



Republic of the Philippines
DEPARTMENT OF EDUCATION
Region VII, Central Visayas
SCHOOLS DIVISION OF NEGROS ORIENTAL
Capitol Area, Dumaguete City

August 5, 2019

DIVISION MEMORANDUM

No. 479, s. 2019

GROUNDHIT ENTERTAINMENT PRODUCTION "JUAN BALUCAS AT ANG BAYABAS"

TO: Assistant Schools Division Superintendents
Chief, CID & SGOD
Division Education Program Supervisors
Public Schools District Supervisors/District-In-Charge
School Heads of Both Public and Private Elementary and Secondary
All Others Concerned

1. This is to inform the field that in line with the commemoration of Juan Tamad's centennial year (1919-2019), there is a film showing sponsored by the GROUNDHIT ENTERTAINMENT PRODUCTION "JUAN BALUCAS AT ANG BAYABAS" a full-length feature film per letter signed by Mr. Reymond B. Jamen, Marketing Representative.
2. Those who are interested please refer to the attached communication and enclosures.
3. Participation to this activity shall be subject to the provisions of the following:
 - a. DO 28 s. 2001, prohibition on the commercialization of the DECS Organization through endorsement of Goods and Services;
 - b. Sec. 3 of RA 5516, an Act Prohibiting the Sales of Tickets and from collection of contribution for whatever project and purpose for Students and Teacher of Public, Private Schools, Colleges and Universities.
3. For more details, please see attached communication and enclosures.
4. For your guidance and compliance.
9. Widest dissemination of this Memorandum is desired.

WILFREDA D. BONGALOS, Ph. D., CESO V
Schools Division Superintendent

8/5/19
6 AUG 2019

Juan Balucas at ang Bayabas

July 30, 2019

RECEIVED
DATE: 30 JUL 2019
TIME: 8:00
OFFICE: [Signature]

MS. WILFREDA D. BONGALOS PhD., CESO V
Schools Division Superintendent
DIVISION OF NEGROS ORIENTAL
Central Visayas, Philippines

Dear Dr. Bongalos:

Greetings!

One Hundred years ago, the first "Juan Tamad" story was published by J. Martinez Publishing in Intramuros, Manila. Since then, tales about him have continuously brought delight & valuable lessons, making Juan Tamad an iconic character that mirrors many of the values we Filipinos share.

In line with the commemoration of Juan Tamad's centennial year (1919-2019), we from **GROUNDHIT ENTERTAINMENT PRODUCTION** would like to present **JUAN BALUCAS AT ANG BAYABAS**; a full-length feature film top-billed by **Archie Alemania, Nourish "Icon" Lapuz, Rolando Inocencio, Peter Vallejos, Gabby Padilla** and more under the direction of **Franco G. Arce**.

In view of the above, we would like to seek your indulgence and request for an advisory which will serve as a valuable attachment as we and disseminate the film to all schools under the jurisdiction of the Division of Negros Oriental, including also private schools with its premises.

The show viewing is already booked at Robinson's Cinema dates of August, 2019 from the 16th to 18th and onwards. The ticket to be sold are available now to be distributed for the schools who wanted to avail the movie on the following options: If it will be viewed on cinema the ticket cost Php 140.00 and Php 20.00 of it will be for the school share. If the movie showing will be in school only, a projector is suggested to be used and the ticket cost will be Php 100.00 only and Php 15.00 of it will for the school share.

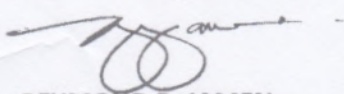
We do believe that "Juan Balucas at ang Bayabas" is an ideal film to be utilized as a contributory instrument of education.

Attached herewith, please find, are the endorsement, advisory of the SY 2019-2020 the themes that are promoted on the movie for the viewers, the vision and mission of the Production Company, and details about the film for your reference, appreciation and recommendation.

For feedback, queries, and any other concern, please feel free to get in touch with us thru contact number **0975-545-3194** or email groundhitprod@gmail.com and we will make ourselves available to discuss the details further.

Thank you very much. We are looking forward to your favorable response.

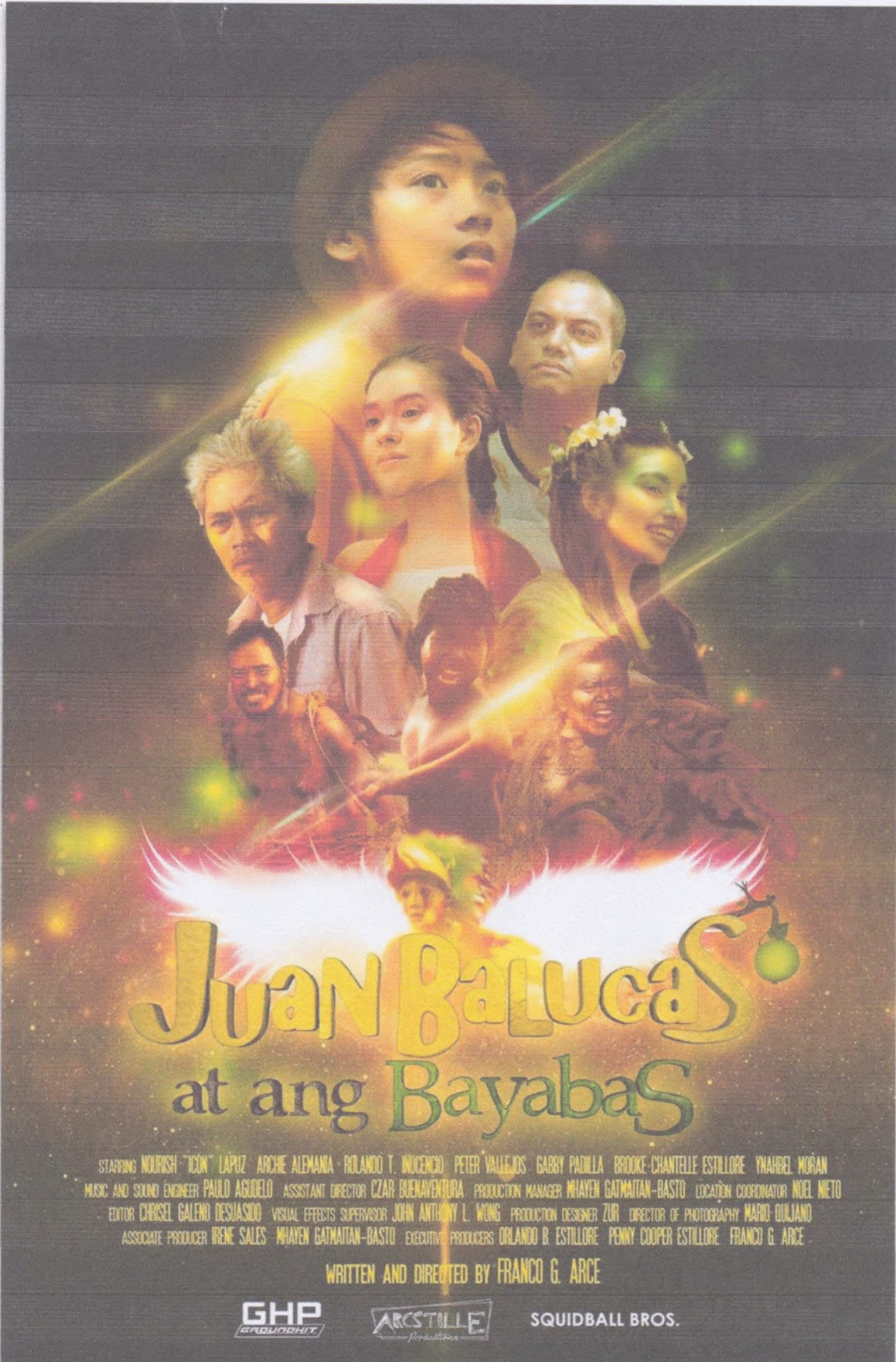
Yours truly,



REYMOND B. JAMEN
Marketing Representative



GROUNDHIT ENTERTAINMENT PRODUCTION
Blk.6 Lt.1 Lane 34 Phase 2 Windward Hills Buro 1 Dasmariñas Cavite 4115
(046) 54070417 | 0906 3928728



Juan Balucas

at ang Bayabas

STARRING NOURISH "ICON" LAPUZ ARCHIE ALEMAMA ROLANDO T. INCENCIO PETER VALLEJOS GABBY PADILLA BROOKE CHANTELE ESTILLORE YNAHEL MORAN
MUSIC AND SOUND ENGINEER PAULO AGUIELO ASSISTANT DIRECTOR CZAR BUENAVENTURA PRODUCTION MANAGER MHAIVEN GATMATTAN-BASTO LOCATION COORDINATOR NOEL NIETO
EDITOR CHRISSEL GALENO DESUASIDO VISUAL EFFECTS SUPERVISOR JOHN ANTHONY L. WONG PRODUCTION DESIGNER ZUR DIRECTOR OF PHOTOGRAPHY MARIO OUIJANG
ASSOCIATE PRODUCER IRENE SALES MHAIVEN GATMATTAN-BASTO EXECUTIVE PRODUCERS ORLANDO B. ESTILLORE PENNY COOPER ESTILLORE FRANCO G. ARCE

WRITTEN AND DIRECTED BY FRANCO G. ARCE

GHP
GROUNDHIT

ARCSTILLE
Productions

SQUIDBALL BROS.

Advisory No. 067, s. 2019

May 2, 2019

In compliance with DepEd Order (DO) No. 8, s. 2013
this advisory is issued not for endorsement per DO 28, s. 2001,
but only for the information of DepEd officials,
personnel/staff, as well as the concerned public.
(Visit www.deped.gov.ph)

SHOWING OF THE FILM, *JUAN BALUCAS AT ANG BAYABAS* BY GROUNDHIT
ENTERTAINMENT PRODUCTION FOR SCHOOL YEAR 2019-2020

The Groundhit Entertainment Production announces the showing of the film,
Juan Balucas at ang Bayabas for School Year 2019-2020.

The film, inspired by the popular tales of *Juan Tamad*, is packed with educational
and cultural values as it conveys an overall statement that Filipinos are not lazy. It
also promotes the following themes:

1. Use of mother tongue,
2. Anti-bullying,
3. Shadow puppetry,
4. Filipino folkloric characters,
5. Kindness,
6. Self-belief/Confidence,
7. Environmental Preservation, and
8. Proper nutrition.

The film is rated G [General Audiences] by the Movie and Television Review and
Classification Board (MTRCB) and is suitable for viewers of all ages.

Participation of public and private schools shall be subject to the no-disruption-
of-classes policy stipulated in DepEd Order (DO) No. 9, s. 2005 entitled Instituting
Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith. This
is also subject to the no-collection policy as stated in Section 3 of Republic Act No. 5546,
An Act Prohibiting the Sale of Tickets and/or the Collection of Contributions for
Whatever Project or Purpose from Students and Teachers of Public and Private Schools,
Colleges and Universities (Ganzon Law).

For more information, contact:

Mary Irene S. Gandol
Associate Producer
Groundhit Entertainment Production
Blk. 6, Lot 1, Phase 2, 34th Lane
Windward Hills Subdivision, Buro 1
Dasmariñas, Cavite
Telephone No.: (046) 540-7041
Mobile Phone Nos.: 0927-724-0425, 0917-121-0908
Email Addresses: juanbalucasfilm@gmail.com
groundhitprod@gmail.com

DJP DA *Juan Balucas at ang Bayabas* SY 2019-2020
0169 April 22/24, 2019



Office of the President of the Philippines

MOVIE AND TELEVISION REVIEW AND CLASSIFICATION BOARD

MTRCB Building, No. 18 Timog Avenue, Quezon City, Philippines 1103

Telephone No. 376-7380 Email Address: admin@mtrcb.gov.ph Website: www.mtrcb.gov.ph

**PERMIT TO EXHIBIT
THEATRICAL**

This certifies that the material below has been reviewed and classified by the Movie and Television Review and Classification Board:

Movie Title	JUAN BALUCAS AT ANG BAYABAS
Applicant	GROUNDHIT ENTERTAINMENT PRODUCTION
Running Time	1hr. 25min. 0sec.

Classification	Reason/s for Classification
<div style="font-size: 48px; font-weight: bold; margin: 0;">G</div> <div style="font-weight: bold; margin: 5px 0;">GENERAL AUDIENCE</div> <div style="font-size: 10px; margin: 0;">VIEWERS OF ALL AGES CAN BE ADMITTED</div>	<p>Material presented is suitable for all ages.</p>
Permit Number	P-MP-2018-000801
Date of Issuance	29 May 2018
Date of Expiration	29 May 2023

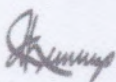


Approved for Public Exhibition by the following Review Committee Members:

**MORENO, FEDERICO A.
CORTEZ, GLORIA S.
QUINSAY, EVELYN P.**

ISSUED UPON THE APPROVAL OF THE REVIEW COMMITTEE

MARIA RACHEL J. ARENAS
Chairperson

BY: 
ANN MARIE L. NEMENZO



This permit must be conspicuously displayed at all times at the ticket-selling area.
Use of the above-described material in a non-MTRCB registered place of exhibition shall automatically render this permit invalid.

THIS IS A SYSTEM-GENERATED PERMIT. ANY ALTERATION OR TAMPERING WILL AUTOMATICALLY INVALIDATE THIS PERMIT.



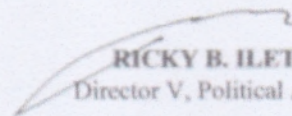
Philippine Senate

Sen. Francis "Chiz" G. Escudero

1st Indorsement
September 4, 2018

Respectfully indorsed for consideration and appropriate action to **Secretary LEONOR M. BRIONES**, Department of Education (DepEd) the herein-included letter from **MR. FRANCO G. ARCE**, Director/Producer, GHP Groundhit Entertainment Production, pertaining to the request to have their movie entitled: "*Juan Balucas at ang Bayabas*" be allowed to have a special screening in public and private schools nationwide.

By the authority of the Honorable Senator


RICKY B. ILETO
Director V, Political Affairs

enc: a/s

Juan Balucas at ang Bayabas

(an independent film inspired by popular tales of Juan Tamad)

SYNOPSIS

Inspired by popular tales of Juan Tamad, **Juan Balucas at ang Bayabas** features Nourish "Icon" Lapuz, as JUAN BALUCAS, the son of JOHN (Archie Alemania) who has been mistaken to be Juan Tamad and turned into stone by the mystical creature IBONG BADARNA (Randy de Silva) to avoid him from inflicting laziness to all mankind.

To save his father, Juan enters an agreement with the queen of the fairies REYNA SUKI (Gabby Padilla) under some conditions. He must obtain the song of Badarna and some water from the "Bukal ng Buhay" before the full moon passes. With the help of an *engkanto* named APO (Rolando T. Inocencio), and NONI (Peter Vallejos) a *nuno sa punso*, Juan sets off his quest. To fulfill his mission, he must first possess an object from the dreaded King Crab SIPIT (Rainier Morales) and pass thru TAMBO (Bernard Laxa) a "kapre" who guards the passage to Badarna's lair before he can reach the mystical bird.

After saving his father, Juan gets stuck in a purgatory between two dimensions. Left with only the water from the "bukal ng buhay", Juan faces self-conflicts, hunger and struggles to keep his sanity under the dead guava tree. Will he be able to have something to eat? Is there still a chance for him to get back to his family in the real world? Or will he just lie down like Juan Tamad, waiting for the fruit to fall from its tree. What he does next will dictate his fate.

ABOUT THE FILM

Duration:	85 minutes	Genre:	Fantasy/ Comedy/ Adventure
Cast:	Nourish "Icon" Lapuz, Archie Alemania, Rolando T. Inocencio, Peter Vallejos, Gabby Padilla, Brooke Chantelle Estillore, Ynahbel Moran, Randy De Silva, Rainier Morales, Bernard Laxa		
Production:	GroundHit Entertainment Production	Writer/Director:	Franco G. Arce
Executive Producers:	Orlando B. Estillore & Penny Cooper Estillore	Associate Producer:	Irene Sales
Unit Production Mgr:	Mhayen Gatmaitan-Basto	Cinematographer:	Mario Quijano
Editor:	Chrisel Galeno Desuasido	Production Designer:	Zur
Visual Effects Supervisor:	John Anthony L. Wong	Music & Sound:	Paulo Agudelo

AN EDUCATIONAL FILM: 'JUAN BALUCAS AT ANG BAYABAS'



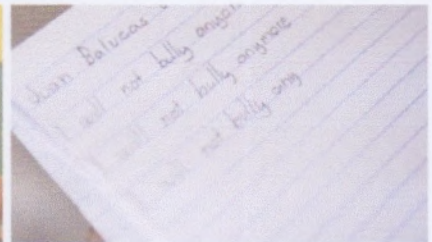
Inspired by **Juan Tamad**, a Filipino iconic character who is believed to have originated from "Buhay na Pinagdaanan ni Juan Tamad na Anac ni Fabio at ni Sofia". It was written by an unknown author, and was published by Limabagan ni **J. Martinez** in Intramuros Manila in the year 1919. That makes Juan Tamad 100 years old this coming 2019.

"**Juan Balucas at ang Bayabas**" is a film inspired by "Juan Tamad". He was even more popularized by the celebrated National Artist for film **Mr. Manuel Conde** who have created numerous films featuring the iconic character.

Packed with education culture and values, Juan Balucas at ang Bayabas is an ideal offering for students. Listed below are some of the highlights the film aims to promote:



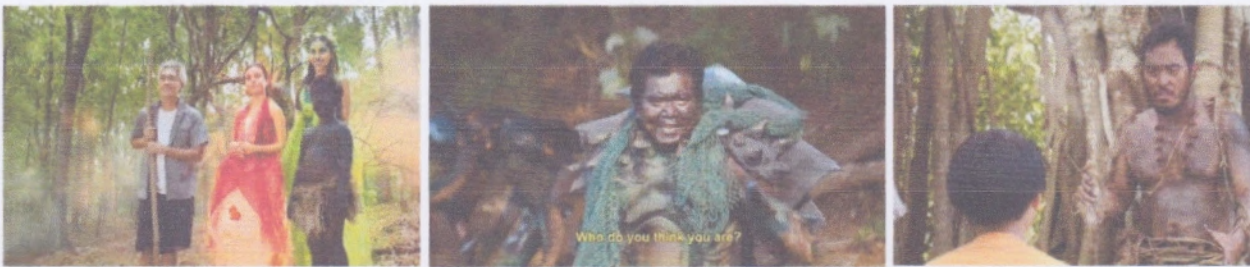
1. **PROMOTION OF MOTHER TONGUE** – the film is incorporated with "**tula**" as part of the delivered dialogues. Said dialogues include a number of original poems written by the filmmaker. To sum up, the film promotes not only our mother tongue, but also the use and appreciation of Filipino poems through film.



2. **ANTI-BULLYING** – a scene in the film is dedicated to show that any form of bullying is not tolerated in school, and bullying does not go unpunished. The film also aims to show the bullies how their parents worry about them and their future.



3. **JUAN TAMAD STORY RETOLD** – as part of the tribute to the iconic character, Fabio tells his grandchildren the famous story of Juan Tamad using shadow puppetry.
4. **SHADOW PUPPETRY** – believed to be the oldest form of storytelling presentation (or one of the oldest), the film exhibits shadow puppetry to show how children used to enjoy stories told by the elders. It is incorporated with modern 2D animation for added appreciation, and to exhibit the evolution of a native form over time.



5. **PROMOTION OF FILIPINO FOLKLORIC CHARACTERS** – The film also aims to promote awareness of characters like the "diwatas" and "engkantos" who are embedded in our culture.



6. **KINDNESS** – the film demonstrates that "kindness" has a positive effect on the lives of others (directly or indirectly) as testified by the dreaded king crab Sipit.



7. **SELF BELIEF/ CONFIDENCE** – shows the importance of overcoming fears and believing in one's self.



8. **ENVIRONMENTAL** – as a contribution to the efforts to protect the nature, a scene is dedicated to show the importance of its preservation, and that even a young boy can do something for the environment.



9. **NUTRITION** – The film includes promotion of eating healthy foods like vegetables and fruits to grow healthy and strong.

BONUS TRIVIA - The universe of the film includes actualities for the audience to appreciate the tales of Juan Tamad even more. To cite some are the following:

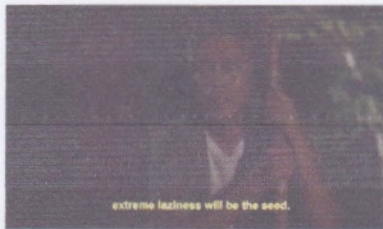


SIPIT gives Juan Balucas the object that he needs because he owes his life to Juan Tamad. In the universe of the film, Sipit is one of the crabs who the Filipino iconic character had set free in the story "Si Juan Tamad at ang mga Alimango".



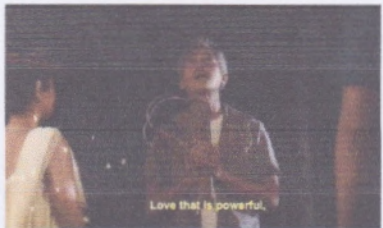
Juan Balucas gets stuck under a dead GUAVA tree between two dimensions. On that tree hangs a shrunken dead fruit. That tree is the same tree, with the very same bayabas that Juan Tamad slept under and waited to fall in the story "Si Juan Tamad at ang Bayabas". It never fell off its branch!

DIALOGUES USED IN LINE WITH THE PROMOTION OF MOTHER TONGUE IN FILM



Apo casts a curse upon Fabio and Sofia which caused their son John, to become lazy:

*"Saksi ang buwan at mga bituin
babaguhin ko ang inyong mga hiling
Sa halip na kasipagang hinihingi
lubos na katamaran ang magiging binhi
Katamaran, katamaran ang magiging binhi."*



Delivered after a popular quote by Francisco Baltazar during a ritual to grant the wish of John and Maria:

*"Pagibig na nagbibigay buhay sa lahat
patibayin ang iyong pagiging tapat
Diwatang umiibig sa taong nilalang
pagbabagong uri ang kaniyang inaasam
Ito pagibig ang aming ipinagdarasal."*



Apo's enchantment to clear John's and Maria's memory about the world of the fairies so they can live as a normal couple:

*"Kahiilingang pinagbigyan, ating natunghayan
'Gaya ng inyong hiling, kayo ngayon ay magkapiling
Kayo ay hahayo sa lupang malayo
at doon mamumuhay kayo bilang tao
Ang inyong alaala tungkol sa mundo ng engkanto at diwata
ay akin nang pinawawalang bisa...."*



Reyna Suki's riddle for Juan Balucas:

*"Malawak na tubigin iyong bagtasin
Mga batong puti iyong tatahakin
Talim ng sipit at taas ng puno
Iyan ay kailangan mong magupo.*

*Mahiwagang huni iyong dapat mahuli
At ang tubig sa bukal ay iyong maiuwi
Kabilugan ng buwan ang magsisilbing saksi
Sa pagkamit ng iyong minimithi."*