



Republic of the Philippines  
Department of Education  
Region X  
**DIVISION OF MISAMIS ORIENTAL**  
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August 8, 2014


Division MEMORANDUM  
No. 190, s. 2014

### 2014 DIVISION SCHOOLS PRESS CONFERENCE

To:

Education Program Supervisors  
Public Schools District Supervisors  
Elementary/Secondary School Administrators  
School Paper Advisers

1. In line with DepEd Memorandum No. 9, s. 2014, re: 2014 NATIONAL SCHOOLS PRESS CONFERENCE, this Office announces the conduct of the 2014 Division Schools Press Conference (DSPC) with the theme, "Campus Journalism and Transformational Leadership on October 20-21, 2014 at Opol Central School for the elementary and Opol National Secondary Technical School for the secondary.
2. The conference aims to:
  - a. Demonstrate understanding of the importance of journalism by expressing it through different journalistic endeavors and approaches;
  - b. sustain advocacy on social consciousness;
  - c. provide a venue for an enriching learning experience for students interested in pursuing journalism as a career;
  - d. promote responsible journalism and fair and ethical use of social media; and
  - e. enhance journalistic competence through healthy and friendly competitions
3. This conference activities shall include the following:
  - a. Individual Contests;
  - b. Scriptwriting and Radio Broadcasting Contests;
  - c. Collaborative Publishing Contest;
  - d. Non-contestants' Activities; among others
4. The top seven winners in all events per contest category per medium shall be recognized and the points they will garner will be included in the computation of the overall scores.
5. Schools and districts are advised to conduct their press conferences prior to the DSPC. Schools which have collected journalism or subscription fees from their pupils/students should submit school paper entries.
6. Transportation expenses, meals and snacks shall be charged to school downloaded funds and SEF subject to the usual accounting, auditing, rules and regulations.
7. Please see Enclosures for the Contests' Guidelines.
8. Immediate and wide dissemination of this Memorandum to all concerned is desired.

  
CHERRY MAE L. LIMBACO, Ph.D., CESO V  
Schools Division Superintendent

**FORMAT FOR THE LIST OF STUDENT CONTESTANTS AND SCHOOL PAPER ENTRIES**

**A. The List of District Entries for School Publication per Category**

District: \_\_\_\_\_ Category: \_\_\_\_\_

No.	Name of School Publication	School	Publication Adviser	Principal's Name
1				
2				
3				
4				

**B. List of Contestants for the Individual Contests**

Category: \_\_\_\_\_ District: \_\_\_\_\_

No.	Complete Name of Pupil/Student	Gender	School	Name of School Publication	Publication Adviser

**C. List of Script Writing and Radio Broadcasting Contestants**

No.	Complete Name of Pupil/Student	Gender	Role/Assigned Task	School	Team Coach

**D. List of Collaborative Publishing Contestants**

No.	Complete Name of Pupil/Student	Gender	Role/Assigned Task	School	Team Coach

\_\_\_\_\_  
 PS District Supervisor  
 Signature over Printed name

## GENERAL GUIDELINES FOR THE SELECTION OF WINNERS IN THE DIFFERENT INDIVIDUAL WRITING CONTESTS

The competition in the Individual Writing Contest is designed to showcase the competencies of campus journalists, demonstrate their holistic journalistic skills and proficiency through media exposure, immersion and press conferences, and promote free responsible journalism.

The following will be strictly implemented and complied with:

A. General:

1. To facilitate proper identification, the participants are required to wear their school uniform with their valid school ID especially during the contest.
2. Should there be questions and assistance needed, the participants can only raise their concerns to the assigned proctor. The proctor shall refer them to the Division TWG for appropriate response to their queries or concerns.
3. The top seven winners per medium shall be recognized and the points they will garner will be included in the computation of the overall scores.
4. Any violation of the stipulated guidelines will be grounds for disqualification of the participant.
5. The decision of the members of the Board of Judges in all aspects of the contest shall be deemed final and irrevocable.

B. Specific:

1. Sports Writing:
  - a. The DTWG shall orient and provide final instructions to the campus journalists before the contest proper.
  - b. A pre-game conference shall be conducted for the introduction of the players, coaches, and tournament officials. Consequently, a post conference shall be held for further interview and data gathering.
  - c. Contestants shall be made to watch an actual game where they can gather appropriate data and/or interview officials and athletes before and after the game.
2. Copy Reading & Headline Writing:
  - a. The contestants shall use the standard copyreading symbols and follow directions given in the contest piece.
  - b. The contestants will also provide two headlines for the article that they have edited and include the appropriate printer's directions.
3. Editorial Cartooning:
  - a. Only pencils with erasers provided by the organizers shall be used.
  - b. The cartoon must reflect the elements of editorial cartooning.
  - c. The cartoon should be, at all times, compliant with the professional and ethical standards of media.
4. Photojournalism
  - a. Preparation:
    - 1) Participants should be at the contest venue thirty (30) minutes before the orientation.
    - 2) The photojournalists are allowed to use any Digital Camera (print and shoot only with maximum of 16 mega pixels. Contestants who shall bring any DSLR and other high-end cameras will not be permitted to join the photo shoot.
    - 3) The student contestant should bring his own camera cable for uploading of pictures.
    - 4) Cellular phones, extra digital cameras, extra storage card or any additional materials/equipment are not allowed in the contest area.
  - b. Memory Card Loading:

The contestants will load the storage card in front of the examiners/proctors.
  - c. Photo Shoot
    1. After announcing the contest theme/topic, the first shot (control shot) by all contestant[s] should be focused on one subject as determined by the examiner/proctor
    2. Every contestant is given 1 (one) hour to take pictures, which does not include the loading and unloading of the storage card in front of the examiners/proctors.
    3. During the actual photo shooting, advisers/trainers/parents of the contestants are not allowed in the venue.

4. The contestants are allowed to take ten (10) photos but only four (4) shots (including the control shot) will be submitted as official entries.
5. Three (3) best photos and the control shot will be uploaded by the contestant to the laptop/desktop of the assigned DTWG for judging.
6. Caption per picture should be encoded by the contestant upon uploading of the photos to the laptop/desktop.

### SCORE SHEET FOR EDITORIAL WRITING

<b>Technical</b>	<b>40%</b>
Uses lead paragraph that contains news peg and the general stand of the writer	
Presents arguments that are based on facts	
Cites sources of facts to add credibility to the arguments raised	
Use a strong and thought-provoking title or headline	
Shows logical reasoning	
Observes the rules of grammar and syntax	
Utilizes transitions properly	
<b>Content</b>	<b>50%</b>
Presents the general stand of the writer in the lead	
Utilizes facts from interviews, documents review, data analyses and other reliable sources	
Displays evidence of the writers' knowledge and understanding of issues/problems	
Reflects clarity of the message and can influence public opinion	
Arguments presented in the body logically support the writer's stand	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy, originality)	
Cites sources and observes copyright laws	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)

**SCORE SHEET FOR NEWS WRITING**

<b>Technical</b>	<b>40%</b>
Arranges details of the event in decreasing importance	
Shows the news writer's ability to organize information	
Uses a lead that is clear and focused on the most important detail	
Avoids the use of words with controversial elements or double-meaning	
Avoids personal slants	
Has a clear and unbiased headline	
Uses short and simple words	
Conforms with the principles of unity and coherence	
Observes the rules of grammar and syntax	
Uses transitions properly	
<b>Content</b>	<b>50%</b>
Uses appropriate lead type to get the readers' attention	
Presents to the readers the most important detail of the event	
Follows logical presentation of the event and emphasizes the most important or relevant fact(s)	
Follows the correct news writing format/style	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy, and balance)	
Cites sources and observes copyright laws	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions</b>	

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 Evaluator/Judge  
 (Signature over Printed Name)

**SCORE SHEET FOR FEATURE WRITING**

<b>Technical</b>	<b>30%</b>
Observes the rules of grammar and syntax	
Conforms with the principles of organization and progression of ideas	
Exhibits creative presentation of the story	
Combines colorful and figurative language to present facts	
Uses a catchy title of the article	
Sustains interest of the readers	
Utilizes the appropriate feature type to emphasize the impact/relevance of the topic	
<b>Content</b>	<b>60%</b>
Cites facts like historical references, statistics, relevant names/facts to bolster credibility of statements and/or narratives	
Presents a new angle or information about the topic that are timely and interesting to read	
Stirs the imagination of the reader	
Balances presentation of thoughts and ideas from the obtained data with those of the writers' perceptions	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy, and balance)	
Cites sources and observes copyright laws	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)

### SCORE SHEET FOR SPORTS WRITING

<b>Technical</b>	<b>40%</b>
Uses appropriate form and style	
Uses appropriate sports terms and lingo to highlight the significance of the game	
Provides correct descriptions, colorful allusions and figures of speech to describe the players, event/game	
Combines the proper amount of statistics to create a clear visual narrative of the action	
Has an attractive headline which shows what really transpired in the event	
Observes the rules of grammar and syntax	
Conforms with the principles of unity and coherence	
<b>Content</b>	<b>50%</b>
Presents a clear picture of the events in the game	
Utilizes an appropriate sports news reporting style	
Uses interviews, statistics, references and research	
Follows the correct news writing format/style	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy, and balance)	
Cites sources and observes copyright laws	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)



**SCORE SHEET FOR EDITORIAL CARTOONING**

<b>Technical</b>	<b>30%</b>
Makes use of a minimum number of labels	
Shows logical use of various sizes, dimensions and proportions of images	
Displays attractive use of shading and other techniques	
Utilizes witty, original and creative representation of ideas/concepts on the issue given	
<b>Content</b>	<b>60%</b>
Presents clear, specific and humorous angle on the issue or topic given	
Raises relevant, timely issues and concerns about the topic	
Is in good taste and free from libelous, indecent and abstract ideas	
Arouses interest and analytical thinking among its readers	
Constructively criticizes and influences readers' opinion	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy, and balance)	
Observes copyright laws	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)

### SCORE SHEET FOR PHOTOJOURNALISM

<b>Technical</b>	<b>40%</b>
Presents images that are sharp, free from smudges and not blurred and cluttered	
Properly utilizes foreground and background that shows good and correct perspective	
Uses appropriate photography technique to highlight images	
<b>Content</b>	<b>50%</b>
Shows clear and specific idea (s) or angle connected to the given theme/topic	
Arouses interest	
Presents relevant and well-written captions	
Shows logical arrangement/sequence of photos	
Constructively criticizes and influences readers' opinion	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy, and balance)	
Respectful of subject's rights	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions</b>	

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 Evaluator/Judge  
 (Signature over Printed Name)

**SCORE SHEET FOR SCIENCE AND HEALTH WRITING**

<b>Technical</b>	<b>40%</b>
Manifests unity and coherence to the theme/topic given	
Has catchy and appropriate headline that is also clear and free of bias	
Observes the rules of grammar and syntax	
Shows logical presentation of arguments	
Contains leads that are clearly written and focused on the most important detail	
Follows appropriate form and style	
Use appropriate terms and lingo to report/discuss events	
<b>Content</b>	<b>50%</b>
Utilizes facts from interviews, documents review, data analyses and other reliable sources	
Presents relevant and timely issues on science and technology	
Uses technical jargons to a minimum	
Presents technical and complicated scientific concepts or ideas in a manner that can be understood by a wide variety of readers	
Cites scientific references, statistics and relevant figures/facts to bolster credibility of statements and/or narratives	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy, and balance)	
Cites sources and observes copyright laws	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions</b>	

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 Evaluator/Judge  
 (Signature over Printed Name)

GENERAL GUIDELINES FOR GROUP CONTEST  
(SCHOOL PAPER, e-DOCUMENT AND e-PUBLICATION)

- A. The group contest is open to Elementary and Secondary schools whose school papers belong to the top/best in the district
- B. Only those school papers that have won in at least four sections/category shall be declared as one of the Best School Paper.
- C. The top seven (7) winners in each section per medium (English and Filipino) will be announced. However, the points garnered by each publication shall be added only to Group Contest-Newspaper Category, if the second papers will qualify in criteria B
- D. The decision of the members of the Board of Judges in all aspects of the contest shall be deemed final and irrevocable.
- E. The School Paper may be submitted in any of the following format:
  1. Paper-based (print) or E-document (pdf) since the school paper and e-documents entries will be evaluated using the same set of criteria, each district is supposed to submit ten (10) entries per category, which are composed of school paper and e-document district qualifiers combined. The requirements for the e-document are the same as those of the paper-based entries except that they will be in the portable document format (pdf). E-documents must be placed in a compact disc (cd). Schools that did not collect journalism or subscription fee from the students are the only institutions allowed to submit their campus publication in e-document format (pdf). Schools that will submit entries in this format should include a certification from the parents' association, duly noted by the school principal, that no publication fee was collected from the students. This certification should be included in the documents submitted to the division office before the division judging of the school papers.
  2. E-Publications are official campus publication websites maintained by the editorial staff of the school paper. E-publications must be attached or linked to the official website of the school. For e-publications, schools should submit their URL (Universal Resource Locator) or email it to [mariateresa.absin@yahoo.com](mailto:mariateresa.absin@yahoo.com).
- F. The different SECTIONS/CATEGORY to be judged for the group contest are as follows:
  1. News Section/Pahinang Balita
  2. Editorial Section/Pahinang Editorial
  3. Feature Section/Pahinang Lathalain
  4. Sports Section/Pahinang Pampalakasan
  5. Science & Technology Section/Pahinang Agham at Teknolohiya
  6. Layout and Page Design Category/Kategoryang Pag-aanyo at Disenyo ng Pahina
- G. The Technical Specifications for both Elementary and Secondary levels are as follows:
  1. No. of pages: minimum of 12 and maximum of 20  
News Section- at least 3  
Sports Section- at least 2  
Feature Section- at least 3  
Editorial Section- at least 2  
Science and Technology Section- at least 2 Offset
  2. Process
  3. Paper stock: Book paper
  4. Color: Front and back cover in full color  
Inside pages in black and white
  5. Size:  
9"x12" (Elementary)  
12"x18" (High School)
- H. Each section will be judged according to the guidelines/criteria set for the section/category.
- I. After a thorough three-to-five-day evaluation by a set of at least twelve judges, each district will submit a maximum of 10 winners per section and for each medium (English and Filipino) to the Division Office. The school paper and e-document entries should be

properly scaled and labeled per category. Sufficient copies of the school paper or e-document entries should be included in the package. The number of copies should correspond to the number of district winnings of each school paper. A list of winning district entries should also accompany the package. This list should be duly endorsed by the PS District Supervisor to the Division Office on or before the deadline. The District Offices are also required to include the result of the evaluation duly signed by the judges to the same offices mentioned.

- J. No school is allowed to submit their school paper entry (ies) directly to the Division office.
- K. Since the contest for E-publications is on its early stage of implementation, points garnered by any school on this event shall not be added to the points earned by the district. It shall officially be part of the competition in 2015.
  - 1. Concerning the content, the same principle of the printed school paper shall be applied. However, the E-Publication should be developed as a simple interactive web page
  - 2. The E-publication's homepage must contain the publication's nameplate and an active button for every section of the publication (News, Editorial, Features, Science & Technology and Sports)
  - 3. There should be hyperlinks for references cited and additional readings and data gathering
  - 4. The e-publication should be compatible and flexible that it can be opened using any web browser such as Internet Explorer, Chrome, Firefox, opera, Dolphin and other web navigator.
  - 5. The use of Cascading Style Sheets (CSS) and Java scripting is allowed.
  - 6. Lay-out of each section of the webpage should be in harmony with the staff's chosen theme for the specific section
  - 7. Readability of colored and graphical background and fonts must be evident in each section.
  - 8. All E-publications shall be viewed by the public only after the evaluation of the board of judges.
- L. Failure to comply with the set guidelines in evaluating school papers will be a ground for disqualification

**GENERAL GUIDELINES FOR THE SELECTION OF THE BEST SECTIONS AND LAY-OUT AND PAGE DESIGN CATEGORY**

A. Editorial Section

1. The editorial section should have at least two (2) pages and should include the following: main editorial, editorial cartoon, columns, letters to the editor, and commentaries. Opinion polls or surveys may be included, but are not required
2. The treatment of the issues must demonstrate fair and balanced presentation of both sides of each issue tackled, clear moral purpose, logical reasoning, and proper citations/attribution of sources.
3. Topics found in the selection should tackle various international, national or local issues that may directly or indirectly affect the school or the community the school serves.
4. The decision of the members of the Board of Judges shall be deemed final and irrevocable.

B. News Section

1. The news section shall consist of at least three (3) pages.
2. The content and scope of the news stories should include a balanced coverage of international, national, regional, community and school-based news stories.
3. The content of the section may include straight or spot news, advance/follow up report, news bits, news feature, news analysis, in-depth news/investigative news and survey news.

C. Feature Section

1. The Features Section should have at least three (3) pages
2. The feature articles should display unique and creative presentation of topics, logical organization and progression of ideas, writer's facility of then language and proper citations/attribution of sources.

D. Sports Section

1. The news section shall consist of at least two (2) pages
2. The content and scope of the news stories should include a balanced coverage/scope of international, national, regional, community and school-based sports news stories.
3. The content of the section may include straight or spot news, advance/follow-up report; news bits: news feature/news analysis; in-depth news, survey news, features and editorial/column concerning or pertaining to sports

E. Science and Technology Section

1. The Science and Technology Section should have at least two (2) pages and should include environmental, scientific, technological and innovative stories written in news, feature, or scientific commentary style. This should also include the economic impact of Science and Technology on the lives of the Filipinos
2. The articles should be well-researched and should observe proper citation of sources, pictures and graphics

F. Lay-out and Page Design Category

1. This category shall conform to the principles of layout and design
2. The lay-out and page design category should include any or a combination of the following: balanced coverage/scope of stories about the community and school-based events, including those of international, national and regional significance which document or are related to the school or its members' involvement and participation. Proper evaluation or grading events based on their importance should be evident in the lay-out.
3. The lay-out and page design should include headlines, body text, cuts/captions, balance, harmony, and proportionate to length of articles and the entire page

**SCORE SHEET FOR THE EDITORIAL SECTION**

<b>Technical</b>	<b>40%</b>
Has catchy and appropriate headline	
Observes the rules of grammar and syntax	
Shows logical presentation of arguments	
Follows the correct format or style of an editorial	
Uses clear and unbiased headline	
Uses short and simple words	
Presents a distinct style of the section	
<b>Content</b>	<b>50%</b>
Presents the stand of the staff regarding certain issues	
Utilizes facts from interviews, document reviews, data analyses and other reliable sources	
Uses arguments that are supported by facts	
Reflects clear, logical thinking and challenges the readers' critical thinking	
Has an editorial cartoon that can stand on its own and conveys clean, good, humorous, and constructive criticism	
Columns cover a variety of relevant, youth-oriented subject matter	
Includes letters to the editor, columns and exchanges	
Keeps to the minimum the number of articles/columns from the administration, teachers and politicians	
Covers relevant issues in school, region, national and international scene	
Applies the principles of civic journalism	
Prioritizes school-related concerns rather than events that have little or no direct connection with the community's educational program	
Cites facts such as historical references, statistics, relevant figures to bolster credibility of statements and/or narratives	
Includes opinion articles that are timely and interesting to read	
Balances factual details with those of the writers' perceptions	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy, and balance)	
Cites sources and observes copyright laws	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)

**SCORE SHEET FOR THE NEWS SECTION**

<b>Technical</b>	<b>40%</b>
Has variety of articles that use catchy and appropriate headlines	
Observes the rules of grammar and syntax	
Includes stories that are arranged in decreasing importance	
Contains leads that are clearly written and focused on the most important detail	
Presents headlines that are clear and free of bias	
Uses short and simple words	
Follows appropriate form and style	
Uses appropriate terms and lingo to report events	
Utilizes relevant graphs and tables and sharp, properly cropped and captioned pictures	
Presents a distinct style of the section	
<b>Content</b>	<b>50%</b>
Utilizes facts from interviews, document reviews, data analyses and other reliable sources	
Covers relevant issues in school, region, national and even in the international level	
Prioritizes school-related concerns rather than events that have little or no direct connection with the community's educational or athletic program	
Cites facts such as historical references, statistics, relevant names/facts to bolster credibility of statements and/or narratives	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy, and balance)	
Cites sources and observes copyright laws	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)



### SCORE SHEET FOR THE FEATURES SECTION

<b>Technical</b>	<b>40%</b>
Manifests unity and coherence to the theme of the section	
Has variety of articles that use catchy and appropriate headlines	
Observes the rules of grammar and syntax	
Contains leads that are clearly written and focused on the most important detail	
Presents headlines that appealing, appropriate and witty	
Utilizes relevant graphs and tables and sharp, properly cropped and captioned pictures	
Presents a distinct style of the section	
<b>Content</b>	<b>50%</b>
Utilizes facts from interviews, document reviews, data analyses and other reliable sources	
Reflects clear and logical thinking that makes the readers think	
Keeps to the minimum the number of articles/columns from the administration, teachers and politicians	
Covers relevant issues in school, region, national and even in the international level	
Applies the principles of civic journalism	
Cites facts such as historical references, statistics, relevant names/ facts to bolster credibility of statements and/or narratives	
Contains articles that are timely and interesting to read	
Stirs the imagination of the reader	
Balances presentation of details with those of the writers' perception	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy, and balance)	
Cites sources and observes copyright laws	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)

### SCORE SHEET FOR THE SPORTS SECTION

<b>Technical</b>	<b>40%</b>
Manifests unity and coherence	
Has variety of articles that use catchy and appropriate headlines	
Observes the rules of grammar and syntax	
Shows logical presentation of arguments in the sports editorial, feature and/or column	
Includes stories that are arranged in decreasing importance	
Contains leads that are clearly written and focused on the most important detail	
Presents headlines that are clear and free of bias	
Uses short and simple words	
Utilizes relevant graphs and tables, sharp, properly-cropped and captioned pictures	
Use appropriate terms and lingo to report events	
Combines the proper amount of statistics to create a clear visual narrative of the actions	
Presents a distinct style of the section	
<b>Content</b>	<b>50%</b>
Utilizes facts from interviews, document reviews, data analyses and other reliable sources	
Has an editorial cartoon that focuses on any relevant and timely sports event or issue	
Keeps to the minimum the number of articles/columns from the administration, teachers and politicians	
Covers relevant issues in school, region, national and even in the international level	
Includes variety of local, national and international sports articles	
Prioritizes short-related materials rather than events that have little or no direct connection with the community's educational and athletic program	
Cites facts such as historical references, statistics, relevant names/facts to bolster credibility of statements and/or narratives	
Contains articles that are timely and interesting to read	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy, and balance)	
Cites sources and observes copyright laws	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions</b>	

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 Evaluator/Judge  
 (Signature over Printed Name)

**SCORE SHEET FOR LAYOUT AND PAGE DESIGN CATEGORY**

<b>Technical</b>	<b>60%</b>
Manifests thematic unity	
Has variety of articles that use catchy and appropriate headlines	
Includes stories that are arranged in decreasing importance	
Utilizes relevant graphs, tables and sharp, properly cropped and captioned pictures	
Presents distinct and stand-out style and format of the paper	
<b>Content</b>	<b>30%</b>
Utilizes headlines that are related to their leads	
Keeps to the minimum the number of articles/columns from the administration, teachers and politicians	
Prioritizes short-related materials rather than events that have little or no direct connection with the community's educational program	
Contains articles that are timely and interesting to read	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy, and balance)	
Cites sources and observes copyright laws	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)

**SCORE SHEET FOR THE SCIENCE AND TECHNOLOGY SECTION**

<b>Technical</b>	<b>40%</b>
Manifests unity and coherence to the theme of the section	
Has variety of articles that use catchy and appropriate headlines	
Observes the rules of grammar and syntax	
Shows logical presentation of arguments	
Includes stories that are arranged in decreasing importance	
Contains leads that are clearly written and focused on the most important detail	
Presents headlines that are clear and free of bias	
Uses short and simple words	
Utilizes relevant graphs, tables, and sharp, properly cropped and captioned pictures	
Follows appropriate form and style	
Uses appropriate terms and lingo to report events	
Presents a distinct style of the section	
<b>Content</b>	<b>50%</b>
Utilizes facts from interviews, document reviews, data analyses and other reliable sources	
Presents relevant and timely issues on science and technology	
Uses technical jargons to a minimum	
Includes stories that deal with environmental, scientific, technological and innovative topics written in news, feature, and scientific commentary style	
Prioritizes school-related materials rather than events that have little or no direct connection with the school and community	
Cites facts such as scientific references, statistics, relevant figures/facts to bolster credibility of statements and/or narratives	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy, and balance)	
Cites sources and observes copyright laws	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)

**SCORE SHEET FOR THE BEST E-Publication**

<b>Content (40%)</b>	<b>Score</b>
<ul style="list-style-type: none"> <li>• Exhibits appropriate balance of news, editorial, features, sports, and other timely and interesting content</li> <li>• Shows relevance of local, national and international events to students</li> <li>• Utilizes facts from interviews, document review, data analysis and other reliable sources</li> <li>• Showcases original works of students</li> <li>• Shows a variety of stories that are appropriate to the section</li> <li>• Covers relevant issues in the school, region, national and even in the international level</li> <li>• Cites historical references, statistics, relevant names/facts to bolster credibility of statements, assertions, arguments and/or narratives</li> <li>• Properly cites information and attributes these facts from the source of information</li> <li>• Keeps to the minimum the number of articles/columns from the administration, teachers and politicians</li> <li>• Prioritizes school-related materials rather than events that have little or no direct connection with the community's educational and athletic programs</li> <li>• Provides balance of light and serious topics</li> <li>• Applies the principles of civic journalism</li> </ul>	
<p><b>Lay-out (30%)</b></p> <ul style="list-style-type: none"> <li>• Arranges stories in decreasing importance</li> <li>• Has clear and unbiased headlines</li> <li>• Uses pictures and graphics that are clear, properly cropped and captioned</li> <li>• Utilizes relevant graphics and illustrations</li> <li>• Exhibits clear focus and coherent organization of articles</li> <li>• Observes the rules of grammar and syntax</li> <li>• Follows correct journalistic style and format</li> <li>• Chooses tone and style to fit articles and sections</li> </ul>	
<p><b>Technical (20%)</b></p> <ul style="list-style-type: none"> <li>• Is adaptable to all internet browsers</li> <li>• Has functional icons</li> <li>• Has active hyperlinks</li> <li>• Uses clear sound, background animations and clear, audible, sounds and videos</li> </ul>	
<p><b>Ethics (10%)</b></p>	
<ul style="list-style-type: none"> <li>• Observes ethical and professional standards for print media (fairness, relevance, accuracy, and balance)</li> <li>• Avoids potentially libelous or obscene content, plagiarism and copyright violations</li> </ul>	
<p><b>Total (100%)</b></p>	
<p><b>Comments/Suggestions:</b></p>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)

### SCORE SHEET FOR SELECTING THE BEST SCHOOL PAPER

This criteria sheet shall be used for the school publications in print or e-document format that have qualified in at least four sections/category. The sum of the points garnered by each qualifying school publication shall comprise the schools over-all points for the newspaper category.

<b>Content (50%)</b>	<b>Score</b>
<ul style="list-style-type: none"> <li>• Exhibits appropriate balance of news, editorial, features, sports, and other timely and interesting content</li> <li>• Shows relevance of local, national and international events to students</li> <li>• Utilizes facts from interviews, document review, data analysis and other reliable sources</li> <li>• Showcases original works of students</li> <li>• Shows a variety of stories that are appropriate to the section</li> <li>• Covers relevant issues in the school, region, national and even in the international level</li> <li>• Cites historical references, statistics, relevant names/facts to bolster credibility of statements, assertions, arguments and/or narratives</li> <li>• Properly cites information and attributes these facts from the source of information</li> <li>• Keeps to the minimum the number of articles/columns from the administration, teachers and politicians</li> <li>• Prioritizes school-related materials rather than events that have little or no direct connection with the community's educational and athletic programs</li> <li>• Provides balance of light and serious topics</li> <li>• Applies the principles of civic journalism</li> </ul>	
<p><b>Technical (40%)</b></p> <ul style="list-style-type: none"> <li>• Arranges stories in decreasing importance</li> <li>• Has clear and unbiased headlines</li> <li>• Uses pictures and graphics that are clear, properly cropped and captioned</li> <li>• Utilizes relevant graphics and illustrations</li> <li>• Exhibits clear focus and coherent organization of articles</li> <li>• Observes the rules of grammar and syntax</li> <li>• Follows correct journalistic style and format</li> <li>• Chooses tone and style to fit articles and sections</li> </ul>	
<p><b>Ethics (10%)</b></p>	
<ul style="list-style-type: none"> <li>• Observes accepted standards of journalism in terms of fairness, relevance, accuracy and balance</li> <li>• Avoids potentially libelous or obscene content, plagiarism and copyright violations</li> </ul>	
<p><b>Total (100%)</b></p>	
<p><b>Comments/Suggestions:</b></p>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)

## GUIDELINES FOR THE COLLABORATIVE PUBLISHING CONTEST

- A. The competition in collaborative publishing is designed to encourage teamwork among campus journalists and simulate the workplace of an editorial department in a publishing house.
- B. Each school shall organize a team of seven-member contestants who shall not be competing in any of the division individual writing contest. There will be one team for English and another for Filipino, both at the elementary and secondary levels. Contestants shall wear their uniform with identification cards.
- C. All contestants are required to attend the orientation before the actual competition.
- D. Once the contest has started, members of each team shall no longer be allowed to go back to their quarters nor report to their respective advisers.
- E. A mini press conference will be held to become the basis for the actual writing of the editorial, feature and news articles. Either a video of a sports event will be shown or coverage of an actual sports event shall be attended by the sports writers. Pictures of the mini press conference shall be taken by the photojournalists and editorial cartoons will be produced while the rest of the team are doing write-ups, lay-outing and editing.
- F. Sports writers and photojournalists must be ready to watch an actual game where they shall gather appropriate data and/or conduct interview before and after the game. A pre-game conference shall be conducted for the introduction of the players, coaches, and tournament officials. Consequently, a post conference shall be held for further interview and data gathering.
- G. The team will be given two (2) hours for data gathering and writing and another two (2) hours for lay-outing and editing.
- H. Each team will be required to bring a maximum of (4) laptops installed with either PAGEMAKER or IN DESIGN and Photoshop (for the secondary level) and Microsoft Publisher (for the elementary) for the lay-out the group's final output. The laptops will be checked by the DTWG for any other official applications and pre-written documents or references therein.
- I. The host school will provide six (6) scanners for editorial cartoon (three for elementary and three for secondary (English/Filipino
- J. Mobile phones and other electronic gadgets shall not be allowed except for digital camera and laptops with disabled internet connection.
- K. Each group will be required to convert their output into pdf format, print and submit it to the contest committee. The collaborative publishing team shall submit both hard and soft copies of their entries. They should ensure that no identifying marks about their school can be found on their output.
- L. The output of the contest is an A4-size four-page publication. The output will be uploaded to the designated computer by the DTWG for judging.
- M. The top (7) seven teams shall be recognized per medium and the points they will garner will be included in the determination of the overall scores.
- N. The decision of the members of the Board of Judges shall be deemed final and irrevocable.

**SCORE SHEET FOR COLLABORATIVE PUBLISHING**

<b>Content (50%)</b>	<b>Score</b>
<ul style="list-style-type: none"> <li>• Exhibits appropriate balance of news, editorial, features, sports, and other timely and interesting content</li> <li>• Utilizes facts from interviews, document review, data analysis and other reliable sources</li> <li>• Highlights originality/uniqueness</li> <li>• Shows a variety of stories that fit the section where they are placed</li> <li>• Cites statistics, relevant names/facts to bolster credibility of statements, assertions, arguments and/or narratives</li> <li>• Provides balance of light and serious topics</li> </ul>	
<p><b>Technical (30%)</b></p> <ul style="list-style-type: none"> <li>• Includes articles that are arranged according to importance</li> <li>• Presents headlines that are clear and free of bias</li> <li>• Makes use of pictures that are clear, properly cropped and captioned</li> <li>• Utilizes graphics, illustrations and cartoons that are relevant</li> <li>• Exhibits clear focus and coherent organization</li> <li>• Observes the rules of grammar and syntax</li> <li>• Observes proper journalistic style and format</li> </ul>	
<p><b>Ethics (10%)</b></p> <ul style="list-style-type: none"> <li>• Observes standards of journalism in terms of fairness, relevance, accuracy and non-libelous statements and obscene content</li> <li>• Observes intellectual property rights</li> </ul>	
<p><b>Team (10%)</b></p> <ul style="list-style-type: none"> <li>• Plans out the content and design of the publication based on the press kit given by the DTWG and can accomplish different tasks within the given time.</li> <li>• Shows ease in the use of variety of computer software and equipment to lay-out and design the publication</li> </ul>	
<p><b>Total (100%)</b></p>	
<p><b>Comments/Suggestions:</b></p>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)



**GUIDELINE FOR RADIO BROADCASTING & SCRIPT WRITING CONTESTS  
(FILIPINO AND ENGLISH)**

**A. General Guidelines**

1. Each school shall have two separate teams composed of seven (7) members for the English and Filipino categories. The members should not be participants in any individual contest.
2. No team member is allowed to wear anything that may identify his school.
3. Individual awards include best anchor and best news presenter, while group awards include best in technical application, best infomercial and best script.
4. In rating radio production, use the percentages found below:

<b>RADIO PRODUCTION</b>
A. Delivery of the whole broadcast team-25% <ol style="list-style-type: none"> <li>1. Anchor</li> <li>2. News Presenter</li> <li>3. Other members of the team</li> </ol>
B. Technical Application-25% <ol style="list-style-type: none"> <li>1. Timing and Precision</li> <li>2. Transition</li> </ol>
C. Script -25%
D. Infomercial-20%
E. Impact-5%
Total-100%

5. The top seven (7) winners for every individual award (i.e. Best Presenter and Best Anchor) and the top (7) seven winners for every team category (i.e. Best Infomercial, Best Script, Best in Technical and Best Radio Production) shall be recognized per medium and the points they will garner will be included in the determination of the overall scores.
6. The decision of the members of the Board of Judges in all aspects of the contest shall be deemed final and irrevocable.
7. Any breach or violation of the stipulated guidelines shall be valid grounds for disqualification.

**B. Scriptwriting**

1. The students will be given 1 ½ hours to prepare a script for a 5-minute radio broadcast that includes an infomercial, which may depict health, environment, policies and social issues, and four (4) news articles which may be based on press releases, raw data or any other option given by the DTWG. The infomercial shall have a maximum length of (1) minute and shall use the language that the group is competing in. Another 30 minutes will be allotted for the printing of the output.
2. Each team may use up to three laptops and an inkjet printer in preparing and printing of the script. The team should ensure that the laptops they will use for the contest should not contain any document that they may use as reference or model during the conduct of the contest. All laptops should be submitted to the contest committee for inspection. Each team is required to bring its own extension wires and other equipment such as CD player for rehearsal.
3. Once the script writing has commenced, the contestants will no longer be allowed to leave the contest rooms. For personal necessities, a member of the contest committee shall accompany them to the rest rooms.
4. The script should not bear any information that may identify the school or district, but it should include the names of the members of the team with their job assignment/contribution (i.e anchor, news presenter, etc.)
5. Scripts should be:
  - encoded using Arial font size 12
  - with directorial instructions in capital letters
  - double-spaced with normal margins
  - printed in a letter-sized bond paper (8.5x11)
6. Each team should submit four (4) copies of the script. Three (3) will be submitted to the judges and one (1) for the chairperson. The team may print extra copies for their own use

**C. Broadcasting Simulation**

1. A broadcast room for the presentation shall be identified in the testing center or contest venue. Only the contestants, judges and the members of the contest committee shall be

allowed inside. The student broadcaster shall be concealed from the judges all throughout their presentation.

2. The organizers/host shall commission an independent sound system provider to ensure quality audio output. The technical operator shall only set the sound system before the simulation. A jack/auxiliary cord will be provided for the CD player, laptops and other sources of sound effects, except mobile phones.
3. Except for the volume meter, contestants/technical director shall not be allowed to change, adjust and manipulate the main control board during their presentation.
4. Mobile phones and reference books shall not be allowed in the contest area.
5. In case of power failure, the affected team shall be allowed to perform again.
6. Loudspeakers shall be set up outside the broadcast room.
7. The order of presentation will be identified through drawing of lots by the school paper advisers before the script writing
8. Each team shall be given eight (8) minutes: (2) two minutes of which is for preparation, five (5) minutes for the actual broadcasting and one (1) minute for exit. Provided running time shall be applied.
9. The organizers shall provide a wall clock or a timer, which will serve as the official time that can be seen by the contestants and the judges. There will be an official time keeper.
10. A yellow flaglet shall be raised to signal the team that they have one (1) minute left for preparation. The green flaglet shall then be raised to signal the team to start. The yellow flaglet shall be raised again to warn the team that they only have one (1) minute remaining and followed by the red flaglet to indicate that their time is up.
11. The entire production schedule shall be governed by the zero (0) or perfect score for the time scoring requirement
12. The contestants shall leave the broadcast room right after their presentation.

**SCORE SHEET FOR RADIO BROADCASTING AND SCRIPTWRITING**

<b>1. Anchor</b>	<b>Total Score</b>
<b>Voice Quality (40%)</b>	
<ul style="list-style-type: none"> <li>• Is very clear and easy to understand even when speaking quickly</li> <li>• Paces his/her voice well to fit the storyline and helps the audience understand the issue.</li> <li>• Shows expressions of interest, enthusiasm, and confidence</li> <li>• Stretches a word to a desired length to emphasize or give the appropriate meaning</li> </ul>	
<b>Voice Recognition (30%)</b>	
<ul style="list-style-type: none"> <li>• Has clear and well-modulated voice</li> <li>• Presents appropriate pace and volume</li> <li>• Is consistently audible throughout the presentation</li> <li>• Can easily be heard in all parts of the room</li> </ul>	
<b>Enunciation (30%)</b>	
<ul style="list-style-type: none"> <li>• Pronounces/articulates words in a distinct manner</li> <li>• Talks in accent that is socially acceptable</li> <li>• Utilizes various voice inflections/changes to enhance meaning of the lines</li> </ul>	
<b>Total 100%</b>	

<b>2. News Presenter</b>	<b>Total Score</b>
<b>Voice Quality (40%)</b>	
<ul style="list-style-type: none"> <li>• Is very clear easy to understand even when speaking quickly</li> <li>• Paces his/her voice well to fit the storyline and help the audience understand the issue.</li> <li>• Shows expressions of interest, enthusiasm, and confidence</li> <li>• Stretches a word to a desired length to emphasize or give the appropriate meaning</li> </ul>	
<b>Voice Recognition (30%)</b>	
<ul style="list-style-type: none"> <li>• Has clear and well-modulated voice</li> <li>• Presents appropriate pace and volume</li> <li>• Is consistently audible throughout the presentation</li> <li>• Can easily be heard in all parts of the room</li> </ul>	
<b>Enunciation (30%)</b>	
<ul style="list-style-type: none"> <li>• Pronounces/articulates words in a distinct manner</li> <li>• Talks in accent that is socially acceptable</li> <li>• Utilizes various voice inflections/changes to enhance meaning of the lines</li> </ul>	
<b>Total 100%</b>	

<b>3. Infomercial</b>	<b>Total Score</b>
<b>Creativity (30%)</b>	
<ul style="list-style-type: none"> <li>• Exhibits uniqueness and originality</li> <li>• Takes risks</li> <li>• Implements technologies appropriately</li> </ul>	
<b>Content (40%)</b>	
<ul style="list-style-type: none"> <li>• Shows brief and clear product/idea description</li> <li>• Is logically organized</li> <li>• Shows smooth and appropriate transitions</li> </ul>	
<b>Persuasion/Impact (30%)</b>	
<ul style="list-style-type: none"> <li>• Engages audience</li> <li>• Shows appropriate audience appeal</li> <li>• Keeps audience focused all throughout the broadcast</li> </ul>	
<b>Total 100%</b>	

<b>4. Technical Application</b>	<b>Total Score</b>
<b>Juxtaposition (40%)</b>	
<ul style="list-style-type: none"> <li>• Shows a smooth transition from one topic/news event to another</li> <li>• Establishes clear relationship between one audio effect to the news or information that follows</li> </ul>	
<b>Fidelity (30%)</b>	

<ul style="list-style-type: none"> <li>• Produces good audio quality</li> <li>• Produces authentic sound and effects</li> <li>• Has less static and no interference</li> </ul>	
<b>Timing and Precision (30%)</b>	
<ul style="list-style-type: none"> <li>• Has clear audible time signals</li> </ul>	
<b>Total 100%</b>	

<b>5. Script</b>	<b>Total Score</b>
<b>Content (40%)</b>	
<ul style="list-style-type: none"> <li>• Covers topic with necessary details &amp; examples</li> <li>• Is accurate and has no factual errors</li> <li>• Is well-organized</li> <li>• Uses academically and socially acceptable language</li> </ul>	
<b>Clarity of Instructions (40%)</b>	
<ul style="list-style-type: none"> <li>• Is easy to read and understand</li> <li>• Can easily be followed by another person or team</li> <li>• Reflects effective planning and organizing</li> </ul>	
<b>Neatness (20%)</b>	
<ul style="list-style-type: none"> <li>• All elements are labeled and clearly written</li> <li>• Clearly indicates names of team members and their tasks/assignments</li> </ul>	
<b>Total 100%</b>	

<b>Radio Production (Overall)</b>	<b>Total Score</b>
A. Delivery of the whole broadcast team -25%	
1.Anchor	
2.News Presenter	
3.Other members of the team	
B. Technical Application – 25%	
1.Timing and Precision	
2.Transition	
C. Script -25%	
D. Infomercial -20%	
E. Impact -5%	
<b>Total 100%</b>	
<b>Comments/Suggestions:</b>	

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Evaluator/Judge  
(Signature over Printed Name)

#### HOW TO COMPUTE FOR THE OVERALL SCORES

1. The scores of each of the seven Top Performing Schools per level (elementary and secondary) shall be added to identify the Top Three Performing Schools of the DSPC. The sum of the scores of each school is ranked from highest to lowest.
2. The total score of the Top Seven School in the secondary and elementary level is the sum of all the scores garnered in both group and individual contests. The sum of the scores is ranked from highest to lowest.
3. The total score of the Individual Contest is the sum of the total score of all individual events. The sum of the scores of each school is ranked from highest to lowest.
4. The total score of the Group Contest is the sum of all the scores garnered by each school from Radio Script Writing and Broadcasting, Collaborative Desktop Publishing and School Paper Competitions. The sum of the scores of each school is ranked from highest to lowest.
5. Each contest category follows the same manner of computation, with the figures called from the average scores given by all the judges of each contest/category