



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

April 8, 2024

**DIVISION MEMORANDUM**

No. **176**, s. 2024

**OPTIMIZING AND ELEVATING THE MASS MEDIA SKILLS OF LEARNER-  
JOURNALISTS AND TEACHER-COACHES IN THE INDIVIDUAL WRITING  
AND GROUP CATEGORIES**

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

1. Given the mandates of the Department of Education under the MATATAG Curriculum objectives to **MA**ke the curriculum relevant to produce competent and job-ready, active, and responsible citizens; **TA**ke good care of learners by promoting learner well-being, inclusive education, and a positive learning environment; and **GI**ve support to teachers to teach better,” the Schools Division of Bulacan shall spearhead the conduct of the training workshop titled “Optimizing and Elevating the Mass Media Skills of Learners and Teacher-Coaches in the Individual Writing and Group Categories” to be held on April 23-26, 2024 at St. Jude College of Bulacan, Sta. Ines, Plaridel, Bulacan.
2. This co-curricular activity aims to:
  - 2.1 provide in-dept discussions on the mass media skills aligned with the campus journalism contests;
  - 2.2 hone the journalistic skills of the participants both individual and group categories; and
  - 2.3. make simulation sessions focusing on radio and TV scriptwriting, collaborative desktop and online publishing, and individual writing media.
3. Participants to this training-workshop are the Top 3 Winners in 9 Individual Writing Categories, Top 1 Winners in Radio-Broadcasting and Scriptwriting Contest, including the identified RSPC contestants in Collaborative Desktop and Online Publishing and TV Broadcasting, English and Filipino, Elementary and Secondary Levels. The School Paper Advisers of the Top 10 Over-All Best School Papers are also included in the said activity.
4. Enclosure No.1 contains the matrix of activities and the Division Campus Journalism TWG Core Group/Speakers/Facilitators.
5. Public and private elementary and secondary school heads concerned are strongly encouraged to provide moral and financial support as well as any suitable consideration to their teacher-coaches, journalism coordinators, and School Paper Advisers (SPAs). They are to be given service credits and pertinent incentives for their dedication and commitment to the campus journalism activities following the appropriate DepEd guidelines and mandates.
6. Teacher-coaches and School Paper Advisers (SPA) are required to submit training development plans and schedule of sessions with their campus journalists to ensure that essential contact hours shall be devoted to other curricular activities and learning episodes. Henceforth, all school heads 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 in the conduct of the activity.



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7. 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 said intensive trainings. Similarly, they should be given pertinent academic considerations during the training-workshop sessions to cope with their learning episodes.
8. Strictly, **no monetary and non-monetary fees** shall be taken from the parents and learners. Instead, all food and refreshments and snack expenses to be incurred in the conduct aforesaid training-workshop shall be charged to Provincial School Board Funds while the transportation and incidental expenses of the participants shall be taken from the Student Development Canteen Funds/MOOE/LSB/local funds subject to the usual accounting and auditing rules and regulations.
9. This Memorandum serves as travel authority of the persons involved during the conduct of the Campus Journalism activities.
10. Immediate and wide dissemination of this Memorandum is desired.

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

CID/Sangoyo-Division Memo – Optimizing and Elevating the Mass Media Skills of Learners and Teacher-Coaches in the Individual Writing and Group Categories  
0023/April 8, 2024



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Enclosure No. 1 to Division Memorandum No. 76 s. 2024

**OPTIMIZING AND ELEVATING THE MASS MEDIA SKILLS OF LEARNER-JOURNALISTS AND TEACHER-COACHES IN THE INDIVIDUAL WRITING AND GROUP CATEGORIES**

**April 23-26, 2024**

**St. Jude College of Bulacan, Sta. Ines, Plaridel**

**A. MATRIX OF ACTIVITIES**

**Day 1 (April 23, 2024)**

Time	Activities	Person-in-Charge
7:00 – 8:00	Arrival and Recognition	TWG
8:01 – 9:30	Opening Program Plenary Session –Guidelines/Briefing	TWG Participants
9:31 – 10:00	Health Break	TWG
10:01 – 12:00	Break-Out Session (By Individual and Group Categories)	Invited Resource Speaker
12:01 – 1:00	Lunch Break	TWG
1:01 – 3:30	Continuation of Break-Out Session with Working -Break	Invited RS / Evaluation/TWG
3:31 – 5:00	Final Instruction Closing Program	TWG
Convener	Jay Arr V. Sangoyo, PhD Anastacia N. Victorino, EdD Invited Speaker and SPAA Officers	

**Day 2-3 (April 24-25, 2024)**

Time	Activities		Person-in-Charge
	April 24, 2024	April 25, 2024	
7:00 – 8:00	Arrival and Recognition	• Management with Learning	Speaker/ Facilitator
8:01 – 9:30	Opening Program, Simulation in Individual Categories	Break-Out session in Group Categories	TWG Participants
9:31 – 10:00	Health Break		TWG
10:01 – 12:00	Break-Out Session (Individual and Group)	Continuation of Break-Out session (ph2) in (Individual and Group)	Invited Resource Speaker / TWG
12:01 – 1:00	Lunch Break		TWG
1:01 – 3:30	Continuation of Break-Out Session with Working Break	- Evaluation Ph 2 outputs - Final Round Evaluation	Invited Resource Speaker / TWG
3:31 – 5:00	Assessment of Outputs Gathering of Feedback	- Closing Program - Final Briefing	TWG
Convener	* Jay Arr V. Sangoyo, PhD * Anastacia N. Victorino, EdD * SEC SPAA		



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**Day 4 (April 26, 2024)**

Time	Activities		Person-in-Charge
7:00 – 8:00	Arrival and Recognition	• Management of Learning	TWG
8:01 – 9:30	Opening Program, Recap	Break-Out session	TWG Participants
9:31 – 10:00	Health Break		TWG
10:01 – 12:00	Break-Out Session Ph2 - Individual - Radio Broadcast - TV Broadcast - Collaboration Publishing - Online Publication	Continuation of Break-out Sessions	Invited Resource Speaker / TWG
12:01 – 1:00	Lunch Break		TWG
1:01 – 3:30	- Continuation of Break-Out Sessions in Working Break	- Team Presentation - Critiquing - Final Briefing	Invited Resource Speaker Participants / TWG
3:31 – 5:00	Team Presentation	- Closing Program - Final Briefing	TWG
Convener	* Jay Arr V. Sangoyo, PhD * Anastacia N. Victorino, EdD ** Elem SPAA	* Jay Arr V. Sangoyo, PhD * Anastacia N. Victorino, EdD * SEC SPAA	

**II. Division Campus Journalism TWG/Speakers/Facilitators**

No.	Name	School/District
1.	Gregorio C. Quinto, Jr., EdD	CID Chief – SDO Bulacan
2.	Jay Arr V. Sangoyo, PhD	DEPS, English – SDO Bulacan
3.	Anastacia N. Victorino, EdD	DEPS, Filipino – SDO Bulacan
4.	Dr. Ernie V. Estrella	Over-All Chair/School Head, SJCB
5.	Anita C. Sabino	Sta. Monica NHS
6.	Alfredo A. Correa	Loma De Gatos ES, Marilao North
7.	Mharikith E. Fababier	Bunsuran NHS
8.	Daniel John M. Camia	Prensa ES, Marilao North
9.	Glen Moore B. Adriano	Saog ES, Marilao South
10.	Emma C. Guitaba	FFHNAS
11.	Candelaria V. Cruz	M. Del Rosario MES, Pulilan
12.	Marilyn M. Juan	Parada NHS
13.	Eladio N. Tuppal	Caingin ES, San Rafael East
14.	Ma. Luisa G. Reyes	Alexis G. Santos NHS
15.	Raymond S. Villafane	Prensa NHS
16.	Norberto U. Velasco, Jr.	Loma De Gato ES, Marilao North
17.	Angelo B. Dating	Loma De Gato ES, Marilao North
18.	Mariane Desiree S. Capala	Loma De Gato ES, Marilao North
19.	Teaching and Non-Teaching Personnel	St. Jude College of Bulacan