



Republic of the Philippines
Department of Education
Region VI-Western Visayas
SCHOOLS DIVISION OFFICE OF KABANKALAN CITY
City of Kabankalan

DIVISION MEMORANDUM

No. 146, s. 2017

TO : Chiefs of CID and SGOD
Education Program Supervisors
Public Schools District Supervisors
Public and Private Elementary and Secondary School Principals
School Paper Advisers
Campus Journalists

FROM :  **ANTHONY H. LIOBET, CESO V**
Schools Division Superintendent

SUBJECT : **2017 DIVISION SCHOOLS PRESS CONFERENCE**

DATE : **September 6, 2017**

1. Pursuant to RA 7079 also known as Campus Journalism Act of 1991, the Division of Kabankalan City will conduct the 2017 live-out **DIVISION SCHOOLS PRESS CONFERENCE (DSPC) for both public and private elementary and secondary schools** on **September 15-16, 2017** at the **Division Conference Hall**.

This year's theme is, "**The Role of the 21st Century Campus Journalists in Spreading Truthful, Impartial and Unbiased News.**"

2. This activity aims to:
 - a. Demonstrate understanding of the important of journalism by expressing it through different journalistic endeavours and approaches;
 - b. Sustain advocacy on social consciousness;
 - c. Provide a for an enriching learning experience for students interested in pursuing journalism as a career;
 - d. Promote responsible journalism through fair and ethical use of social media; and
 - e. Enhance journalistic competence through healthy and friendly competitions.
3. Each district may send four [4] participants [2 for FILIPINO and 2 for ENGLISH] per category (for individual) and two (2) groups composed of seven (7) members each (1 for FILIPINO and 1 for ENGLISH) for both ELEMENTARY and HIGH SCHOOL. The said participants are only allowed to participate only in one category.
 - A. *Individual Category*
 1. News Writing
 2. Editorial Writing
 3. Editorial Cartooning
 4. Feature Writing
 5. Sports Writing
 6. Photojournalism
 7. Science and Technology Writing
 8. Copyreading and Headline Writing
 - B. *Group Category*
 1. Collaborative Publishing
 2. Radio Script Writing and Broadcasting
 3. TV Script Writing and Broadcasting
4. All participating schools are advised come up with school publications (dated 2017) inasmuch as the said publication is a requirement in their participation to the Regional Schools Press Conference (RSPC).
5. The top three (3) winners in the individual category (*both Elementary and Secondary – English and Filipino*) and one (1) group composed of seven (7) members for each of the group category (Collaborative Publishing, Radio Broadcasting and TV Broadcasting).
6. A registration of 100 Php will be charged to each participant to cover snacks and materials needed for the activity and travel expenses of the participants shall be charged against local funds/PTA/ School Paper Funds subject to the usual accounting and auditing rules and regulations.
7. For more details/queries, please contact **Mr. Junry M. Esparar, EPS-Filipino** and **Mrs. Eden Joy B. Nifras, EPS-English**. You may also contact through Tel. No. 4710-192 or you may email your concerns to jmespearar80@yahoo.com
8. All schools are encouraged to participate in the Division Schools Press Conference.
9. Wide dissemination of this memorandum is highly desired.

GENERAL GUIDELINES FOR THE SELECTION OF WINNERS IN THE DIFFERENT INDIVIDUAL WRITING CONTESTS

The competition in the Individual Writing Contest is designed to showcase the competence of campus journalists and demonstrate holistic journalistic skills and proficiency through media exposure and press conference, and promote free responsible journalism. The following are strictly implemented and complied with:

A. GENERAL

1. Participation in the Individual Writing Contest is limited only to two (2) participants per category per district. In addition, each student is only allowed to participate in one (1) category.
2. To facilitate proper identification, the participants are required to wear their school uniform with their school IDs (if any) at all times especially during the contest proper.
3. All teacher-advisers must stay away from the contest rooms after accompanying their contestant and must refrain from coaching their contestant, which might be a cause for their disqualification.
4. Should there be questions asked and assistance needed, the participants can only raise their concerns to the assigned contest managers.
5. Contestants should not put any identification marks on the contest paper.

B. SPECIFIC

1. Sports Writing

- a. The Division Working Committee shall conduct an orientation and give the final instructions before the contest proper.
- b. Contestants should be made to watch a sports video where they shall gather appropriate data relevant to the news they are going to write.

2. Copyreading and Headline Writing

- a. The contestants shall use the standard copy reading symbols and follow directions given in the contest piece prepared by the Division Working Committee.

3. Editorial Cartooning

- a. Contestant will only use Mongol #2 pencil. Other brands will not be accepted.
- b. The cartoon must reflect the elements of cartooning which includes: clarity of the message, purpose of the editorial, logical choice of symbols, creativity, style and originality.
- c. The cartoon should be, at all times, compliant on the professional and ethical standards of media.

4. Photojournalism

a. Preparation

1. Any contestant should submit any formatted but empty storage card (SD Card, Memory Card to the Working Committee before the contest)
2. Participants should be in the contest venue 30 minutes before the orientation.
3. Any digital camera (point and shoot only) with a minimum of 16 megapixels shall be used.
4. Any DSLR and other high-end cameras are NOT ALLOWED.
5. Cellular phones, extra digital cameras, extra storage card or any additional materials/ equipment are not allowed in the contest area.

b. Memory of Loading

1. The contestant shall load the storage card in front of the working committee.

c. Photo Shoot

1. After announcing the contest theme/topic, the first shot (control shot) by all contestants should be focused on one subject as determined by the examiner/ proctors.
2. Every contestant is given one and half hour (1 ½ hour) for photo shooting, uploading and captioning. Uploading and captioning will be done before the judges.
3. During the actual photo shooting, advisers/ trainers/ parents of the contestants are not allowed in the venue.
4. The contestants are allowed to take unlimited photos but only 3 shots (excluding the control shot) will be submitted as official entries.
5. Three (3) best photos and the control shot will be uploaded by the contestants to the laptop/ desktop of the assigned Working Committee for judging.
6. Captions per picture should be encoded by the contestant immediately upon uploading of the photos to the laptop/ desktop.

6. Guidelines for the Collaborative Publishing Contest

- a. The competition in collaborative publishing is designed to encourage teamwork among campus journalists and stimulate the workplace of an editorial department of a publishing house.

- b. Each participating school shall organize a team of seven members (7) who shall not be competing in any of the individual contest. There will be one team for English and another for Filipino, both elementary and secondary levels.
- c. All the contestants are required to attend the orientation before the actual competition.
- d. Once the contest has started, the members of each team shall no longer be allowed to get out the contest room.
- e. The team will be given two (2) hours for data gathering and writing; and two (2) hours for lay-outing and editing.
- f. Each team will 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 level) so as to lay-out the group's final output.
- g. Mobile phones and other electronic gadgets shall not be allowed except for the digital camera and laptops with disabled internet connection.
- h. The output of the contest is a four-page publication.
- i. The top 10 teams will be recognized and the points they will garner will be included in the determination of the overall scores – the point system in the individual writing contest will be used.
- j. Contestants shall wear their uniform with identification cards.

7. Guidelines for Radio Broadcasting and Script Writing (English and Filipino)

A. General Guidelines

1. Each participating school shall have two separate teams composed of seven (7) members for the English and Filipino categories. The members should not be participants in any individual contest.
2. No team member is allowed to wear anything that may identify his school, division or region.
3. The News Presenter shall write his/her news script.
4. Individual awards include best anchor and best news presenter, while group awards include best in technical application, best infomercial and best script.
5. In getting the overall results for best radio production, accumulated points from the individual and group awards shall be considered.
6. The decision of the members of the Board of Judges in all aspects of the contest shall be deemed final and irrevocable.
7. Any breach or violation of the stipulated guidelines shall be valid grounds for disqualification.

B. Scriptwriting

1. The students will be given 1 1/2 hours to prepare a script for a 5-minute radio broadcast, that 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 TWG. The infomercial shall have a maximum length of one (1) minute and shall use the language that the group is competing in. Another 30 minutes will be allotted for the printing of the output.
2. Each team may use up to three laptops and an inkjet printer in preparing and printing of the script. The team should ensure that the laptops they will use for the contest should not contain any document that they may use as reference or model during the conduct of the contest. All laptops should be submitted to the contest committee for 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 to the rest rooms.
4. The script should not bear any information that may identify the school, division or region, but it should include the names of the members of the team with their job assignment/contribution (i.e. anchor, news presenter, etc.)
5. Scripts should 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 should 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.

C. Broadcast Simulation

1. A broadcast room for the presentation shall be identified in the testing center or contest venue. Only the contestants, 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 region shall commission an independent sound system provider to ensure quality audio output. The technical operator shall only set the sound system before the simulation.
3. A jack/auxiliary cord will be provided for the CD player, laptops and other sources of sound effects, except mobile phones.

4. Except for the volume meter, contestants/technical director shall not be allowed to change, adjust and manipulate the main control board during their presentation.
5. Mobile phones and reference books shall not be allowed in the contest area.
6. In case of power failure, the affected team shall be allowed to perform again.
7. Loudspeakers shall be set up outside the broadcast room.
8. The order of presentation will be identified through drawing of lots by the directors before the script writing.
9. Each team shall be given eight (8) minutes: two (2) minutes of which for preparation, five (5) minutes for the actual broadcast and one (1) minute for exit. Provided running time shall be applied.
10. The organizers shall provide a wall clock or a timer, which will serve as the official time that can be seen by the contestants and the judges. There will be an official time keeper.
11. 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 be raised again to warn the team that they only have one (1) minute remaining and followed by the red flaglet to indicate that their time is up.
12. The entire production schedule shall be governed by the zero (0) or perfect score for the time scoring requirement.
13. The contestants shall leave the broadcast room right after their presentation.

8. **Guidelines for TV Broadcasting and Script Writing (English and Filipino)**

A. PRE-CONTEST

1. Each SPJ Pilot School shall field a team of seven (7) members. The team shall decide who shall act as scriptwriters, new writers and infomercial or developmental communication writers, anchors, reporters, producer/director who could also act as Root director, technical or music director, and video director or editor. Note: any of the team members can assume one or two roles/tasks as long as this would not conflict with the outcome of the broadcast (Example: an anchor can't be a reporter at the same time. But an anchor can also be a news or infomercial writer).
2. The teams must bring their own materials and equipment such as the following:
 - 2.1. Laptop with at least 10GB free space and a video editing program;
 - 2.2. Two (2) empty flash drives;
 - 2.3. Digital camera or phone camera, which is compatible with the laptop for the downloading of media;
 - 2.4. Compatible printer with ink; and
 - 2.5. Extension cord.
3. An orientation of the participants before the start of the skills exhibition shall be done to brief them on the skills exhibition, roles of participants, and criteria for judging the events or categories. All participants should attend this orientation.
4. For 2016, this event will be a skills exhibition for the seventeen (17) SPJ Schools. However, once the proposed changes on the journalism program have been fully implemented, this will be formally included in the group events.

B. CONTEST PROPER: For Script Writing

1. The format for TV broadcast script including audio and video shall be followed.
2. One hours provided for the teams for video research and to write the broadcast script, which will include headlines, news stories, an infomercial, an opening billboard (OBB) and a closing billboard (CBB). The reporter must shoot his/her video materials during this time.
3. Another thirty (30) minutes will be given for the production of the support video, including editing for the OBB/CBB.
4. Thirty (30) minutes will be provided for the rehearsals and polishing of the stories and video materials.
5. Once the scriptwriting contest has started, no member shall be allowed to leave the contest area. In case of personal necessity, a member of the contest management (proctor) shall accompany the participant outside of the contest area.
6. The teams shall have the following in their news broadcast:
 - 6.1. THREE (3) NEWS ARTICLES: The contest organizers will provide five (5) news articles. The scriptwriters shall choose 3 news articles: national news, foreign news and news feature. Each news script should have video and audio component and must not exceed forty-five (45) seconds when read during the contest proper. This means each news script must have three-five (3-5) short paragraphs;
 - 6.2. ONE INFOMERCIAL / DEVELOPMENTAL COMMUNICATION PLUG: This should be original and in line with the theme of the contest. The script should also contain a video and an audio component, and the production must not exceed thirty (30) seconds. The video support can be pre-produced.
 - 6.3. ONE FIELD REPORT: The report must be delivered live but the video support will be pre-produced. Video shoot must be done within the time allotted for the contestants. The news script must contain the video and audio description and the news must not exceed sixty (60) seconds.

- 6.4. HEADLINES: This will contain a brief lead / summary of the three (3) news articles - national, foreign and feature, and the field report.
- 6.5. OBB/CBB: Opening Billboard and Closing Billboard will contain the group's assumed TV network name. This can be pre-produced or presented live with a maximum running time of 10 seconds. The script for the OBB/CBB should be included in the main script which will be submitted to the judges.
7. All news materials including the infomercial shall be presented live. Only the support videos, which will be used in the live presentation, can be pre-recorded.
8. Each team shall prepare two copies of the main script for the TV news production. This must contain: the three (3) news scripts - national, foreign and news feature, field reporter's news, infomercial / developmental communication plug, headlines and OBB/CBB. Each news script must have a corresponding description at the header including the name of the writer in the upper middle part of the script (e.g.: NEWS 1: NATIONAL by student's name.) The main script must be written in the order of presentation in the live contest. One copy shall be submitted to the judges, and the other copy shall be used by the team during the actual broadcast.
9. The cover page of the main script shall contain the group's name (mock TV Network name), school and region, and the names of the participants and their roles in the production.

C. TV BROADCAST SKILLS EXHIBITION

1. The order of presentation shall be determined by drawing lots.
2. The TV broadcast must be delivered in six minutes. Two (2) minutes shall be allotted for entrance and exit.
3. After six (6) minutes, the presenting team may continue its broadcast. However, a corresponding deduction will be given. A team that delivers the broadcast under time will also be given a corresponding deduction.
4. One point shall be deducted by the judges from the total points garnered by the team for the first 30 seconds over/under time and two points for every 30 seconds over/under time thereafter.
5. The timekeeper shall give the judges a copy of the record of the broadcast running time of each group. The record should indicate how many seconds/minutes each group went over/under time, if they did.
6. An event committee member shall be assigned to ensure that order in the audience is maintained during the presentations.
7. The decision of the Board of Judges is FINAL and IRREVOCABLE.

LIST OF FACILITATORS, WORKING COMMITTEES, & JUDGES

FACILITATORS & JUDGES

NEWS WRITING

Chairperson: Jenelyn Argamaso
Members: Mary Jane Nombre
Ryan Noel Linas

EDITORIAL WRITING

Chairperson: Leilanie Daguia
Members: Mark Anthony Lumacad
Irene Jez de Ortega

EDITORIAL CARTOONING

Chairperson: Myrna Abarro
Members: Karyl Marie Medel
Mike Palermo

FEATURE WRITING

Chairperson: Zerli Matula
Members: Ma. Grace Martir
Mary Jane Escanlar

SPORTS WRITING

Chairperson: Donard Rondain
Members: Michael John Deveso
Ma. Jeneath Repique

PHOTOJOURNALISM

Chairperson: Ana Marie Jabongan
Members: Jemmelyn Acsioma
Kim Omero

SCIENCE AND TECHNOLOGY WRITING

Chairperson: Marlyn Argamaso
Members: Asuncion Reyes
Mae Aduana

COLLABORATIVE PUBLISHING

Chairperson: Ma. Jeneath Repique
Members: Jephsy Labrador
Donard Rondain

RADIO SCRIPT WRITING & BROADCASTING (Elementary)

Chairperson: Jocelyn Belnas
Members: Eden Joy B. Nifras
Elsa Casildo

TV SCRIPT WRITING & BROADCASTING (Secondary)

Chairperson: Junry M. Esparar
Members: Eden Joy B. Nifras
Dr. Donard Rondain

COPYREADING & HEADLINE WRITING

Chairperson: Ma. Jeneath Repique
Members: Jordan Bereña
Marimar A. Pelagio

SCHOOL PUBLICATION

Chairperson: Junry M. Esparar
Members: Eden Joy B. Nifras
Dr. Donard Rondain
Ma. Jeneath M. Repique

WORKING COMMITTEES

REGISTRATION

Chairperson: Myrna Abarro
Members: Marimar Pelagio
Elsa Casildo
Jemmelyn Acsioma
Cristy Fordente

PROGRAM

Chairperson: Jenelyn Argamaso
Members: Mary Jane Escanlar
Karyl Marie Medel

CRITERIA

Chairperson: Leilanie Daguia
Ana Marie Jabongan
Asuncion Reyes

CERTIFICATES

Chairperson: Zerli Matula
Erna Mondejar
Kevin Jone Camparecio

SNACKS

Chairperson: Mary Jane Nombre
Members: Mark Anthony Lumacad
Kim Omero
Ana Marie Victoria

VENUE

Chairperson: Ma. Grace Martir
Members: Ma. Jeneath Repique
Irene Jez de Ortega
Myrna Abarro

MEDIA

Chairperson: Archiebal Poyogao
Members: Kevin Jone Camparecio

FACILITATORS' IDs

Chairperson: Jocelyn G. Belnas
Marimar A. Pelagio

MATRIX OF ACTIVITIES
September 15-16, 2017

TIME	DAY 1 September 15, 2017	DAY 2 September 16, 2017
8:00 – 9:00 A.M.	REGISTRATION/ORIENTATION/MEETING	
9:00 – 10:00 A.M.	OPENING PROGRAM	
10:00 – 12:00 noon	CONTEST PROPER	
	<ul style="list-style-type: none"> - News Writing - Editorial Writing - Editorial Cartooning - Feature Writing - Sports Writing - Photojournalism - Science and Technology Writing 	<ul style="list-style-type: none"> - Collaborative Publishing - Script Writing <ul style="list-style-type: none"> ➤ Radio [Elementary & Secondary] ➤ TV [Secondary]
12:00 – 1:00 P.M.	LUNCH BREAK	
1:00 – 4:00 P.M.	JUDGING for both Individual and Group Contests	
4:00 – 5:00 P.M.	ANNOUNCEMENT OF WINNERS	
5:00 P.M.	<i>Home Sweet Home</i>	

2017 DIVISION SCHOOLS PRESS CONFERENCE
Opening Program

Philippine National Anthem -----	AVP
Doxology -----	Mary Jane Escanlar SST-I, Binicuil NHS
Welcome Address -----	MR. JUNRY M. ESPARAR EPS, Filipino
Inspirational Message -----	MA. TERESA P. GEROSO, CESE Chief Education Supervisor Curriculum Implementation Division
Messages -----	ANTHONY H. LIOBET, CESO VI Schools Division Superintendent ROGELIO P. AMADOR Acting Ass't. Schools Division Superintendent
Presentation of Delegates -----	MRS. EDEN JOY B. NIFRAS EPS-English
Introduction of Facilitators/ Judges and Working Committees -----	MRS. MA. JENEATH P. REPIQUE Teacher III, KNHS
Mechanics of the Contest -----	DR. DONARD RONDAIN TIC, BNHS-Lupni Extension

Lady of Ceremonies:

Karyl Marie Medel
SST-I, Binicuil NHS