



Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF BULACAN

January 8, 2024

DIVISION MEMORANDUM

No. 062, s. 2024

SECONDARY SCHOOLS EDDIS LEVEL PRESS CONFERENCE: A CO-CURRICULAR CULMINATING ACTIVITY ALIGNED WITH THE CAMPUS JOURNALISM PROGRAM (Public and Private)

To: Assistant Schools Division Superintendents
Division Chiefs
DEPS in English and Filipino
Public Schools District Supervisors
Public Secondary School Heads
Heads and Administrators of Private Schools
All Others Concerned

- Following the mandates of the Republic Act (RA) No. 7079, also known as the Campus Journalism Act of 1991 released through the DepEd Order No. 94, s. 1992, which stipulates the holding of the annual Elementary and Secondary Schools Press Conferences, this Office announces the conduct of the Secondary Schools EDDIS Level Press Conference: A Co-Curricular Culminating Activity aligned with the Campus Journalism Program to be held on the schedule listed below.

EDDIS	Date	Venue/Host
EDDIS 1	March 8, 2024 (Friday) 8:00AM-4:00PM	Calumpit NHS, Calumpit
EDDIS 2	March 11, 2024 (Monday) 8:00AM-4:00PM *Same Venue but separate results	Guiguinto National Vocational High School, Guiguinto
EDDIS 5		
EDDIS 3	March 12, 2024 (Tuesday) 8:00AM-4:00PM	Vedasto R. Santiago HS, San Miguel
EDDIS 4	March 13, 2024 (Wednesday) 8:00AM-4:00PM *Same Venue but separate results	AFG Bernardino Memorial Trade School, Marilao
EDDIS 6		

- This co-curricular activity aims to:
 - enhance and develop the writing skills of the campus journalists in the different individual writing categories;
 - recognize the significant role of journalism in advocating social consciousness and environmental awareness;
 - foster camaraderie and enrich learning experiences through healthy and friendly competitions; and
 - select learner-qualifiers for the Division Level Press Conference.
- The EDDIS Level Press Conference includes the following Individual Writing Categories:

No.	English	No.	Filipino
1.	News Writing	1.	Pagsulat ng Balita
2.	Editorial Writing	2.	Pagsulat ng Editoryal
3.	Feature Writing	3.	Pagsulat ng Lathalain
4.	Sports Writing	4.	Pagsulat ng Balitang Isports
5.	Science Writing	5.	Pagsulat ng Balita Artikulong Agham
6.	Copyreading Writing	6.	Pagwawasto at Pag-uulo ng Balita
7.	Cartooning Writing	7.	Kartuning
8.	Photojournalism Writing	8.	Pagkuha ng Litrato
9.	Column Writing	9.	Pagsulat ng Kolumn



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4. Each public and private secondary school shall send a maximum of three (3) learner-contestants in 9 Categories (English & Filipino) together with their teacher-coaches, and Department Heads.
5. Contestants in photojournalism must use only digital camera (point and shoot) with maximum of 24.3 megapixels. Contestants who will use DSLR and other high-end cameras will not be permitted to join the contest.
6. All learner-journalists must have parent's/guardian's letter of consent to be submitted to their teacher-coaches and School Paper Advisers (SPA) allowing them to join and participate in the campus journalism activities. Similarly, they should be given pertinent academic considerations during the contests to cope with their learning episodes
7. Secondary school heads shall regularly monitor and check the campus journalism development plans and schedule of sessions of the teacher-coaches/SPAs to ensure that essential contact hours shall be solely devoted to other co-curricular activities and learning episodes. Henceforth, they are reminded of the DepEd Order No. 9, S. 2005, "Instituting Measure to Increase Engaged Time on Task and Ensuring Compliance Therewith." Classes must not be disrupted and there must be substitutes to those SPAs attending the activity.
8. The Secondary EDDIS Chairs and the host school heads in coordination with the CID Chief and Division Education Program Supervisors in English and Filipino are tasked to manage the conduct of the EDDIS Presscon to ensure transparency and impartiality of the campus journalism contests.
9. Strictly, **no mandatory fees or any form of monetary and non-monetary contributions** shall be directly taken from the parents and learners. And as agreed during the consultative meeting of all Secondary EDDIS Chairs dated January 19, 2024, to defray the pertinent expenses for writing supplies, certificates, trophies, food and refreshments, honoraria for the invited mass media judge-practitioners, resource speakers and technical team and other contest and simulation expenses, a registration fee of 200.00 per CJ participant and teacher-coach shall be taken from the Canteen Funds under the Faculty and Student Development Funds while the transportation, food allowance, and other incidental expenses of the participants shall be taken from the LSB Funds/MOOE/School Paper Funds/Local Funds subject to the usual accounting and auditing rules and regulations. This shall also be utilized for the intensive trainings and contests expenses relevant to the higher-level qualifying rounds of campus journalism contests. Participating private schools should make the necessary arrangements with their respective administrators.
10. Enclosure No.1 contains the EDDIS Press Conference Schedule of Activities, the Guidelines and Procedures of Contests, Materials and Requirements to be prepared by the Host Schools, the Scoresheets to be used in Individual Writing Categories both English and Filipino, and the Members of the Division CJ Technical Working Group.
11. This Memorandum serves as travel authority of the persons involved during the conduct of the Campus Journalism activities.
12. Immediate and wide dissemination of this Memorandum is desired.


NORMA P. ESTEBAN, PhD, CESO V
Schools Division Superintendent

CID/Sangoyo-Division Memo – EDDIS Elementary Schools Level Press Conference
0008/February 8, 2024



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Enclosure No. 1 to Division Memorandum No. ___ s. 2024

SECONDARY SCHOOLS EDDIS LEVEL PRESS CONFERENCE: A CO-CURRICULAR CULMINATING ACTIVITY ALIGNED WITH THE CAMPUS JOURNALISM PROGRAM (Public and Private)

A. EDDIS PRESSCON SCHEDULE OF ACTIVITIES

7:00-8:30	Arrival and Registration - Contest Room
8:31-9:00	Briefing and Orientation in Respective Contest Rooms
9:01-11:00	Simultaneous Contests in 9 Categories <ul style="list-style-type: none"> • News Writing • Editorial Writing • Feature Writing • Sports Writing • Science Writing • Copyreading • Cartooning • Column Writing • Photojournalism - Checking of Memory by IT Personnel - Photo Shooting - Submission of Memory Card - Printing of Photos by TWG
11:01-12:00	Submission of the contest entries to the Evaluation Team by the Contest Proctors
12:01-1:00	Lunch Break
1:01-4:00	<ul style="list-style-type: none"> • Evaluation of Entries • Awarding Ceremony

B. GUIDELINES IN THE CONDUCT OF THE EDDIS LEVEL PRESS CONFERENCE

The Individual Writing Contests are designed to showcase the competencies of campus journalists and promote fair and ethical use of media as tenets of responsible journalism. The policy guidelines listed below are set to provide synchronized information to all Campus Journalists (CJ) program stakeholders to ensure successful conduct of the activities.

1. The EDDIS Level Press Conference includes the following Individual Writing Categories:

No.	<u>English</u>	No.	<u>Filipino</u>
1.	News Writing	1.	Pagsulat ng Balita
2.	Editorial Writing	2.	Pagsulat ng Editorial
3.	Feature Writing	3.	Pagsulat ng Lathalain
4.	Sports Writing	4.	Pagsulat ng Balitang Isports
5.	Science Writing	5.	Pagsulat ng Balita Artikulong Agham
6.	Copyreading Writing	6.	Pagwawasto at Pag-uulo ng Balita
7.	Cartooning Writing	7.	Kartuning
8.	Photojournalism Writing	8.	Pagkuha ng Litrato
9.	Column Writing	9.	Pagsulat ng Kolumn

2. The registration of the delegation team per school is by category, inside the contest room. Each CJ must present his/her ID for school identification.
3. Contestants must accomplish the registration form while coaches have separate registration form. Contestants in photojournalism must immediately have their memory card cleared by the IT personnel of the host school.
4. There is no opening program, contestants should stay at the contest room. The proctor, in each room will give orientation before the contest.



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5. To facilitate payment of registration slip; issuance of acknowledgement receipt shall be by school/group.
6. Contest rooms must have label (separate English and Filipino). Each contest room must accommodate at least 35-40 contestants.
7. Contestants should accomplish the contest slip. Code number shall be given to them by the proctor. NO NAME in the entry paper only the code number. The proctor should check the contest slip and the code number in the entry paper as to correctness.
8. Seat arrangement should be based on the registration.
9. The contest in 8 individual writing categories should start by 9:01 AM and end by 10:00AM while the Photojournalism contest is expected to begin upon the arrival of the participants to facilitate the technical aspects of the cameras. It will be conducted simultaneously depending on the availability of the contest rooms. Contestants with two (2) categories to join must have his/her coach coordinate with the contest proctor. Same time allotment will be given to CJ with two entries.
10. The proctor will oversee the contest room activity. In case of clarification/inquiry, the attention of Division TWG must be called.
11. After submitting the contest entry to the proctor, the contestants may proceed to the school gymnasium designated as common area to wait for the announcement of winners.
12. The proctor after gathering the contest entries must arrange them according to code number and submit immediately to the Evaluation Team.
13. Recognizing and respecting Intellectual Property Rights, the SDO Bulacan adheres to the rules concerning plagiarism. DepEd reiterates its stand to disqualify school papers found to have copied and published texts, graphics, and other materials without duly acknowledging their sources. The disqualification covers all sections of the school paper.
14. Any form of plagiarism in all competitions as proven by the board of judges shall be ground for disqualification.
15. Top 10 winners in 9 categories both English and Filipino shall advance to the Division Level Press Conference (DSPC). The Top Performing Schools as well as the Top Performing School Paper Advisers shall be announced to recognize the delegation teams.
16. The venue of the first round the DSPC shall be announced later.
17. The decision of the Board of Judges is **FINAL** and **IRREVOCABLE**.

C. OTHER SPECIFIC GUIDELINES

1. News Writing, Feature Writing, Editorial Writing, Science and Technology Writing and Column Writing
Fact sheets or other sources of information shall be given to the contestants as bases in writing the article.
2. Sports Writing:
The Division Technical Team/Invited Speaker/Judge shall orient and provide instructions to the contestants before the contest proper.
3. Copyreading and Headline Writing
 - a. The contestants shall bring their own pencil for the contest.
 - b. The contestants shall follow directions given in the contest piece.
 - c. The contestants shall provide a headline for the article.



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4. Editorial Cartooning:
 - a. The contestants shall bring their own pencil No. 2 while the Division TWG shall provide the Oslo papers for the contest.
 - b. The cartoon must be anchored on the given topic or issue.
 - c. The cartoon should be compliant with the professional and ethical standards of media.
5. Photojournalism
 - a. Preparation:
 - 1) Contestants should be at the contest venue thirty (30) minutes before the orientation on the guidelines and rubrics.
 - 2) The contestants are allowed to use any Digital Camera with a maximum of **24.3** megapixels with fixed lenses. Contestants who will use any DSLR and other high-end cameras will **not be permitted to join the contest**.
 - 3) The contestants shall submit empty memory card and camera (internal memory) to be checked by the examiner/s before the contest proper begins.
 - 4) The contestant should bring his/her own camera cable for uploading and saving of pictures.
 - 5) Cellular phones, extra digital cameras, extra storage card or any additional materials/equipment **are not allowed** in the contest area.
 - 6) Contestants shall bring their own black ballpen while the DTWG will provide scratch papers where contestants can write down notes during the shooting.
 - b. Photo Shoot, Uploading, and Captioning
 - 1) The loading and unloading of the storage card will be done in front of the examiner.
 - 2) Control shot shall be the first shot
 - 3) Contestants are given one (1) hour to take pictures.
 - 4) Contestants are allowed to take unlimited shots but will submit the control shot and the five (5) photos with caption related to the given theme or other instructions to be given by the DTWG/Judge. The submitted photos of each contestant shall be saved in one folder (file naming convention of the folder: CODE NUMBER_2024EDDISPC).
 - 5) Contestants shall write the file name of each photo in the caption sheet.
 - 6) Caption sheets will be provided by the DTWG.
 - 7) Contestants shall be given 30 minutes to provide a caption for each of the five photos.
 - 8) The advisers, trainers, and parents are NOT allowed in the contest venue throughout the duration of the competition.

D. MATERIALS/REQUIREMENTS TO BE PREPARED BY THE HOST DISTRICT/SCHOOL:

1. Contest Rooms- must have label per category
2. Evaluation Room- for the Board of Judge-Practitioners and Division Technical Team
3. Common Area for delegates
4. Map of contest rooms to serve as guide
5. Public address sound system for the giving of announcement
6. List of teachers and their respective assignment in the EDDIS Presscon.
7. Room Labels

E. WORK COMMITTEES

1. Registration and Contest Committee (from the host district/school)
2. Finance Committee (from the host school and SDO)
3. Accommodation Committee (from the school host)
4. Food and Refreshment
5. Evaluation Committee (from the SDO)



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6. Program and Certificates/Trophies
7. IT Committee for Photojournalism
8. Security and Sanitation Committee
9. First Aid and Medical Team
10. Other Committees to be assigned by the School/DTWG

Other Requirements:

- * Contest Slip
- * Certificates of Recognition and Participation

F. SCORESHEETS IN INDIVIDUAL WRITING CATEGORIES

SCORE SHEET FOR NEWS WRITING

Form and Style (40%)	Score
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 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	
Observes gender fair language.	
Content (50%)	
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	
Ethics (10%)	
Showcases original works of students.	
Properly cites information and attributes these facts from the source of information (cut across all events)	
Observes standards of journalism in terms of fairness, relevance, accuracy, and balance	
Has no potentially libelous or obscene content, plagiarism and copyright violations	
TOTAL (100%)	
Comments/Suggestions:	

 Evaluator/Judge
 (Signature over Printed Name)



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SCORE SHEET FOR FEATURE WRITING

Form and Style (30%)	Score
Observes the rules of grammar and syntax	
Conforms with the principles of organization and progression of ideas	
Exhibits creative presentation of facts in the story	
Uses a catchy title for the article	
Sustains interest of the readers	
Utilizes the appropriate feature type to emphasize the impact/relevance of the topic	
Observes gender fair language.	
Content (60%)	
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	
Ethics (10%)	
Showcases original works of students.	
Properly cites information and attributes these facts from the source of information (cut across all events)	
Observes standards of journalism in terms of fairness, relevance, accuracy, and balance	
Has no potentially libelous or obscene content, plagiarism and copyright violations	
TOTAL (100%)	
Comments/Suggestions:	

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SCORE SHEET FOR EDITORIAL WRITING

Form and Style (40%)	
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	
Uses a strong and thought-provoking title	
Shows logical reasoning	
Observes the rules of grammar and syntax	
Utilizes transitions properly	
Observes gender fair language.	
Content (50%)	
Presents the general stand of the writer in the lead	
Utilizes factual information 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	
Ethics (10%)	
Showcases original works of students.	
Properly cites information and attributes these facts from the source of information (cut across all events)	
Observes standards of journalism in terms of fairness, relevance, accuracy, and balance	
Has no potentially libelous or obscene content, plagiarism and copyright violations	
Total (100%)	
Comments/Suggestions:	

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SCORE SHEET FOR SPORTS WRITING

Form and Style (40%)	Score
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	
Observes gender fair language.	
Content (50%)	
Presents a clear picture of the events in the game.	
Utilizes an appropriate sports news reporting style	
Uses interviews, statistics, references and research	
Ethics (10%)	
Showcases original works of students.	
Properly cites information and attributes these facts from the source of information (cut across all events)	
Observes standards of journalism in terms of fairness, relevance, accuracy, and balance	
Has no potentially libelous or obscene content, plagiarism and copyright violations	
Total (100%)	
Comments/Suggestions:	

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SCORE SHEET FOR COPYREADING AND HEADLINE WRITING

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

Evaluator/Judge
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SCORE SHEET FOR SCIENCE AND TECHNOLOGY WRITING

Form and Style (40%)	Score
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	
Uses appropriate terms and lingo to report/discuss events	
Observes gender fair language.	
Content (50%)	
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	
Ethics (10%)	
Showcases original works of students.	
Properly cites information and attributes these facts from the source of information (cut across all events)	
Observes standards of journalism in terms of fairness, relevance, accuracy, and balance	
Has no potentially libelous or obscene content, plagiarism and copyright violations	
Total (100%)	
Comments/Suggestions:	

Evaluator/Judge
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SCORE SHEET FOR PHOTOJOURNALISM

Technical Quality (40%)	Score
Exposure value and quality of image (free from digital noise)	
Presents images with acceptable sharpness	
Communicative Quality (40%)	
Shows clear and specific idea(s) or angle connected to the theme or topic	
Uses creative photography techniques to highlight the visual story	
Caption (10%)	
Writes a two-sentence caption providing context to the picture	
Ethics (10%)	
Showcases original works of students.	
Properly cites information and attributes these facts from the source of information (cut across all events)	
Observes standards of journalism in terms of fairness, relevance, accuracy, and balance	
Has no potentially libelous or obscene content, plagiarism and copyright violations	
Follows strict standards of no manipulation and alteration of reality	
Total (100%)	
Comments/Suggestions:	

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SCORE SHEET FOR EDITORIAL CARTOONING

Form and Style (30%)	Score
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	
Content (60%)	
Presents clear, specific and a recognizable point-of-view or opinion on the given issue or topic	
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	
Ethics (10%)	
Showcases original works of students.	
Properly cites information and attributes these facts from the source of information (cut across all events)	
Observes standards of journalism in terms of fairness, relevance, accuracy, and balance	
Has no potentially libelous or obscene content, plagiarism and copyright violations	
Total (100%)	
Comments/Suggestions:	

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SCORE SHEET FOR COLUMN WRITING

Form and Style (30%)	
Uses lead paragraph to introduce or build up a clear argument in the issue	
The tone, style and approach in analyzing the issue are evident	
Uses a language that is understood by the target audience	
Cites sources of facts to add credibility to the arguments raised	
Uses a strong, appropriate and catchy title	
Shows logical reasoning	
Observes the rules of grammar and syntax	
Utilizes transitions properly	
Observes gender fair language.	
Content (50%)	
Presents and explains a solid and clear stance	
Presents the different angles and examines both reconcilable and irreconcilable differences regarding their stand	
Utilizes factual information from interviews, documents reviews, data analyses and other reliable sources	
Displays evidence of the writers' knowledge and understanding of issues/problems	
Reflects clarity of the message that can influence public opinion	
Presents logical arguments that support the writer's stance.	
Clarifies certain points of fact or argument that may cause confusion or complication.	
Ethics (20%)	
Showcases original works of students.	
Properly cites information and attributes these facts from the source of information (cut across all events)	
Observes standards of journalism in terms of fairness, relevance, accuracy, and balance	
Has no potentially libelous or obscene content, plagiarism and copyright violations	
Total (100%)	
Comments/Suggestions:	

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