

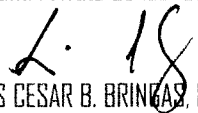


Republic of the Philippines
Department of Education
Cordillera Administrative Region
DIVISION OF BAGUIO CITY
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DIVISION MEMORANDUM
No. 160s. 2014

To : Public and Private Schools Administrators (Elementary and Secondary)
Public and Private School Paper Advisers (Elementary and Secondary)
Public and Private School Campus Journalists

From :  FRANCIS CESAR B. BRINCAS, CESO VI
Assistant Schools Division Superintendent
OIC- Office of the Schools Division Superintendent

Subject : 2014 CONDUCT OF DIVISION SCHOOLS PRESS CONFERENCE (DSPC) and
SEARCH FOR OUTSTANDING SCHOOL PAPER ADVISER AND CAMPUS
JOURNALIST

Date : October 27, 2014

1. In line with the thrusts to promote responsible and free journalism and pursuant to the provision of section 2 of R.A. 7079, DepEd Division of Baguio City, shall conduct the 2014 Division Schools Press Conference to be held at the **Division Office Conference Hall for the group (school paper) contest, search for Outstanding School Paper Adviser and Outstanding Campus Journalist on December 20, 2014 and on January 10-11, 2015** for the individual competitions to be held at Bonifacio Elementary School.

2. The conference aims to:

- a. Demonstrate commitment to the advocacies of campus journalism and integrating them in related school/community initiatives through varied journalistic forms/approaches, and technological media.
- b. Enhance journalistic competence through healthy and friendly competitions such as individual and group contests as well as radio broadcasting and scriptwriting competition.
- c. Raise the level of competence on different aspects of campus journalism and school paper advising.

3. The conference shall consist of lecture discussions and on-the-spot writing contests both in English and Filipino on the following categories:

Editorial Writing	Pagsulat ng Balita
Feature Writing	Pagsulat ng Lathalaing
News writing	Pagsulat ng Balita
Sports Writing	Pagsulat ng Balitang Isports
Copyreading and Headline Writing	Pagwawasto at Pag-uulo ng Balita
Editorial Cartooning	Paglikha ng Kartung Editoryal
Photojournalism	Pagkuha ng Larawang Pampahayagan
Science Feature Writing	Lathalaing Pang-Agham

4. For the group contests, all participating schools are required to submit six (6) copies of school publications which will be selected for each page specified as follows:

English

- a. Editorial Section at least 2 pages
- b. Feature Section at least 3 pages
- c. News Section at least 3 pages
- d. Sports Section at least 2 pages
- e. Science and Technology Section at least 2 pages
- f. Layout and Page Design

Filipino (Same Number of pages with English)

- a. Pahinang Editorial
- b. Pahinang Lathalaing
- c. Pahinang Balita
- d. Pahinang Sports
- e. Pahinang Science and Technology
- f. Pag-aanyo at Disenyo ng Pahina

The size of the paper and the number of pages shall strictly be followed.

DESCRIPTIONS FOR ELEMENTARY LEVEL	DESCRIPTIONS FOR SECONDARY LEVEL
<ul style="list-style-type: none"> • 9" x 12" in size • With at least 12 pages but not more 20 pages • Process: offset, paper stock: bookpaper or c2s • Back and n front- full color • Inside pages must be black n white 	<ul style="list-style-type: none"> • 12" x 18" in size • With at least 12 pages but not more than 20 pages • Process: offset, paper stock: bookpaper or c2s • Back and front pages must be in full colors • Inside pages must be black and white

5. Registration fee of Php75.00 for the SPA and Php50.00 for school campus journalist and Php500.00 school share for both elementary and the secondary levels which can be charged against school campus journalism funds or any other sources of funds available subjected to usual accounting and auditing rules. There shall be a separate registration forms for English and Filipino contestants. Registration fees shall be paid to the **cashier** of the Division Office. Registration fees cover Honoraria of Resource Speakers (Individual), Honoraria of Judges (Group contest/school publication) printing of Certificates, reproduction of materials/kits, janitorial Services to be given to host school, miscellaneous/maintenance of the use of the computers for the collaborative publishing and other incidental expenses to be incurred during the conduct of the press conference.

6. **Pre-registration** shall be done on or before December 19, 2014 to give enough time for the School paper Advisers Association (DSPAA) officers to invite more speakers should there be more participants. List of the participants of the elementary schools shall be submitted to Marcelino Magno at Quezon Elementary School and Valentina A. Castro, Magsaysay National High School.

7. School Paper Advisers will be entitled for a 2-day service credits while 2-day compensatory day off shall be granted to the non-teaching employees for the services rendered on Saturday (January 10, 2015) and Sunday (January 11, 2015).

8. All interested school paper advisers and school campus journalist who would like to join the search for outstanding SPA and CJ must follow the guidelines stated in Enclosures No. 1 (SPA) and No. 2 (CJ). Submit the documents on or before December 19, 2014 at the Division Office. Attention: Dr. Lillian S. Pagulongan, EPS-English.

9. Immediate and wide dissemination of this Memorandum to all concerned is desired.

Enclosure No. 1

General Contest Guidelines and Mechanics

1. Each participating school for collaborative desktop publishing scriptwriting and radio broadcasting shall field a team of seven (7) members each (English/Filipino) Elementary and Secondary Level, and should not be entries to the individual writing contest (of the same medium).
2. Radio Broadcast and Scriptwriting Contests – The contestants are evaluated according to the following journalistic skills: *scriptwriting, newscasting, anchoring, field reporting and online broadcasting.*
3. A pupil/student shall be allowed to participate in only one (1) medium and only one (1) category either in English and Filipino. This division will strictly follow the “No School Paper, No Student Contestant” policy.
4. Observers/parents/coaches are not allowed during the briefing and individual contests proper.
5. Ten (10) winners in the elementary and ten (10) winners in the secondary in each category shall be chosen for each level, but only the first five (5) winners shall represent the Division to the Regional Schools Press Conference. In case anyone of them shall not be able to participate, the sixth place winner shall take his/her place and if the latter is unable to participate, the seventh place winner shall take his/her place.
6. The deadline for submission of school paper entries in paper-based (print) will be on or before December 19, 2014 until 5:00P.M. No extension of time and due date will be allowed.
7. Teacher advisers are requested to pre-register their participants on or before December 19, 2014. Pupils/students participants on the different categories shall be registered by their respective school paper advisers who are required to have the list before hand (according to category) to ensure speedy registration of the participants.
8. School paper advisers are requested to pay a membership fee of P 60.00 upon registration as annual due to the School Paper Advisers’ Association and P 30.00 for campus journalists as membership fee to the Editors’ Guild.
9. Contestants in the photojournalism category may use cameras with a maximum of sixteen (16) megapixels. The student contestant should bring his/her own camera cable for loading his/her own pictures. The empty memory card (properly labeled) should be submitted in the afternoon starting from 1:00 P.M. to 5 P.M. of January 9, 2015 at the Division Office c/o DSPAA officers.
10. Contestants for Editorial Cartooning shall be provided with pencils (Mongol 482, No. 2) and oslo paper.
11. Contestants are not allowed to use cellular/mobile phones and the like nor respond to calls during the contest proper.
12. Contestants are required to wear their school ID during the competition proper.
13. Submission of division entry for Outstanding Campus Journalist and Outstanding School Paper Adviser, Elementary and Secondary, is on December 19, 2014 at the Division Office. Attention: Dr. Lillian S. Pagulongan, EPS-Filipino.
14. Participants and teacher-advisers are instructed always to observe promptness, diligence and punctuality on all the activities.
15. Judging of group contest will be on December 20 and 22, 2014 only at the Division Office.
16. Division School Paper Advisers Association (DSPAA) Officers are **REQUIRED** to be at the Division Office on December 19, 2014 to receive all the school paper entries and December 20 and 22, 2014 for the judging of the school papers. DSPAA officers/teachers shall be entitled for 2 days service credits and 2 days compensatory day off for the non teaching personnel who will be working on December 19, 2014 (Saturday) and December 22, 2014 (Monday) which is a vacation day.

Enclosure No. 2

CRITERIA FOR THE SEARCH FOR THE OUTSTANDING SCHOOL PAPER ADVISER AND SCHOOL CAMPUS JOURNALIST**A. OUTSTANDING SCHOOL PAPER ADVISER:**

1. The candidate must have been a school paper adviser for at least 5 consecutive years, prior to the search.
2. Once qualified, the candidate shall be assessed based on the following criteria:

	POINTS
Performance Rating	15
Achievement in Journalism (past 3 years)	50
Leadership related to Journalism	15
Extension Services	5
Published reading materials/articles related to journalism	5
Scholarship/Awards related to journalism	5
Interview	5
TOTAL	100

3. All documents must be duly certified true and correct by concerned authorities.
4. Interview of candidates shall be conducted on January 10, 2015. Candidates must be ready anytime.
5. The Outstanding Regional School Paper Adviser (Elementary and Secondary) are official delegates to the NSPC.

B. OUTSTANDING CAMPUS JOURNALIST:

1. The candidate must have been involved actively in campus journalism for at least 2 years.
2. He/She must present a copy of his/her school paper with his/her name as member of the editorial staff.
3. He/She must present a document duly signed by the SH certifying his/her academic standing.
4. Once qualified, the candidate shall be evaluated based on the following criteria:

	POINTS
Academic Standing	20
Achievements in Journalism	40
Leadership (at national/regional/division/school associations: position in the school publication	25
Community and extension services related to journalism	10
Interview	5
TOTAL	100

5. Interview of candidate shall be on January 10, 2015. Candidates must be ready anytime.
6. Outstanding Regional Campus Journalist (Elementary and Secondary) are official delegates to the NSPC.

Enclosure No. 3

GENERAL GUIDELINES FOR THE SELECTION OF THE BEST SECTIONS AND LAY-OUT AND PAGE DESIGN CATEGORY

Editorial Section:

1. The editorial section shall have at least two (2) pages and shall include the following: main editorial, editorial cartoon, columns, letters to the editor, and commentaries. Opinion polls or surveys may be included, but are not required.
2. The treatment of the issues must demonstrate fair and balanced presentation of both sides of each issue tackled, clear and moral purpose, logical reasoning, and proper citations/attribution of sources.
3. Topics found in the section shall tackle various international, national, or local issues that may directly or indirectly affect school or the community the school serves.

A. News Section:

1. The news section shall consist of at least three (3) pages.
2. The content and scope of the news stories shall include a balanced coverage of international, national, regional, community and school-based news stories.
3. The content of the section include straight or spot news, advance/follow-up report, news bits, news features, news analysis, in-depth news/investigative news and survey news.

B. Feature Section:

1. The Feature section shall have at least three (3) pages.
2. The articles shall display unique and creative presentations of topics, logical organization and progression of ideas, writer's facility of the language and proper citations/attribution of sources.

C. Sports Section:

1. The sports section shall consist of at least two (2) pages.
2. The content and scope of the sports stories shall include a balanced coverage/scope of international, national, regional, community, and school-based sports news stories.
3. The content of the section may include straight or spot news, advance/follow-up report, news bits, news feature/news analysis, in-depth news, survey news, features and editorial/column concerning or pertaining to sports.

D. Science and Health Section:

1. The Science and Technology Section shall have at least two (2) pages and shall include environmental, scientific, technological, and innovative stories written in news, feature or scientific commentary style. This shall also include the economic impact of Science and Technology on the lives of the Filipinos.
2. The article shall be well-researched and shall observe proper citation of sources, pictures, and graphics.

E. Lay-out and Page Design Category:

1. This category shall conform to the principles of layout and design.
2. The lay-out and page design category shall include any or a combination of the following: balanced coverage/scope of stories about the community and school-based events, including those of international, national, and regional significance which document or are related to the school or its members' involvement and participation. Proper evaluation or grading events based on their importance should be evident in the lay-out.
3. The lay-out and page design shall include headlines, body texts, cuts with captions, balance, harmony, and must be proportionate to the length of articles and the entire page.

*Sports Writing

1. Contestant shall watch an actual game where they can gather appropriate data and/or interview officials and athletes before and after the game.

*Copy Reading and Headline Writing

1. The contestants shall use the standard copy reading symbols and follow directions given in the contest piece.
2. The contestants will also provide two headlines for the article that they have edited and include the appropriate printer's directions.

*Photojournalism

a. Preparation:

1. Participants shall be at the contest venue thirty(30) minutes before the orientation.
2. The photojournalists are allowed to use any Digital Camera (Point and Shoot only) with a maximum of 16 megapixels.

3. The student contestant shall bring his own camera cable for uploading of pictures.
4. Cellular phones, extra digital cameras, extra storage card or any additional materials/equipment are not allowed in the contest area.

b. Memory Card Loading:

1. The contestants shall load the storage card in front of the examiners/proctors.

c. Photo Shoot:

1. After announcing the contest theme/topic, the first shot (control shot) by all contestants shall be focused on one subject as determined by the examiner/proctor.
2. The contestant is given one (1) hour to take pictures, which does not include the loading and unloading of the storage card in front of the examiners/proctors.
3. During the actual photo shooting, the advisers, trainers, and parents of the contestants are **NOT** allowed in the venue.
4. The contestants are allowed to take ten (10) photos, but only six (6) shots (including the control shot) will be submitted as official entries.
5. Five (5) best photos and the control shot shall be uploaded by the contestant to the laptop/desktop assigned by the RTWG for judging.

d. Photo Caption:

1. Captions per picture shall be encoded by the contestant upon uploading of the photos to the laptop/desktop.

***Collaborative Publishing:**

1. The competition in collaborative publishing is designed to encourage teamwork among campus journalist and simulate the workplace of an editorial department in a publishing house.
2. Each division shall organize a team of seven-member contestants who shall not be competing in any of the individual writing contest. There shall be one team for English and another for Filipino, both at the elementary and secondary levels.
3. Submission of the list of the contestants will be on or before January 2015 .
4. All contestants are required to be in the contest venue thirty (30) minutes before the contest proper.
5. Once the contest has started, members of each team shall no longer be allowed to go out.
6. A mini press conference shall be held to become basis for the actual writing of the editorial, feature, and news articles. Either a video of a sports event shall be shown or coverage of an actual sports event shall be attended by the sports writers. Pictures of the mini press conference shall be taken by the photojournalists and editorial cartoons shall be produced while the rest of the team is doing write-ups, lay-outing and editing.
7. The team shall be given two (2) hours for data gathering and writing and another two (2) hours for lay-outing and editing. However, the designated lay-out artist can start doing the preliminary lay-out to make use of the time.
8. Each team shall be required to bring a maximum of four (4) laptops installed with either PAGEMAKER or IN DESIGN and Photoshop (for the secondary level) and Microsoft Publisher (for the elementary) for the lay-out of the group's final output. The laptops shall be checked by the DTWG for any other official applications and pre-written documents or references therein.
9. The host division shall provide six (6) scanners for the editorial cartoon (three for elementary) and three for secondary (English/Filipino).
10. Mobile Phones and other electronic gadgets shall not be allowed except for digital camera and laptops with disabled internet connection.
11. Each group shall be required to convert their output into pdf format, print, and submit it to the contest committee. The collaborative publishing team shall submit both hard and soft copies of their entries. They should ensure that no identify marks about their school or division would be found on their output.
12. The output of the contest must be a four-page A4 size publication. For judging, the output shall be uploaded to the computer designated by the DTWG.

***Scriptwriting:**

1. The students will be given 1 and ½ hours to prepare a script for a 5- minute radio broadcast. The broadcast includes an infomercial, which may depict health, environment, politics, and social issues; and four (4) news articles which may be based on press releases, raw data, or any other option given by the DTWG. The infomercial shall have a maximum length of one (1) minute and shall use the language that the group is competing in. Another thirty (30) minutes will be allotted for the printing of the output.
2. Each team may use up to three laptops. The scrip shall be printed using the printers to be provided by the host division. The team must ensure that the laptops they will use for the conduct do not contain any document that they may use as reference or model during the inspection. Each team is required to bring its own extension wires and other equipment, such as CD player for rehearsal.
3. Once the script writing has commenced, the contestants will no longer be allowed to leave the contest rooms. For personal necessities, a member of the contest committee shall accompany them.
4. The script shall include the names of the members of the team with their specific job assignment/contribution (i.e. anchor, news presenter, etc.) and shall not bear any information that may identify their school or division.
5. Scripts shall be:
 - Encoded using Arial font size 12
 - With directorial instructions in capital letters
 - Double spaced with normal margin
 - Printed in a letter-sized bond paper (8.5 x 11")
6. Each team shall submit four (4) copies of the script. Three (3) will be submitted to the judges and one (1) for the chairperson. The team may print extra copies for their own use.

***Broadcast Simulation**

1. A broadcast room for the presentation shall be identified within the contest venue. Only the contestant, judges, and the members of the contest committee shall be allowed inside. The student broadcasters shall be concealed from the judges all throughout their presentation.
2. The organizers/host division shall commission an independent sound system provider to ensure quality audio output. The task of the technical operator/s of the independent sound system provider is only to set the sound system before the simulation. A jack/auxiliary cord will be provided for the CD player, laptops, and other sources of sound effects, except mobile phones.
3. Except for the volume meter, contestants/technical directors shall not be allowed to change, adjust and manipulate the main control board during their presentation.
4. Mobile phones and reference books shall not be allowed in the contest area.
5. In case of power failure, the affected team shall be allowed to perform again.
6. The order of presentation will be identified through drawing of lots by any member of the team before the script writing.
7. Each team shall be given eight (8) minutes: two(2) minutes of which for the preparation, five (5) minutes for the actual broadcast and one (1) minute for exit. Provided running time shall be applied.
8. The organizers shall provide a wall clock or a timer, which will serve as reference for the official time that can be seen by the contestants and the judges. There will be an official timekeeper.
9. A yellow flaglet shall be raised to signal the team that they have one (1) minute left for preparation. The green flaglet shall then be raised to signal the team to start. The yellow flaglet shall raised again to warn the team that they only have one (1) minute remaining; followed by the red flaglet to indicate that their time is up.
10. The entire production schedule shall be governed by the zero (0) or perfect score for the time scoring requirement.
11. The contestants shall leave the broadcast room right after their presentation.