



DIVISION OF CITY SCHOOLS
Dagupan City



RELEASED
DATE: 11/20/17
BY: [Signature]

Division Memorandum No. 430 series 2017

To: Assistant Schools Division Superintendent
Chief, Curriculum and Instruction Division
Chief School Governance and Operations Division
Education Program Supervisors
Public School District Supervisors
School Heads, Public/Private Elementary and Secondary Schools
School Paper Advisors in English and Filipino, Public/Private Elementary and Secondary Schools
Officers, Association of Elementary & Secondary School Paper Advisers
Campus Journalists, Public/Private Elementary and Secondary Schools
All Others Concerned

From: *[Signature]*
LORNA G. BUGAYONG, Ph.D., CESO VI
Schools Division Superintendent

Subject: 2017 DIVISION SCHOOLS PRESS CONFERENCE

Date: October 30, 2017

1. Pursuant to the provisions of R.A. 7079, otherwise known as the "Campus Journalism Act of 1991" the Department of Education, Dagupan City announces the conduct of 2017 Division Schools Press Conference (DSPC) on **November 16-18, 2017 with the theme, "Embracing ASEAN Integration: Campus Journalists' Role in Advancing Inclusive Education" at Lyceum-Northwestern University.**
2. The conference aims to enable the participants to:
 - a. demonstrate understanding of the importance of Journalism by expressing it through different journalistic endeavors and approaches;
 - b. sustain advocacy on social consciousness;
 - c. provide a venue for an enriching learning experience for students interest in pursuing journalism as a career;
 - d. promote responsible journalism and fair ethical use of social media; and
 - e. enhance journalistic competence through healthy and friendly competition
3. The conference activities shall include the following:
 - a. Individual Contests;
 - b. Radio Scriptwriting and Broadcasting Contests;
 - c. Collaborative Desktop Publishing (CPD) Contest;
 - d. TV Script Writing and Broadcasting Contests (for Secondary Level)
 - e. Concurrent Sessions with Workshops; and
 - f. Awarding of the Winners and Outstanding School Papers Advisers (SPAs) and Campus Journalists (CJs), among others.
4. Registration fee is Php. 300.00 for School Paper Advisers both Elementary & Secondary and Php. 300.00 for Campus Journalists Elementary Level, Php. 450.00 for Campus Journalists Secondary Level and Php 300.00 for School Publication.

Registration fees shall cover honoraria of resource speakers(individual) honoraria of Judges (group contests/school publication) printing of certificates, reproduction of

INDIVIDUAL CONTESTS ELEMENTARY & SECONDARY (ENGLISH & FILIPINO)

News Writing	Pagsulat ng Balita
Editorial Writing	Pagsulat ng Editoryal
Feature Writing	Pagsulat ng Lathalaing
Sports Writing	Pagsulat ng Balltangi sports
Copyreading & Headline Writing	Pagwawasto at Pag-uulo ng Balita
Editorial Cartooning	Paglikha ng Kartung Editoryal
Photojournalism	Pagkuha ng Larawang Pampahayagan
Science & Health Writing	Lathalaing Pang-Agham

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 competence of campus journalists and demonstrate holistic journalistic skills and proficiency through media exposure and press conference, and promote free and responsible journalism. The following are strictly implemented and complied with:

A. General:

1. Student/pupil writer shall be allowed to participate in only one (1) category.
2. The participants are required to wear civilian clothes, NO WEARING OF UNIFORM. DSPC IDs should be worn at all times especially during the contest proper.
3. All teacher-advisers must stay away from the contest rooms after accompanying their contestants and must refrain from coaching their contestants, which might be a cause for their disqualification.
4. Should there be questions and assistance needed, the participants can only raise their concerns to the assigned proctor.
5. Contestants should not put any identifying mark 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. Contestant should be made to watch an actual game where they shall gather appropriate data and/or conduct interview before and after the game.
- c. A pre-game conference shall be conducted for the introduction of the players, coaches, and tournament officials.

2. Copy reading and Headline Writing:

The contestants shall use the standard copy reading symbols and follow directions given in the contest piece.

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 editorial 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 with the professional and ethical standards of media.

4. Photojournalism

a. Preparation:

1. Each contestant should submit any formatted but empty storage card (SD card, Memory card) to EPS Agnes P. Bacugan - English and EPS Gemma M. Erfelo - Filipino on **November 15, 2017**.
2. Participants should be in the contest venue 30 minutes before the orientation.
3. Any digital camera (point and shoot only) with a maximum of 20.1 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 card Loading:

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

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/proctor.
2. Every contestant is given one and half hour (1) hour for photo shooting, uploading and captioning. Uploading and captioning will be done after the photoshoot.
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.

C. REMINDERS:

1. Any violation of the stipulated guidelines is subject for disqualification.
2. The top five winners per medium shall be recognized and the points they garner will be included in the computation of the overall scores.

The computation of points is as follows:

Rank Points (Including Special Awards)

1	10 points
2	8 points
3	6 points
4	4 points
5	2 points

GUIDELINES FOR THE COLLABORATIVE PUBLISHING CONTEST

- A. The competition in collaborative publishing is designed to encourage teamwork among campus journalists and simulate the workplace of an editorial department of a publishing house.
- B. Each participating school shall organize a team of seven (7) members contestants 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. Giving of snacks during the contest proper is discouraged.
- E. A mini press conference will be held to become the basis for the actual writing of the editorial, feature and news articles. A video of a sports event will be shown to the sports writers. Pictures of the mini press conference shall be taken by the photojournalists in a

designated area and editorial cartoons will be produced while the rest of the team is doing their write-ups, lay-outing and editing.

F. The team will be given two (2) hours for data gathering and writing; and two (2) hours for lay outing and editing.

G. 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) so as to lay-out the group's final output.

H. Mobile phones and other electronic gadgets shall not be allowed except for the digital camera and laptops with disabled internet connection.

I. The output of the contest is a four-page publication.

J. The top five (5) teams shall 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.

K. Contestants shall wear civilian clothes.

L. Mobile phones and reference books shall not be allowed in the contest areas.

GUIDELINES FOR RADIO BROADCASTING AND SCRIPT WRITING (ENGLISH AND FILIPINO)

A. General Guidelines

1. Each school shall fill in two separate teams composed of seven (7) members in English and in Filipino categories who are not participants in any individual contest.

2. The students will be given 1 hour to prepare a script for a 5-minute radio broadcast, which includes an infomercial which may depict health, environment, politics and social issues and four news articles which may be based on press releases, raw data, or any other opinion given by the Working Committee. Another 30 minutes will be allotted for the printing of the output.

3. Once the script writing has commenced, the contestants will no longer be allowed to leave the contest rooms.

4. The script should not bear any information that may identify the school.

5. Scripts should be:

- Encoded using Arial font size 12
- With directorial instructions in capital letter
- Double-spaced with normal margin
- Printed in a letter-sized bond paper (8.5 X 11")

6. Each team may use up to three laptops and an inkjet printer in preparing and printing of the script. Each team is required to bring own extension wires and other equipment such as CD player for rehearsal.

7. Each team should submit four (4) copies of the script: three (3) for the judges and one (1) for the chairperson. The team may print extra copies for their own use.

B. Broadcast Simulation

1. The host school shall assign a broadcast room for the presentation. Only the contestants, judges and three members of the contest committee shall be allowed inside.

2. The organizers/host school shall provide a sound system.

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 is allowed to perform again.

6. The order of presentation will be identified through drawing of lots by the working committee before the script writing.

7. Each team shall be given eight (8) minutes: two (2) minutes for preparation, five minutes for the actual broadcast and one (1) minute for exit. Provided running time shall be applied.

8. The contestants shall leave the broadcast room right after their presentation.

GENERAL GUIDELINES FOR GROUP CONTESTS

1. The Division shall select the top ten (10) school papers each in English and Filipino at the Elementary and Secondary levels using the suggested criteria
2. Only these school papers (see table) will be submitted to RSPC TWG: The Technical Specifications for both Elementary and Secondary levels are as follows:

Level	English	Filipino
Elementary 9"x12" in size With at least 12 pages but not more than 20 pages Process: offset, paper stock, book paper Back & front-Full color Inside pages must be black & white	10 school papers	10 school papers
Secondary 12"x18in size With at least 12 pages but not more than 20 pages Process: offset, paper stock, book paper Back & front-Full color Inside pages must be black & white	10 school papers	10 school papers

3. For division purposes schools must submit printed copies of their entries. Electronic or printed copies may be submitted by regional winners to the NSPC.
4. The Division Office strictly implements the policy on **NO PAPER NO CONTEST.** School papers must be submitted not later than November 27, 2017.
5. The different SECTIONS and category to be judged for the group contest are as follows:

- News Section/Pahinang Balita
- Editorial Section/Pahinang Editorial
- Feature Section/Pahinang Lathalaín
- Sports Section/Pahinang Pampalakasan
- Science and Technology Section/Pahinang Agham at Teknolohiya
- Layout and Page Design Category/Kategoryang Pag-aanyo at Disenyong Pahina

6. Each section will be judged according to the guidelines/criteria set for the section/category.
7. The top ten (10) winners in each section per medium (English and Filipino) will be announced.
8. Only those school papers which won in four (4) sections and page design category shall be declared as one of the Best School Papers of the division.
9. Failure to comply with the set guidelines for evaluating school papers will be a ground for disqualification.
10. The top ten winners per category shall be recognized and the points they garner will be included in the computation of the overall scores. The computation of points are as follows:

Rank Points

1	10 points	6	5 points
2	9 points	7	4 points
3	8 points	8	3 points
4	7 points	9	2 points
5	6 points	10	1 point

GUIDELINES FOR TV SCRIPT WRITING AND NEWSWRITING

A. PRE-CONTEST

1. Each school shall field a team of seven (7) members. The team shall decide who shall act as script writers, news writers and infomercial or developmental communication writers, anchors, reporters, Producer/director who could also act as floor 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 Four (4) Laptops with at least 10GB free space and video editing program;
 - 2.2 Two (2) empty flash drives;
 - 2.3 Digital Camera, which is compatible with the laptop for the downloading of media and voice over;
 - 2.4 Compatible printer with ink; and
 - 2.5 Extension cord.
3. An orientation of the participants before the start of the contest shall be done to brief them on the roles of the participants, and criteria for judging the events or categories. All participants should attend to this orientation.

B. CONTEST PROPER

For Script Writing

The format for TV newscast script which includes audio and video shall be followed:

1. One hour is provided for the teams for video research and for writing the news script, which will include the headlines, news stories, an infomercial, an Opening Billboard (OBB) and a Closing Billboard (CBB). The reporter must shoot his/her video materials.
2. Another (30) minutes will be given for the production of the support video, including editing for the OBB/CBB.
3. Thirty (30) minutes will be provided for rehearsals and for polishing the stories and video materials.
4. 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 the contest area.
5. The teams shall have the following in their newscast:
 - 5.1 THREE (3) NEWS ARTICLES. The contest organizers will provide five (5) news articles. The scriptwriters shall choose three (3) news articles; national news, foreign news and news feature. Each news script should have a 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 to five (3-5) short paragraphs.
 - 5.2 ONE INFOMERCIAL / DEVELOPMENTAL COMMUNICATION PLUG: This should be original and in line with the theme of the contest. The script should contain a video and audio component, and the production must not exceed thirty (30) seconds. The video support can be pre-produced.
 - 5.3 ONE FIELD REPORT: The report will be recorded with the video support. 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.
 - 5.4 HEADLINES: This will contain lead/summary of the three (3) news articles – national, foreign, feature and the field report.

5.5 OBB/CBB: Opening Billboard and Closing Billboard will contain the group's assumed TV network name. This can be pre-produced with a maximum running time of ten (10).

CRITERIA FOR JUDGING (Best Newscast)

TECHNICAL QUALITY	30%
CONTENT	30%
PRESENTATION	30%
IMPACT	10%
TOTAL	100%

(A variation of points in the Technical Quality is done since there is no more live broadcast).

SPECIAL AWARDS

1. Best News Writer		
Choice of News angle:		30%
Organization/Writing Style:		30%
Accuracy:		20%
Conciseness:		20%
	TOTAL	100%
2. Best Reporter:		
Delivery:		40%
Content:		40%
Impact:		20%
	TOTAL	100%
3. Best News Anchor:		
Delivery:		50%
Impact:		50%
	TOTAL	100%
4. Best in Technical Application:		
Element Appropriation:		30%
Timing:		30%
Relevance:		20%
Impact:		20%
	TOTAL	100%
5. Best Infomercial:		
Conceptual Creativity:		50%
Probative Value:		50%
	TOTAL	100%

OVERALL RANKING SYSTEM

For Elementary Level

- A. Individual Contests (8 categories) (80 points)
Overall Champion
- B. RADIO BROADCASTING AND SCRIPT WRITING (10 points including the special awards /individual)
Champion
- C. Collaborative Desktop Publishing (10 points including the special awards /individual)
Champion
- D. Group Contest (School Paper) (60 points)
BEST SCHOOL PAPER – OVERALL CHAMPION