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February 6, 2019

**DR. MAY B. ECLAR**  
 Regional Director  
 Department of Education, Cordillera Administrative Region  
 Wangal, La Trinidad, Benguet

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FEB 11 2019  
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Dear Dr. Eclar:

Greetings!

Emerge victorious in your campus journalism campaign and bask in the limelight as a top performing region in the 2020 NSPC. How? The secret may be found in the adage that 'It takes a village to raise a child,' thus, it will take the sum of your division and regional efforts to raise the skills of your campus journalists and school paper advisers for them to collectively win the top plum.

While workshops are a dime a dozen, not all trainings are created equal. Our workshop system has been tested by the current top performing regions. Here are the details of our upcoming workshops:

Event Name	Date	Venue	Registration Links
13th Word Cup Philippines Journalism Workshops and Contests	April 12-14, 2019	Ating Tahanan National Training Center Baguio City	<a href="http://bit.ly/13thWordCup">http://bit.ly/13thWordCup</a>
14th Word Cup Philippines Journalism Workshops and Contests	May 23-25, 2019	Faith Village Center, Boracay, Aklan	<a href="http://bit.ly/14thWordCup">http://bit.ly/14thWordCup</a>

Let us again touch the lives of your campus journalists and school paper advisers. The discipline and method that we started have contributed immensely in maintaining the dominance of the current NSPC champion. And that place can be yours too if you start training with the right team early. Other regions have been catching up as well as they continuously expose themselves to our training method.

We are able to do this by getting on board the best and the brightest media practitioners and academics in the field, most of whom have had a number of years judging and evaluating the NSPC.

Only you hold the key to make this a reality. Let us help your future student journalists achieve their full potential by issuing an advisory or memorandum on our activities.

Thank you and we look forward to your favorable accommodation of this request. I may be reached through mobile number 0915 960 7268 or 0933.821.4079

Thank you and more power!

Sincerely yours,

  
 EUGENIO SONNY OCHOA CALAPIT, SMRIJ  
 Managing Partner & Conference Director

To: All School Administrators, Principals & Teachers In-Charge  
 (Elementary & Secondary)  
 FOR YOUR INFORMATION & APPROPRIATE ACTION  
 FEDERICO P. MARTIN, Ed.D, CESO VI  
 Schools Division Superintendent



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13th Word Cup Philippines			
Ating Tahanan, South Drive, Baguio City			
Date/Time	At 12 April 12, 2019 Friday Check-in at 2:00 p.m. and registration of delegates paying overnight stay		
DAY 2 April 12, 2019 Saturday			
Venue	Session Hall 1	Session Hall 2	Session Hall 3
6:00 am - 7:00 am	Arrival & Registration/BREAKFAST		
7:45 am - 8:30 am	OPENING PROGRAM		
8:30 am - 10:00 am	News Angles: Lead Side	Feature Stories that Sell	What makes science writing tick
WORKING SNACKS			
10:00 am - 11:00 am	The Best of the Best	Feature Topics: Angles, Leads	Science Leads & Sources
11:00 am - 12:00 pm	Feature Leads: Angles and Sources	Live Coverage: How to Read & Write ALBATA	Using Facts Sparingly
12:00 pm - 1:00 pm	LUNCH		
1:00 pm - 2:00 pm	Evaluation of Outputs	Observations & Interviews: How to end Feature stories	Writing the Science Story
2:00 pm - 3:00 pm	Evaluation of Outputs	Evaluation of Outputs	Evaluation of Outputs
3:00 pm - 4:00 pm	Copywriting & Photojournalism	News & Purpose of Editorial	The Subject & the Photojournalist
WORKING SNACKS			
4:00 pm - 5:00 pm	Feature Writing: Angles	Sources & Structure	Power & Impact of Composition
5:00 pm - 6:00 pm	Copywriting: Angles	Column Writing	Photoshoot
DINNER			
7:00 pm - 8:00 pm	Copywriting: Angles	The Secret Formula	Evaluation of Outputs
8:00 pm - 9:00 pm	Copywriting: Angles	Evaluation of Outputs	Evaluation of Outputs
Date/Time	DAY 3 April 13, 2019 Sunday		
Venue	Session Hall 1	Session Hall 2	Session Hall 3
6:00 am - 7:00 am	BREAKFAST		
7:00 am - 8:00 am	Copywriting: Angles	Sports Writing Tricks of the Trade	Radio and TV Production
8:00 am - 9:00 am	Copywriting: Angles	WUSHU Chinese Kung Fu Taekwondo Live performance and coverage	Style, Content & Techniques
9:00 am - 10:00 am	Copywriting: Angles	Copywriting: Angles	Scriptwriting
WORKING SNACKS			
10:00 am - 11:00 am	Copywriting: Angles	Sports Story Format	Voice Acting
11:00 am - 12:00 pm	Copywriting: Angles	Evaluation of Outputs	Demonstration
12:00 pm - 1:00 pm	LUNCH		
1:00 pm - 2:00 pm	CLOSING PROGRAM, Awarding of Medals and Certificates / Recognition of Special Awardees		

## 13th Word Cup MATRIX OF ACTIVITIES

### Faith Village Gardens, Station 3, Boracay

ARRIVAL & REGISTRATION of Participants who will Check-in at 2:00 p.m. on May 23, 2019 Thursday			
Time	Day 1 May 24, 2019 Friday	Day 3 May 25, 2019 Saturday	
6:00 am - 8:00 am	Registration	Photojournalism: Capturing Boracay in Action	
8:00 am - 9:00 am	Opening Program	Workshop - Photojournalism	
9:00 am - 10:30 am	Writing News Stories Like a Pro	Covering Outdoor Sports Activities	
Working Snacks			
10:30 am - 11:00 am	Workshop & Evaluation of Outputs: News Writing	Sports Competition Coverage	
Lunch			
11:00 am - 12:00 pm	Workshop & Evaluation of Outputs: Editorial Writing	Evaluation of Outputs - Sports Writing and Photojournalism	
12:00 pm - 4:00 pm	Workshop & Evaluation of Outputs: Editorial Writing	Radio-TV Broadcast: Insider perspective on writing for the broadcast media	
Working Snacks			
4:30 pm - 6:00 pm	Feature Stories That Touch the Heart	CLOSING PROGRAM Awarding of Medals and Certificates / Recognition of Special Awardees	
6:00 pm - 8:00 pm	Workshop & Evaluation of Outputs: Feature Writing	Home Sweet Home	
Dinner			