



Tanggapan ng Kalihim  
Office of the Secretary

SEP 28 2007

DepED MEMORANDUM  
No. 391, s. 2007

READING ASSOCIATION OF THE PHILIPPINES (RAP)  
MIDYEAR DEMOFEST

To: Bureau Directors  
Directors of Services/Centers and Heads of Units  
Regional Directors  
Schools Division/City Superintendents  
Heads, Private Elementary and Secondary Schools

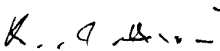
1. The Reading Association of the Philippines (RAP), the national affiliate of the International Reading Association will hold its Midyear Demofest in Balay Kalinungan, University of St. La Salle, Bacolod City on October 19-20, 2007.
2. The theme of this year's convention is Comprehension: Beyond the World of Words. The featured speaker is Dr. Yin Mee Cheah, from the Society of Reading and Literacy (SRL) in Singapore. Noted experts in the field of reading education will be featured during plenary sessions.
3. The convention aims to bring together practitioners in reading education, readership, methods and strategies in teaching reading, language and literature from various parts of the country to share their research and best practices on reading comprehension as it relates to the following strands: Research on Vocabulary and Word Recognition, Best Practices on Fluency, Teaching Strategies on Comprehension and Reading Writing Connection, and Children's Literature.
4. Participants to this convention are school administrators, chairpersons/department heads, reading program coordinators, Reading professors and classroom teachers in Filipino and in English at all levels. Attendance of public school participants is on **official time only**.
5. An on-site registration fee of Two thousand Seven Hundred Fifty Pesos (PhP2,750.00) for RAP members and Three Thousand for non-RAP members will be charged each participant. Discounted rates will be given for early bird registrants. This will cover expenses for lunches, snacks, materials, certificates and other incidental expenses. Participants will make their own arrangements for accommodation. The program of activities containing the registration rates is enclosed. Since the venue's seating capacity is 500, the participants are encouraged to register early.

6. Further inquiries may be addressed to:

Ms. Merlene M. Alon, Ed.D  
Cell. No. +639063490317  
E-mail address:  
[alphaaca@mozcom.com](mailto:alphaaca@mozcom.com)

Ms. Felicitas E. Pado, Ph.D.  
Cell. No. +639275228705  
E-mail address:  
[felypado@yahoo.com](mailto:felypado@yahoo.com)

7. Immediate dissemination of this Memorandum to all concerned is desired.

  
RAMON C. BACANI  
Undersecretary

Encl.:

As stated

Reference:

DepED Memorandum: No. 320, s. 2006

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

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

CONVENTIONS  
Learning Area, READING  
SOCIETY or ASSOCIATIONS  
TEACHERS

Maricar/DM-Reading Association  
08-13-07

**Reading Association of the Philippines**  
**The National Affiliate of the International Reading Association**

**2007 Midyear Demofest Program**

October 19 & 20, 2007

Bacolod City

The Reading Association of the Philippines (RAP) is pleased to announce its 2007 Midyear Demofest to be held at Santuario in Balay Kalinungan, University of St. la Salle, Bacolod City on October 19 (Friday) & 20 (Saturday), 2007. This demonstration festival of RAP members and reading teachers/professors in Filipino and English is on the theme: **COMPREHENSION: BEYOND THE WORLD OF WORDS**. The featured speaker is Dr. Cheah Yin Mee, former President of the Society of Reading and Literacy (SRL) in Singapore. She will speak on "Reading Comprehension Instruction." Noted experts in the field of reading education will be featured during plenary sessions.

**Day 1 - October 19, 2007**

7:00 – 8:00	Registration		
8:00 – 10:00	Opening Program		
	Doxology		<b>RAP Negros Chapter</b>
	Philippine National Anthem		<b>RAP Negros Chapter</b>
	Welcome Address		<b>Dr. Mildred Garay</b> President – RAP Negros Chapter
	Greetings		
	Introduction of the Keynote Speaker		<b>Dr. Merlene M. Alon</b> President – Reading Assn of the Phils
	Keynote Speech: <i>Comprehension: Beyond the World of Words</i>		<b>Dr. Cheah Yin Mee</b> Past President Society of Reading and Literacy, Singapore
10:00 – 10:30	Break		
10:30 – 12:00	Plenary 1	<i>Vocabulary and Word Recognition</i>	
		<b>Dr. Felicitas E. Pado</b>	University of the Philippines, Diliman
		<b>Dr. Mila S. Arias</b>	Philippine Normal University, Manila
		<b>Dr. Lydia Liwanag</b>	Philippine Normal University, Manila
12:00 – 1:00	Lunch		
1:00 – 3:00	Plenary 2	<i>Content Area Reading and Fluency</i>	
		<b>Dr. Nemah Hermosa</b>	University of the Philippines, Diliman
		<b>Ms. Rizalina C. Labanda</b>	SPPECC, City of Sta. Rosa
		<b>Dr. Melchor Tatlonghari</b>	Philippine Normal University, Manila
3:00 – 3:30	Break		
3:30 – 5:00	Demonstration Teaching on Vocabulary , Content Area Reading & Fluency		
	<b>• Preschool</b>	<b>• Upper Grades(Intermediate)</b>	
A.	<i>An Integrated Lesson Plan</i>	A.	<i>A Three-Day Plan on Visualizing a Text</i>
	<b>Hannah Carmela Neri</b>		<b>Lerma dela Peña</b>
	UP Integrated School, Diliman, QC		PAREF Woodrose School, Alabang, Muntinlupa City
B.	<i>Pagkilala sa Titik Bb</i>	B.	<i>Mummification</i>
	<b>Pamela Razon</b>		<b>Merry Ruth Gutierrez</b>
	UP Integrated School, Diliman, QC		Philippine Normal University, Manila
	<b>• Early Grades (Primary)</b>	C.	<i>Teaching Comprehension Skills Using Game Boards</i>
A.	<i>Working with Decodable Text</i>		<b>Araceli Yparosa</b>
	<b>Celani Chan-Trajano</b>		DepED Region 6 Western Visayas Division of Negros
	PsychPros Quezon City	D.	<i>A Lesson in Reading 6</i>
B.	<i>An Inch by Inch Lesson</i>		<b>Maribeth Barcelona</b>
	<b>Marie Yvette Concepcion-Alcazar</b>		Egaña Elementary School, Antique
	UP Integrated School, Diliman, QC		
C.	<i>Paradise of the Animals</i>		
	<b>Maria Majan Esteban</b>		
	PAREF Woodrose School, Alabang		
D.	<i>Sina Linggit Laban Kay Barakuda</i>	E.	<i>Tuning in to Mathematics: Using Literature as a Springboard</i>
	<b>Michelle Agas</b>		<b>Leonor Diaz</b>
	UP College of Education, Diliman QC		University of the Philippines, Quezon City

- **High School**
- A. **POWER**  
**Hazel Preclaro**  
University of the Philippines, Quezon City
- B. **Transcending Text Info Into Information Map**  
**Janet Geroso**  
DepED Region 6 Western Visayas Division of Negros
- C. **Some Imps and Those Chimps**  
**Criselda Tanjutco**  
Saint Pedro Poveda College
- D. **Kasaysayan ng Isang Liham**  
**Verna Santos**  
La Consolacion College, Manila

- **Tertiary (College)**
- A. **Reading Between the Headlines**  
**Claudine Favor Duyala**  
La Consolacion College, Manila
- B. **Content-Based Reading**  
**Mila Arias**  
Philippine Normal University, Manila

Officer of the Day:  
**Dr. Ma. Lourdes L. Ladrado**  
University of the Philippines, Visayas

6:30 – 9:00 Cultural Night<sup>♥</sup>

## Day 2 - October 20, 2007

- 8:00 – 10:00 Plenary 3 *Comprehension and Reading – Writing Connections*  
**Dr. Cheah Yin Mee** Society of Reading and Literacy, Singapore  
**Ms. Esperanza J. Chee Kee** Ateneo de Manila University, Quezon City  
**Prof Patrocinio V. Villafuerte** Philippine Normal University, Manila
- 10:00 – 10:30 Break
- 10:30 – 12:00 Demonstration Teaching on Comprehension and Reading-Writing Connection
- **Preschool**
  - A. **An Integrated Lesson Plan**  
**Pamela A. Razon**  
UP Integrated School, Diliman, QC
  - B. **Si Dindo Pundido**  
**Michelle Agas**  
UP College of Education, Diliman QC
  - **Early Grades (Primary)**
  - A. **A Spider Story**  
**Sabrina Par**  
UP College of Education, Diliman QC
  - B. **Literature Based Approach**  
**Hazel Preclaro**  
University of the Philippines, Quezon City
  - C. **Mga Pagdiriwang na Pampamilya**  
**Marie Yvette Concepcion-Alcazar**  
UP Integrated School, Diliman, QC
  - D. **Papa's House, Mama's House**  
**Raidis Laudiano**  
Mateo Jagmis Memorial Elementary School, Puerto Princesa City
  - **High School**
  - A. **Storytelling and Writing Connection**  
**Nilda Cas**  
Jose Abad Santos High School, Manila
  - B. **The Verb with Narrative Style of Writing**  
**Jondy Arpilleda**  
Holy Cross College of Davao
  - C. **A Lesson on the Hare and the Moon**  
**Mercy Maaya**  
Irineo National High School, General Santos City
  - D. **Pagkuha ng Pangunahing Diwa**  
**Merry Ruth Gutierrez**  
Philippine Normal University, Manila
  - **Upper Grades (Intermediate)**
  - A. **The Smallest Sacristan**  
**Hannah Carmela Neri**  
UP Integrated School, Diliman, QC
  - B. **Helen Keller and Annie Sullivan**  
**Acc Elgar**  
Ateneo de Manila University, QC
  - C. **Paglinang ng Kritikal at Malikhaing Pag-iisip**  
**Concepcion San Antonio**  
DepED Region 4A Division of Rizal
  - D. **Readers' Theater to Improve Fluency**  
**Milagros De la Cruz**  
De la Salle Santiago Zobel, Alabang, Muntinlupa City
  - **Tertiary (College)**
  - A. **Pagtuturo sa Iba't Ibang Disiplina**  
**Jomar Empaynado**  
Philippine Normal University
  - B. **Readers' Theater**  
**Marietta Otero**  
University of the Philippines, Quezon City
  - C. **Script Analysis for Film and Theater**  
**Lito Casaje**  
La Consolacion College, Manila
- 12:00 – 1:00 Lunch
- 1:00 – 2:30 Plenary 4 *Children's Literature*  
**Dr. Lina Diaz de Rivera** La Consolacion College, Manila  
**Prof Portia P. Padilla** University of the Philippines, Diliman  
**Ms. Jeanette Patindol** University of St. la Salle, Bacolod City

<sup>♥</sup> Dinner (authentic Bacolod food) will be served during the Cultural Night. Aside from the dinner and the performances, there will also be a Storytelling Contest. Demofest participants are encouraged to join the contest.

2:30 – 4:00 Workshops	
<i>Topic</i>	<i>Speaker/Facilitator</i>
Differentiated Marungko	<b>Ms. Leonor Diaz</b>
Fluency	<b>Ms. Rizalina Labanda</b>
Reader's Theater	<b>Dr. Marietta Reyes-Otero</b>
Storytelling	<b>Mr. Manolo Silayan</b>
Story Writing in Filipino	<b>Dr. Luis Gatmaitan</b>
Story Writing in English	<b>Ms. Jeanette Patindol</b>
Using Literature to Nurture Children's Language Development	<b>Ms. Shirley Equipado</b>
Using Computers to Develop Classroom Materials	<b>Mr. Jomar Empaynado</b>
Utilizing Strategies that Promote Active Engagement with Reading Selections	<b>Ms. Esperanza Chee Kee</b>

4:00 – 5:00 Plenary 5 *Literacy Initiatives*  
**Dr. Carmen Bonoan** Reach Out and Read  
**Dr. Elena Cutingco** Library Hub  
**Ms. Tim Mandigma** Read or Die

5:00 Closing Program

Officer of the Day:  
**Ms. Ma. Ines C. Asuncion**  
 BEAM, Davao City

**For Demofest details, please get in touch with any of the following:**

*Dr. Felicitas E. Pado*  
**Conference Director**  
 (0917)5402977  
 (02)9324801

*Dr. Merlene M. Alon*  
**President**  
 (0906)3490317; (0917)8418282  
 (0922)8968282; (049)5113450

*Prof. Portia P. Padilla*  
**Secretary**  
 (0917)8581124

[reading.phil@gmail.com](mailto:reading.phil@gmail.com); [alphaaca@mozcom.com](mailto:alphaaca@mozcom.com)

**Registration**

*Early bird registration is from 15 August to 5 October, 2007.*

<b>Types of Registration</b>	<b>Conference Fee</b>
Non-Refundable Deposit* (to be deducted from registration fee)	Php 500.00
On-site for RAP members of good standing	Php 2,500.00
Early Bird Registration for RAP members of good standing	Php 2,250.00
Paper and Demonstration Presenter (present acceptance letter)**	Free
On-site for nonmembers of RAP	Php 3,000.00
Early Bird for nonmembers of RAP	Php 2,500.00

Registration includes lunch and AM and PM snacks for 19 & 20 October, conference kit, certificate of participation (and certificate of appearance when requested) and handouts of sessions attended by the participant.

\*A Php500 deposit is required for those who will not avail of the Early Bird Registration for reservation of slot. Without the deposit, there is NO GUARANTEE that those who will be registering on-site will be accommodated.

\*\*Paper and demonstration presenters will not pay any registration fee. However, they are responsible for their accommodation and transportation.

**Deposit payments to:**

Acct. Name: Reading Association of the Philippines  
 Bank: Bank of the Philippine Islands  
 Branch: Loyola, Katipunan

Acct. Number: 3081-1721-87  
 Fax deposit slip to Dr. Merlene M. Alon  
 Fax No.: (049) 511,3450

**Housing/Accommodation:**

We suggest that participants make their travel and accommodation arrangements early, The date of the Demofest coincides with the Masskara Festival in Bacolod City.

**Places to Stay in Bacolod**

Bacolod City's Area Code - (043)

Bacolod Convention Plaza Hotel	434-4551/ (fax) 433-3757
Bacolod Executive Inn	433-7401-04/ (fax) 433-7442
Bacolod Pension Plaza	433-4547/ (Fax) 433-2203
Baldevia Pension Plaza	433-8108-09
Bascon Hotel	435-4071-73
Business Inn	433-8877
Check Inn	432-3755, 0928-217-8788
Hotel Alhambra	433-4021-23 (fax) 434-5173
Jacqueline's Pension Apartelle	434-8208, 709-8580
King's Hotel	433-0572-6/434-4500/4600
L'Fisher Hotel	433-3730-39/(fax) 433-0951
Pension Bacolod	434-707065, 434-7777
Rosita's Hometel	434-5136
Royal Am Rei	433-8881-84 (fax) 433-0222
Star Plus Pension House	433-2948-9

\*Girl Scout of the Philippines, Bacolod City

\*Phil. Women's Foundation, Bacolod City

\*These 2 offer affordable accommodation. Unfortunately we don't have the contact numbers.