



29 August 2018

MEMORANDUM No. 2018-059

TO : **ALL ELECTRIC COOPERATIVES**

SUBJECT : **Video production of the NEA-EC-MCO Solidarity Dance**

On August 6, 2018, NEA launched the activities that will be undertaken for the forthcoming 50th NEA Anniversary celebration with the theme, "*NEA @ 50: One with ECs and MCOs for Sustainable Rural Development*" which will also coincide with the observance of the 10th National Electrification Awareness Month (NEAM).

Among the planned initiatives for the said occasions is a video production of the NEA-EC-MCO Solidarity Dance featuring the REP song entitled *Ilaw ng Bayan* by Mr. Expedito Reyes. It is an innovative campaign initiative aimed at promoting the milestone achievements of the Rural Electrification Program (REP) in almost five decades geared toward raising awareness of people on the Program up to the grassroots level.

The Solidarity Dance shall also be participated in by officials and employees of the ECs with their selected MCOs in a unified dance. It will be showcased nationwide through the information and communication channels of NEA and the ECs. Further, EC versions will likewise be featured in NEA's social media page/channel on a scheduled show date.

In line with this, we are enjoining all ECs to participate in the said undertaking by performing and recording the dance. Attached are the production guidelines and mechanics of the said project.

The Committee, through the Corporate Communications and Social Marketing Office (CCSMO), will furnish you a copy of the video as guide.

Kindly submit the video recording to the CCSMO not later than September 30, 2018. For any other query, please contact the Office at Telephone No. 929-2237 or 929-1909 Local 153.

Thank you and we look forward to your active participation and cooperation to make this initiative a success.


EDGARDO R. MASONGSONG
Administrator

NATIONAL ELECTRIFICATION
ADMINISTRATION
Office of the Administrator



NEA-OA255815

Handwritten initials and date: # 9/2/18

PROJECT DETAILS

Activity	Video Production of the NEA-EC-MCO Solidarity Dance
Description	This is a dance interpretation by select officials and employees of NEA and ECs with their Member-Consumer-Owners (MCOs) of the REP Song, <i>Ilaw ng Bayan</i> by Mr. Expedito Reyes.
Objective	To heighten and instill awareness of various stakeholders on the gains and legacies of Rural Electrification Program (REP) achieved with the solid partnership of NEA, ECs, strengthened by the involvement of the MCOs, as expressed through the NEA-EC-MCO Solidarity Dance
Target Participants	NEA, ECs, MCOs and/or EC Allied organizations
Mechanics/Guidelines	<ol style="list-style-type: none"> 1. A video of the pre-choreographed NEA-EC-MCO Solidarity Dance will be available to all ECs as guide and reference in the accomplishment of this project. 2. The sample video, music (both instrumental and with vocals), lyrics, and musical score/sheet can be downloaded from the NEA website @ www.nea.gov.ph. 3. The EC officials and employees, together with select participants coming from their respective MCOs, garbed in local/endemic costumes, shall video record their performance in a popular place/known location in their coverage area. 4. The allied organizations of ECs (e.g. LEXICON, PHILRECA, etc.) are likewise encouraged to prepare their own version of the video production of the Solidarity Dance. 5. ECs and the allied organizations have the option to record their own vocals of the song. Likewise, the lyrics of the song shall be reflected in the video and may be translated into their own dialects. 6. An e-file copy of the template Title Card is provided. (Pls see sample image at the right.) 7. The video recording of the ECs' performance of the Solidarity Dance shall be sent/submitted to NEA through the Corporate Communications and Social Marketing Office (CCSMO) either through email (pao_nea@yahoo.com) or courier service until September 30, 2018. 8. The submission of each EC will be featured on NEA's social media page/channel on a monthly schedule. A video of the NEA version will be initially shown/showcased. 9. These will then be consolidated with NEA's version to come up with the final cut of NEA-EC-MCO Solidarity Dance. It will be shown during the NEA-EC Consultative Conference in August 2019 during session breaks. 10. Subsequently, it will be shown in NEA's and ECs' respective headquarters, collection centers, social media accounts and, and other communication platforms; will run for the duration of the celebration of NEA's 50th Founding Anniversary and 10th National Electrification Awareness Month (NEAM).

