

Republika ng Pilipinas
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON AT KULTURA
(DEPARTMENT OF EDUCATION AND CULTURE)
Manila

June 30, 1977

DEPARTMENT MEMORANDUM
No. 135, s. 1977

1977-1978 LISTING OF ALL SCHOOL PUBLICATIONS

To: Bureau Directors
Regional Directors
Coordinator, State Colleges and Universities
Schools Superintendents
Heads of Private Schools, Colleges & Universities

1. This Office is undertaking a complete listing of all public and private school publications in all academic levels (elementary, secondary, college) in the division for the school year 1977-1978.
2. For this purpose, inclosed is a copy of the questionnaire to be accomplished by all schools/colleges that publish a school newspaper. The questionnaire should be submitted not later than August 15, 1977 to the Information Division, IPS, Department of Education and Culture, Arroceros, Manila.
3. In this connection, it is also expedient that this Office be furnished with a copy of each issue of the school newspaper for evaluation in accordance with Department Order No. 33, s. 1975, which is inclosed.
4. Compliance with the aforesaid requests, especially by the private schools, is earnestly enjoined.
5. It is desired that the contents of this Department Memorandum be brought to the attention of school/college newspaper advisors/editors and other officials concerned.

(SGD.) JUAN L. MANUEL
Secretary of Education and Culture

As stated

References:

Department Order: (No. 33, s. 1975)
Department Memorandum: No. 221, s. 1976

Allotment: 1-2-3-4--(D.O. 1-76)

To be indicated in the Perpetual Index
under the following subjects:

✓ NEWSPAPERS	✓ SCHOOL PAPERS
✓ OFFICIALS	✓ STATISTICS (Data)
✓ PUBLICATIONS	✓ STUDENTS
✓ REPORTS	✓ TEACHERS
✓ SCHOOLS	✓ UNIVERSITIES and COLLEGES

DATA ON THE STATUS OF THE SECONDARY
SCHOOL NEWSPAPER (1976-1977)
(Accomplish in Triplicate)

A. Name of School Newspaper: _____ (Public/Private) _____

Name of School: _____ Address: _____

Region: _____ School Division: _____

School Population: _____ Form of Publication:
(a) Tabloid _____
(b) Magazine _____
(c) Mimeographed _____

Language(s) Used: (a) English _____ (b) Filipino _____
(b) Others _____

Number of Pages: (a) English _____ (b) Filipino _____
(c) Others _____

Frequency of Issues: _____ Kind of Paper Used:
(a) Newsprint _____
(b) Bookpaper _____
(c) Others _____

Source of Funds: (a) Subscription fees _____
(b) School Board _____
(c) PTA _____
(d) Others _____

Printer: _____ Address of Printer: _____

B. Name of Adviser/Moderator: _____

Address of Adviser/Moderator: _____

Academic Qualifications _____ Special Training: _____

Subjects Taught: _____

Teacher Load(a) _____ Other Duties: _____

Number of Years Experience in School Newspaper Work: _____ Other Experiences: _____

Date Accomplished: _____

(Signature of Respondent)

(Designation)

Republika ng Pilipinas
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON AT KULTURA
(DEPARTMENT OF EDUCATION AND CULTURE)
Maynila

August 25, 1975

DEPARTMENT ORDER
No. 33, s. 1975

GUIDELINES FOR SCHOOL/OFFICE PUBLICATIONS

To the:

Bureau Directors
Regional Directors
Chiefs of Units/Offices/Agencies
Coordinator, State Colleges and Universities

1. The Philippine Council for Print Media, in a letter dated August 1, 1975, states that they have no jurisdiction over school (both public and private) publications and government publications. In view of this, school papers and other school/office publications need not register and secure a permit to print from the Council.

2. However, to give proper guidance and direction for all school publications in all academic levels and for publications of the different agencies and units of the Department of Education and Culture, this Office deemed it wise to adopt the following guidelines issued by the defunct Bureau of Standards for Mass Media.

GUIDELINES FOR GOVERNMENT PUBLICATIONS

General

"1. Editorial policies and content must conform with DPI Order No. 1.

"2. There must be no image-building or personalized publicity. The programs, policies and activities of the government and its instrumentalities should be projected instead.

"3. Whenever possible, a section for art and culture should be provided.

"4. No society page or its equivalent is allowed.

"5. The writing style must be simple and readable.

"If Publication is for Internal Circulation

"If the circulation of the news publication is limited to the institution's personnel only the following additional guidelines should also be observed:

"1. Meritorious acts of honesty, initiative, industry, resourcefulness, heroism and the like displayed by a government worker should be projected in appropriate articles or features.

"2. There should be a section for personal opinions and constructive suggestions for the improvement of the public service. However, opinions expressed should be along the lines set forth in DPI Order No. 1.

"If Publication is Mass Circulated

"If the news publication is circulated not only among the institution's particular public (for instance, a publication of the Department of Agrarian Reforms geared to farmers) or to the general public, the following guidelines shall also apply:

"1. The publication must not only record accomplishments but also inform the public about how it can be better served and what services or facilities are available to the people.

"2. Such accomplishment if publicized should be supported by facts and figures and not by mere desires or vague proposals.

"3. Whenever possible, a section in Filipino should be provided.

"4. Subject also to space requirements, a section devoted to national programs, such as family planning, nutrition, sanitation, health, education etc. should be included."

3. It is desired that the guidelines as adopted be strictly followed.

(SGD.) JUAN L. MANUEL
Secretary of Education and Culture

true copy