



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
UL Complex, Meralco Avenue
Pasig, Metro Manila

TANGGAPAN NG KALIHIM
(OFFICE OF THE SECRETARY)

August 25, 1998

DECS MEMORANDUM
No. 347, s. 1998

1998 REGIONAL AND NATIONAL SCHOOLS PRESS CONFERENCES

To: Bureau Directors
Regional Directors
Schools Superintendents
Regional Science High School Principals
Divisional Leader School Principals (Secondary)
Private Elementary and Secondary School Principals
Vocational High School Principals

1. As part of the continuing program to promote campus journalism, the 1998 National Schools Press Conference (NSPC) will be held on December 6-11, 1998 at Ilagan, Isabela, Region II. This will be preceded by the Regional Schools Press Conferences which will be conducted not later than the last week of October 1998.
2. The theme of this year's conference is: "Responsible Journalism: Vanguard of Freedom". Its objectives are:
 - a. to provide a forum for free and responsible journalism;
 - b. to provide learning experiences where values such as the pursuit of truth, fairness and objectivity may be exemplified;
 - c. to upgrade the journalistic competencies of student-writers as well as of teacher-advisers through quality journalism program at the school level; and
 - d. to enhance school paper management to make it more relevant and dynamic.
3. A total of 4,337 regional winners and their school paper advisers, regional and national association officers, division supervisors concerned, central office officials and others as specified in the Inclosure (para. 11 & 12, pp. 7 & 8) are expected to participate in the NSPC.

4. The regional conferences and the NSPC shall be partly subsidized from the Campus Journalism Fund (R.A. 7079) but minimal registration fees from participants to augment available resources shall be charged against local funds subject to the usual accounting and auditing rules and regulations. Participants from the private schools shall make necessary arrangements with their respective institutions in connection with their attendance in the Conference.

5. Special pupils/students may be allowed to participate in the individual writing contests as long as they comply with the special arrangements described under the "National Schools Press Conference" (See Inclosure).

6. Other details about the Press Conferences are in the inclosure to this Memorandum. Further inquiries may be directed to:

The Director
Bureau of Secondary Education
3rd Floor, Bonifacio Bldg., U.L. Complex
Meralco Avenue, Pasig City
Tel. No. 633-72-42
FAX No. 636-51-73

7. The composition of the Philippine Association of Elementary School Paper Advisers and the National Association of Secondary School Paper Advisers Associations are in Appendix A of this Memorandum.

8. Wide and immediate dissemination of this Memorandum to all concerned is expected.

Andrew Gonzalez
ANDREW GONZALEZ, FSC
Secretary

[Signature]

Incls.:

As stated

References:

DECS Memorandums: Nos. 332 and 407, s. 1997

Allotment: 1-2—(D.O. 50-97)

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

CONFERENCES
CONTESTS
PUBLICATIONS
SCHOOL PAPER
SOCIETY or ASSOCIATIONS

A. Regional Press Conference

1. The regional conference shall not be more than three (3) days. It shall consist of lecture-discussions on important and relevant issues/topics, and individual writing contests in both English and Filipino.
2. Each teacher-participant shall pay FIVE HUNDRED SIXTY PESOS (P 560.00) while each student-participant shall pay FIVE HUNDRED THIRTY PESOS (P 530.00) upon registration.
3. The amount of FIVE HUNDRED PESOS (P 500.00) represents the registration fee while the SIXTY PESOS (P 60.00) from the teacher-delegate goes to the membership fee in the regional and national school paper advisers association (elementary and secondary). THIRTY PESOS (P 30.00) of said amount shall be retained with the regional association while THIRTY PESOS (P 30.00) shall be remitted by the RSSPAA president to the NSSPAA/PAESPA treasurer during the NSPC.
4. On the other hand, the amount of THIRTY PESOS (P 30.00) to be paid by each student-delegate represents the membership fee in the Regional and National Editors Guild. FIFTEEN PESOS (P 15.00) of this amount shall be retained with the Regional Editors Guild while FIFTEEN PESOS (P 15.00) shall be remitted to the treasurer of the National Editors Guild during the NSPC.
5. Pupils/students may participate in the following individual writing contests at the elementary and secondary levels:

Elementary: News Writing
Editorial Writing
Feature Writing
Copyreading and Headline Writing
Sports Writing

Secondary: News Writing
Editorial Writing
Feature Writing
Copyreading and Headline Writing
Sports Writing
Photojournalism
Editorial Cartooning

- 5.1 A pupil/student shall be allowed to participate in only two (2) categories in the same medium.
 - 5.2 A school shall have only one (1) contestant per category.
 - 5.3 There shall be five (5) winners for each category at the elementary level and seven (7) winners for each category at the secondary level for each Region.
6. The Regional Director shall submit to the Office of the Secretary (Attn.: The Director, Bureau of Secondary Education, U.L. Complex, Pasig City).
- 6.1 a certified list of regional winners for the individual contests together with the names of their schools and divisions;
 - 6.2 the list of teacher advisers to attend the NSPC;
 - 6.3 the name of the Outstanding Secondary School Paper Adviser; and
 - 6.4 the name of the Outstanding Secondary School Campus Journalist

one (1) week after the Regional Schools Press Conference (RSPC).

A copy shall be furnished the Director, DECS RO II, Carig, Tuguegarao, Cagayan. Likewise, the names of special pupils/students who are regional winners should be specified in the list together with a description of their handicaps. This information will enable the DECS Organizing Committee to institute necessary arrangements for their participation in the national contests.

7. Regional Directors, particularly the Director of DECS RO II, are authorized to draw a cash advance from any appropriate local fund to meet expenses in preparation for the RSPCs, such cash advance to be reimbursed from collections of registration fees and the subsidy from the Campus Journalism Fund (R.A. 7079). The subsidy shall be released upon submission (Attn.: Director Alberto P. Mendoza, BSE) of the design of and the budget for the Regional Press Conference.
8. Failure to observe the guidelines or comply with the rules shall automatically disqualify participants from the NSPC contests.

B. National Schools Press Conference (NSPC)

1. The activities in connection with the NSPC are:
 - speeches/lectures covering various aspects of school paper work by distinguished, practising journalists and professors of journalism;
 - individual writing contests identical to those at the regional level;
 - educational tour;
 - awarding ceremony for outstanding regional secondary school paper-adviser and school paper-editor (to be handled by the National Association in coordination with the Host Region); and
 - awarding ceremony for the winners in the different individual and group contest categories for both elementary and secondary levels as well as the overall champion region in the individual contests and the overall champion region for the group contests.
2. No student alternate shall be allowed in case the real regional winner cannot participate in the NSPC.
3. Another teacher-adviser may be allowed to take the place of an adviser who will not be able to participate in the NSPC for as long as the required number of regional delegates is maintained. However, no additional teacher-delegate shall be allowed in cases where the teacher-adviser is the adviser of two (2) winners.
4. The following arrangements shall be observed for special pupils/students who will participate in the Individual Writing Contests:
 - 4.1 The head of the regional delegation shall be responsible for the special travel arrangements to the contest site and during all the NSPC activities participated in by the pupil/student;
 - 4.2 Contestants who are blind may be accompanied by a teacher-adviser to the contest room but the latter should leave the room after the student is safely seated. The guide may fetch him/her when the contest is over;
 - 4.3 Blind contestants are required to bring their own braille machine. The proctor shall read the written instructions for said contestants.

5. In the event that there are special (blind) pupil/student participants in the NSPC, a staff from the Special Education Division (SPED) of the Bureau of Elementary Education shall serve as facilitator, to decode the text from the braille machine.
6. The first official activity of the NSPC shall be a parade to be participated in by all delegations on December 6 at 4:00 p.m. The host shall serve the first meal (lunch) on the same day, and the last meal (lunch) on December 12, 1998.
7. The group contests are open to all elementary and secondary school newspapers published in SY 1998-1999, whether or not they are represented by delegates at the NSPC. The contest shall involve the following categories of student publications: Bracket A and B (elementary); Bracket A and B (secondary). The specifications for each bracket follow:

Elementary: (Size - 9" x 12")

Bracket A publication

- a) standard printed newsletter; and
- b) with at least 8 pages

Bracket B publication

- a) mimeographed student publications, newsletter and the like, provided they follow the standard style of print journalism; and
- b) with at least 8 pages

Secondary: (Size - 12" x 18")

Bracket A publication

- a) standard printed broadsheet or tabloid;
- b) with 14-20 pages; and
- c) must have been in circulation for at least five years

Bracket B publication

- a) standard printed broadsheet or tabloid; and
- b) with 8-12 pages

8. The categories for the group contests are as follows:

Best Layout/Page Design
Best News Page
Best Editorial Page
Best Features/Literary Page
Best Sports Page
Best Developmental Journalism Reporting/Page
Best Science Reporting/Page

9. The principal/administrator of each school participating in the group contests shall send by registered mail on or before **October 16, 1998**, eighteen (18) copies of one (1) issue of a bilingual issue of a school paper published in SY 1998-1999 or nine (9) copies each of the Filipino and the English paper if the school has both, properly labelled as Bracket A or B (Elementary): or Bracket A or B (Secondary). **There will be no extension of the deadline.** The bundle shall be addressed to: The Director, Bureau of Secondary Education, 3rd Floor, Bonifacio Bldg., U.L. Complex, Meralco Ave., Pasig City, (Attention: Mrs. Oliva P. Dantes).

10. The criteria for the choice of the best newspaper entries per category are attached separately from the Inclosure to this DECS Memorandum.

11. The total number of participants in every regional delegation is 256 broken down as follows:

98 high school student-winners [7 categories x 7 winners x 2
(English and Filipino)]
70 high school student-advisers [7 categories x 5 advisers x 2
(English and Filipino)]
1 outstanding secondary school campus journalist
1 outstanding secondary school paper adviser
50 elementary school pupil-winners [5 categories x 5 winners x 2
(English and Filipino)]
30 elementary school paper advisers [5 categories x 3 advisers x 2
(English and Filipino)]
1 Chief or Asst. Chief, Elementary Education Division
1 Chief or Asst. Chief, Secondary Education Division
1 Regional Supervisor in-charge of Journalism (either English or
Filipino, either elementary or secondary)
1 President of the Regional Editors Guild
1 President of the Regional Association of Elementary School Paper
Advisers
1 President of the Regional Association of Secondary School Paper
Advisers

12. Other participants to the NSPC (241) are as follows:
 - 30 - Central Office working committees
 - 9 - Officers of the Philippine Association of Elementary School Paper Advisers (PAESPA)
 - 9 - Officers of the National Secondary School Paper Advisers Association (NSSPAA)
 - 30 - Local working committees
 - 139 - Division supervisors in-charge of Journalism (English or Filipino)
 - 24 - Resource speakers
13. The Registration Committee shall not accept any person who is not a legitimate member of the delegation as specified in the Inclosure. However, the Committee shall receive from each Regional School Paper Advisers Association (RSPAA) president (elementary and secondary) the total collection of the school paper advisers' membership in the region. The collection should be turned over to the respective treasurers of the two (2) national associations (elementary and secondary).
14. Each delegate to the NSPC shall pay a registration fee of ONE THOUSAND FIVE HUNDRED PESOS (P 1,500.00).
15. A certificate of good physical and mental health issued by a government doctor and certified by the Regional Director shall be required from all delegates (students, teacher-advisers and officials) upon registration.
16. The Conference is a live-in activity. No student-delegate, teacher-adviser and supervisor, shall be allowed to stay outside the site.
17. Requests of regional delegations for accommodation at the NSPC site shall be sent to: The Director, DECS RO II, Carig, Tuguegarao, Cagayan, copy furnished the Schools Division Superintendent, Ilagan, Isabela and the Bureau of Secondary Education, Bonifacio Bldg., U.L. Complex, Meralco Ave., Pasig City not later than November 6, 1998. The list of members of the regional delegation certified by the regional director, with the males separated from the females should accompany the request.
18. Information about the kind of transportation the delegation will take to the NSPC site, as well as the date and time of arrival, shall be provided the host region at least two (2) weeks before the date of its arrival. Arrangements for transportation to the conference site shall be made by the host region but expenses shall be borne by the delegation.

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CRITERIA FOR JUDGING

I. FEATURES/LITERARY PAGE / Lathaldain

A. Content: (25%)

- Variety of subject matter
- Timely and relevant topics
- Include articles on values
 - " " culture and traditions
 - " " timely historical events

B. Form and Presentation (25%)

- Variety in features and literary types
- Properly documented facts
- Balance of light and serious topics

C. Style (25%)

- Catchy/clever titles
- Arresting leads
- Interest sustained till conclusion

D. Photographs/Illustrations (25%)

- Clear photos/art work
- Properly cropped
- Relevant illustrations (graphs/sketches)

II. EDITORIAL PAGE / Pangulong Tudling

A. Editorial/Column Content (20%)

- School Issues
- Community Issues
- Relevant National Issues

B. Editorial Types (20%)

- Editorial of Information
- " " Interpretation
- " " Persuasion/Influence
- " " Criticism
- " " Entertainment
- " " Appreciation and Tribute

C. Evidence/Source Cited (20%)

- Statistics
- Reference
- Research

D. Editorial Style (20%)

Lead presents problem/issue and stand
Body contains supporting facts
Appropriate conclusion
Appropriate Headline/Title

E. Editorial cartoon (15%)

Clear Message
Use of appropriate symbols
Uncluttered presentation

F. Others (5%)

Letters to the Editor
Opinionated articles
Exchanges

III. NEWS PAGE/BALITA

A. News Content (20%)

School News
Community News
Relevant National News

B. News Coverage (15%)

Current News
Advance News
Follow-Up News

C. News Types (15%)

Straight News
Multi-Feature
In-Depth News

D. News Evidence (15%)

Interview
Survey
Research
Actual Coverage
Experiments/Studies

E. News Style (15%)

Correct Structure
Appropriate Lead
Appropriate Headline

F. Photographs/Illustrations (20%)

- Clear Photos
- Properly Cropped
- Relevant Illustrations (e.g. graphs, tables)

IV. SPORTS PAGE / Palakasan

A. Content (20%)

- Sports News
- Sports Editorial
- Sports Feature
- Cartoon/Comic Strip

B. Coverage (15%)

- On-the-spot/actual coverage
- Advance report
- Follow-up report

C. Evidence of Facts (15%)

- Interview
- Statistics
- Research

D. Form and Style (25%)

- Headlines show action
- Appropriate structure
- Correct sports lingo
- Accuracy of facts and figures
- Lively and interesting presentation

E. Photographs/Illustrations (25%)

- Clear photos that show action
- Properly cropped for dramatic effect
- Relevant illustration (tables, graphs)
- Interesting comics strips

V. LAYOUT/PAG-AANYO

A. Systematic and orderly arrangement of: (25%)

- Nameplate
- Headlines
- Body text
- Cuts/captions
- Other illustrations

B. The entire page reflects (25%)

- balance

- harmony
- proportion
- emphasis
- consistency

C. Photos/Illustrations (20%)

- clear and uncluttered
- properly cropped
- proportionate to length of articles and entire page
- show action or suggest a message

D. Typography (20%)

- readable body text
- appropriate headline types/size
- one or two family types for entire page
- properly used for emphasis

E. Special Effects (10%)

- Superimposition of photos and texts
- Degree of screen to reflect importance
- Contrast of light and shadow

VI. SCIENCE PAGE/PAHINANG PANG-AGHAM

A. Content (30%)

Include articles on:

- Natural environment
- communication and technology
- scientific discoveries/inventions/innovations
- food production
- health and nutrition
- fuel/energy conservation
- medical breakthroughs
- paranormal events
- projection/forecast

B. Presentation (25%)

- Science News
- Science Features
- Science Editorial
- Science quiz/games
- Scientific research abstracts

C. Form and Style (25%)

- Properly documented facts
- Well-researched data
- Light and interesting treatment
- Simple and understandable terms used for laymen

D. Photographs/Illustrations (20%)

- Clear photos
- Properly cropped
- Adequate caption
- Relevant illustration (table/graphs)

VII. DEVELOPMENTAL JOURNALISM REPORTING/PAGE

A. Paper reflects students thoughts on: (20%)

- current social issues
- current political and economic issues
- local and national issues

B. Number and quality of articles and/or features that would help further promote the (15%)

- development of worthwhile attitudes
- " " " values

C. Number and quality of articles and/or features that would (15%)

- help further promote appreciation of other peoples
- contribute to world understanding

D. Evidence of effort to acquaint the community with (15%)

- school activities
- school achievements
- school needs

E. Evidence of effort to acquaint students with and arouse students' interest in (15%)

- current programs for community development
- innovative programs undertaken by the community

F. Evidence of effort in making the paper a source of useful information by including (20%)

- health tips
- fuel/energy conservation guides
- cultural and scientific notes
- relevant rules and regulations
- food production and nutrition advice
- inspiration stories promoting community spirits

2. Regional Level

1 st Place	-----	30%
2 nd Place	-----	25%
3 rd Place	-----	20%
4 th Place	-----	15%
5 th Place	-----	10%
6 th Place	-----	5%
7 th Place	-----	3%

3. National Level

1 st Place	-----	40%
2 nd Place	-----	35%
3 rd Place	-----	30%

C. Leadership (Journalism)

1. Position 30%

Editor-in-Chief	-----	30%
President of Association	--	30%
VP, Sec., Treas.	-----	25%
Associate Editor	-----	25%
Section Editor	-----	20%
Minor Position	-----	10%
Reporter	-----	10%

D. Community/Extension Services 5%

Sangguniang Kabataan	---	5%
Church Services	-----	5%
NGOs Outreach Programs and other Related Services	5%	
(ex.: - Volunteer patak centers, election watcher, earthsavers, sagip Pasig, sportfest of organizations)		

E. Interview 5%

TOTAL 100%

CRITERIA FOR THE SEARCH OF OUTSTANDING SECONDARY SCHOOL PAPER ADVISER FOR SY 1998-1999

A. Length of Service 5%

1. Must be a secondary school paper adviser for SY 1998-1999 (in active service)
2. Must have been a secondary school paper adviser for at least three years immediately prior to the Search

B. Performance Rating 10%

1. Must have an average performance rating of not lower than Outstanding for the past three school years

Descriptive Rating

1995-1996 _____
 1996-1997 _____
 1997-1998 _____

Average: _____

C. Achievement in Journalism Contests (last 5 years) 30%

Individual Contests Winners

- a. Division - 5%
- b. Regional - 10%
- c. National - 15%

D. Leadership (related to Journalism) 25%

	National	Regional	Division
President	25%	20%	15%
VP, Sec., Treas.	20%	15%	10%
Other Positions	15%	10%	5%

E.	Extension Services/Contributions to Journalism	20%
1.	National Level	
	a. Facilitator, Trainor -----	20%
	Committee Chairperson, Resource Speaker	
	b. Committee Members -----	15%
2.	Regional Level	
	a. Facilitator, Trainor -----	15%
	Committee Chairperson, Resource Speaker	
	b. Committee Members -----	10%
3.	Division Level	
	a. Trainor/Speaker -----	10%
	b. Committee Membership -----	5%
F.	Scholarships/Awards Related to Journalism	5%
G.	Interview	5%

	TOTAL	100%

**PHILIPPINE ASSOCIATION OF ELEMENTARY SCHOOLS
PUBLICATION ADVISERS (PAESPA)**

EXECUTIVE OFFICERS

President	-----	LEOCADIO D. ALVAREZ, NCR
Vice President:		
Luzon	-----	AURELIO D. MANALO, JR., R-IV
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Mindanao	-----	DOLORES J. CLARETE, ARMM
Secretary	-----	CLAIRE V. CO, R-VIII
Treasurer	-----	HENRIETTA V. NIEVERA, NCR
Auditor	-----	ALFREDO A. HERRERA, R-III
PRO	-----	RENANTE P. SULIT, R-IV
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NATIONAL SECONDARY SCHOOL PAPER ADVISERS ASSOCIATION

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Vice President:		
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Treasurer	-----	CORAZON B. PIMENTEL Judge J. Luna HS, Q.C., NCR
Auditor	-----	ANTONIO A. ALIDO Jose Leido NMHS, Calapan Oriental Mindoro, R-IV
Business Manager	-----	ISIDRO M. BIOL, JR. Tubod NHS, Tubod Surigao del Norte, CARAGA
PRO	-----	SERGIO O. ONTUCA Holy Infant Jesus College Olongapo City, R-III