



Republic of the Philippines
Department of Environment and Natural Resources
BIODIVERSITY MANAGEMENT BUREAU

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MEMORANDUM

FOR : All DENR Regional Executive Directors

FROM : Assistant Director
Officer-In-Charge, Office of the Director

SUBJECT : **INVITATION TO THE CONDUCT OF THE
MONTH OF THE OCEAN (MOO 2021) AGOS
MUSIC VIDEO ACTIVITY**

DATE : March 17, 2021

In line with the celebration of the Month of the Ocean 2021, this office is currently organizing an activity catering all the Coastal and Marine Ecosystems Management Program (CMEMP) Flagship Species through the Agos ng Buhay Music Video which is targeted to be launched this month of May. This activity aims to inspire this powerful emotion in our target stakeholders and acts as a campaign messenger and serves as a conduit for people's emotions towards our main goal and objectives for the CMEMP.

Hence, this Office is requesting and encouraging the regional and field offices to participate in this campaign, as part of our milestones for the social marketing component of CMEMP. With this, please see guidance below:

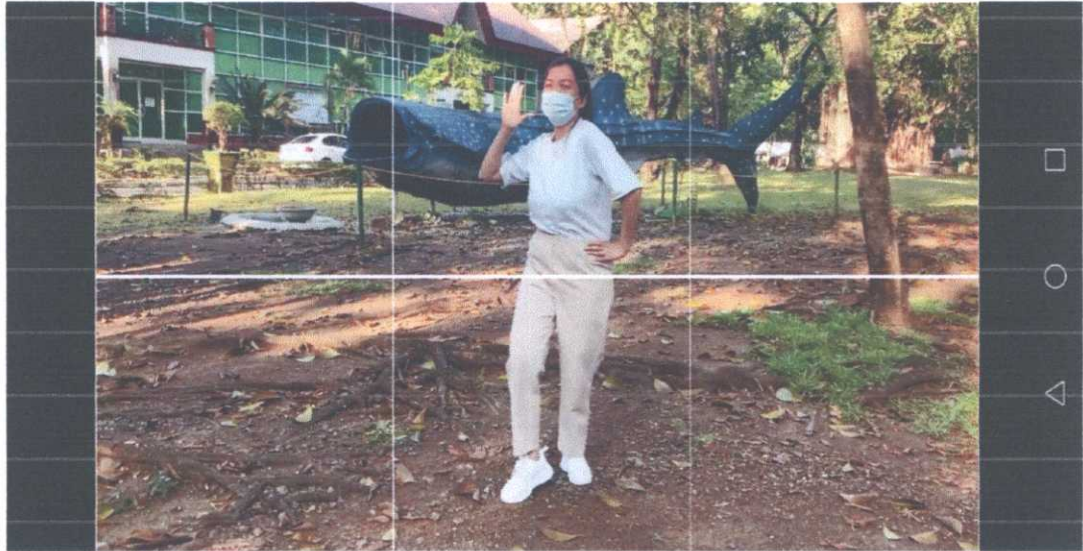
1. Learn the Agos ng Buhay choreography through the guide video and music that may be watched and downloaded from folder 0. Agos Dance Guide and Music, accessible through this link: <http://bit.ly/agosmtv2021>.
2. Record/Shoot 3 videos following the Agos ng Buhay Choreography. You are free to send us several takes for better options :
 - a. Flagship Species (solo)
 - b. Flagship Species and Regional/CMEMP Representatives (group)
 - c. Regional/CMEMP representatives (group)

Please take note of the following **Video Shoot Guidelines** as you record your videos:

- a. Choice to use organization shirts, clothing with neutral colors. We recommend a themed or same color/shade as attire for the group. Avoid visible commercial product logos.
- b. Shoot in an area with good lighting and minimal noise, and with simple background.

Video Shoot Technical Requirements:

- a. Frame full body shot.
- b. Shoot at 16:9 aspect ratio. Make sure to have landscape orientation if using your phone. (see sample below)
- c. If available, use a tripod or find a stable surface for the camera.



**Grid lines are for rule of thirds guide only.*

3. Upload the raw recorded dance file on folder **1. Agos Dance per region** (from the above-mentioned link) on or before **April 12, 2021, Monday**. Name your file following this format: **Region1_Agos2021**.
4. Upload videos of your offices in action at the above mentioned link on folder **2. Action Videos per region** on or before **April 12, 2021, Monday**. Name your file following this format: **Region1_Video1**.

As for the themes and other collaterals of the MOO 2021, this Office will send a separate Memorandum/Special Order for guidance.

For more information and clarifications please contact Ms. Afril Cyril Laroco (Apol) and Ms. Maria Katrina Apaya, of the Coastal and Marine Division of this Bureau at cmd@bmb.gov.ph/ polaps.laroco@gmail.com or you may call us at (02) 8925-8948.

For consideration.


AMELITA D.J. ORTIZ

