



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

November 14, 2024

DIVISION MEMORANDUM

No. 524, s. 2024

DIVISION PRESS CONFERENCE FOR PRIVATE ELEMENTARY AND SECONDARY SCHOOLS: A CO-CURRICULAR CULMINATING ACTIVITY FOR OPTIMIZING THE JOURNALISTIC SKILLS OF MATATAG LEARNERS

To: Assistant Schools Division Superintendents
 Division Chiefs
 DEPS in English and Filipino
 Heads of Private Elementary and Secondary Schools
 Administrators of Private Senior High Schools
 All Others Concerned

1. As part of Campus Journalism Program of SDO Bulacan per Division Memorandum No.383, s.2024, this Office announces the conduct of the Division Press Conference for Private Elementary and Secondary Schools: A Co-Curricular Culminating Activity for Optimizing the Journalistic Skills of Matatag Learners to be held on December 13, 2024, Friday, at Jesus is Lord Colleges Foundation, Inc., Bocaue, Bulacan.
2. This co-curricular activity aims to:
 - 2.1 enhance and develop the writing skills of private elementary and secondary school learners in the different individual writing categories;
 - 2.2 recognize the significant role of journalism in advocating social consciousness and environmental awareness;
 - 2.3 foster camaraderie and enrich learning experiences through healthy and friendly competitions; and
 - 2.4 select learner-qualifiers of private school delegation team for the 2025 Provincial Schools Press Conference.

3. The Private Schools Press Conference includes the Individual Writing Categories such as:

No.	<u>English</u>	No.	<u>Filipino</u>
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

4. Each private elementary and secondary school may send a maximum of three (3) learner-campus journalists in 9 individual categories (separate English & Filipino) together with their teacher-coaches, department heads, and coordinators as delegation team.
5. Knowing the fact that this activity is mandated by existing laws per Republic Act (RA) No. 7079, also known as "The Campus Journalism Act of 1991" and as given emphasis by relevant DepEd Orders and Memoranda, the participation of all private elementary and secondary schools including tertiary schools offering Senior High School **is hereby enjoined.**



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Region III
SCHOOLS DIVISION OF BULACAN

6. This Office expects active and full participation of **all private schools** in SDO Bulacan to ensure that no private school learners will be left behind in optimizing their journalistic skills.
7. Top 10 winners in 9 categories both English and Filipino shall advance to the 2025 Provincial Schools Press Conference (PSPC). The Top Performing Private Elementary and Secondary Schools as well as the Top Performing School Paper Advisers in English and Filipino shall be announced to recognize the delegation teams.
8. All private school learner-journalists must have parent/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 particularly in the preparation of school papers entries, contests, and intensive trainings.
9. Similarly, learners who will join the contests and school paper writing sessions should be given academic considerations such as enough time for the completion of written works and performance tasks, special schedule of quarterly examination, and advance copies of modules to cope with their learning episodes following the mandates of the K to 12 classroom-based assessment of learning outcomes per DepEd Order No.008, s.2015.
10. The CID Chief and Division Education Program Supervisors in English and Filipino are tasked to manage the conduct of the activity to ensure transparency and impartiality of the campus journalism contests. The BULPRISA officers are tasked to conduct proper coordination to ensure that all private schools will join the said contests.
11. There will be a registration fee of 200.00 per CJ participant and teacher-coach to be taken from private school funds to cover the expenses of all CJ activities including 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. These fees shall also be used for the intensive trainings and contests expenses relevant to the higher-level qualifying rounds of campus journalism.
12. Enclosure No.1 contains the Schedule of Activities, the guidelines and procedures of contests, materials and requirements to be prepared by the host private schools, the scoresheets to be used in Individual Writing Categories both English and Filipino, and the Members and Chairs of the Division CJ Technical Working Group.
13. This Memorandum serves as travel authority of the persons involved during the conduct of the Campus Journalism contest.
14. Immediate and wide dissemination of this Memorandum is desired.


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

References:
Republic Act (RA) No.7079;
DepEd Order Nos.009, s.2024; and 94, s.1992;
Regional Memorandum No.214, s.2024; and
Division Memorandum No.383, s.2024

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

CAMPUS JOURNALISM LEARNERS SCHOOL PAPER ADVISERS

CID/Sangoyo-Division Memo – EDDIS Level Press Conference
0067/November 14, 2024



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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.
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. Seat arrangement should be based on the registration.
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. 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.
9. The proctor will oversee the contest room activity. In case of clarification/inquiry, the attention of Division CJ TWG team must be called.
10. 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.
11. The proctor after gathering the contest entries must arrange them according to code number and submit immediately to the Evaluation Team.
12. Recognizing and respecting Intellectual Property Rights, SDO Bulacan adheres to the rules concerning plagiarism. Any form of plagiarism in all competitions as proven by the board of judges/Division TWG team shall be ground for disqualification.
13. Top 10 winners in 9 categories both English and Filipino shall advance to the 2025 Provincial Schools Press Conference (PSPC). The Top Performing Private Schools as well as the Top Performing School Paper Advisers in English and Filipino shall be announced to recognize the delegation teams.
14. The venue of the first round the PSPC shall be announced later.
15. The decision of the Board of Judges and Division CJ TWG 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



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

- 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.
4. Editorial Cartooning:
- a. The contestants shall bring their own pencil No. 2 while the host private school/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) Contestants in photojournalism must use point and shoot digital camera with maximum of 24.3 megapixels or point and shoot DSLR with 18-55mm lens only.
 - 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_2024-2025DPCPS).
 - 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 PRIVATE 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 Press Conference.
7. Room Labels

E. WORK COMMITTEES

1. Registration and Contest Committee (from the host school)
2. Finance Committee (from the host school and SDO)
3. Accommodation Committee (from the school host)
4. Food and Refreshments
5. Evaluation Committee (from the SDO)
6. Program and Certificates/Trophies



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

7. Security and Sanitation Committee
8. First Aid and Medical Team
9. IT Committee for Photojournalism
10. Other Committees to be assigned by the Host 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)



Republic of the Philippines
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Region III
SCHOOLS DIVISION OF BULACAN

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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SCHOOLS DIVISION OF BULACAN

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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Republic of the Philippines
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Region III
SCHOOLS DIVISION OF BULACAN

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
(Signature over Printed Name)

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:	

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Republic of the Philippines
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Region III
SCHOOLS DIVISION OF BULACAN

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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SCHOOLS DIVISION OF BULACAN

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

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:	

Evaluator/Judge
(Signature over Printed Name)