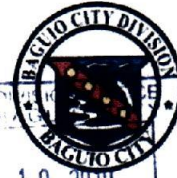
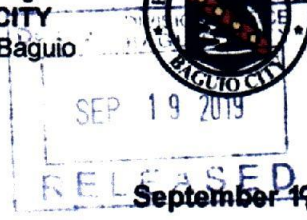




Republic of the Philippines
 Department of Education
 Cordillera Administrative Region
DIVISION OF BAGUIO CITY
 #82 Military Cut-off Road, Baguio



Division Memorandum
 No. 456, s. 2019



September 19, 2019

**CONDUCT OF 2019 DIVISION SCHOOLS PRESS CONFERENCE (DSPC) and
 SEARCH FOR OUTSTANDING SCHOOL PAPER ADVISER (SPA) AND CAMPUS
 JOURNALIST**

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

**1. This is to inform the field that DepEd-Division of Baguio shall conduct the 2019
 Division Schools Press Conference with the events, dates and venues below:**

EVENTS	DATES	VENUES
Deadline for School Paper Papers for the Search for Outstanding School Paper Adviser and Outstanding Campus Journalist	October 21, 2019	Division Office CID section
Orientation of Speakers/Judges School Paper Contest and Judging	October 22, 2019 October 22-25, 2019	Division Office Mini conference Hall
Search for Outstanding School Paper Adviser and Outstanding Campus Journalist	October 30, 2019	Division Office
Opening Program	October 29, 2019	PFVR
Collaborative Publishing On-line Publishing All individual Contests TV Scriptwriting and Broadcasting	October 29, 2019 October 29, 2019 October 29-30, 2019 October 29, 2019 8:00-12:00 A.M.	Manuel L. Quezon E.S. Manuel L. Quezon Elementary School Division Training Center
Radio Scriptwriting and Broadcasting	October 29, 2019 1:00-5:00 P.M.	Division Training Center
Awarding and Closing Program	October 31, 2019	Division Training Center

2. With the theme ***"Empowering Communities Through Campus Journalism"***, the said conference mainly aims to enhance journalistic competence through healthy and friendly competitions such as individual and group contests as well as radio broadcasting and scriptwriting competitions.

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:

N

A. Individual Contest:

English

1. Editorial Writing
2. Feature Writing
3. Newswriting
4. Sports Writing
5. Copy reading and Headline Writing
6. Editorial Cartooning
7. Photojournalism
8. Science Technology Writing
9. Column Writing

Filipino

- Pagsulat ng Editoryal
- Pagsulat ng Lathalain
- Pagsulat ng Balita
- Pagsulat ng Balitang Isports
- Pagwawasto at Pag-uulo ng Balita
- Paglikha ng Kartung Editoryal
- Pagkuha ng Larawang Pampahayagan
- Pagsulat ng Agham at Teknolohiya
- Pagsulat ng Kolum

B. Group Contest:

1. Radio Broadcasting and Scriptwriting (English and Filipino)
2. Collaborative Publishing (English and Filipino)
3. On-line publishing (English and Filipino for secondary only)
4. TV Scriptwriting and Broadcasting (English and Filipino for secondary only)

C. School Paper Contest:

1. Best in News Page
2. Best in Editorial Page
3. Best in Sports Page
4. Best in Feature Page
5. Best in Science Page
6. Lay Out

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

1. News Page - 3
2. Editorial Page - 2
3. Sports Page - 2
4. Feature Page - 3
5. Science Page - 2

Filipino

- a. Pahinang Balita - 3
- b. Pahinang Editoryal - 2
- c. Pahinang Isports - 2
- d. Pahinang Lathalain - 3
- e. Pahinang Agham at Teknolohiya - 2

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

DESCRIPTION FOR ELEMENTARY LEVEL	DESCRIPTION FOR SECONDARY LEVEL
<ul style="list-style-type: none">• 9"x12" in size• With at least 12 pages but not more than 20 pages• Laser/loose leaf• Back and Front in full color• Inside pages must be black and white	<ul style="list-style-type: none">• 12"x18" in size• With at least 12 pages but not more than 20 pages• Laser/loose leaf• Back and Front in full color• Inside pages must be black and white

5. There is a **registration fee of Php.150.00 for the SPA and Php.150.00 for school campus journalist, both elementary and secondary (junior and senior)**. The journalism funds or any other source of funds available subject to usual accounting and auditing rules. There shall be separate registration forms for English and Filipino contestants. Registration fee shall be paid at the Division Office which will cover honoraria of resource speakers (Individual); honoraria of judges (group contest/school publication); printing of certificates; reproduction of materials; janitorial services to be given to host school; miscellaneous and other incidental expenses to be incurred during the conduct of the press conference.



6. Pre-registration shall be done during the deadline of the school paper on October 21, 2019 and the list of participants from the elementary and secondary schools – Filipino shall be submitted to Winnie Gallano and Ms. Jocelyn Raborar.

7. All schools should strictly follow the **No School Paper, No Student Contestant Policy**. For more Details, refer to the succeeding enclosures.

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


MARIE CAROLYN B. VERANO, CESO VI
Schools Division Superintendent



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



Enclosure 1

GENERAL GUIDELINES

1. A pupil/student shall be allowed to participate only one (1) medium and only one (1) category either in English or Filipino. Likewise, 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 the online desktop publishing of five members each (English and Filipino secondary only), should not be entries to the individual writing contest (of the same medium).
2. Participants are required to wear their school uniform with their valid school ID's during the contest proper, except Radio and TV scriptwriting and broadcasting contestants.
3. SPAs teachers, principals, parents or guardians who will be found in and around the contest venue will be grounds for disqualification of their contestants.
4. Contestants are not allowed to use cellular/mobile phones and the like nor respond to calls during the contest proper.
5. Please be reminded that for the school paper contest, any school paper found to have copied and published texts, images and other materials without duly acknowledging their sources shall be disqualified in the contest.
- 6 For TV scriptwriting and broadcasting, participants are advised to bring their own materials or equipment, except for TV sets to be provided.
7. Contestants in the photojournalism category will use any digital camera (point and shoot only) with a maximum of 20.1 megapixels. The contestant should bring his/her own camera cable, card reader and memory card for uploading and saving of pictures. The empty memory card (properly labeled) should be submitted as well during the deadline of the school paper on October 21, 2019 at the Division Office.
8. Contestants for editorial cartooning shall be provided with pencils (mongol no 2) and Oslo paper.
9. 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.
10. The deadline for submission of school paper entries in paper-based (print) will be on October 21, 2019 until 6:00 P.M. No extension of time and due date will be allowed.
11. Teachers adviser are requested to pre-register their participants during the submission of the school paper on October 21, 2019. 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.
12. 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. The school share is Php. 500.00 which can be charged against school campus journalism fund or any other sources of funds.
13. submission of division entry for Outstanding Campus Journalist and Outstanding School Paper Adviser, elementary and secondary, is on October 21, 2019 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) Officers are required to be at the Division Office on October 21, 2019 to receive all school paper entries.

• **Enclosure No. 2**

SPECIFIC GUIDELINES IN THE WRITING CONTESTS

Sports Writing

- A pre-game conference shall be conducted for the introduction of the players, coaches and tournament officials.
- Contestants shall watch an actual game where they can gather adequate data.
- A post-game conference shall be held to further interview officials and athletes after the game.

Copy Reading and Headline Writing

- The contestants shall use the 2016 Associated Press (AP) copy reading symbols and follow directions given in the contest piece.
- The contestants shall provide the best two headlines 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

- Fact sheets or other sources of information shall be given to the contestants as bases in writing a feature article.

Photojournalism

Preparation

- Participants shall be at the contest venue thirty (30) minutes before the orientation.
- The contestants are allowed to use any digital camera (point and shoot only) with a maximum of 20.1 megapixels. Contestants who will use any DSLR and other high-end cameras will not be permitted to join the contest.
- The contestant shall bring his/her own camera cable, card reader and memory card for uploading and saving of pictures.
- Cellular phones, extra digital cameras, extra storage card or any additional materials/equipment are not allowed in the contest area.

Provision for Memory Card

- The contestants shall load the empty storage card in front of the examiners/proctors on the contest day.

Photo Shoot, Uploading and Captioning

- Participants shall be asked to produce three (3) possible photos with caption for the article given to them.
- Contestants are given one (1) hour to take pictures, which does not include the loading and unloading of the storage card in front of examiners/proctors.
- During the actual photo shoot, the advisers, trainers and parents of contestants are not allowed in the venue.
- Contestants are allowed to take unlimited shots, but only four (4) shots (three best shots and one control shot) will be submitted as official entries.
- Contestants shall submit their three (3) photos that are separately laid out using MS Word and saved as PDF and one control shot. Hence, each contestant shall have five (5) files in their folder—the four shots and the PDF file.



**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.
- 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.

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 Technology Section

- The Science and Technology section shall have at least two (2) pages and includes health, 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.

W

Enclosure No. 4

**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) consecutive 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 October 30, 2019 Candidates must be ready anytime
5. The outstanding Division School Paper Advisers (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 October 30, 2019 Candidates must be ready anytime
6. The outstanding Division Campus Journalists (elementary and secondary) are official delegates to the RSPC.

M

Enclosure No.5

GUIDELINES FOR THE ONLINE PUBLISHING CONTEST

1. The contest is open to secondary level only.
2. A team composed of five members shall compete in the Online Publishing Contest.
3. The competition is designed to encourage teamwork among campus journalists and simulate the workplace of an editorial department in an online publishing house.
4. All contestants are required to attend the one (1) hour orientation before the actual competition.
5. Once the contest has started, members of each team shall no longer be allowed to go back to their quarters nor report to their respective advisers/coaches until the end of the contest.
6. All competing teams shall make their output based on the mini-press conference and/or other materials including the official platform provided by the NTWG.
7. The team will be given two (4) hours for writing, lay outing, editing and uploading of output.
8. Each team will be required to bring a maximum of (4) laptops installed with Photoshop for image enhancement.
9. Each team shall bring two (2) pocket wifis (preferably with two different networks) and extension cord.
11. Each group shall submit their URL to the assigned examiner.

SCORE SHEET FOR THE BEST ONLINE PUBLISHING

Content (40%) Score

- Exhibits appropriate balance of news, editorial, features, sports, and other appropriate and interesting content
- Utilizes facts from interviews, document review, data analysis and other reliable sources
- Shows a variety of stories that fit the section where they are placed
- Cites historical references, statistics, relevant names/facts to bolster credibility of statements, assertions, arguments and/or narratives
- Provides balance of light and serious topics
- Shows relevance of articles to students
- Showcases original works of students.
- Properly cites information and attributes these facts from the source of information
- Applies the principles of journalism
- Has clear and unbiased headlines/titles
- Observes the rules of grammar and syntax

Layout (10%)

- Arranges stories in decreasing importance.
- Highlights originality/uniqueness
- Uses relevant video or audio, pictures and graphics that are clear, properly edited, captioned and credited
- Exhibits clear focus and coherent organization of articles

Technical (25%)

- Makes use of multimedia elements such as video, audio, animation, graphics and photos
- Is readable, mobile-responsive and engaging via social media
- Contains the paper's masthead, editorial profile, and the following sections: News, Editorial, Features, and Sports
- Articles include hyperlinks to cited references, data and other content or websites

Ethics (25%)

- Observes standards of journalism in terms of fairness, relevance, accuracy and balance
- Has no potentially libelous or obscene content, plagiarism and **copyright violations**

100%

Comments/Suggestions:

Evaluator/Judge
(Signature over Printed Name)