



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

February 3, 2025

**DIVISION MEMORANDUM**

No. **076** , s. 2025

**OPTIMIZING AND ELEVATING THE MASS MEDIA SKILLS OF LEARNERS AND TEACHER-COACHES IN INDIVIDUAL WRITING AND GROUP CATEGORIES THROUGH ADVANCED AND INNOVATIVE SIMULATION SESSIONS**

To: Assistant Schools Division Superintendents  
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. In accordance with the mandates set forth by 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 Individual Writing and Group Categories through Advanced and Innovative Simulation Sessions” on the following dates and venues:

No.	Date	Venue
	February 10-11, 2025	Banga High School, Banga, Plaridel
	February 18-19, 2025	St. Jude College of Bulacan, Sta. Ines, Plaridel

2. This co-curricular activity aims to:
  - 2.1 provide in-dept discussions on the latest mass media skills aligned with the campus journalism contests and programs;
  - 2.2 hone the journalistic skills of the participants both individual and group categories through advanced and innovative sessions; and
  - 2.3 conduct simulation sessions focusing on radio and TV scriptwriting, collaborative desktop and online publishing, and individual writing media with innovation and unconventional applications.
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, teacher-coaches, and the TWG chairs and members.
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.



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6. Teacher-coaches are required to submit training development plans and schedule of sessions with their campus journalists to their school heads 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 coaches/SPAs in the conduct of the activity.
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 intensive training 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/Special Education (SEF) Funds while the transportation and incidental expenses of the participants shall be taken from the Student Development Canteen Funds/MOOE/LSB/school paper fee/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, EdD, CESO V**  
Schools Division Superintendent

References:

Republic Act (RA) No.7079;  
DepEd Order Nos.009, s.2024; and 94, s.1992;  
DepEd Memorandum No.025, s.2024;  
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 – Elevating the Mass Media Skills of Learners and Teachers  
0087/January 31, 2025



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Enclosure No. 1 to Division Memorandum No. 076 s. 2025

**OPTIMIZING AND ELEVATING THE MASS MEDIA SKILLS OF LEARNERS AND TEACHER-COACHES IN INDIVIDUAL WRITING AND GROUP CATEGORIES THROUGH ADVANCED AND INNOVATIVE SIMULATION SESSIONS**

No.	Date	Venue
	February 10-11, 2025	Banga High School, Banga, Plaridel
	February 18-19, 2025	St. Jude College of Bulacan, Sta. Ines, Plaridel

**I. MATRIX OF ACTIVITIES**

**February 10, 2025**

Time	Activities	Person-in-Charge
7:00 – 8:00	Arrival and Recognition	TWG
8:01 – 9:30	Note: NO OPENING PROGRAM Plenary Session –Guidelines/Briefing on Mass Media Skills	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	

**(February 11 and 18, 2025)**

Time	Action		Person-in-Charge
	February 11, 2025	February 18, 2025	
7:00 – 8:00	Arrival and Recognition	• Management with Learning	Speaker/ Facilitator
8:01 – 9:30	Note: NO OPENING PROGRAM Advanced 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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**February 19, 2025**

Time	Action		Person-in-Charge
7:00 – 8:00	Arrival and Recognition	• Management of Learning	TWG
8:01 – 9:30	Note: NO OPENING PROGRAM, Recap	Break-Out session	TWG Participants
9:31 – 10:00	Health Break		TWG
10:01 – 12:00	Break-Out Session/ Advanced and Innovation Simulation Sessions Ph2 - Individual - Radio Broadcast - TV Broadcast - Collaboration Publishing - Online Publication	Continuation of Break-out Sessions/ Advanced and Innovation Simulation	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.	Cecilia S. Custodio, PhD	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	TWG Chair/Host School Head
5.	Frederick Del Rosario	TWG Chair/Host School Head
6.	Anita C. Sabino	Sta. Monica NHS
7.	Alfredo A. Correa	Loma De Gatos ES, Marilao North
8.	Mharikith E. Fababier	Bunsuran NHS
9.	Daniel John M. Camia	Prenza ES, Marilao North
10.	Glen Moore B. Adriano	Saog ES, Marilao South
11.	Emma C. Guitaba	FFHNAS
12.	Candelaria V. Cruz	M. Del Rosario MES, Pulilan
13.	Marilyn M. Juan	Parada NHS
14.	Eladio N. Tuppal	Caingin ES, San Rafael East
15.	Ma. Luisa G. Reyes	Alexis G. Santos 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	Banga High School
20.	Teaching and Non-Teaching Personnel	St. Jude College of Bulacan