



Tanggapan ng Kalihim
Office of the Secretary

NOV 10 2004

DepED MEMORANDUM
No. 439 .s. 2004

**REGIONAL AND NATIONAL SCHOOLS PRESS CONFERENCES
SY 2004-2005**

To: Undersecretaries
Assistant Secretaries
Bureau/Regional Directors
Schools City/Division Superintendents
Heads of Public and Private Elementary and Secondary Schools

1. Pursuant to the mandate of Republic Act 7079, the National Schools Press Conference (NSPC), a culminating activity of the Campus Journalism Program for the School year 2004-2005 shall be held in Surigao City, CARAGA Region on February 21-25, 2005. Preceding the national activity shall be the three-day Regional Schools Press Conference (RSPC) that shall be conducted between November 15 and December 10, 2004.

2. The theme of the 2005 NSPC is "Redirection of Values for Nation Building through Campus Journalism" (Pagbabagong Direksiyon ng Pagpapahalaga sa Pagpapatatag ng Bansa sa Pamamagitan ng Journalismong Pang-Campus).

3. The Conference aims to:

- a) apply communication skills in the different categories of campus journalism and in scriptwriting for radio broadcast with focus on values development;
- b) promote intellectual inquisitiveness and development of learners through worthwhile regional and national competitions; and
- c) enhance school paper advisers' skills in mentoring, coaching and guiding campus journalists on school paper management.

4. Participants in the Regional Schools Press Conference are the division winners and their advisers and division and regional supervisors in charge of Campus Journalism. Participants in the National Schools Press Conference are the top 3 RSPC winners in each category, media and level. Other participants, including a school paper adviser for each category, media and level, who shall compose the regional delegation, are listed in Enclosure 4.

5. For the activities of the RSPC, each division shall be given a subsidy of **EIGHT THOUSAND PESOS** (P8,000.00). However, as stated in the enclosed Implementing Guidelines, registration fees may be charged to augment the expenses of the above-cited conferences. The host region for NSPC shall receive a subsidy of **THREE MILLION PESOS** (P3,000,000.00) from the RA 7079 appropriations.

6. Implementing guidelines for the conduct of the NSPC (Enclosure 1), the RSPC (Enclosure 2), the radio broadcast contest (Enclosure 3) and the composition of each regional delegation (Enclosure 4) are attached for information and reference. Inquiries may be addressed to: **THE DIRECTOR IV**, Bureau of Elementary Education, 2nd Floor, Bonifacio Bldg., DepEd Complex, Meralco Ave., Pasig City. The contact numbers are 638-4799 or 632-1361 local 4055, 4173, 4174.

7. Immediate dissemination of this Memorandum is desired.


FLORENCIO B. ABAD
Secretary

Encls.:

As stated

Reference: DepEd Memorandum: No. 4, s. 2002

Allotment: 1-(D.O. 50-97)

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

CONFERENCES
CONTESTS
PUPILS
SCHOOL PAPERS
STUDENTS

**IMPLEMENTING GUIDELINES FOR THE CONDUCT OF THE
NATIONAL SCHOOLS PRESS CONFERENCE (NSPC) SY 2004-2005**

1. Travel Arrangements

- 1.1 The head of the regional delegation, the Chief of the Elementary Education, shall be responsible for his/her delegation's travel arrangements to and from the contest site and during the NSPC activities.
- 1.2 The list of members of the regional delegation, with the males separated from the females, and certified by the Regional Director shall be sent not later than January 7, 2005 to the Director of CARAGA Region, copy furnished:
 - 1.2.1 The Director IV, Bureau of Elementary Education
 - 1.2.2 The Director IV, Bureau of Secondary Education
 - 1.2.3 The Schools Division Superintendent, Surigao City
- 1.3 Information about the means of transportation, the date and time of arrival of the regional delegation shall be provided the host region at least two (2) weeks before the date of arrival.

2. Contestants. Only sixty-six (66) campus journalists from each region shall participate in the NSPC.

- 2.1 The first three (3) of the seven (7) regional winners in each of the five (5) categories (copyreading and headline writing, sports writing, feature writing, news writing and editorial writing) in English and Filipino, elementary and secondary levels shall be qualified to join the NSPC. Thus, for the 5 individual contests, each region shall have a total of 60 participants.
- 2.2 For editorial cartooning and photojournalism, the first three (3) of the seven (7) regional winners, in either English or Filipino shall be qualified for the NSPC. Each region shall field 6 participants.

3. Registration Schedule, Fees and Other Registration Arrangements

- 3.1 Each delegate to the NSPC shall be charged a registration fee of **TWO THOUSAND PESOS (P2,000.00)** payable to the host region, for the four (4)-day conference that shall start on February 21 and shall end on February 24.

The first meal (lunch) shall be served on February 21 and the last meal (morning snack) on February 25.

- 3.2 Regional participants are required to register with the Registration Committee by presenting their school identification card (I.D.), a medical certificate issued by a government physician and a copy of parent's permit. The Registration Committee is under strict instruction not to accept registrants without these necessary documents.
- 3.3 The Registration Committee shall receive from each Regional Editor's Guild President and Regional Advisers' Association President (elementary and secondary) the total collection of the membership fees in their respective regions within the duration of the NSPC.
- 3.4 The collection shall be turned over to the respective treasurers of the national associations (PAESPA, NSSPAA and the National Editors' Guild for elementary and secondary levels).

4. Contest Rules

- 4.1 Contestants are not allowed to use cellular/mobile phones and the like during the contest proper.
- 4.2 Participants in photojournalism may use cameras of their choice. Sophisticated cameras (with zoom lens, wide angle, telephoto and the like) may be allowed except digital cameras. Films shall be made available to the participants for free a few minutes before the contest.
- 4.3 Participants are required to be at the testing centers at least 15 minutes before the contest time. A waiting/holding area for advisers shall be provided outside the compound of the testing center.

5. Other NSPC-Related Activity

The Search for the Outstanding Elementary and Secondary School Paper Advisers and the Outstanding Elementary and Secondary Campus Journalists of the Philippines for SY 2004-2005 shall continue to be a part of this year's conference. (DECS Memorandum No. 453, s. 2000.)

**IMPLEMENTING GUIDELINES FOR THE CONDUCT OF THE
REGIONAL SCHOOLS PRESS CONFERENCE (RSPC)
SY 2004-2005**

1. The regional conference is a three (3)-day activity consisting of individual writing contests in English and Filipino at the elementary and secondary levels. The contests on radio broadcasting and desktop publishing, being newly introduced categories may also be conducted for those regions that intend to join these special contests in the NSPC.
2. A registration fee shall be charged each participant for live-in arrangements and a lesser amount for non-residential arrangements.
3. Each teacher/adviser shall pay SIXTY PESOS (P60.00) as membership fee to his/her respective regional and national school paper advisers' associations (elementary or secondary). THIRTY PESOS (P30.00) of this amount shall be retained with the regional association, while THIRTY PESOS (P30.00) shall be remitted by the RSPAA president to the PAESPA/NSSPAA treasurer.
4. On the other hand, each pupil/student participant shall pay THIRTY PESOS (P30.00) as membership fee to his/her respective regional and national editors' guild (elementary and secondary). FIFTEEN PESOS (P15.00) of this amount shall be retained with the Regional Editors' Guild, while FIFTEEN PESOS (P15.00) shall be remitted to the treasurer of the National Editors' Guild.
5. **Individual Contests.** The following are the individual contest categories in English and Filipino for the elementary and secondary levels: Copyreading and Headline Writing, Sports Writing, News Writing, Features Writing and Editorial Writing. Competitions in Editorial Cartooning and Photojournalism, shall be for both levels in either English or Filipino.
 - 5.1 A student may participate in any of the categories in the same medium provided there is no conflict in the schedule.
 - 5.2 A school that does not publish a school paper shall not be allowed to send participants to the RSPC. To authenticate the credibility of participant, the contest committee shall require the submission of a copy of his/her school paper.
 - 5.3 **Contest Winners**
 - 5.3.1 There shall be seven (7) regional winners for each of the five (5) categories namely: copyreading and headline writing, sports writing, news writing, feature writing and editorial writing in English

and Filipino at the elementary and secondary levels for each region.

- 5.3.2 There shall be a total of 140 winners per region in these five (5) categories. However, only the first 3 of the 7 winners in each category, media and level, shall participate in the National level.
 - 5.3.2 Editorial cartooning and photojournalism shall either be in English or Filipino for both elementary and secondary levels. Thus, there shall be a total of 14 winners per region for these two (2) categories. Only the first 3 of the 7 winners in each level, shall qualify for the National Level which shall be 6.
 - 5.3.3 Altogether, there shall be one hundred fifty-four (154) winners per region covering the elementary and secondary levels but only 66 will proceed to the NSPC.
- 5.4 The Regional Director shall submit the lists enumerated below not later than January 7, 2005, to the Office of the Secretary, DepEd Complex, Meralco Ave., Pasig City (Attn.: The Director IV, Bureau of Elementary Education/The Director IV, Bureau of Secondary Education), copy furnished the Director, DepEd RO CARAGA.
- 5.4.1 A certified list of regional winners in the individual contests indicating the names of their schools and divisions. In the case of student-regional winners with special needs, a brief description of their impairment shall be indicated to enable the DepED Organizing Committee to ensure their convenience;
 - 5.4.2 The list of teacher-advisers who shall attend the NSPC;
 - 5.4.3 The names of Outstanding Elementary and Secondary School Paper Advisers, with their individual 2 x 2 photographs; and
 - 5.4.4 The names of Outstanding Elementary and Secondary School Campus Journalists, with their individual 2 x 2 photographs; and
 - 5.4.5 The names of other official delegates to the NSPC, as stated in Enclosure 4.
6. **Group contests.** The group contests are open to all elementary and secondary schools that published newspapers in SY 2004-2005, whether or not they have delegates in the NSPC.
- 6.1 The contest shall involve two brackets of student publications in both levels, A and B, with the following specifications:

GUIDELINES FOR THE CONDUCT OF THE RADIO BROADCAST CONTEST

Pre-Contest

1. Each region shall field a team of seven (7) members who are participants in any category of the individual contests. The team shall decide who will act as newscaster, scriptwriter, anchor person, field reporter, etc.
2. The members of the team shall bring the necessary materials (e.g. music for sound effects, cassette recorder, blank tape, etc.).

Contest Proper

1. Each team shall be given two (2) hours to prepare a five (5) minute presentation either in English or Filipino. The five minute broadcast shall include a quick introduction, commercial break, commentary/public affairs item .
2. Once the two (2) hour planning and preparation has started, no member shall be allowed to leave the newsroom. In case of personal necessity, a member of the management shall accompany the participant to the rest room.
3. The team shall be given **lifestyle, business and crime-related newspaper articles.**
4. All materials including the commercials shall be prepared on the spot. Advertisements shall not be pre-recorded. They will be aired live.
5. The order of presentation shall be done by drawing lots. The presentation shall be done right after the contest master has rung the bell. The members of the team are encouraged to be creative in their presentation.

Post Contest

1. Four (4) original copies of the script shall be collected and shall be submitted to the panel of judges.
2. The first three (3) winners shall be chosen from among the seventeen (17) participating regions. Two (2) other awards shall also be given: the **best script** and the **best news broadcast**.
3. The decision of the board of judges shall be final and irrevocable.

Criteria for Judging

- 30% - Content (Application of broadcast principles, presentation of events, etc)
- 30% - Time Management
- 30% - Delivery (Projection, modulation, confidence, uniqueness, flow of presentation, creativity in presentation)
- 10% - Impact
- 100% - Total

**COMPOSITION OF THE REGIONAL DELEGATION
AND OTHER PARTICIPANTS IN THE NSPC**

The number of participants of each regional delegation is 110 broken down as follows:

Elementary = 55

36 winners (5 categories x 3 winners x 2 media)
(2 categories x 3 winners, either English or Filipino)

*12 school paper advisers (to act as chaperons and coaches of the regional winners)

- 1 outstanding school campus journalist
- 1 outstanding school paper adviser
- 1 Chief or Assistant Chief, Elementary Education Division
- 1 Regional Supervisor of English or Filipino
- 1 Division Supervisor of English or Filipino
- 1 President of the Regional Association of Elementary School Paper Advisers
- 1 Adviser of the National Elementary Editor's Guild

Secondary = 55

36 winners (5 categories x 3 winners x 2 media)
(2 categories x 3 winners, either English or Filipino)

*12 school paper advisers (to act as chaperons and coaches of the regional winners)

- 1 outstanding school campus journalist
- 1 outstanding school paper adviser
- 1 Chief or Assistant Chief, Secondary Education Division
- 1 Regional Supervisor of English or Filipino
- 1 Division Supervisor of English or Filipino
- 1 President of the Regional Secondary School Paper Advisers Association
- 1 Adviser of the National Secondary Editor's Guild

Other participants

- 30 Members of the Central Office Working Committees
- 5 Officers of the Philippine Association of Elem School Paper Advisers (PAESPA)
- 5 Officers of the National Secondary School Paper Advisers Association (NSSPAA)
- 4 Officers of the National Elementary Editors' Guild
- 4 Officers of the National Secondary Editors' Guild

* There will be only 1 adviser for each category, media and level.