



Republic of the Philippines
 Department of Education
 Cordillera Administrative Region
DIVISION OF BAGUIO CITY
 #82 Military Cut-off Road, Baguio City



DEPED DIVISION OF BAGUIO CITY
 OCT 18 2017
RELEASED

Division Memorandum
 No. 341, s. 2017

To :Public Schools District Supervisors
 Public and Private School Administrators (Elementary and Secondary)
 Public and Private School Paper Advisers/SPA (Elementary and Secondary)
 Officers of the School Paper Adviser Organization-Division of Baguio

From :*Federico P. Martin*
 :FEDERICO P. MARTIN, Ed.D., CESO VI
 Schools Division Superintendent

Subject :2017 CONDUCT OF DIVISION SCHOOL PRESS CONFERENCE
 (DSPC) and SEARCH FOR OUTSTANDING SCHOOL PAPER
 ADVISER AND CAMPUS JOURNALIST

Date :October 18, 2017

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 shall conduct the **2017 Division Schools Press Conference** with the events, dates and venues below:

EVENTS	DATES	VENUES
*School Paper Contest *Search for Outstanding School Paper Adviser and Outstanding Campus Journalist	*November 9, 2017	*Division Office Conference Room
*Opening Program and Collaborative Publishing *Radio Broadcasting, TV Broadcasting and Photojournalism *Copy Reading and Headline Writing, News and Feature Writing	*November 16, 2017 A.M. *November 16, 2017 P.M. *November 16, 2017 A.M.	*PFVR *Baguio City High School *Mabini Elem. School
*Sports Writing, Science Feature, Editorial Writing and Editorial Cartooning	*November 17, 2017 A.M.	*Mabini Elem. School
*Awarding and Closing Program	*November 18, 2017	*PFVR

2. With the theme, "Embracing ASEAN Integration: Campus journalists' role in advancing inclusive education", the said Conference aims to:
 - a. Demonstrate commitment in 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, and
- c. Raise the level of competence in different aspects of campus journalism and school paper advising.
3. The conference shall consist of lecture discussions, on-the-spot writing contests both in English and Filipino, and group presentations on the following categories:
- | | |
|-----------------------------------|----------------------------------|
| Editorial Writing | Pagsulat ng Editoryal |
| Feature Writing | Pagsulat ng Lathalain |
| Newswriting | Pagsulat ng Balita |
| Sports Writing | Pagsulat ng Balitang Isports |
| Copy reading 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 |
- Radio Broadcasting and Scriptwriting
TV Broadcasting and Scriptwriting (Secondary Only)
Collaborative Desktop Publishing

4. For the group contests, all participating schools are required to submit ten (10) copies of school publications which will be selected for each page specified as follows:

English

Filipino (same number of pages w/ English)

- | | |
|----------------------------------|-----------------------------------|
| a. Editorial Page—2 | a. Pahinang Editoryal |
| b. Feature Page—3 | b. Pahinang Lathalain |
| c. News Page—3 | c. Pahinang Balita |
| d. Sports Page—2 | d. Pahinang Isports |
| e. Science and Technology Page—2 | e. Pahinang Agham at Teknolohiya |
| f. Layout and Page Design | f. Pag-aanyo at Disenyo ng Pahina |

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

<i>DESCRIPTION FOR ELEMENTARY LEVEL</i>	<i>DESCRIPTION FOR SECONDARY LEVEL</i>
<ul style="list-style-type: none"> • 9" x 12" in size • With at least 12 pages but not more than 20 pages • Process: offset or digital • Paper stock: book paper or c2s 60-80 GSM • Back and Front – full color • Inside pages must be black and 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 or digital • Paper stock: book paper or c2s 60-80 GSM • Back and Front – full color • Inside pages must be black and white

5. Registration fee of Php. 150.00 for the SPA and Php. 100.00 for school campus journalist, both elementary and high school. School share is Php. 500.00 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 separate registration forms for English and Filipino contestants. Registration fees shall be paid at 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 November 9, 2017 to give enough time for the School Paper Advisers Association (DSPAA) officers to invite more speakers, should there be more participants. List of participants from the elementary and secondary schools-Filipino shall be submitted to Mrs. Marilyn S. Api-it, EPS-Filipino and Mrs. Armi Victoria A. Fiangaan, Division English Coordinator for English.
7. School Paper Advisers will be entitled for a 1-day service credit while 1-day compensatory day off shall be granted to non-teaching employees for services rendered on Saturday (November 18, 2017).
8. All interested school paper advisers and school campus journalists who would like to join the Search for Outstanding SPA and CJ must follow the guidelines stated in Enclosure No.1 (SPA) and No.2 (CJ). Submit the documents on or before November 9, 2017 at the Division Office: Attention Mrs. Marilyn S. Api-it, EPS-Filipino.
9. There shall be two (2) separate teams composed of seven (7) members for the English and Filipino categories of TV Broadcasting.
10. Students in Elementary and Secondary (both Junior and Senior High Schools) levels are eligible to join the contests. There will only be one coach for both junior and senior high school contestants.
11. All schools divisions should strictly follow the No School Paper, No Student Contestant Policy.
12. Immediate and wide dissemination of this Memorandum to all concerned is desired.



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Enclosure No. 1

GENERAL CONTEST GUIDELINES AND MECHANICS

1. Each participating school for collaborative desktop publishing, radio broadcasting and scriptwriting (elementary and secondary), TV broadcasting/scriptwriting (secondary only) shall field a team of seven (7) members each (English/Filipino) and should not be entries to the individual writing contest (of the same medium).
2. For 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 or Filipino. This division will strictly follow the "No School Paper, No Contestant Policy."
4. Observers/parents/coaches are not allowed during the briefing and individual contests proper.
5. Seven (7) winners in the elementary and seven (7) winners in the secondary in each category shall be chosen for each level for individual contests, but only the first five (5) winners shall represent the Division to the Regional Schools Press Conference. In case any one 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 November 9, 2017 until 5:00 P.M. No extension of time and due date will be allowed.
7. Teacher advisers are requested to pre-register their participants on or before November 9, 2017. Pupil/student participants of the different categories shall be registered by their respective school paper advisers who are required to have the list beforehand (according to category) to ensure speedy registration of participants.
8. School paper advisers are requested to pay a membership fee of PhP60.00 upon registration as annual due to the School Paper Advisers' Association and PhP30.00 for campus journalists as membership fee for the Editors' Guild.
9. Contestants in the photojournalism category may use DSLR for secondary with sixteen to twenty (16-20) megapixels and any digital camera (point and shoot only) for the elementary. The contestant should bring his/her own camera cable for loading pictures. The empty memory card (properly labeled) should be submitted in the afternoon starting 1:00 P.M. to 5:00 P.M. of November 9, 2017 at the Division Office.
10. Contestants for editorial cartooning shall be provided with pencils (Mongol 462 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 November 9, 2017 at the Division Office. Attention: Marilyn S. Api-it, EPS-Filipino.
14. Participants and teacher-advisers are instructed always to observe promptness, diligence and punctuality in all activities.
15. Division School Paper Advisers Association (DSPAA) President, Vice-President and Secretary, both secondary and elementary are REQUIRED to be at the Division Office on November 9, 2017 to receive all school paper entries.

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

A. Outstanding School Paper Adviser

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

<i>Indicator</i>	<i>Points</i>
1. Performance Rating	15
2. Achievement in Journalism (past 3 years)	50
3. Leadership related to Journalism	15
4. Extension services	5
5. Published reading materials/articles related to journalism	5
6. Scholarship/Awards related to Journalism	5
7. Interview	5
<i>Total</i>	100

3. All documents must be duly certified true and correct by concerned authorities.
4. Interview of candidates shall be conducted on November 17, 2017. Candidates must be ready anytime.
5. The outstanding Division School Paper Adviser (elementary and secondary) are official delegates to the RSPC.

B. Outstanding Campus Journalist

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

<i>Indicator</i>	<i>Points</i>
1. Academic Standing	20
2. Achievements in Journalism	40
3. Leadership at national/regional/division/school associations: position in school publication	25
4. Community and extension services related to journalism	10
5. Interview	5
<i>Total</i>	100

5. Interview of candidates shall be conducted on November 17, 2017. Candidates must be ready anytime.
6. The outstanding Division Campus Journalist (elementary and secondary) are official delegates to the RSPC.

Enclosure No. 3

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

1. Editorial Section

- The editorial section shall have at least two (2) pages and includes the following: main editorial; editorial cartoon; columns, letter to the editor and commentaries. Opinion polls or survey may be included but are not required.
- The treatment of issues must demonstrate fair and balanced presentation of both sides of each issue tackled clearly and with moral purpose, including logical reasoning and proper citations/attribution of sources.
- Topic 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.

2. News Section

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

3. Feature Section

- The feature section shall have at least three (3) pages.
- 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.

4. Sports Section

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

5. Science and Health Section

- The Science and Technology section shall have at least two (2) pages and includes 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 Filipinos.
- The articles shall be well-researched and observe proper citation of sources, pictures and graphics.

6. Lay-out and Page Design Category

- This category shall conform to the principles of lay-out and design.
- 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.
- The lay-out and page design shall include headlines, body texts, cuts with captions, balance, harmony, and must be proportionate in the length of articles and the entire page.

Enclosure No. 4

GUIDELINES IN THE WRITING CONTEST

Sports Writing

- Contestants 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

- The contestants shall use the standard copy reading symbols and follow directions given in the contest piece.
- The contestants shall provide the best headline for the article.

Editorial Cartooning

- Only materials provided by the DTWG shall be used.
- The cartoon must reflect the elements of editorial cartooning and should be, at all times, compliant with the professional and ethical standards of media.

Science and Technology Writing

- Contestants are expected to be well-versed in: Features, News, and Editorial.

Photojournalism

Preparation

- Participants shall be at the contest venue thirty (30) minutes before the orientation.
- The contestants are allowed to use any DSLR 2016-2017 with sixteen to twenty (16-20) megapixels (secondary) and digital camera point and shoot only (elementary).
- The contestant shall bring his/her own camera cable for uploading pictures.
- Cellular phones, extra digital cameras, extra storage card or any additional materials/equipment are not allowed in the contest area.

Memory Card Loading

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

Photo Shoot, Layout and Captions

- After announcing the contest theme/topic, the first shot (control shot) by all contestants shall be focused on one (1) subject as determined by the examiner/proctor.
- The contestant is given one (1) hour to take pictures and one (1) hour for layouting, which does not include the loading and unloading of the storage card in front of examiners/proctors.
- During the actual photo shooting, the advisers, trainers and parents of contestants are not allowed in the venue.
- The contestants are allowed to take unlimited shots, but only six (6) shots (including the control shot) will be submitted as official entries.
- Five (5) best photos and the control shot shall be uploaded by the contestant to the laptop/desktop assigned by the DTWG for judging.
- The contestants will layout the five (5) best photos in a one (1) slide Powerpoint file. A general title and captions per picture shall be encoded by the contestant. Photo editing (ie. cropping, enhancing, etc.) is not allowed except for resizing.