



Republic of the Philippines
Department of Education
REGION X - NORTHERN MINDANAO
DIVISION OF MISAMIS ORIENTAL



Don Apolinar Velez-Del Pilar Sts., Cagayan de Oro City 9000 (088)8564524 09178992245 www.depedmisor.net

September 6, 2017

DIVISION MEMORANDUM

No. 448, s. 2017

**CORRIGENDUM AND ADDENDUM TO DIVISION MEMORANDUM NO. 423, S. 2017
(DIVISION SCHOOLS PRESS CONFERENCE 2017)**

To: Education Program Supervisors
Public Schools District Supervisors
Elementary/Junior/Senior High School Heads
School Paper Advisers

1. Please be informed of the changes of some of the provisions of the Division Memorandum No. 423, s. 2017 entitled "Division Schools Press Conference 2017".
2. Paragraph 1 of the said Memorandum is hereby amended to read as follows:
 - The venue of the contests during the Division Schools Press Conference 2017 shall be at Misamis Oriental General Comprehensive High School (MOGCHS)
 - The theme is changed to "Strengthening Freedom of Information Through Campus Journalism."
 - The submission of entries for Division Outstanding School Paper Advisers and Outstanding Campus Journalists for elementary, junior/senior high school shall also be on September 20, 2017.
3. Additional changes are as follows:
 - Each participant shall pay a registration fee of Php 100.00 to cover the expenses for the judges' (media practitioner) honoraria chargeable against school downloaded funds subject to the usual accounting, auditing, rules and regulation.
 - Each school is encouraged to register on September 13, 2017 at the Division Office, Attention: Marissa Jadap. Official Receipt will be issued to each school.
 - Enclosed are the Matrix, Program and some pages of DepEd Memorandum No. 216, s. 2016, re: 2017 National Schools Press Conference.
4. Other provisions of this Division Memorandum remain the same.
5. Immediate dissemination of this Memorandum is desired.

CLL/mma

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

DIVISION SCHOOLS PRESS CONFERENCE 2017

September 20, 2017

Misamis Oriental General Comprehensive High School (MOGCHS)

Cagayan de Oro City

Matrix of Activities

| Date/Time | Activity/Contest Event | Venue |
|------------------|---|---|
| 7:00-8:00 | Arrival | MOGCHS Quadrangle |
| 8:00-8:30 | Opening Program and Orientation | |
| 8:30-4:30 | Elementary and Secondary Radio Broadcasting | Elementary: MOGCHS FRES COOP Building JHS/SHS: 4 th Floor Moreno Building |
| | Elementary and Secondary TV Broadcasting | Elementary, JHS/SHS: MOGCHS Quadrangle |
| 8:30-12:00 | Photojournalism | MOGCHS |
| | Elementary and JHS/SHS On-line Writing | MOGCHS |
| 9:00-10:00 | Sports' Coverage | MOGCHS |
| | News Writing | MOGCHS |
| | Copy reading and Headline Writing | |
| 10:30-11:30 | Sports Writing | |
| | Science and Technology Writing | |
| 11:30-12:00 | Lunch Break | |
| 12:30-4:30 | Collaborative Publishing Contest | MOGCHS |
| 12:30-1:30 | Feature Writing | MOGCHS |
| 2:00-3:00 | Editorial Writing | |
| 3:30-4:30 | Editorial Cartooning | |

Opening Program
Misamis Oriental General Comprehensive High School (MOGCHS) Quadrangle
September 20, 2017

| | |
|--|---|
| National Anthem | Mrs. Felicitas R. Garcesa HT-V |
| Prayer | Mrs. Nelda C. Orpilla OIC-English Department |
| Welcome Message | Dr. Pedro R. Estaño School Principal IV |
| Opening Remarks | Mrs. Jean G. Veloso Assistant Schools Division Superintendent |
| Presentation of Participants | Dr. Erlinda G. Dael Chief, CID |
| Message | Dr. Cherry Mae L. Limbaco, CESO V Schools Division Superintendent |
| Orientation on the Conduct of the 2017 Division Schools Press Conference | Dr. Maria Teresa M. Absin EPS-I Dr. Sally S. Aguilar EPS-I |

MC: **Mr. Joemar R. Sinatao**



**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.

Only learners from schools with school paper (print or pdf copy), both in English and Filipino for the school year and who won the top three spots in each category are allowed to compete in the various individual contests of the NSPC.

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/NSPC ID especially during the contest proper.**
2. Should there be questions and assistance needed, the participants can only raise their concerns to the assigned proctor and/or examiner. The proctor shall refer them to the National TWG for appropriate response.
3. Contestants should not put any identifying mark on the contest entry or answer sheet.
4. **School paper advisers, teachers, principals, parents or guardians who will be found in and around the contest venue will be grounds for disqualification of their contestants.**
5. The top seven winners per medium shall be recognized and their points will be included in the computation of the overall scores.
6. Any violation of the stipulated guidelines will be grounds for disqualification of the participant.
7. The decision of the Board of Judges in all aspects of the contest shall be deemed final and irrevocable.

B. Specific:

1. **Sports Writing:**
 - a. The NTWG shall orient and provide final instructions to the contestants 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-game conference shall be held for further interview and data gathering.
 - c. Contestants shall watch an actual game where they can gather appropriate data and/or interview officials and athletes before and after the game.
2. **Copyreading & Headline Writing:**
 - a. The contestants shall use the 2016 Associated Press (AP) copyreading symbols and follow directions given in the contest piece.
 - b. The contestants shall **provide the best two headlines for the article.**
3. **Editorial Cartooning:**
 - a. Only materials provided by the NTWG 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. Science and Technology Writing
 - a. Contestants are expected to be well-versed in writing an article in news, features or editorial format.
 - b. Judges will determine the format of the article during the actual contest.

5. Photojournalism
 - a. Preparation:
 - 1) Contestants should be at the contest venue thirty(30) minutes before the orientation.
 - 2) The contestants are allowed to use any Digital Camera (point and shoot only) with a maximum of 20 megapixels. Contestants who will use any DSLR and other high-end cameras will **not be permitted to join the contest.**
 - 3) The contestant should bring his/her own camera cable and card reader 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. Provision for Memory Card:
 - 1) All contestants must use an empty memory card for the contest.
 - 2) The contestants will load the storage card in front of the examiner on the contest day.

 - c. Photo Shoot and Layout
 - 1) After announcing the contest theme/topic, the first shot (control shot) by all contestants should be focused on one subject as determined by the examiner.
 - 2) Every contestant is given one (1) hour to take pictures, which does not include the loading and unloading of the storage card in front of the examiner.
 - 3) **During the actual photo shoot, the advisers, trainers, and parents are NOT allowed in the venue.**
 - 4) The contestants are allowed to take **unlimited shots**, but **only six (6) shots** (including the control shot) will be submitted as official entries.
 - 5) Five (5) best photos and the control shot will be uploaded by the contestant to the NTWG assigned laptop/desktop for the judges' reference and shall be saved in one folder.
 - 6) Caption must be the file name of each photo.

Enclosure No. 3f to DepEd Memo No. **216**, s. 2016

SCORE SHEET FOR COPYREADING AND HEADLINE WRITING

| | |
|--|-------------|
| Copyreading | 60% |
| Uses appropriate copyreading symbols | |
| Recognizes exact number of errors in the contest piece | |
| | |
| Headline Writing | 40% |
| Provides the best two headlines for the news article | |
| Observes standards in headline writing | |
| | |
| Total | 100% |
| Comments/Suggestions: | |
| | |

Evaluator/Judge
(Signature over Printed Name)

GUIDELINES FOR TV SCRIPT WRITING AND BROADCASTING

A. PRE CONTEST

1. Each competing team shall have seven (7) members for Filipino and English Newscast. Each Team must be composed of the following:
 - a. News Anchor- (Not more than 2)
 - b. Field Reporters- (Not more than 3)
 - c. Script Writer -1
 - d. Director/Executive Producer/Development Communication Writer-1
 - e. Video and Graphics Editor-1
 - f. Video researcher/Floor Director/Production Assistant-1
 - g. Video journalist/Cameraman- 1
 - h. Assistant Video journalist -1

Note: Members may have multiple tasks.

2. Each Team must bring its own set of materials and equipment such as the following:
 - a. Laptop with a script writing/video editing capability;
 - b. Two (2) empty flash drives (16G) or External hard drive;
 - c. Camera phone, Digital Camera or DSLR which is compatible with the
 - d. laptop for uploading capability;
 - e. wired lapel (optional)
 - f. Paper, Printer with ink;
 - g. broadband (stick); and
 - h. Extension cord
3. Prior to the commencement of the newscast competition, an orientation for the participants shall be undertaken to lay down the rules of the competition, the necessary skills that must be exhibited during the competition, the definition of the respective roles of the participants and the criteria for judging for each event and/or category. All participants shall be required to attend the orientation.
4. Each Team shall be given a maximum time of four and a half (4 ½) hours as part of the production process. Each team must "STRICTLY OBSERVE" the following time allotment for production efficiency:
 - a. News Gathering – 1 Hr. and 15 mins.
 - b. News Writing – 1 Hr.
 - c. Video Editing – 1 Hr.
 - d. NOTE: After video editing, each Team must already be ready to tape as "LIVE"
 - e. its news cast.
 - f. Tape as "LIVE" Broadcast Presentation – 10 mins.
 - g. Post Production - 1 hr. to 1 hr. and 25 mins. (with deduction)

B. CONTEST PROPER

PRE-PRODUCTION: NEWS GATHERING

1. The judges shall provide a story menu or set of news worthy topics including a development communication theme.
2. Each Team shall be given ten (10) minutes to come up with a story line-up after conducting a story conference.
3. Each Team shall be given one (1) hour to download videos online and to shoot the spiels/standupper and additional video requirements of the reports.

PRODUCTION PROPER: SCRIPT WRITING, VIDEO EDITING AND BROADCAST PRESENTATION

A. SCRIPT WRITING

1. The format for TV broadcast (audio and video) script writing shall be observed.
2. Each Team shall be given one (1) hour to write its News Script.
3. The News Script shall consist of the following:
 - a. **(1) STORY LINE UP-** Appearance of news items systematically arranged according to video relevance/impact, news worthiness, timeliness and importance.
 - b. **(1) HEADLINES-** Brief summary of at least 3 significant news items. Headlines must not be more than thirty (30) seconds
 - c. **(1) ANCHOR'S INTRODUCTION (INTRO) –** Anchor's greeting or opening spiel, which must not exceed fifteen (15) seconds.
 - d. **ANCHOR'S LEAD INTRO OF REPORTER'S AV PACKAGE/REMOTE AV PACKAGE**
–Anchor's brief introduction of reporter's AV package, which must not exceed fifteen (15) seconds.
 - e. **(2) AV PACKAGE –** Reporter's AV Package with standupper/standupper extro/midspiel.
The AV Package may contain 4-6 paragraphs (1 sentence, 1 paragraph) and at least one (1) sound bite. Each report must have a minimum time of one (1) minute to a maximum time of one (1) minute and ten (10) seconds.
 - f. **(1) REMOTE AV PACKAGE –** Reporter's AV package with Live Intro/Extro and an optional banter with anchor. The AV Package may contain 4-6 paragraphs (1 sentence, 1 paragraph) and at least 1 sound bite. Each report must have a

minimum time of one (1) minute to a maximum time of one (1) minute and ten (10) seconds.

- g. **(1) VTR SILENT-** Anchor's live delivery of a shortened news report. It should not exceed thirty (30) seconds.
- h. **(1) VTR SOT-** Anchor's live delivery of a shortened news report with a sound bite, which should not exceed thirty (30) seconds.
- i. **DEVELOPMENT COMMUNICATION-** An original concept based on the theme provided by the judges. Each development communication production must not exceed thirty (30) seconds.
- j. **TEASER (optional) -** A brief rundown of remaining news items aimed at teasing audience/viewers.
- k. **OPENING BILLBOARD (OBB) AND CLOSING BILLBOARD (CBB)-** Each OBB or CBB must contain the group's assumed TV network name and logo. Each Production Team may pre-produce its OBB/Logo and create a graphics layout prior to the contest proper which must not exceed fifteen (15) seconds.

SAMPLE NEWS STORY LINEUP: 6-MINUTER NEWSCAST

| ANCHOR | TAKE | SLUG | VTR |
|------------|------|---------------------------|----------|
| | | OBB | |
| | | HEADLINES | |
| STEVE/RIDA | | INTRO | |
| | | GAP 1 | |
| STEVE | 1 | STORY 1 | REM DANO |
| RIDA | 2 | STORY 2 | VTRSIL |
| STEVE | 3 | STORY 3 | AV LOU |
| RIDA | | TEASER | |
| | | DEVELOPMENT COMMUNICATION | |
| | | GAP 2 | |
| STEVE | 4 | STORY 4 | VTRSOT |
| RIDA | 5 | STORY 5 | AV JOHN |
| STEVE/RIDA | | EXTRO/BYE BYE | |
| | | OBB | |

- 4. Once the scriptwriting contest has started, no participant shall be allowed to leave the contest area. In case of personal necessity, a member of the contest management (proctor) shall accompany the participant outside the contest area.
- 5. The cover page of the main script must contain the group's name (NEWSCAST/PROGRAM TITLE), school and region, and the names of the participants and their respective roles in the production.

B. VIDEO EDITING

1. The video editing must commence once the news scripts become available.
2. Each Team shall be given one (1) hour for video editing.
3. Each Team shall be allowed to pre-produce/pre-select its graphics (gfx) layout (chargens, gfx lower thirds color and theme, bumper, transition, title card, musical score, sound effects and newscast logo)
4. Each Team shall be allowed to download videos online from credible news organizations provided that proper acknowledgment, such as "video courtesy" or "file video" shall be indicated.

C. BROADCAST PRESENTATION

1. The order of presentation shall be determined by drawing of lots.
2. If a TV broadcast studio "complete" with equipment (switchers, monitors) is "NOT" available during the Division Schools Press Conference (DSPC), the Regional Schools Press Conference (RSPC) and/or the National Schools Press Conference (NSPC), the following presentation shall be observed:
 - a. The Anchor(s) shall deliver the newscast "taped as live" in an improvised studio provided by the DSPC, RSPC and NSPC organizers with 2-3 camera set up and wired lapels.
 - b. Taping of Intro Spiels, Lead Intro's and Extro Spiels must not exceed five (5) minutes.
 - c. Each Team shall be given five (5) minutes to set up a studio.
 - d. The Proctor shall indicate the number of "takes" the anchor has made during the delivery of Intro Spiels, Lead Intro's and Extro Spiels.
 - e. The Proctor shall strictly monitor the time and shall submit the record to the judges.
 - f. The proctor shall flash the green card to signal the start of the presentation.
 - g. A yellow card shall be flashed by the Proctor to signal that the presenting Team has only one minute left for its broadcast presentation.
 - h. A red card shall be flashed to signal that the time (5 mins) allotted for each Team has been consumed.

- i. After the lapse of the allotted time for each broadcast, a Team may continue its presentation. However, a corresponding deduction shall be given. A team that delivers the broadcast under the allotted time shall also be given a corresponding deduction.
- j. The judge(s) shall observe the broadcast presentation.
- k. The judge(s) shall include the broadcast presentation in the criteria for judging.
- l. An event committee member shall be designated to ensure that order and silence in the audience are maintained during each Team's presentation.

POST PRODUCTION: EDITING OF TAPED AS LIVE NEWSCAST COMBINED WITH REPORTER'S AV, REMOTE AV PACKAGE AND ADDITIONAL VIDEO REQUIREMENTS FOR VTR SILENT AND VTR SOTS

1. Each Team shall be given one (1) hour to accomplish the video editing and graphics layout of taped as live newscast combined with reporter's AV, remote AV and additional requirements for VTR Silent, VTR Sots and Development Communication output.
2. The Proctor shall strictly monitor the time allotted for post-production.
3. If the final output is not submitted after an hour, an additional 25 minutes will be given to the team. Additional minute(s) that each Team has consumed shall have corresponding deductions. However, should any Team fail to submit the final output after the extension, it shall be automatically disqualified from the competition.

THE CRITERIA for JUDGING: BEST NEWSCAST

| | |
|--|-------------|
| SCRIPT WRITING (STORY LINE UP, NEWSCAST TITLE, CONTENTS OF LEAD INTROS, AV, REMOTE AV, VTR SILENT, VTR SOT, DEVELOPMENT COMMUNICATION, AND EXTRO SPIELS) | 30% |
| BROADCAST PRESENTATION (APPEARANCE AND DELIVERY OF ANCHOR(S) AND REPORTER(S)) | 25% |
| TECHNICAL APPLICATION (GRAPHICS LAYOUT, MUSICAL SCORE, SOUND EFFECTS) | 25% |
| OVER-ALL IMPACT (EDITED FINAL OUTPUT) | 20% |
| TOTAL | 100% |

SPECIAL AWARDS: (10 POINTS EACH)

1. BEST NEWS ANCHOR: DELIVERY (5) AND IMPACT (5)
2. BEST NEWS REPORTER: DELIVERY (5), IMPACT (2) AND CONTENT (3) BEST NEWS SCRIPT WRITER: STORY LINE UP (3), COHERENCE (3), CONTENT (2) AND ACCURACY (2)
3. BEST TECHNICAL APPLICATION SPECIALIST: GRAPHICS PRESENTATION (4), SOUND EFFECTS/MUSICAL SCORE (4) AND IMPACT (2)
4. BEST IN DEVELOPMENT COMMUNICATION: CREATIVITY (4), EDUCATIONAL VALUE (3), INFORMATIVE VALUE (3)
5. (OPTIONAL) MOST PROMISING VIDEO JOURNALIST: CAMERA ANGLES (5) AUDIO QUALITY (3) AND CREATIVITY (2)