by Raymund Ribay Gutierrez (Drama)**
- 6) **Tanabata's Wife by Charlson Ong, Lito Casaje and Choy Pangilinan (Romance, History, Drama)**
- 7) **Ang Guro Kong di Marunong Magbasa**
- 8) **YOU WITH ME (By: Rommel Ricafort)**

Film Showing Package per film:

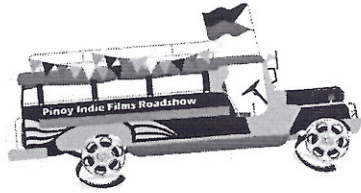
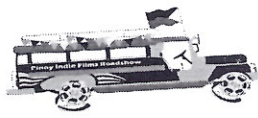
Php 28,000 Net- Movie online rental fee (in cash, bank transfer or check and payment details to be followed)

- Inclusive of 5 days or a week effectivity of movie online link with password;
- Form 2307 will be provided by your office

We will send the movie link with a password two to three days before the scheduled date and it will be effective for 5 days and it can be accessed 24/7. We would like to thank you for always supporting independent Filipino films and with your support, we may continue to reaching out more Filipinos in far-flung areas across the Philippines through Cine Kabundukan in the near future and to support more deserving independent filmmakers and producers and to conduct more charitable activities and help many communities especially this time of pandemic.

Respectfully yours,

**KYLE CLARENCE L. DELA CONCEPCION
PIRFS MARKETING STAFF
Cell No:09070221868 / Tel. 85351271
E-mail Address: delaconcepcion.kyleclarence@gmail.com**



(PIRFS MULTIMEDIA DISTRIBUTION SERVICES)

“MAKING FILIPINO FILMS ACCESSIBLE TO EVERY FILIPINO”

Asia CEO Awards 2021: Circle of Excellence, InLife Young SHERO of the Year
DOST Women-Helping-Women: Innovating Social Enterprise (WHWise) Grantee 2021
X-PITCH: Top 150 Global Startups (Out of 3000 Global Startups)

Animo Labs Incubatee

Animo Labs Green Archer Innovation Awards 2019: Education, Gender and Inequality

Benilde Alumni Technoprenuer Awards 2019: Tech Inclusion

STI College Most Outstanding Alumni 2020 (Karen Jane Salutan for Pinoy Indie Films Road Show and Cine Kabundukan, School and National Level)

Top 100 Startups by Philippine Startup Week 2021

Awarded and Supported by:

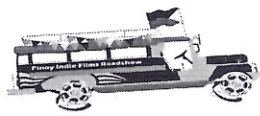


WHWise



Pinoy Indie Films Road Show was

founded in 2018 by Ms. Karen Jane Salutan who is a

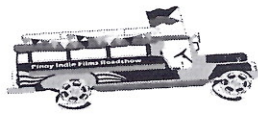


filmmaker and a businesswoman. She saw the struggles of the indie filmmakers who do not have a platform and marketing resources for their films that is why she established Pinoy Indie Films Road Show that bridges the gap between the indie filmmakers and their markets (Schools and government offices) which serves as a new and unconventional platform to promote Filipino culture and arts through independent films especially films about education, peace, women empowerment, health, environment, gender equality and other films that have social impact that are made by independent filmmakers and producers. We bring socially relevant films in schools, government offices and communities through block screenings across the country especially in remote areas where Filipino films are not shown. Our goal is to make independent Filipino films to be accessible to every Filipino. Most of the films that are accessible to the masses are films that are made by big studios and have advertising budget.

At present, a lot of great independent Filipino films have no means and opportunity to screen in mall theatres and during this time of pandemic, most commercial Filipino films are shown digitally through Netflix and other online platforms. Some Filipino films maybe lucky to have limited screenings in mainstream cinemas where Hollywood and mainstream films dominate the theatres. The only options available to them are school campuses and occasional invitations to microcinemas which are not enough to create the public impact mainstream films make through simultaneous screenings. We offer Filipino films that are suitable for what our client needs and those films are about education, violence against women and children, women empowerment, agriculture, indigenous people, family values and etc. We are helping independent filmmakers and producers who make films with great Filipino values, films that can shape the heart and minds of many Filipinos and films that can bring awareness about the issues in the society that need to be addressed and resolved. These filmmakers do not have the opportunity for their films to be shown and compete in commercial theaters even on streaming platforms such as Netflix and they do not have the budget to promote their films on television and other traditional media.

In an industry dominated by film goliaths and tycoons, we are a game changer in the endeavors that we are taking in and we are able to excel and being recognized because of our sincerity and commitment to help the independent filmmakers, love for the country and our passionate service to our fellow Filipinos. We fell in love with the Philippines because of our rich audio-visual heritage, culture and tradition. Even we grew up in Manila or cities we can understand the people from Luzon, Visayas and Mindanao through regional films. This is what we want to share to our fellow Filipinos from the cities and in the far-flung areas: to appreciate and love our own culture We want others to be complete human beings who are critically thinkers and to lead productive lives by learning good values from the films that we are showing. Good values that they can carry as they grow up and become productive and law abiding citizens of the country.

We won a grant from **DOST under Women-Helping-Women: Innovating Social Enterprise (WHWise) Grant** that will help us to develop **EdukSine app and streaming website** for educational and socially relevant films that will cater to the current pandemic situation. This innovation will allow us to reach more Filipinos all over the Philippines and abroad. We will launch EdukSine at the third quarter of 2022. **We are in the transition phase of becoming EdukSine Corporation.**

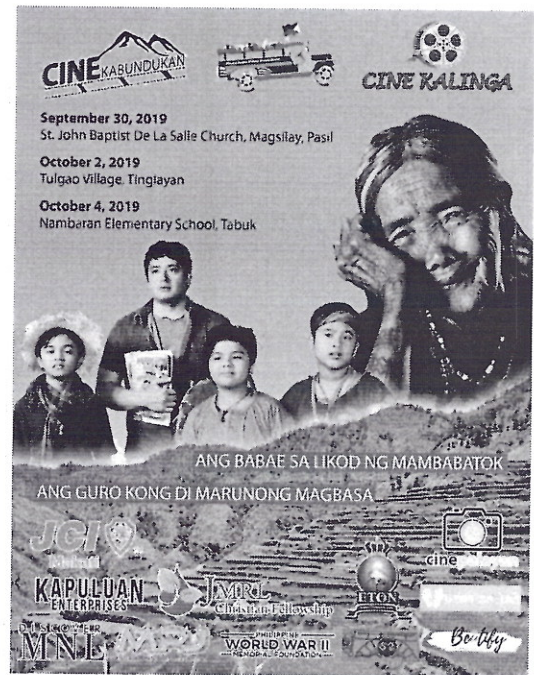


CORPORATE SOCIAL RESPONSIBILITY

In 2019, we have launched our new program called “Cine Kabundukan” last year in Kalinga Province and we are dreaming to reach more Filipinos in the far-flung areas in the Philippines. We have observed that it is not impossible to bring socially relevant films in the mountains. We have shown *Ang Guro kong di marunong magbasa* and *Ang Babae sa Likod ng Mambabatok* in Bgy. Pasil, Magsilay and Tabuk City, Kalinga last September 29, 2019 and Oct.4, 2019. We have shown the films for free, gave school supplies, books, bags from Eton International School, beauty products from BeaUtify, Greenelas slippers and bibles. The kids, teachers and the barangay officers who have watched the films had the chance to watch these types of films for the first time.

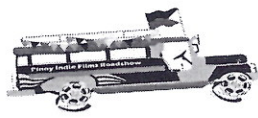
They were touched by the message of *Ang Guro kong di marunong magbasa* that promotes the value of education, hope and peace and they are happy to see their treasure and very own Apo Whang Od in a movie.

If we want to make the younger generation reflect deeper, to have critical thinking, if we want to make the Philippines a great nation—then it means we need to support the independent films that have the power to create a better nation and we can bring them not just in the cities but also in the mountains.



Cine Kabundukan at Bgy. Magsilay, Pasil, Kalinga featuring “Ang Guro kong di marunong magbasa”



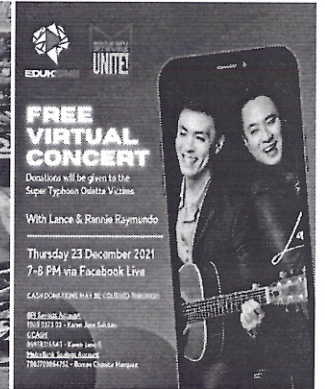


Bangon Mindanao 2019



In Partnership with Eton International School and Joar Aviation Academy, we helped to send relief goods for the victim of the huge earthquake in North Cotabato in 2019 for the B'laan Tribe.

Bangon Bohol 2021



We organized an online concert with Lance Raymundo and Rannie Raymundo to raise funds for the victims of Super Typhoon Odette in Bohol last December 2021. We are able to raise money to buy relief goods, water and generator for Bgy. Bonbon, Clarin, Bohol. Some proceeds of our film showings last December for VAWC screenings went to Bohol relief operations and fund for generator.



EDUKSINE

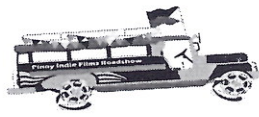
BAGAHE

BY ZIG DULAY



WOMEN'S MONTH FILMS

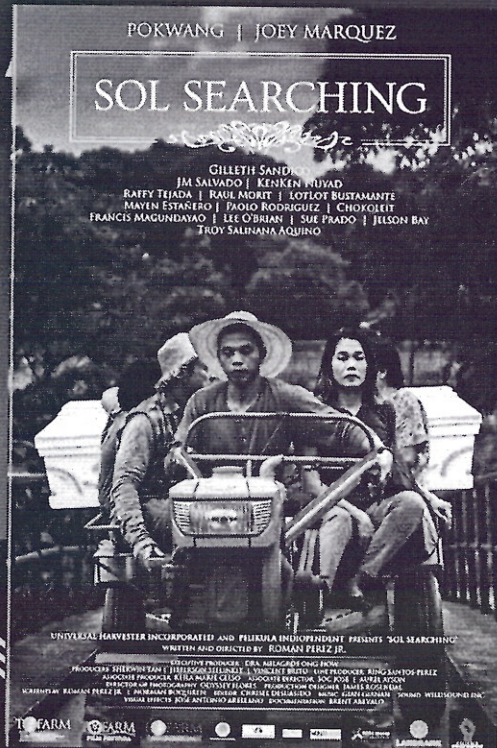
Two days after arriving to the Philippines, a former Overseas Filipina worker is being implicated in a crime that occurred during her return and is brought by authorities to the country's capital to prove her innocence.



EDUKSINE

SOL SEARCHING

BY ROMAN PEREZ JR.



WOMEN'S MONTH FILMS

This is a story of Sol, a farmer-teacher in a public school near Nueva Ecija. Following an unexpected death, without any family to organize a burial, a friend and former student decides to carry her coffin traveling to different places, similar to the stations of the cross



EDUKSINE

TANABATA'S WIFE

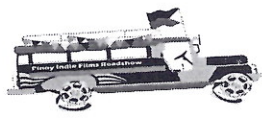
BY CHARLSON ONG, LITO CASAJE, & CHOY PANGILINAN



WOMEN'S MONTH FILMS
WOMEN'S MONTH FILMS

An adaptation of Sinaï Hamada's short story. A Japanese farmer living in the Cordilleras hires a Bontoc woman to work at his farm, and eventually marries her.



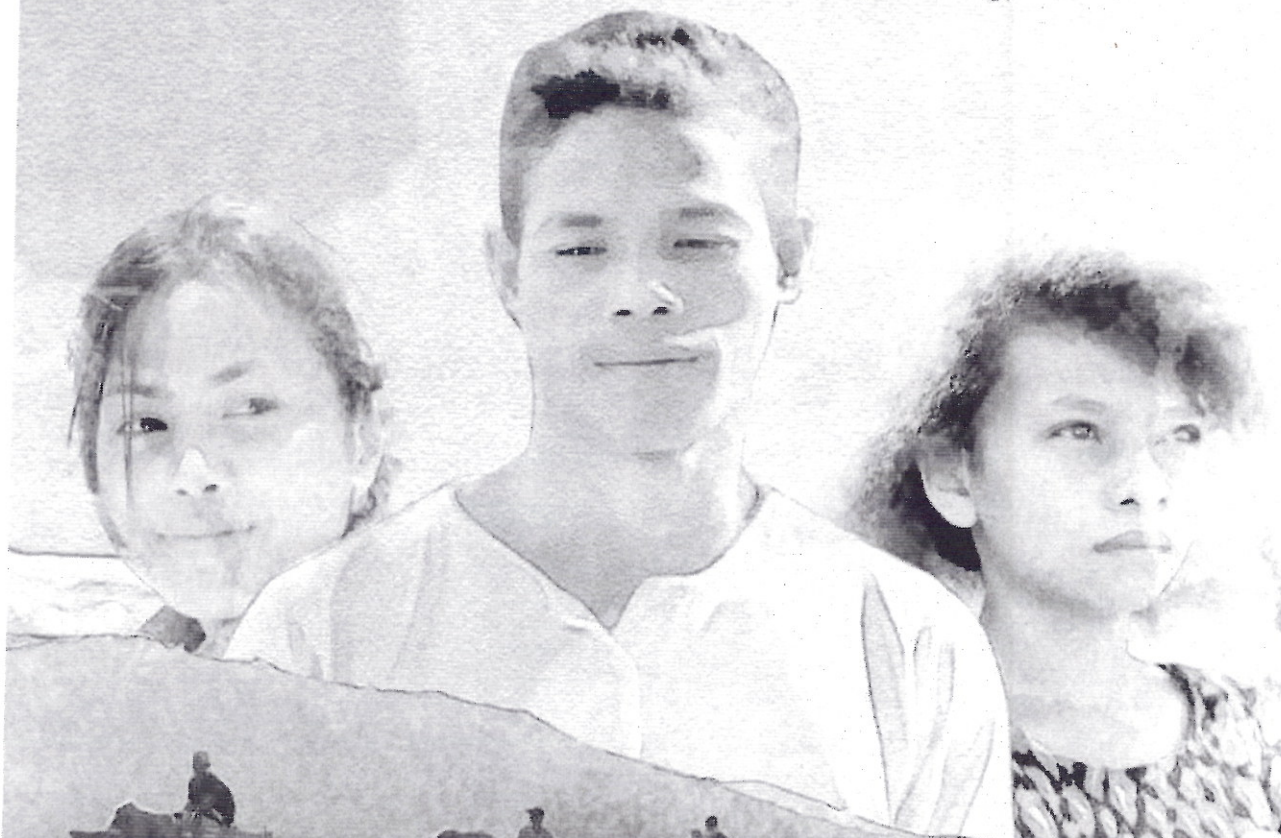




A film by Zig Madamba Dulay

PAGLIPAY

(Crossing)



ANNA LUNA

GARRY CABALIC

JOAN DELA CRUZ

Also Starring: MAHEL SERRAL, JAYASHA GAMBRA, GIGI LOBBIN, JOEL SARABHO, BRENO FERNANDEZ, NORMAN LING and JC SANTOS

UNIVERSAL HARVESTER INCORPORATED, ZMD PRODUCTIONS and KEEP ME POSTED, INC. present PAGLIPAY (Crossing)

Story & Screenplay ZIG DULAY Sound Designer ANDREW MICALLOS Musical Director GIAN GIANAN

Editor ZIG DULAY Production Designer APED SANTOS Editor Director of Photography ALBERT BANCAN

Production Manager LUCKY JAY DE GUZMAN Line Producer JED MEDRANO Supervising Producer IANNE OANDASAN

Co-Producer KEEP ME POSTED, INC. Producers UNIVERSAL HARVESTER INCORPORATED and ZIG M. DULAY

"Paglipay" (Crossing) written and directed by Zig Dulay. CAST: Garry Cabalic, Joan dela Cruz (both real-life Aetas), and Anna Luna, also starring Manel Sevidal, Natasha Cabrera, Gigi Locsin, Joel Saracho, Upeng Fernandez, Ken-Ken Nuyad, and JC Santos
Cinematographer – Albert Banzon / Production Designer – Aped Santos / Editor – Zig Dulay / Musical Scorer – Gian Gianan / Assistant Director – Regina Valenzuela / Production Manager – Lucky Jay de Guzman / Line Producer – Jed Medrano / Producer – Universal Harvester Incorporated and Zig Dulay / Supervising Producer – Ianne Oandasan / Executive Producer – Dr. Milagros Ong How / Writer and Director – Zig Dulay

SYNOPSIS:

The film focuses on ATAN, an Aeta from Baytan village in Zambales, who makes a living from traditional farming system kaingin and hunting on the foothills of Mt. Pinatubo. The narrative opens as we follow Atan's fulfillment of his arranged marriage with a fellow Aeta, ANI. He has to accomplish a number of responsibilities which includes the offering of bandi or bride price to Ani's parents. Atan needs to cross the mountain river going to Banwa, the town where he could earn the necessary amount for the bride price. In order to find a job, he needs to adapt himself with the modern way of life in town, including change in appearance, manner of clothing, religious practice, and even the use of different language in order to associate himself with the Unat or "straight-haired ones," such as RAIN, a young lass from Manila who would make his life turn. Rain has to immerse with the Aetas of Banwa for her thesis, and Atan is commissioned to accompany her in researches and interviews with the locals. Atan develops special feelings with Rain in his daily encounters with her. Slowly, the young Aeta forgets the very reason of his journey—the bandi, and the arrangement with Ani. On his effort to accommodate himself in a modern society, Atan faces cross-cultural modifications amid changes in the mountain brought about by immense modernity. "Paglipay" is a Sambal Ayta term being used by Aetas when crossing the mountain river going to town.

Enter

Karen Jane

Heto Best Film, Best Actor, Best Supporting Actress, Best Cinematography sa 1st Tofarm Film Fest



Set in a town in southwestern Mindanao, volunteer teachers from the city are afraid to teach in far-flung areas of the province because of the threats of an ongoing war between the rebels and the military. This prompts Aaquil, a young farmer, to assume the work of the educator in their community. His students, some orphaned by the war, are unaware that Aaquil is actually illiterate. One day, Aaquil heads to the city and fails to return. Feeling abandoned and confused, his pupil decides to commit themselves to a rebel organization and learned to use guns like skilled warriors. Ruthlessly, they shoot at enemies whom they blame for their failure to pursue their dreams. The story depicts how the cycle of anger and vengeance continue when education is ignored and neglected.

YOU WITH ME

Directed by Rommel Ricafort

MAIN CAST: Devon Seron, Hyun Woo, Jin Ju-Hyung

RELATED SUBJECTS: Communication Arts, Film, Writing, Psychology, Humanities, Sociology, Filipino, Arts, Anthropology, Social Studies, Korean Pop Culture

GENRE: Romance

RUNNING TIME: 1 Hour and 43 minutes

MTRCB RATING: PG

SYNOPSIS:

It tells the story of Kim who lives with her overprotective parents and meets Jayson online. She then ends up moving to Seoul and starts a new life.

