



Republic of the Philippines
Department of Education
National Capital Region
DIVISION OF CITY SCHOOLS
City of Mandaluyong

Tel. no. 533-60-85 Fax. no. 532-71-17
E-Mail Address: depedmandaluyong@gmail.com
Official Website: depedmandaluyong.wordpress.com

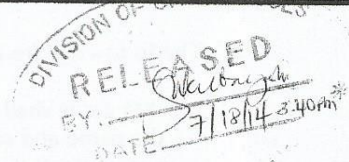


MEMORANDUM

TO: Asst. Schools Division Superintendent
Education Program Supervisors/District Supervisor
Principals, Public and Private Secondary Schools

Subject: **2014 DIVISION SECONDARY SCHOOLS PRESS CONFERENCE
AND CONTESTS**

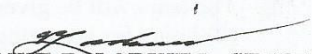
Date: July 17, 2014



1. Pursuant to Republic Act 7079 known as the Campus Journalism Act of 1990, this office hereby inform the field of the conduct of the **2014 Division Secondary Schools Press Conference and Contests** with the theme "**Promoting Social Awareness through Responsible Campus Journalism (Ang Pagpapalaganap ng Kamalayang Pampamayanan sa Pamamagitan ng Responsableng Pamahayagang Pangkampus)** for the School Year 2014 – 2015 with the following schedules and venues:

- | | | |
|-----------------|---|---|
| August 9, 2014 | : | Screening for Radio Broadcasting and Script Writing
and Collaborative Publishing |
| Time | : | 8:00 AM – 5:00 PM |
| Venue | : | Division Conference Hall |
| August 16, 2014 | : | Photojournalism, Sports Coverage and Sports Writing Contest |
| Time | : | 8:00 AM – 5:00 PM |
| Venue | : | To Be Announced |
| August 23, 2014 | : | Opening Program and Individual Contests |
| Time | : | 7:00 – 8:00 AM – Registration
8:00 AM to 12:00 PM – Contest Proper |
| Venue | : | Isaac Lopez Integrated School |
| August 29, 2014 | : | Closing Ceremony and Awarding of Winners |
| Time | : | 2:00PM |
| Venue | : | Isaac Lopez Integrated School |

2. A registration fee of one hundred pesos (P 100.00) per participant shall be charged to defray expenses for the tokens of judges, visitors' refreshments, medals, trophies, certificates supplies and materials
3. Deadline for payment is **July 25, 2014** c/o Mr. Marvin Valiente, School Paper Adviser, ABIS. Submit names of contestants per category duly signed by the school paper adviser and the school head.
4. Expenses to the said contests shall be charged to School Paper Fund/School MOOE/School Local Fund subject to the usual accounting and auditing procedures.
5. Since the contests are held on Saturdays, parent's permit is a must.
6. Attached are the mechanics of the contests, program of activities, contests and working committees, Proctors/Facilitators, Registration Form and the Parts of the Opening and Closing Programs.
6. Wide dissemination of this **Memorandum** is desired.


EVANGELINE P. LADINES, CESO VI
Schools Division Superintendent *lpe*

Mechanics of the Contests

1. A school may send up to only three (3) contestants per category. A contestant may join two (2) categories in one medium.
2. The following are the guidelines in Photojournalism
 - 2.1. SD cards shall be submitted a week before the contest (August 11-15) to be labelled with the name and school of the contestant (English and Filipino separated). Submit these to any of the following teachers:
 - Ms. Angelita P. Aseron, Mandaluyong High School (English)
 - Mr. Adrian Hernandez, Ilaya Barangka Integrated School (IBIS) (Filipino)
 - Mr. Joeson Mejica, Eulogio Integrated School (ERIS) (Filipino).
 - 2.2. Professional cameras (DSLR or with special features) shall not be allowed. It must be 12.0-16.0 megapixels.
 - 2.3. Contestants are required to take thirteen (13) shots in which the first shot will be done upon instruction of the assigned proctor/s.
 - 2.4. Developing charge shall be shouldered by the school.
 - 2.5. One-fourth sized illustration board shall be brought by the contestant on August 16. Participants are not allowed to use ready-made designs.
3. Facilitators/proctors will provide oslo paper for the Editorial Cartooning.
4. Prior to the contest proper, contestants will be given an entry form bearing their **Names, School, School Paper and School Paper Adviser**.
5. The **Facilitator/Proctor** will be the one to assign the **Entry Number** after all the entries are submitted to ensure that the contestants don't have the idea on the entry number.
6. Top ten winners in every category, both English and Filipino shall be awarded during the Awarding and Closing Ceremonies on August 29, 2014.
7. **Top Three (3) Schools** with the **Highest Points** will be declared Over-All Champion, First Runner-Up and Second Runner-Up, to be awarded with trophies.
8. The competition in **Collaborative Publishing** is designed to encourage teamwork among campus journalists and simulate the workplace of an editorial department in publishing house.
 - A. Each school shall organize a team of seven-member contestants, if possible, those who will not be competing in any of the individual writing contests. There will be one team for English and another for Filipino.
 - B. Contestants are required to attend the orientation before the actual competition.
 - C. Once the contest has started, members of each team shall no longer be allowed to report to their respective advisers.
 - D. Topics will be given by the organizers as basis for the actual writing of the editorial, feature and news articles. A video of a sports event will be shown, places will be designated for their photo session, and editorial cartoon will be produced while the rest of the team are doing write ups, lay outing and editing.
 - E. The team will be given two (2) hours for data gathering and writing and another two (2) hours for layouting and editing.

- F. Each team will be required to bring a maximum of (4) laptops installed with either PAGEMAKER or InDESIGN and PHOTOSHOP for the lay-out of the group's final output.
 - G. Mobile phones and other electronic gadgets shall not be allowed except for digital camera and laptops with disabled internet connection.
 - H. Each group will be required to convert their output into pdf format, print and submit it to the contest committee. They should ensure that no identifying marks about their school can be found on their output.
 - I. For the purpose of uniformity, the organizers will assign a newspaper name to be used as nameplate of each team.
 - J. The output of the contest is an A4-size four-page publication.
 - K. Top (3) three winners shall be recognized per medium per page namely:
 - Best News Page
 - Best Editorial Page
 - Best Feature Page
 - Best Editorial Page
 - Best Layout and Page Designer
 - Best Collaborative Publishing Team
 - L. Only the first place winners per page will compose the division team who shall compete in the NCR Secondary Schools Press Conference (for the secondary)
 - M. The school paper adviser of the Overall Champion Best Collaborative Publishing Team will serve as the official coach of the division to the regional level.
9. Radio Broadcasting and Script Writing
- A. 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 individual categories for the regional level.
 - B. No team member is allowed to wear anything that may identify his school, division or region. White t-shirts and maong pants are advised.
 - C. Top three winners will be declared in Individual awards which include best news anchor and best news presenter, while group awards include best technical application, best infomercial, best script and overall best radio production.
 - D. However, the team who will be recognized as the Overall Best Radio Production, will represent the division to the NCR Secondary Schools Press Conference.
 - E. There will be a lecture before the contest proper.
 - F. The students will be given 1 ½ 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 organizers. The infomercial shall have a maximum length of one (1) minute and shall use the language that the group is competing in.
 - G. Another 30 minutes will be allotted for the printing of the output. Another one-hour for rehearsal.

- H. Each team may use up to three (3) laptops and inkjet printer in preparing and printing of the script. The team should ensure that the laptops they will use for the contest do not contain any document that may be used as reference during the conduct of the contest. Each team is required to bring its own extension wires and other equipment, such as CD player for rehearsal.
- I. Once the scriptwriting has commenced, the contestants will no longer be allowed to leave the contest rooms.
- J. The script should not bear any information that may identify the school, but it should include the names of the members of the team with their job/assignment/contribution (i.e. anchor, news presenter, etc.)
- K. Scripts should be:
- Encoded using Arial font size 12
 - With directional instructions in capital letters
 - Double-spaced with normal margin
 - Printed in a letter-sized bond paper (8.5 x 11)
- L. Each team should submit four (4) copies of the script. The team may print extra copies for their own use.
- M. Mobile phones and other electronic gadgets shall not be allowed except for cassette- CD player and laptops with disabled internet connection.
- N. The order of presentation will be identified through drawing of lots by the directors before the scriptwriting.
- O. 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.

PROCTORS/FACILITATORS

News Writing	Mr. Richard Neil M. Gumali, ERIS	Pagsulat ng Balita	Ms. Erlinda Cadenas, MHS
Sports Writing	Mr. Michael M. Ogsila, IBIS	Pagsulat ng Balitang Isports	Ms. Darell Ann C. Tebia, HHIS
Feature Writing	Ms. Teresita Alcantara, MPNAG	Pagsulat ng Lathalain	Ms. Ma. Theresa A. Feudo, MPNAG
Photojournalism	Ms. Angelita Aseron, MHS	Pagkuha ng Larawan	Mr. Joeson Mejica, ERIS Mr. Adrian Hernadez, ABIS
Copyreading & Headline Writing	Ms. Tribiana, HHIS	Pagwawasto at Pag-uulo ng Balita	Mrs. Ma. Beverly Abayan, BJNIHS
Science & Technology Writing	Mr. Marvin Valiente, ABIS	Pagsulat ng Artikulong Agham	Ms. Clarissa Tibar, ABIS
Cartooning	Mark Rich Pablo, CMSHS	Kartuning	Ms. Hannah Faye L. Padolina, AHIS
Editorial Writing	Ms. Janet M. Gonzales, AHIS	Pagsulat ng Editorial	Mrs. Gemma V. Garcia, JRU

Working Committees

Program and Invitation	Isaac Lopez Integrated School
	Mataas na Paaralang Neptali A. Gonzales
Registration	Highway Hills Integrated School
Documentation	Ilaya Barangka Integrated School
Refreshments	Addition Hills Integrated School
	Jose Fabella Memorial School
Awards and Certificates	Mandaluyong High School
	Andres Bonifacio Integrated School
	Eulogio Rodriguez Integrated School
Decoration	Isaac Lopez Integrated School
	Bonifacio Javier National High School
	City of Mandaluyong Science High School

OPENING PROGRAM

August 23, 2014

Prayer/Doxology & National Anthem	ILIS Chorale
Words of Welcome	DR. MANUEL A. LAGUERTA <i>Principal, ILIS</i>
Intermission Number	SELECTED STUDENTS, ILIS
Presentation of Participants	MR. VICTOR M. JAVENIA <i>EPS, Filipino</i>
Keynote Speech	DR. EVANGELINE P. LADINES, CESO VI <i>Schools Division Superintendent</i>
Reading of the Contest Mechanics	MR. ERNESTO ESPAÑOL <i>Treasurer, NCRSSPA</i> <i>President, MASSPA</i>
Journalists' Creed	Cheuncey P. Gonzales <i>Campus Journalist, MHS</i>
Formal Opening of the 2014 DSSPC	DR. EVANGELINE P. LADINES, CESO VI
Briefing	MRS. LOURDES P. DELA CRUZ <i>EPS, English</i> <i>In-charge of Journalism</i>

Mrs. MA. BEVERLY ABAYAN, BJNHS
Program Master

PAMPINID NA PALATUNTUNAN

August 29, 2014

Panalangin

Bb. JENNELYN D. ATIENZA
Guro sa Filipino, ILIS
Tagapayo, Ang TINIG

Makabayang Awitin

ILIS CHOIR

Bungad Bati

DR. MANUEL A. LAGUERTA
Punungguro, ILIS

Tanging Bilang

Mga Piling Mag-aaral ng ILIS

Pagpapahayag ng mga Nagwagi

Ingles, **Bb. ANGELITA P. ASERON**
Pangalawang Pangulo, MASSPA

Filipino, **G. SEGUNDO T. MANOZA**
Kalihim, MASSPA

Pagkakaloob ng Medalya, Sertipiko
at Tropeyo

DR. EVANGELINE P. LADINES, CESO VI
Superintendente

GNG. LOURDES P. DELA CRUZ
G. VICTOR JAVENIA
DR. MANUEL A. LAGUERTA

Mensahe at Hamon

DR. NERISSA N. LOSARIA, DEM
Pangalawang Superintende

Pagtanggap sa Hamon

Tugon, Tagapayo
Over-All Champion, Sekundarya

Pangwakas na Pananalita

DR. VICTOR JAVENIA

G. RICHARD NEIL GAMALI, ERIS
Tagapagdaloy ng Palatuntunan