

REPUBLIKA NG PILIPINAS
KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS
DECS Complex, Meralco Avenue
Lungsod ng Pasig



TANGGAPAN NG KALIHIM

October 14, 1997

*Sama-Sama
sa DECS*

DECS MEMORANDUM
No. 415, s. 1997

**SUPPORT FOR THE NATIONAL YOUTH CONFERENCE ON MASS MEDIA
FOR THE 21ST CENTURY**

To : Regional Directors
Schools Superintendents
District Supervisors
School Principals
Heads of Private Secondary Schools

1. The National Youth Commission, thru the Office of Commissioner Celine R. Madamba, is organizing a National Youth Conference on Mass Media from December 4 - 6, 1997. Dubbed as "YOUTHSPEAK", the conference hopes to assess the current situation of mass media, entertainment and the performing arts and their impact on the Filipino youth as well as to discuss the needs and concerns of the youth in the said industries. It hopes to come up with a youth agenda that will serve as guidelines in the formulation of policies for mass media, entertainment, and performing arts.
2. To heighten awareness and interest on the YOUTHSPEAK, several pre-conference activities have been lined-up, including a nationwide essay writing contest, a series of media education workshops, a nationwide survey and consultative meetings with various youth sub-sectors and young media practitioners. All outputs from these activities shall, in turn, be used as inputs /references during the conference itself.
3. In line with this, you are enjoined to support the activity by encouraging high school students to participate in the following pre-conference activities:

A. Essay writing Contest

This essay writing contest, as a prelude to the YOUTHSPEAK, aims to provide the youth with a venue to express their views on the impact of mass media. Carrying the theme: "THE YOUTH AS CONSUMERS OF MASS MEDIA", the contest is open to all Filipino high school and college students who are between 15-30 years old by September 31, 1997.

The essay should be between 300 to 500 words for the high school level. It must be typewritten, double-spaced on a short bond paper and written in either English or Filipino. The entry must include only the pen name, and not the real name, of the author.

All entries must be accompanied by a sealed, white mailing envelope containing both the author's real name and pen name and either a xerox copy of the birth certificate, driver's license or certificate of enrolment from the school principal. Mailed entries should be post marked not later than November 8, 1997 and actually received not later than November 14, 1997. Entries should be addressed to:

YOUTHSPEAK Essay Writing Contest
Youthspeak National Secretariat
National Youth Commission
8/F G. E. Antonino Bldg., T.M. Kalaw cor. Bocobo Sts.,
Ermita, Manila

Regional finalists must be willing to proceed to Manila or to the NYC area offices to defend their essays before a panel of judges.

Winners will be notified by official mail or telegram. First prize winners in the high school and college levels will receive P5,000.00 each. They will also be given trophies and will be invited to attend the Conference *for free*.

B. Nationwide Survey

The survey sheets/questionnaires shall be disseminated to approximately 3,200 youth respondents nationwide through the NYC's area offices. It hopes to gather information about the role and impact of mass media on today's youth. The results of the survey as well as other documents and studies will be used as inputs for the conference and help provide a situational analysis and media landscape for assessment and discussion.

C. Media Workshops

The Media Workshops aim to consult the Filipino youth about their views on mass media, teach them valuable skills which may assist them in analyzing and understanding their thoughts and feelings about mass media and how it affects their well-being, and provide opportunities for them to actively participate in the production of mass media for and about them.

With the assistance of MOWELFUND and other participating agencies, five (5) three-day media education workshops with Focus Group Discussions and consultative meetings with various youth sub-sectors shall be held, specifically Video Production Workshop for Young Media Practitioners, Radio Production Workshop for OSYs, Writers' Workshop (Print Media), Theatre Workshop, and either Writing for Television Programs for the Youth or Songwriting and Production.

RTK

4. Likewise, you are also encouraged to send participants for the conference proper in December. **Registration is on a first come, first served basis, as only 25 high school students shall be selected nationwide. Registration fees for in-school participants is P 2,000.00, including food and accommodation.**

5. Attached herewith is the backgrounder on the conference and the pre-conference activities, for your perusal and appropriate action. For queries, responses and registration, you may contact the following:

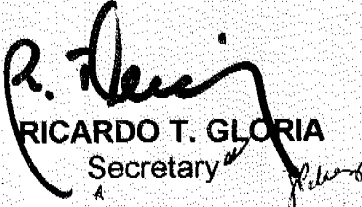
HON. CELINE R. MADAMBA

Commissioner, National Youth Commission
Chairperson, YOUTHSPEAK National Organizing Committee
Telephone nos. 526-4322 / 525-5236 / 526-5228 (fax)

MR. JOEY G. PELAEZ

Chairman, DECS Youth Task Force
Telefax no. 631-8495 / tel. no. 636-3603.

6. Immediate dissemination of this Memorandum is hereby enjoined.


RICARDO T. GLORIA
Secretary

Incl.:

As stated

Reference:

None

Allotment: 1 – (D.O. 50-97)

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

**CONFERENCES
CONTESTS
PRIZES or AWARDS
STUDENTS**

YOUTHSPEAK

The National Youth Conference on Mass Media for the 21st Century

Proposed by Commissioner Celine R. Madamba

Today's youth will assume the leadership of tomorrow.

As part of the Medium Term Development Program, no less than President Fidel V. Ramos has directed all government agencies and non-governmental organizations to pool their resources to ensure the welfare of our youth. As stated in the 1987 Constitution, the state shall inculcate in the youth, patriotism and nationalism and encourage their active involvement in public and civic affairs." In addition, Article 11, Section 13 of the Constitution aims to promote and protect their physical, moral, spiritual intellectual, and social well-being.

In line with this, the National Youth Commission (NYC), the primary agency for youth affairs in the government, is mandated under RA 8044 to create an agenda that would promote positive values, reorient the youth on their responsibilities as role models in their respective communities and to harness their potentials in nation-building.

Under Section 2 of the same act, the State defines the age bracket of youth from 15-30 years old.

In the Philippines, mass media is everywhere -- capable of reaching the youth in every geographic region of the country. According to a survey conducted by the Social Weather Station in 1995, 74% of our youth listen to radio, 57% watch television and 31% read print media everyday.

Acknowledging the power of mass media to inform, to shape values, to change mind sets, to provoke thinking and analysis, to motivate, to entertain, and to educate, it is of great importance that issues concerning youth as consumers of media as practitioners of media must be addressed in order to establish a more responsive media environment attuned to their needs.

This coming December 4-6, a National Youth Conference on Mass Media, dubbed "YOUTHSPEAK" will be held in Manila. With the theme, "*Toward A More Responsive Mass Media for the 21st Century*," the conference will gather a total of 60 high school, college students and youth leaders from the various regions of the country and 30 mass media practitioners with the end goal of forging a mutually agreeable covenant between the youth and mass media practitioners that would develop a more responsive media environment reflective of their visions and aspirations and supportive of their well-being.

Major highlights of the conference include a video bar which will showcase outstanding TV programs for the youth from the Asia-Pacific region, the products of the media workshops and an awards night. The awards night will give recognition to the winners of the essay writing contest on "*The Filipino Youth as Consumers of Mass Media*," the winning choices of the nationwide popularity survey and the outstanding products of *Youthmedia*. This will be organized by NYC in cooperation with the consortium of Mass Communication students.

YOUTHSPEAK will be launched in September through a nationwide essay writing contest on the topic, "THE YOUTH AS CONSUMERS OF MASS MEDIA", targeting high school and college students. To provide valuable inputs into the conference, a pre-conference activity called "YOUTH MEDIA" will be conducted from October 1-31, 1997 and will include a series of media education workshops, a nationwide survey and consultative meetings with various youth sub-sectors and young media practitioners.

I. OBJECTIVES

- Assess the present situation of media, entertainment and the performing arts, and their impact on the Filipino youth;
- Discuss the needs and concerns of the youth in the said industries; and
- Draft a youth agenda that will serve as guidelines in the formulation of policies for mass media.

II. PRE-CONFERENCE ACTIVITIES : YOUTH MEDIA

Nationwide Essay Writing Contest

YOUTHSPEAK will be launched in late September through a nationwide essay writing contest on the topic, "THE YOUTH AS CONSUMERS OF MASS MEDIA", targeting high school and college students. This shall be done in coordination with the Department of Education, Culture and Sports (DECS), the Commission on Higher Education (CHED), and a consortium of Mass Communication Students.

Nationwide Survey

A simple survey shall be disseminated to approximately 3,200 young respondents (aged 15-30) nationwide through the NYC's Area Offices. The results of this survey as well as other documents and studies will be used as inputs for the conference and help provide a situational analysis and media landscape for assessment and discussion.

The survey of the media needs of the youth shall be endorsed as an activity of NYC, CHED and DECS. The web page shall also be utilized to post survey forms and gain feedback, comments and suggestions.

Media Workshops

The Media Workshops aim to consult the Filipino youth about their views on mass media; provide the youth with the skills to help them analyze their thoughts and feelings about mass media and how it affects their well-being; provide opportunities for the youth to actively participate in the production of mass media for and about them; and initiate activities to prepare the participants to the YOUTHSPEAK conference.

With the assistance of MOWELFUND and the other participating agencies, five 3-day *media education* workshops with Focus Group Discussions and consultative meetings with various youth sub-sectors (i.e. in-school youth, out-of-school youth, working youth, and special youth) and young media practitioners shall be conducted from October 1-31, 1997. Interactive and creative media and art activities shall serve as tools for expressing the needs/concerns of the youth with regards to mass media (essay writing, video/film production, creation of a Youth Awards body.)

In addition to these activities, a Campus Tour with an FM Radio (*Kool 106*) station shall orient the youth about the YouthSpeak Conference agenda and Youth Media activities. Meanwhile, consultative meetings with student bodies and youth leaders shall be conducted to discuss the Youth Speak Conference agenda and the creation of a network/consortium of masscom students/organizations. These activities will also serve as dissemination and information strategies for the Conference.

III. MEDIA WORKSHOPS

1. Video Production Workshop for Young Media Practitioners

This 3-day workshop aims to bring together youth practitioners specifically young TV actors/actresses and other young members of TV or film outfits to give them an opportunity to produce a video presentation that will reflect their own views of media for the youth.

The rationale is that majority of the youth, even those who are members of the movie or TV industry, are seldom consulted or do not have an active participation in decision-making processes in the production of TV programs or films about the youth. Thus, this workshop offers an activity and opportunity for them to actively participate in the process.

Expected Output: short video documentary/presentation about the role of young media celebrities in promoting positive values among the youth.

Participating Agency: MOWELFUND

Participants: 15 youth (from KBP, KAPP, MOWELFUND, OPM)

Peer Tutors: 3 masscom students

Duration: 3 days

2. Radio Production Workshop for OSYs

This workshop aims to raise awareness and involve out-of-school youth in the creation of a positive media environment for their sector.

Expected Output: National Office for Mass Media and KBP

- Radio skit/essay about the role of media, radio in particular, in harnessing the potentials of OSY in nation building.
- Five (5) twenty second radio plugs for the Conference.

Participating Agency: National Office for Mass Media

Participants: 20 OSYs (from the Pag-Asa Movement)

Peer Tutors: 2 masscom students

No. of days: 3 days

3. Writer's Workshop (Print Media)

This workshop hopes to harness the role of young writers in the creation of a more positive media environment (print) for and about the youth.

Expected Output: newsletter for and about the youth (first issue will feature the Youth Speak Conference)

Participating Agency:

Participants: 15 editors/members of school-paper organizations

IV. CONFERENCE PROPER

A. Composition of Participants. A total of 90 participants will be invited to attend the 3-day conference, with the following breakdown:

60 students will come from Luzon, Visayas and Mindanao (45 college, 15 high school, both public and private) who will be recommended by the school administrators/department coordinators. Participants coming from this group *must* either be: (a) a Journalism/Mass Communication student; (b) the Editor/staffer of the school paper; or (c) an officer of a masscom-oriented organization/theatre group.

- 30 practitioners (aged 15-30) from television, radio and print media and from the entertainment/performing arts who will be endorsed by their respective organizations or agencies.
- 50-75 Participating Observers, aged 15-30 and coming from the concerned/related workplace and the academe will be allowed access/participation to limited functions.

B. Registration Fees. Participants will be asked to pay the following corresponding fees to support food and/or accommodation expenses:

- P 2,000.00 per in-school participant (this can be further subsidized by the school where the student is currently enrolled in).
- P 3,000.00 per entertainment industry/media practitioner (the individual could request that his reg. fee be subsidized by the organization/media agency where he/she belongs).
- a nominal fee of P 500.00 per participating observer -- this would grant some 50-75 individuals access to some of the Conference's events (*i.e.*, Opening/Closing Ceremonies, Lecture/Workshop sessions).

C. Conference Programme

Day 1, December 4 (Thursday)

8:00-8:30 AM	Registration
8:30-10:00	Opening Programme Welcome and Official Opening
10:00-10:30	Break
10:30-12:30	<u>PLENARY SESSION I</u> Media Situationer Images of Youth in Media
12:30-1:30 PM	Lunch
1:30-3:00	<u>PLENARY SESSION II</u> Critical Issues for Youth and Media Media Literacy Self Regulation/Censorship Public Responsibility/Commercialization of Media Alternative Means: Computers and New Media
3:00-3:30	Break
3:30-6:00	Concurrent Working Groups on Previous Topics (Formation of four working groups)
	Working groups will be mixed (<i>i.e.</i> , composed of high school and college students and young media practitioners from TV, Print, Radio and entertainment/performing arts); Each group will be assigned to handle any one of the following topics: Media Literacy Self-Regulation/Censorship Commercialization of Media/Public Responsibility Alternative Means: Computers and New Media
6:00-7:00	Consolidation of Reports
7:00	Opening Reception hosted by the National Youth Commission

Day 2 December 5 (Friday)

8:00-8:30 AM	Registration
8:30-10:30	<u>PLENARY SESSION III</u> Summary of Day 1 Open Forum
10:30-11:00	Break
11:00-12:00	Presentation of Youth media Outputs
12:00-1:00	Lunch
1:00-3:00	<u>PLENARY SESSION IV</u> Youth and Media (Roles and Responsibilities)
3:00-3:30	Break
5:00-6:00	Open Forum
6:00-7:00	Finalization of the Youth Agenda on Mass Media
7:00	Dinner

Day 3, December 6 (Saturday)	
8:30-9:00 AM	Registration
9:00-10:00	Rapporteur's Report: Summarizing the Issues of the Conference and the consensus
10:00-10:30	Break
10:30-12:00	Closing Programme Presentation/Reading of the Youth Agenda on Mass Media Introduction of the Keynote Speaker Reaffirming a Commitment Towards a More Responsive Mass Media for the Filipino Youth
12:00-1:00	Lunch
1:00-5:00	<u>Optional Activities</u> Film Screening(s) A Visit/Educational Trip to a TV/Radio Network and/or a Newspaper/Magazine Office and Publishing House
6:00-7:00	Dinner
7:00-9:00	Solidarity/Awards Night (To give recognition to the winners of the essay writing contest on "The Filipino Youth as Consumers of Mass Media and the outstanding products of Youth Media)

IV. PARTICIPATING AGENCIES

- Commission on Higher Education (CHED)
- Department of Education, Culture and Sports (DECS)
- Kapisanan ng mga Brodkasters sa Pilipinas (KBP)
- National Press Club (NPC)
- Philippine Information Agency
- Kapisanan ng mga Artista sa Pelikulang Pilipino (KAPP)
- Movie and Television Review and Classification Board (MTRCB)
- National Commission on Culture and the Arts (NCCA)
- Organisasyon ng Pilipinong Mang-aawit (OPM)
- Philippine Educational Theatre Association (PETA)
- Videogram Regulatory Board
- National Movement of Young Legislators (NMYL)
- College Editors Guild of the Philippines (CEGP)
- Consortium of Mass Communication Students



the very first Essay Writing Contest
on the theme:

"The Filipino Youth As Consumers of Mass Media"

Spearheaded by the NATIONAL YOUTH COMMISSION, the essay writing contest aims to provide the youth with a venue to express their views on the impact of mass media.

The essay contest is also a prelude to the upcoming conference called "YOUTHSPEAK: the National Youth Conference on Mass Media" in December, 1997.

With the theme, "Toward A More Responsive Mass Media for the 21st Century," the conference will assemble student leaders, youth representatives, media practitioners, government policy makers and media experts to:

1. Assess the current situation of media, entertainment and the performing arts and its impact on the Filipino youth;
2. Discuss needs and concerns of the youth in the said industries; and
3. Draft a youth agenda that will serve as guidelines in the formulation of policies for mass media and entertainment arts.

GUIDELINES:

- ✓ The contest is open to all Filipino high school and college students who are between 15-30 years old by September 31, 1997
- ✓ The essay must be typewritten, double-spaced on a short bond paper and written in either English or Filipino.
- ✓ The essay should be between 300 to 500 words for the high school level and 500 to 800 words for the college level.

*Criteria for judging:

grammar	20%
content	40%
creativity	30%
organization/structure	10%
TOTAL	100%

- ✓ The entry must not include the real name of the author; a pen name should be used instead.
- ✓ All entries must be accompanied by a sealed, white mailing envelope containing both the author's real name and pen name and any of the following:
 - xerox copy of the birth certificate or driver's license
 - certificate of enrolment from the school principal or college dean
- ✓ Mailed entries should be post marked not later than Nov. 8, 1997 and actually received not later than Nov. 14, 1997. Entries should be addressed to:

YOUTHSPEAK Essay Writing Contest
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- ✓ Regional finalists must be willing to proceed to Manila or the NYC Area Offices to defend their essays before a panel of judges.
- ✓ Winners will be notified by official mail or telegram. First prize winners in the high school and college level will receive in cash P5,000.00 each. They will also be given trophies and will be invited to attend the Conference for free.

*For inquiries, you may page your name and contact no. to 1581-6322874 or call 526-4322/526-5228 (Telefax) and look for Georg Lovelee or any member of the YOUTHSPEAK Secretariat.

Another project of the National Youth Commission