

	Republic of the Philippines Department of Education Cordillera Administrative Region SCHOOLS DIVISION OF BENGUET Wangal, La Trinidad, Benguet Telefax: (074) 422-6570; (074)422-7501		Document Code: SDO-BENG-QF-OSDS-SDS-003 Revision: 00 Effectivity date: 09-03-2018
DIVISION MEMORANDUM <u>279</u> , S. 2019			Name of Office: SDO-CID

TO: Chief Education Supervisors, CID and SGOD
 Public Schools District Supervisors
 School Heads of Public and Private Elementary and Secondary Schools
 School Paper Advisers
 All Others Concerned

FROM:  **BENILDA MADAYTAÇA, EdD**
 Assistant Schools Division Superintendent
 OIC- Office of the Schools Division Superintendent

SEP 24 2019
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SUBJECT: **CONDUCT OF THE 2019 DIVISION SCHOOLS PRESS CONFERENCE**

Date: September 23, 2019

1. Pursuant to Republic Act 7079, otherwise known as the Campus Journalism Act of 1991, the Schools Division of Benguet, in partnership with the Benguet State University and the Benguet Public School Teachers and Employees Association (BPSTEA), announces the conduct of the 2019 Division Schools Press Conference (DSPC) bearing the theme *“Empowering Communities through Campus Journalism”* on October 24-26, 2019 at the BSU-Main Campus, La Trinidad, Benguet. The conduct of the event is also in cooperation with the nearby La Trinidad Central School, Buyagan Elementary School and Balili Elementary School which shall serve as billeting quarters for the delegates.
2. The conference aims to:
 - a. Demonstrate understanding of the importance of journalism by expressing it through different journalistic endeavors and approaches;
 - b. Share the advocacy of empowering schools and communities through campus journalism;
 - c. Promote responsible journalism and fair and ethical use of social media; and
 - d. Enhance journalistic competence through healthy and friendly competitions.
3. Each schools district shall conduct its District Competition involving public and private schools to select its DSPC entries for radio broadcasting and collaborative publishing in both mediums for elementary and secondary as well as TV Broadcasting and online writing in the Secondary level.
4. The policy of *“No School Paper, No Contest Involvement”* remains in effect. As such, a school shall have at least one school paper either in English or Filipino to be allowed to join the individual and team events in both mediums. School paper entries shall have the proper lay out and required number of pages but these will only be printed in A4 bond paper for elementary and long bond paper for secondary. A separate PDF copy of the school paper saved in a properly labeled CD is also required for counter checking.
5. Arrival and registration of delegates will start at 1:00 o’clock P.M. of October 23, 2019 at the La Trinidad Central School while the solidarity Meeting of all School Paper Advisers will be conducted at 3:00 P.M. at the said school.
6. A minimal registration fee of P200.00 shall be collected from each participant to defray expenses for the honoraria of judges, supplies and materials, utility services and among others, chargeable against local fund/school MOOE subject to the usual auditing rules and regulations. The Benguet School Paper Advisers’ Association (BSPAA) shall also be collecting a separate annual membership fee of P60.00 from each teacher adviser and P30.00 per campus journalist, payable in cash only, to be charged against school journalism fund.
7. Delegates shall take charge of their own food, transportation and other incidental expenses for the whole duration of the conference, chargeable against their respective local fund.
8. Teacher participants and DepEd personnel involved in this conference shall be entitled for a one-day service credit/COC in accordance with existing guidelines.
9. The specific guidelines and mechanics for the conduct of the individual, team and group contests are found in the enclosures.
10. Immediate dissemination of this memorandum to all concerned is desired.

CONTEST GUIDELINES FOR THE 2019 DIVISION SCHOOLS PRESS CONFERENCE

1. The Individual Contests for both elementary and secondary levels shall have the following categories/events in two mediums.

English	Filipino
1. Editorial Writing	Pagsulat ng Editoryal
2. Feature writing	Pagsulat ng Lathalain
3. News writing	Pagsulat ng Balita
4. Sports writing	Pagsulat ng Balitang Pampalakasan
5. Science and Technology writing	Pagsulat ng Balitang Agham at Teknolohiya
6. Editorial Cartooning	Kartung Pang-Editoryal
7. Photojournalism	Larawang Pampahayagan
8. Copy Reading and Headline Writing	Pagwawasto at pag-uulo ng Balita
9. Column Writing	Column writing (Filipino)

2. Lecture-discussion shall be followed by Individual writing contest in both English and Filipino.
 3. There shall be one (1) participant per school, per event. A participant, however, may have a maximum of two (2) events, but in only one medium. There shall be two (2) participants for editorial cartooning; one (1) for English and one (1) for Filipino, likewise with photojournalism; one (1) for Filipino and one (1) for English.
 4. Contestants for photojournalism must provide their own digital cameras (point and shoot only) with a minimum of 16 megapixels and a maximum of 20.1 megapixels with an empty memory/ storage cards, properly labeled. Contestants who will use any DSLR and other high-end cameras will not be permitted to join the contest.
 5. The Radio Broadcasting and Scriptwriting contest for both elementary shall be in English and Filipino. There shall be 7 Campus Journalists (CJs) per team per medium. The anchor, news presenter, infomercial, technical application, script and radio production will be evaluated.
 6. Paper-based school papers will be submitted with the following technical specifications (both elementary and secondary-English and Filipino):

a. Number of Pages: minimum of 12 and Maximum of 20
1. Editorial section/ Pahinang Editoryal – at least 2
2. Feature Section/Pahinang Lathalain- at least 3
3. News Section/Pahinang Balita- at least 3
4. Sports Section/Pahinang Isports – at least 2
5. Science and Technology Section/Pahinang Pang-agham at Teknolohiya- at least 2
b. Color: monotone/duotones/tri-color
c. Process: Offset/Digital
d. Paper Stock: Book paper or C2S 60 GSM-80GSM
e. Size: 9"x12" (Elementary) 12"x18" (Secondary)
f. Color: front and back in full color, inside pages in black and white

7. The different sections and categories to be judged for the group contest are as follows:

1. Editorial Section/ Pahinang Editoryal
2. Feature Section/Pahinang Lathalain
3. News Section/Pahinang Balita
4. Sports Section/Pahinang Isports
5. Science and Technology Section/Pahinang Pang-agham at Teknolohiya
6. Lay-out and Page Design Category/ Kategoryang Pag-aanyo at Disenyo ng Pahina

8. Collaborative Publishing contest, Radio and TV broadcast shall be conducted as per agreement during the SPAA meeting.
 9. Participating schools must submit 10 copies of their school papers before the first writing contest. It should be accompanied by a **Certificate of Circulation** from the school principal duly noted by the Schools Division Superintendent that the printed school paper was widely circulated to at least two-thirds (2/3) of students' population of the current school year. (See attached template)

Note:

- Contestants for the Editorial Writing shall be the same contestants for the Column Writing in both elementary and secondary levels.
- The lay out shall follow the specific size to be saved in PDF placed in properly labeled CD. Printed copies shall be in long bond paper for secondary and A4 bond paper for elementary.

Certificate of Circulation Template

Republic of the Philippines
Department of Education
Cordillera Administrative Region
Schools Division of Benguet

(Name of School)

CERTIFICATE

To Whom It May Concern:

This is to certify that printed copies of _____, the
(name of school paper)
official student publication in _____ (indicate whether English or
Filipino) of this school, was widely circulated to the students of the current school year.

This certification is issued to support the said school paper as entry for the group contest in the
Regional Schools Press Conference and to the National Schools Press Conference, if qualified.

Issued this _____ day of October 2019 at _____.

School Principal/School Head

Noted by:



BENILDA M. DAYTACA, EdD
Assistant Schools Division Superintendent
OIC-Schools Division Superintendent

WORKING COMMITTEES OF THE 2019 DSPC

A. Executive Committee

Benilda M. Daytaca, EdD.	OIC-Schools Division Superintendent
Kenneth A. Laruan, PhD.	Vice President for Academic Affairs, BSU
Nestor L. Bolayo	OIC-Assistant Schools Division Superintendent
Rizalyn A. Guznian, EdD.	Chief, Curriculum Implementation Division
Francis F. Peckley, EdD.	Education Program Supervisor, English
Macarthy B. Malanes	Education Program Supervisor, Filipino
Cynthia A. Lubiton PhD.	Chairperson, Humanities Dept., CAS, BSU
Dominga D. Tomas, PhD.	Coordinator, Sentro ng Wika at Kultura, BSU
Brenda A. Allay, PhD.	Principal, Secondary Laboratory School, BSU
Marcelino S. Baldo	President, BPSTEA

B. Committees

a. Registration and Program c/o BSPAA Officers

b. Ushering c/o BSU

c. Documentation

Elementary		Secondary	
Jennifer Arais	Dessa Castillo	Karen Bosaing	Benjamin Sacla
Annabelle Lawagan	Zenaida Juguilon	Anderson Dawigi	Jerana Bagayao
Mercedes Oplas		Jason Manuel Osong	

d. School Paper Display

Elementary		Secondary	
Benilda Mendoza	Venerando Rosal	Dionisia Quintino	Jose Acinen
Joanne Baucas	Manuel Martin	Corazon Villena	Martes Calasan

e. Awards

Elementary		Secondary	
Francis F. Peckley		Macarthy B. Malanes	Verna Manuel
Leilanie Estole	Carol Elis	Minda Arisga	Claire Lamsis
Jennifer Cayat	Ryan Jay Salamat	Flora Lidua	Lourdes Sinakay

f. Invitation: Karen Bosaing, Thomas Tumpap, Jayson Osong

g. Proctors

Event	Filipino (Elem & Sec)	English (Elem & Sec)
News Writing	M. Arguelles	R. Bosantog
	M. Pasiliao	Cecilia Cocoy
Feature Writing	Nancy Lee Banana	M. Canuto
	Nelson Golingab	Joyce Cuilan
Editorial	H. Dominguez	C. Bangkiko
	C.Pagnas	Mavis Baliqued
Sports	Loida Tiago	Julia Bag-ayan
	C.Bay-an	S. Simeon
Editorial Cartooning	J. Lacpap	G. Dumawor
	Desiree Umayat	Marjorie Aglanang
Photojournal	Jenelyn Baclawad	Augustin Dao-anis
	Ryan Jay Salamat	Josephine Ferrer
	Agustin Nang-is	Justine Laosi
TV Broadcasting	Junia Naisod	Faustina Dio-as
Collab Publishing	Benilda Mendoza	Rosemarie Yangkin
Online Publishing	Cecilia Dominguez	Regacho Ating
Copy Reading & HW	Melinda Esteban	S. Dangpa
	Alicia Palsaen	Jennelyn Guzman
Column Writing	Jeffrey Japson	M. Sumerbang
	Jaycel Guilod	Jona Kiwas
Radio Broadcasting	Benjamin Sacla	Lourdes Sinakay
	Anna Marie Lopez	Daisy Canuto
	Jocelyn Bumanghat	Sharon De Vera
Science & Tech Writing	Lane Bilalay	Jobelle Batanes
	Milagros Binwag	Fema Acosta

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

The competition in the Individual Writing Contest is designed to showcase the competencies of campus journalists, demonstrate their holistic journalistic skills and proficiency through media exposure, immersion and press conferences, and promote free and responsible journalism.

Only learners from schools with school paper, either in English and Filipino or both for the current school year, are allowed to compete in the various individual contests of the NSPC.

The following will be strictly implemented and complied with:

A. General:

1. To facilitate proper identification, the participants are required to wear their school ID especially during the contest proper except TV and Radio Script and Broadcasting contestants.
2. Should there be questions and assistance needed, the participants can only raise their concerns to the assigned proctor. The proctor shall refer them to the management committee for appropriate response.
3. **School paper advisers, teachers, principals, parents or guardians who will be found in and around the contest venue while the contest is ongoing will be ground for disqualification of their contestants.**
4. The top 10 winners per medium shall be selected and their points will be included in the computation of the overall scores (combined scores of Individual and Group Contests).
5. The decision of the judges in all aspects of the contest shall be deemed final and irrevocable.

B. Specific:

1. *Sports Writing*
 - a. The proctors/Technical Working Group shall orient and provide final instructions to the contestants before the contest proper.
 - b. A pre-game conference shall be conducted for the introduction of the players, coaches, and tournament officials.
 - c. Contestants shall watch an actual game where they can gather adequate data.
 - d. A post-game conference shall be held to further interview officials and athletes after the game.
2. *Copyreading and Headline Writing*
 - a. The proctor/TWG shall provide all the contestants with pencil no. 2 for the contest.
 - b. The contestants shall use the 2016 Associated Press (AP) copyreading symbols and follow directions given in the contest piece.
 - c. The contestants shall **provide the best two headlines for the article.**
3. *Editorial Cartooning:*
 - a. The proctor/s shall provide all the contestants with the oslo papers and pencil no. 2 for the contest.
 - b. The cartoon must reflect the elements of editorial cartooning.
 - c. The cartoon should be, at all times, compliant with the professional and ethical standards of media.

4. *Science and Technology Writing*

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

5. *Photojournalism*

a. Preparation

- 1) Contestants should be at the contest venue 30 minutes before the orientation.
- 2) 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.**
- 3) The contestant should bring his/her own camera cable, card reader and memory card for uploading and saving of pictures.
- 4) Cellular phones, extra digital cameras, extra storage card or any additional materials/equipment are not allowed in the contest area.

b. Provision of Memory Card:

- 1) The contestants shall load the empty storage card in front of the proctor/s on the contest day.

c. Photo Shoot, Uploading and Captioning

- 1) Participants will be asked to produce three (3) possible photos with caption for the article given to them.
- 2) Contestants are given one (1) hour to take pictures, which does not include the loading and unloading of the storage card in front of the proctor.
- 3) **During the actual photo shoot, the advisers, trainers, and parents are NOT allowed in the venue.**
- 4) 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.
- 5) Contestants should 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.



GUIDELINES FOR RADIO SCRIPT WRITING & BROADCASTING CONTESTS

A. General Guidelines

1. Each school shall have two (2) separate teams composed of seven (7) members for the English and Filipino categories. The members should not be participants in any contest.
2. A one (1) hour orientation shall be conducted for all the contestants.
3. Individual awards include best anchor and best news presenter, while group awards include best in technical application, best infomercial and best script.
4. In getting the overall results for best radio production, accumulated points from the individual and group awards shall be considered.
5. The decision of the Board of Judges in all aspects of the contest shall be deemed final and irrevocable.
6. Any breach or violation of the stipulated guidelines shall be valid grounds for disqualification.

B. Scriptwriting

1. Each team may use up to three (3) official laptops, cleared of stored documents, and an inkjet printer in preparing and printing of the script. All laptops should be submitted to the contest committee for inspection before the contest. Each team is required to bring their own extension wires and other equipment for rehearsal.
2. 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 (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. After two (2) hours, each team should submit four (2) copies of the script. Three (1) will be submitted to the judge and one (1) to the TWG. The team may print extra copies for their own use.
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 (1inch on all sides)
 - printed in A4-sized bond paper (8.27x11.69 inches)

C. Broadcast Simulation

1. A broadcast room for the presentation shall be identified in the 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 school shall commission an independent sound system provider to ensure quality audio output. The technical operator shall only set the sound system before the simulation. A jack/auxiliary cord, adapter will be provided for the laptops and other sources of sound effects.
3. Except for the volume meter, contestants/technical director 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. Loudspeakers may be set up outside the broadcast room.
7. The order of presentation will be identified through drawing of lots by the directors before the script writing.
8. 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.
9. 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.
10. 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 followed by the red flaglet to indicate that their time is up.
11. The team who complied with the 5-minute production shall be given perfect score (5 points). In case of overtime or undertime, the following scheme of deductions shall be followed:
 - Undertime/Overtime
 - 1 second – 20 seconds – 1 point
 - 21 seconds – 40 seconds – 2 points
 - 41 seconds – 60 seconds – 3 points
 - 61 seconds and above - 4 points
12. The contestants shall leave the broadcast room right after their presentation.

GUIDELINES FOR TV SCRIPT WRITING AND BROADCASTING

PRE-CONTEST

1. Each school shall field a team of (7) seven members. The team shall decide who shall act as:
 - a. Scriptwriter- (1)
 - b. anchor/s (not more than 2)
 - c. reporter/s (not more than 3)
 - d. producer/director who could also act as floor director
 - e. video graphics editor (1)
 - f. video researcher/floor director/ prod. Assistant – 1
 - g. video jourm/camera man - 1

*Note: any of the team members can assume one or two positions/tasks as long as this would not be conflicting or awkward in relation to 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 following materials and equipment must be brought by the team:
 - a. laptop with at least 10GB free space and a video editing program (with uploading capacity)
 - b. 2 USB's without any saved files
 - c. digital camera / phone camera which is compatible with the laptop for the downloading of media
 - d. wired lapel
 - e. paper and compatible printer with ink
 - f. broadband (stick)
 - g. extension cord
3. The tools and equipment that will be provided by the management team in the mock broadcast room shall be the only tools and equipment allowed to be used by the participants during the actual contest.
4. A technical orientation will be held the day before the contest for the technical director, editor to be familiar with the equipment and materials to be used on the actual broadcasting contest.

CONTEST PROPER:

Note:

The teams will be oriented on the theme of the contest, roles of the participants and criteria for judging by the chairman of the board of judges. All participants should attend this orientation.

SCRIPTWRITING

1. The format for TV broadcast copy (with audio and video) script writing shall be followed.
2. One hour is provided for the teams to write the broadcast script (including headlines, news stories, report, infomercial and their OBB/CBB) and for video research. The reporter must also shoot his/her video materials during this time.
3. Another 30 minutes will be given for the production of the support video, including editing for the OBB/CBB.
4. Thirty 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:
 - a. 3 NEWS ARTICLES: The contest organizers will provide 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 45 seconds when read during the contest proper. This means each news script must have 3-5 short paragraphs.
 - b. ONE INFOMERCIAL / DEVELOPMENTAL COMMUNICATION PLUG: This should be original and in line with the theme of the contest. The script should also contain video and audio component, and the production must not exceed 30 seconds. The video support can be pre-produced.
 - c. ONE FIELD REPORT: The report must be delivered live but the video support will be pre-produced. Video shooting 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 60 seconds.
 - d. HEADLINES: This will contain a brief lead / summary of the 3 news articles –national, foreign and feature, and the field report.
 - e. 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 3 news scripts – national, foreign and news feature, field reporter's news, infomercial / developmental communication



- plug, headlines and OBB / CBB. The main script must be written in the order of presentation in the live contest. 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).

A. TV BROADCAST SKILLS EXHIBITION

1. The order of presentation shall be determined by drawing of lots.
2. The tv broadcast must be delivered in six minutes. Other than the actual broadcast time, two minutes shall be allotted for entrance and exit.
3. The timekeeper shall flash the green card to signal the start of the presentation.
4. A yellow card shall be flashed by the timekeeper to warn the presenting team that only one minute is left of the broadcast time. A red card shall be flashed to signal that the five minutes allotted for the group have been consumed.
5. After five 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.
6. 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.
7. 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.
8. An event committee member shall be assigned to ensure that order in the audience is maintained during the presentations.
9. The decision of the Board of Judges is FINAL and IRREVOCABLE.

B. SPECIAL AWARDS

1. Best News Writer : Choice of news angle – 3, organization / writing style -3, accuracy- 2, conciseness- 2 (10 pts.)
2. Best Reporter : Delivery-4, Content-4, Impact-2 (10 pts.)
3. Best News Anchor : Delivery-5, impact – 5 (10 pts.)
4. Best in Technical Application: Element Appropriation-3, Timing -3, Relevance – 2, Impact -2 (10 pts.)
5. Best Infomercial/ Devcom Conceptual Creativity – 5 , Probative Value – 5 (10 pts.)

CRITERIA for JUDGING (Best Newscast)

SCRIPT 30%
Broadcast Presentation 25%
Technical Application 25%
Over-all impact 20%
TOTAL 100%

Special awards: (10 points each)

1. Best news anchor: delivery (5) and impact (5)
2. Best news reporter: delivery (5), impact (2) and content (3)
3. Best news script writer: story line up (3), coherence (3), content (2) And accuracy (2)
4. Best technical application specialist: graphics presentation (4), Sound effects/musical score (4) and impact (2)
5. Best in development communication: creativity (4), educational Value (3), informative value (3)
6. (optional) most promising video journalist: camera angles (5) Audio quality (3) and creativity (2)

