



Republic of the Philippines
Department of Education

DEC 13 2012

DepEd MEMORANDUM
No. **221**, s. 2012

**IMPLEMENTING GUIDELINES ON THE CONDUCT OF THE 2013 NATIONAL
SCHOOLS PRESS CONFERENCE (NSPC)**

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools
All Others Concerned

1. Pursuant to Republic Act No. 7079 otherwise known as the *Campus Journalism Act of 1991*, and in support to DepEd Order No. 47, s. 2010 entitled *Guidelines on Financial Subsidy for the Conduct of the National Schools Press Conference (NSPC)*, its implementing rules and regulations (IRR) specifically Rule IX of Section 1, the Department of Education (DepEd), through the Bureau of Elementary Education (BEE) and the Bureau of Secondary Education (BSE), hereby issues the implementing guidelines governing the conduct of the schools press conferences at the regional, division and school levels nationwide, effective School Year (SY) 2012-2013.
2. The implementing guidelines are set forth to be strictly adhered to at competitions across levels.
3. The host of the **2013 National Schools Press Conference (NSPC)** is DepEd Region VIII, specifically the Division of Ormoc City. The event shall be held on April 7-12, 2013, with the theme *Campus Journalists: Championing Ethics in Social Media*.
4. The Conference aims to:
 - a. promote understanding among campus journalists/ participants the importance of journalism by expressing it through different journalistic endeavors and approaches;
 - b. sustain advocacy on social consciousness;
 - c. provide a venue for an enriching learning experience for pupils and students interested in pursuing journalism as a career;
 - d. promote responsible journalism and fair and ethical use of social media; and
 - e. enhance journalistic competence through healthy and friendly competitions.
5. The Conference activities shall include the following: (a) Individual Contests; (b) Scriptwriting and Radio Broadcasting Contests; (c) Collaborative Publishing Contest; (d) Concurrent Sessions; (e) Awarding of the Group (School Paper) Contests; (f) Individual Contests, Scriptwriting and Radio Broadcasting, and

Collaborative Publishing Contests; (g) Non-contestants' Activities; and (f) Awarding of the National Outstanding School Paper Advisers (SPAs) and Campus Journalists (CJs), among others. The guidelines of the Individual and Group Contests are contained in Enclosure Nos. 1 and 2.

6. In support of the development of digital literacy and in consideration of the 21st Century Core Skills which children need to learn, the conduct of the NSPC shall model and provide opportunities for campus journalists to demonstrate their journalistic competence. Thus, appropriate changes have been made in the following: (a) the number of regional entries to the Group (School Paper) Contests per category per medium and the criteria for judging in the Individual Writing Contests; (b) inclusion of the Science and Technology section; (c) manner of submission of the school papers; (d) Scriptwriting and Radio Broadcasting; (e) Collaborative Publishing; (f) Photojournalism; and (g) the introduction of e-publication (see Enclosure No. 1).

7. Any violation of the stipulated guidelines is subject for disqualification.

8. The top seven winners per medium shall be recognized and the points they have garnered will be included in the computation of the overall scores.

9. The regional winners/entries for the Group (School Paper) Contests in print, electronic or portable document format (pdf) and the e-publication must be received by the BEE and BSE **on or before February 22, 2013 (Friday), 5:00 p.m. No extension of due date/time will be allowed.**

10. The Official Regional Delegation shall consist of 250 participants. The breakdown is shown in Enclosure No. 3. The delegates are expected to be at the venue before dinner on **April 7 (Sunday)** and to leave after breakfast on **April 12, 2013 (Friday)**. Early confirmation and registration with the host region is encouraged.

11. The Regional Delegation is required to submit to the host region/division the Official Regional Delegation with the designation and contact numbers, schedule of arrival/departure and means of transportation (airline, shipping line or RORO) to reach the venue.

12. Each participant shall pay a registration fee of Four Thousand Pesos (P 4,000.00) to cover the cost of board and lodging, kits including conference materials and other incidental expenses charged to school MOOE/local funds/SEF or the School Campus Journalism Fund, subject to the usual accounting and auditing rules and procedures. Participants from the private schools shall make their own arrangements to source out funds to cover the costs relative to their participation in the aforementioned activity. Advance payment in cheques shall be addressed to the host region/division while on-site registration shall be paid in cash.

13. Non-contestants, parents and other school officials who are not part of the official regional delegation are required to seek their own accommodation and contact the host region/division for assistance. They can contact the Curriculum Learning Management Division (CLMD) of Region VIII headed by **Dr. Alejandro L. Yman** at telephone no.: (053) 323-3854 or through the CLMD's email address: deped_eed@yahoo.com.

14. The subsidy in the amount of Two Million Five Hundred Thousand Pesos (P 2,500,000.00) shall be downloaded to the host region to cover the costs of trophies, certificates, supplies and materials, honoraria, board and lodging, transportation of the judges, rehabilitation of the billeting quarters, rental of equipment/vehicle, payment for utilities, contingency and other related expenses incurred in the conduct of the NSPC, subject to the usual accounting and auditing rules and regulations.

15. The conduct of the other major activities listed in Enclosure No. 4 shall be charged to the OSEC Campus Journalism Funds subject to the usual accounting and auditing rules and regulations.

16. For further information and submission of the regional winners/entries for the Group (School Paper) Contests and Individual Contests, contact or visit any of the following:


Dr. Marilyn D. Dimaano

Attention: Mr. Eldy U. Oñas
Bureau of Elementary Education (BEE)
2nd Floor, Bonifacio Building, DepEd Central Office
DepEd Complex, Meralco Avenue, Pasig City
Telefax No.: (02) 638-4700
Email Address: nspcelementary@gmail.com

Dr. Lolita M. Andrada

Attention: Ms. Anna Marie Baligod-San Diego
Bureau of Secondary Education (BSE)
3rd Floor, Bonifacio Building, DepEd Central Office
DepEd Complex, Meralco Avenue, Pasig City
Telefax No.: (02) 632-7586
Email Address: nspcbse@gmail.com

17. Immediate dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary

Encls.: As stated

Reference: DepEd Memorandum No.: 235, s. 2011

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

CONFERENCES
CONTESTS
PUPILS
SCHOOLS
SCHOOL PAPER
STUDENTS

(Enclosure No. 1 to DepEd Memorandum No. 221, s. 2012)

GENERAL GUIDELINES FOR THE SELECTION OF WINNERS IN THE DIFFERENT INDIVIDUAL WRITING CONTEST

The competition in the Individual Writing Contest is designed to showcase the competencies of campus journalists and demonstrate holistic journalistic skills and proficiency through media exposure, immersion and press conferences, and promote free responsible journalism. The following are strictly implemented and complied with:

A. General:

1. To facilitate proper identification, the participants are required to wear their school uniform with their school and NSPC IDs at all times and especially during the contest proper.
2. Should there be questions asked and assistance needed, the participants can only raise their concerns to the assigned proctor. The proctor shall refer to the National TWG matters beyond their responsibility and authority.
3. Contestants should not put any identifying mark on the contest paper.

B. Specific:

1. Sports Writing:
 - a. The NTWG shall conduct an orientation and give final instructions before the contest proper.
 - b. Contestants shall be made to watch an actual game where they shall gather appropriate data and/or conduct interview before and after the game.
 - c. A pre-game conference shall be conducted for the introduction of the players, coaches, and tournament officials. Consequently, a post conference shall be held for further interview and data gathering.
2. Copy reading & Headline Writing:
 - a. The contestants shall use the standard copy reading symbols and follow directions given in the contest piece.
3. Editorial Cartooning:
 - a. Only pencils provided by the organizers shall be used.
 - b. The cartoon must reflect the elements of editorial cartooning which includes: clarity of the message, purpose of the editorial, logical choice of symbols, creativity & style, originality.
 - c. The cartoon should be, at all times, compliant on the professional and ethical standards of media.
4. Photojournalism
 - a. Preparation:

- 1) Each Contestant should submit any formatted but empty storage card (SD card, XD card, MMC card, etc.) to the Secretariat upon arrival.
- 2) Participants should be in the contest venue 30 minutes before the orientation.
- 3) Any Digital Camera (point and shoot only) with a maximum of 16 megapixels shall be used.
- 4) Any DSLR and other high-end cameras are **not allowed**.
- 5) Cellular phones, extra digital cameras, extra storage card or any additional materials/equipment are not allowed in the contest area.

b. Memory Card Loading:

- 1) The contestants will load the storage card in front of the examiners/proctors.

c. Photo Shoot

- 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/proctor.
- 2) Every contestant is given one (1) hour to take pictures and this will include the loading and unloading of the storage card in front of the examiners/proctors.
- 3) During the actual photo shooting, advisers / trainers / parents of the contestants are not allowed in the venue.
- 4) The contestants are allowed to take ten (10) photos but only four (4) shots (including the control shot) will be submitted as official entries.
- 5) Three (3) best photos and the control shot will be uploaded by the contestant to the laptop/desktop of the assigned NTWG for judging.
- 6) Captions per picture should be encoded by the contestant upon uploading of the photos to the laptop/desktop.

C. REMINDERS:

1. Any violation of the stipulated guidelines is subject for disqualification.
2. The top seven winners per medium shall be recognized and the points they garner will be included in the computation of the overall scores.

CRITERIA FOR EDITORIAL WRITING

Technical	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 or headline	
Shows logical reasoning	
Observes the rules of grammar and syntax	
Utilizes transitions properly	
Content	60%
Presents the general stand of the writer in the lead	
Utilizes facts 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%
Observes ethical and professional standards for print media (fairness, relevance, accuracy, originality)	
Cites sources and observes copyright laws	
Total	

CRITERIA FOR NEWS WRITING

Technical	40%
Arranges details of the event in decreasing importance	
Shows the news writer's ability to organize information	
Uses 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	
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%
Observes ethical and professional standards for print media on fairness, relevance, accuracy and balance	
Cites sources and observes copyright laws	
TOTAL	

CRITERIA FOR FEATURE WRITING

Technical	30%
Observes the rules of grammar and syntax	
Conforms with the principles of organization and progression of ideas	
Exhibits creative presentation of the story	
Combines colorful and figurative language to present facts	
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	
Content	60%
Cites facts like historical references, statistics, relevant names/facts to bolster credibility of statements and/or narratives	
Presents a new angle or pieces of information about the topic that are timely and interesting to read	
Stirs the imagination of the reader	
Balances presentation of thoughts and ideas with that of the writers' perceptions	
Ethics	10%
Observes ethical and professional standards for print media (fairness, relevance, accuracy and balance)	
Cites sources and observes copyright laws	
TOTAL	

CRITERIA FOR SPORTS WRITING

Technical	40%
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 gives justice to the story	
Observes the rules of grammar and syntax	
Conforms with the principles of unity and coherence	
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%
Observes ethical and professional standards for print media on fairness, relevance, accuracy and balance	
Cites sources and observes copyright laws	
Total	

CRITERIA FOR EDITORIAL CARTOONING

Technical	50%
Makes use of minimum number of labels	
Shows logical use of various sizes, dimensions, 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	40%
Presents clear, specific and humorous angle on the issue or topic given	
Raises relevant, timely issues and concerns about the topic	
Is in good taste, free from libelous, indecent and abstract ideas	
Arouses interest and influences opinion of its readers	
Constructively criticizes and influences readers' opinion	
Ethics	10%
Observes ethical and professional standards for print media on fairness, relevance, accuracy and balance; respectful of subject's rights	
Observes copyright laws	
Total	

CRITERIA FOR PHOTOJOURNALISM

Technical	50%
Presents images that are sharp; free from smudges; not blurred or cluttered	
Properly utilizes foreground and background that shows good and correct perspective	
Uses appropriate photography technique to highlight images	
Content	40%
Photos shows clear and specific idea(s) or angle connected to the given theme/topic	
Arouses interest	
Presents relevant and well-written captions	
Shows logical arrangement/sequence of photos	
Ethics	10%
Observes ethical and professional standards of photojournalism on fairness, relevance, accuracy and balance	
Respectful of subject's rights	
Total	

Encl. 2 to DepEd Memorandum No. 221, s. 2012)

GENERAL GUIDELINES FOR GROUP CONTESTS

- A. The group contest is open to the Elementary and Secondary schools that belong to the top/ best school papers of each region.
- B. School Paper may be submitted in any of the following format:
- paper-based (print)
 - e-document (pdf)
 - e-publication (with the application of web page design)
- C. The Technical Specifications for both Elementary and Secondary levels are as follows:
- No. of pages: minimum of 12 and a maximum of 20
- News Section – at least 3
 - Sports Section – at least 2
 - Feature Section – at least 3
 - Editorial Section – at least 2
 - Science & Technology Section – at least 2
- Color: monotone/duotone/tri-color
- Process: Offset
- Paper stock: Bookpaper or C2S 60lbs-70lbs
- Color: front and back in full color, inside pages in black and white
- Size:
- 9x12 -18"x12" (Elementary)
 - 12x18 -18"x24" (High School)
- D. The different SECTIONS and category to be judged for the group contest are as follows:
- News Section / Pahinang Balita
 - Editorial Section / Pahinang Editoryal
 - Feature Section / Pahinang Lathalain
 - Sports Section / Pahinang Pampalakasan
 - Science & Technology Section / Pahinang Agham at Teknolohiya
 - Layout and Page Design Category / Kategoryang Pag-aanyo at Disenyo ng Pahina
- E. The requirements for the e-document are the same as of the paper-based entries except that it will be in the portable document format (pdf). E-documents must be placed in a compact disc (cd).
- F. A school is allowed to submit either print, e-document or the e-publication in English and Filipino.
- G. Since the e-publication is on its pilot implementation, the points accumulated for a school paper in this form will not be included in the group contest. However, the schools that will join in this category will be given a special citation.
- H. For the e-publications, schools should submit their URL (Universal Resource Locator) or email to any of these addresses: nspcelementary@gmail.com and nspcbse@gmail.com.
- I. A transitory period of three (3) years (SY 2013 to 2016) is given to schools to adopt the e-publication, after which both the e-document and print shall be phased out.

- J. Each section will be judged according to the guidelines/criteria set for the section/category.
- K. The top seven (7) winners in each section per medium (English and Filipino) will be announced.
- L. Each region will submit a maximum of 15 winners per section and for each medium (English and Filipino) to the Central Office. The list should be duly endorsed by the Regional Director to the respective Bureaus on or before the deadline. Regions are also required to include with the list, the result of the judging for the Group Contest Category to the same offices mentioned.
- M. Only those school papers which have won in all sections and page & design category shall be declared as one of the Best School Papers of the country.
- N. Failure to comply with the set guidelines for evaluating school papers will be a ground for disqualification.

GENERAL GUIDELINES FOR THE SELECTION OF THE BEST SECTIONS AND CATEGORY

A. Editorial Section

1. The editorial section should have at least two (2) pages and should include the following: main editorial, editorial cartoon, columns, letters to the editor, and commentaries. Opinion polls or surveys may be included but they are not a requirement.
2. The treatment of the issues must demonstrate fair and balance presentation of both sides of each issue tackled, clear moral purpose, logical reasoning, and proper citations/attribution of sources.
3. Topics found in the section should tackle various international, national or local issues that may directly or indirectly affect the school or the community the school serves.

B. News Section

1. The news section shall consist of at least three (3) pages.
2. The content and scope of the news stories should include a balanced, coverage of international, national, regional, community and school-based news stories.
3. The content of the section may include straight or spot news, advance/follow up report, news bits, news feature, news analysis, in-depth news/investigative news and survey news.

C. Feature Section

1. The Features Section should have at least three (3) pages.
2. The feature articles should display unique and creative presentation of topics, logical organization and progression of ideas, writers' facility of the language and proper citations/attribution of sources.

D. Sports Section

1. The news section shall consist of at least two (2) pages.
2. The content and scope of the news stories should include a balanced coverage/scope of international, national, regional, community and school-based sports news stories.
3. The content of the section may include straight or spot news, advance/follow-up report; news bits; news feature/news analysis; in-depth news, survey news, features and editorial/column concerning or pertaining to sports.

E. Science and Technology Section

1. The Science and Technology Section should have at least two (2) pages and should include environmental, scientific, technological and innovative stories written in news, feature, or scientific commentary style. This should even include the economic impact of Science and Technology on the lives of the Filipinos.
2. The articles should be well-researched and should observe proper citation of sources, pictures and graphics.

F. Lay-out and Page Design Category

1. This category shall conform to the principles of layout and design.
2. The lay-out and page design category should include any or a combination of the following: balanced coverage/scope of stories about the community and school-based events, including those of international, national and regional significance that document or is related to the school or its members' involvement and participation.
3. The layout and page design should include headlines, body text, cuts/captions, balance, harmony, and proportionate to length of articles and the entire page.

CRITERIA FOR EDITORIAL SECTION

Technical	40 %
Has catchy and appropriate headline	
Observes the rules of grammar and syntax	
Shows logical presentation of arguments	
Follows the correct format or style of an editorial	
Uses clear and unbiased headline	
Uses short and simple words	
Presents a distinct style of the section	
Content	50 %
Presents the stand of the staff regarding certain issues	
Utilizes facts from interviews, documents review, data analyses and other reliable sources	
Uses arguments that are supported by facts	
Reflects clear, logical thinking, challenging the readers' critical thinking	
Has an editorial cartoon that can stand on its own and conveys clean, good, humorous, and constructive criticism	
Columns cover a variety of relevant, youth-oriented subject matter	
Includes letters to the editor, columns and exchanges	
Keeps to the minimum the number of articles/columns from the administration, teachers and politicians	
Covers relevant issues in school, region, national and international scene	
Applies the principles of civic journalism	
Prioritizes school-related concerns over events that have little or no direct connection with the community's educational program	
Cites facts like historical references, statistics, relevant figures to bolster credibility of statements and/or narratives	
Includes articles that are timely and interesting to read	
Balances factual details with that of the writers' perceptions	
Ethics	10 %
Observes ethical and professional standards for print media (fairness, relevance, accuracy and balance)	
Cites sources and observes copyright laws	

CRITERIA FOR NEWS SECTION

Technical	40 %
Has catchy and appropriate headlines	
Observes the rules of grammar and syntax	
Includes stories that are arranged in decreasing importance	
Contains leads which are clearly written and focused on the most important detail	
Presents headlines which are clear and free of bias	
Uses short and simple words	
Follows appropriate form and style	
Uses appropriate terms and lingo to report events	
Utilizes relevant graphs and tables, sharp, properly-cropped and captioned pictures	
Presents a distinct style of the section	

Content	50 %
Utilizes facts from interviews, documents review, data analyses and other reliable sources	
Covers relevant issues in school, region, national and even in the international level	
Prioritizes school-related issues over events that have little or no direct connection with the community's educational or athletic program	
Cites facts like historical references, statistics, relevant names/facts to bolster credibility of statements and/or narratives	
Ethics	10 %
Observes ethical and professional standards for print media (fairness, relevance, accuracy and balance)	
Cites sources and observes copyright laws	

CRITERIA FOR FEATURES SECTION

Technical	40 %
Manifests unity and coherence to the theme of the section	
Has catchy and appropriate headlines	
Observes the rules of grammar and syntax	
Contains leads which are clearly written and focused on the most important detail	
Presents headlines that appealing, appropriate and witty	
Utilizes relevant graphs and tables, sharp, properly-cropped and captioned pictures	
Presents a distinct style of the section	
Content	50 %
Utilizes facts from interviews, documents review, data analyses and other reliable sources	
Reflects clear, logical thinking which makes the readers think	
Keeps to the minimum the number of articles/columns from the administration, teachers and politicians	
Covers relevant issues in school, region, national and even in the international level	
Applies the principles of civic journalism	
Cites facts like historical references, statistics, relevant names/facts to bolster credibility of statements and/or narratives	
Contains articles that are timely and interesting to read	
Stirs the imagination of the reader	
Balances presentation of details with that of the writers' perception	
Ethics	10 %
Observes ethical and professional standards for print media (fairness, relevance, accuracy and balance)	
Cites sources and observes copyright laws	

CRITERIA FOR SPORTS SECTION

Technical	40 %
Manifests unity and coherence	
Has catchy and appropriate headlines	
Observes the rules of grammar and syntax	
Shows logical presentation of arguments in the sports editorial, feature and/or column	
Includes stories that are arranged in decreasing importance	
Contains leads which are clearly written and focused on the most important detail	
Presents headlines which are clear and free of bias	
Uses short and simple words	
Utilizes relevant graphs and tables, sharp, properly-cropped and captioned pictures	
Uses appropriate terms and lingo to report events	
Combines the proper amount of statistics to create a clear visual narrative of the actions	
Presents a distinct style of the section	
Content	50 %
Utilizes facts from interviews, documents review, data analyses and other reliable sources	
Has editorial cartoon that can stand on its own and conveys clean, good, humorous, or constructive criticism	
Keeps to the minimum the number of articles/columns from the administration, teachers and politicians	
Covers relevant sports issues in school, region, national and even in the international level	
Includes variety of local, national and international sports articles	
Prioritizes school-related materials over events that have little or no direct connection with the community's educational and athletic program	
Cites facts like historical references, statistics, relevant names/facts to bolster credibility of statements and/or narratives	
Contains articles that are timely and interesting to read	
Ethics	10 %
Observes ethical and professional standards for print media (fairness, relevance, accuracy and balance)	
Cites sources and observes copyright laws	

CRITERIA FOR LAYOUT AND PAGE DESIGN CATEGORY

Technical	60 %
Manifests thematic unity	
Have catchy and appropriate headlines	
Includes stories that are arranged in decreasing importance	
Utilizes relevant graphs, tables and sharp, properly-cropped and captioned picture	
Presents distinct and standout style and format of the paper	
Content	30 %
Utilizes headlines that are related to their leads	
Keeps to the minimum the number of articles/columns from the administration, teachers and politicians	

Prioritizes school-related materials over events that have little or no direct connection with the community's educational and athletic program	
Contains articles that are timely and interesting to read	
Ethics	10 %
Observes ethical and professional standards for print media (fairness, relevance, accuracy and balance)	
Cites sources and observes copyright laws	

CRITERIA FOR SCIENCE AND TECHNOLOGY SECTION

Technical	40 %
Manifests unity and coherence to the theme of the section	
Have catchy and appropriate headlines	
Observes the rules of grammar and syntax	
Shows logical presentation of arguments	
Includes stories that are arranged in decreasing importance	
Contains leads which are clearly written and focused on the most important detail	
Presents headlines which are clear and free of bias	
Uses short and simple words	
Utilizes relevant graphs, tables and sharp, properly-cropped and captioned picture	
Follows appropriate form and style	
Uses appropriate terms and lingo to report events	
Presents a distinct style of the section	
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	
Includes stories that deal with environmental, scientific, technological and innovative stories written in news, feature, and scientific commentary style.	
Prioritizes school-related materials over events that have little or no direct connection with the community's educational and athletic program	
Cites facts like scientific references, statistics, relevant figures/facts to bolster credibility of statements and/or narratives	
Ethics	10 %
Observes ethical and professional standards for print media (fairness, relevance, accuracy and balance)	
Cites sources and observes copyright laws	

CRITERIA FOR SELECTING THE BEST SCHOOL PAPERS

	Percentage	Score
<p>Content (50%)</p> <ul style="list-style-type: none"> • Exhibits appropriate balance of news, editorial, features, sports, and other appropriate and interesting content • Shows relevance of local, national and international events to students • Utilizes facts from interviews, document review, data analysis and other reliable sources • Showcases original works made by students. • Shows a variety of stories that are appropriate to the section • Covers relevant issues in the school, region, national and even in the international level • Cites facts like historical references, statistics, relevant names/facts to bolster credibility of statements, assertions, arguments and/or narratives • Properly cites information and attributes these facts from the source of information • Keeps to the minimum the number of articles/columns from the administration, teachers and politicians • Prioritizes school-related materials over events that have little or no direct connection with the community's educational and athletic programs • Provides balance of light and serious topics • Applies the principles of civic journalism 		
<p>Technical (40%)</p> <ul style="list-style-type: none"> • Arranges stories in decreasing importance. • Have clear and unbiased headlines • Uses pictures and graphics that are clear, properly cropped and captioned • Utilizes relevant graphics and illustrations • Exhibits clear focus and coherent organization of articles • Observes the rules of grammar and syntax • Follows correct journalistic style and format • Chooses tone and style to fit articles and sections 		
<p>Ethics (10%)</p> <ul style="list-style-type: none"> • Observes accepted standards of journalism in terms of fairness, relevance, accuracy and balance • Avoids potentially libelous or obscene content, plagiarism and copyright violations 		
	100%	

GUIDELINES FOR THE COLLABORATIVE PUBLISHING CONTEST

- A. The competition in collaborative publishing is designed to encourage teamwork among campus journalists and simulate the workplace of an editorial department of a publishing house.
- B. Each region shall organize a team of seven members (7) contestants who shall not be competing in any of the national individual contest. There will be one team for English and another for Filipino, both at the elementary and secondary levels.
- C. All the contestants are required to attend the orientation before the actual competition.
- D. Once the contest has started, the members of each team shall no longer be allowed to go back to their quarters nor report to their respective advisers.
- E. A mini press conference will be held to become the basis for the actual writing of the editorial, feature and news articles. A video of a sports event will be shown to the sports writers. Pictures of the mini press conference shall be taken by the photojournalists in a designated area and editorial cartoons will be produced while the rest of the team is doing their write-ups, lay-outing and editing.
- F. The team will be given two (2) hours for data gathering and writing; and two (2) hours for lay-outing and editing.
- G. Each team will be required to bring a maximum of (4) laptops installed with either PAGEMAKER or IN DESIGN and Photoshop (for the secondary level) and Microsoft Publisher (for the elementary) so as to lay-out the group's final output. The laptop will be checked by the NTWG for official applications and pre-written documents or references.
- H. The host region will provide four (4) scanners for the editorial cartoon (two for elementary and two for secondary (English/Filipino)).
- I. Mobile phones and other electronic gadgets shall not be allowed except for the digital camera and laptops with disabled internet connection.
- J. Each group will be required to convert their output into **pdf** format and submit it to the contest committee. They should ensure that no identifying mark about their school, division or region can be found on their output.
- K. The output of the contest is a four-page publication. Their product will be uploaded to the NSPC official website by the NTWG for judging.
- L. The top (7) seven teams shall be recognized and the points they garner will be included in the determination of the over-all scores.
- M. Contestants shall wear their uniform with identification cards.

CRITERIA FOR COLLABORATIVE PUBLISHING

	Percentage	Score
Content (50%) <ul style="list-style-type: none"> • Exhibits appropriate balance of news, editorial, features, sports, and other appropriate and interesting content • Utilizes facts from interviews, document review, data analysis and other reliable sources • Highlights originality/uniqueness • Shows a variety of stories that fit the section where they were placed • Cites statistics, relevant names/facts to bolster credibility of statements, assertions, arguments and/or narratives • Provides balance of light and serious topics 		
Technical (40%) <ul style="list-style-type: none"> • Includes articles that are arranged according to importance • Presents headlines which are clear and free of bias • Makes use of pictures that are clear, properly cropped and captioned • Utilizes graphics, illustrations and cartoons which are relevant • Exhibits clear focus and coherent organization • Observes the rules of grammar and syntax • Observes proper journalistic style and format 		
Ethics (10%) <ul style="list-style-type: none"> • Observes standards of journalism in terms of fairness, relevance, accuracy, non-libelous statements and obscene content • Observes intellectual property rights 		
	100%	

GUIDELINES FOR RADIO – BROADCASTING – SCRIPT WRITING CONTEST GUIDELINES (FILIPINO AND ENGLISH)

A. General Guidelines

1. There shall be a separate day for the conduct of the script writing and broadcasting for each medium.
2. Infomercial shall have a maximum length of (1) minute and shall use the language that the group is supposed to be competing in.
3. Individual awards include best anchor and best news presenter, while group awards include best in technical application, best Infomercial, best script and best radio production.
4. In getting the over-all results, accumulated points from the individual and group awards shall be considered.
5. **No team member is allowed to wear anything that may identify his school, division or region.**
6. The decision of the members of the Board of Judges in all aspects of the contest shall be deemed final and irrevocable.
7. Any breach or violation of the stipulated guidelines shall be valid grounds for disqualification.

B. Scriptwriting

1. Each region shall field in two separate teams composed of seven (7) members in English and in Filipino categories who are not participants in any individual contest.
2. The students will be given 1 1/2 hours to prepare a script for a 5-minute radio broadcast, which includes an infomercial which may depict health, environment, politics and social issues and four (4) news articles which may be based on press releases, raw data, or any other option given by the NTWG. Another 30 minutes will be allotted for the printing of the output.
3. Once the script writing has commenced, the contestants will no longer be allowed to leave the contest rooms. For personal necessities, a member of the contest committee shall accompany them to the rest rooms.
4. The script should not bear any information that may identify the school, division or region.
5. Scripts should be :
 - encoded using arial font size 12
 - with directorial instructions in capital letters
 - double-spaced with normal margin
 - printed in a letter-sized bond paper (8.5 X 11")

6. Each team may use up to three laptops and an inkjet printer in preparing and printing of the script. The team should ensure that the laptops they intend to use for the contest should not contain any document that they may use as reference or model during the conduct of the contest. All laptops should be submitted to the contest committee for inspection. Each team is required to bring their own extension wires and other equipment such as CD player for rehearsal.
7. Each team should submit four (4) copies of the script; three (3) for the judges and one (1) for the chairperson. The team may print extra copies for their own use.

C. Broadcast Simulation

1. The host region shall assign a broadcast room for the presentation. Only the contestants, judges and the members of the contest committee shall be allowed inside.
2. The organizers/host region shall commission an independent sound system provider to ensure quality audio output. The technical operator shall only set the sound system before the simulation. A jack/auxiliary cord will be provided for the CD player, laptops and other sources of sound effects except mobile phones.
3. Except for the volume meter, contestants/technical director shall not be allowed to change, adjust and manipulate the main control board during their presentation. Judges shall orient the technical director of each team for equipment use.
4. Mobile phones and reference books shall not be allowed in the contest area.
5. In case of power failure, the affected team is allowed to perform again.
6. Loudspeakers shall be set up outside the broadcast room.
7. The order of presentation will be identified through drawing of lots by the directors before the script writing.
8. Each team shall be given eight (8) minutes; two (2) minutes for preparation, five (5) minutes for the actual broadcast and one (1) minute for exit. Provided running time shall be applied.
9. The organizers shall provide a wall clock or a timer, digital or analog, which will serve as the official time that can be seen by the contestants and the judges. There will be an official time keeper.
10. A yellow flaglet shall be raised to signal the team that they have one (1) minute left for preparation. The green flaglet shall then be raised to signal the team to start. The yellow flaglet shall be raised again to warn the team that they only have one (1) minute remaining and followed by the red flaglet to indicate their time is up.
11. The entire production schedule shall be governed by the zero (0) or perfect scoring for the time scoring requirement.
12. The contestants shall leave the broadcast room right after their presentation.

CRITERIA FOR RADIO BROADCASTING AND SCRIPTWRITING

<u>Anchor</u>	Percentage	Total Score
Voice Quality	40	
Voice Projection	40	
Enunciation	20	
<u>News Presenter</u>		
Voice Quality	40	
Voice Projection	40	
Enunciation	20	
<u>Infomercial</u>		
Creativity	30	
Content	40	
Persuasion/Impact	30	
<u>Technical Application</u>		
Juxtaposition	40	
Fidelity	30	
Timing and Precision	30	
<u>Script</u>		
Content	40	
Clarity of Instructions	40	
Neatness	20	
<u>Radio Production</u>		
Anchor	25	
Technical Application	25	
Script	20	
Infomercial	20	
Timing and Precision	5	
Impact	5	

(Enclosure No. 3 to DepEd Memorandum No. 221, s. 2012)

2013 NSPC Confirmation Sheet

Regional Coordinator: _____ RTWG DepED _____
 Telephone No.: _____ Fax No.: _____ E-mail: _____

Dear Sir/Madam:

This is to confirm the attendance of _____ delegates from Region _____ in the 2012 NSPC to be held on April 7-12, 2012 in Region VIII.

Delegates	Expected Delegates			Actual Delegates		
	Elem.	Sec.	Total	Elem.	Sec.	Total
Campus Journalist winners Ranks 1-3 in 7 categories in Individual Contests with 2 mediums	42	42	84			
Campus Journalist winners Rank 1 in Regional Radio Broadcasting and Scriptwriting Contests (7 CJs in English & 7 CJs in Filipino)	14	14	28			
Campus Journalist winners Rank 1 in Collaborative Publishing Contests (7 CJs in English & 7 CJs in Filipino)	14	14	28			
Coaches of the CJ winners in Individual Contests	42	42	84			
Coaches of the Scriptwriting and Radio Broadcasting Team	2	2	4			
Coaches of the Collaborative Publishing Team	2	2	4			
Regional Director (RD) or Assistant Regional Director (ARD)	1		1			
Regional Division Chiefs or Assistant Chiefs	1	1	2			
Education Supervisor (ES) II in English & Filipino	2	2	4			
City/Schools Division Superintendent (SDS) or Assistant City/Schools Division Superintendent (ASDS)		1	1			
Education Supervisor (ES) I in English & Filipino	2	2	4			
Outstanding CJ and SPA	2	2	4			
Other Regional delegates Pls. specify: (Presidents of the National Editors' Guild of both elementary and secondary)	1	1	2			
Regional Delegates Total	125	125	250			

Very truly yours,
 Head, Regional Delegation Team

 Signature over Printed Name

(Enclosure No. 4 to DepEd Memorandum No. 221, s. 2012)

Major Activities for the 2013 National Schools Press Conference

Activities	Date	Persons Involved
1. Planning Conference	November 2012 and February 2013	BEE & BSE NTWG
2. Submission of Training Proposals Re: Regional Training for SPAs & CJs	October 2012	
3. a. Conduct of Regional Training for SPAs and CJs b. Submission of report of disbursement, narrative report and pictorials of Reg'l Training of SPAs and CJs	October 2012- January 2013	RTWGs, Division Coordinators Reg'l Coordinator (EED & SED) [report should be submitted to Dr. Marilyn D. Dimaano (Attn. Mr. Eldy U. Oñas) at email ad: nspcelementary@gmail.com ; & for Secondary to Dr. Lolita M. Andrada (Attn. Ms. Anna Marie Baligod-San Diego) at e-mail ad: nspcbse@gmail.com]
4. Conduct of Reg'l Schools Press Conference	October 2012-December 2012	
5. Monitoring of Reg'l School Press Conference	October 2012 – December 2012	BEE and BSE NTWG
6. Debriefing of RSPC Monitoring	January 2012	BEE and BSE NTWG
7. a. Conduct of Reg'l Group Contests b. Submission of report of disbursement, narrative report and pictorials of RSPC	October 2012-December 2012	RTWGs Reg'l Coordinator (EED & SED) [report should be submitted to Dr. Marilyn D. Dimaano (Attn. Mr. Eldy U. Oñas) at email ad: nspcelementary@gmail.com ; & for Secondary to Dr. Lolita M. Andrada (Attn. Ms. Anna Marie Baligod-San Diego) at e-mail ad: nspcbse@gmail.com]
8. Planning Conferences of NTWG with the Host Region 1 st Planning Meeting 2 nd Planning Meeting 3 rd Planning Meeting	November 8-9, 2012 December 11-12, 2012 February 6-8, 2013	
9. Submission of regional entries for the Group Contests and list of contestants for the Individual, Collaborative Publishing and Scriptwriting and Radio Broadcasting Contests	February 22, 2013	Reg'l Coordinator (EED & SED) [report should be submitted to Dr. Marilyn D. Dimaano (Attn. Mr. Eldy U. Oñas) at email ad: nspcelementary@gmail.com ; & for Secondary to Dr. Lolita M. Andrada (Attn. Ms. Anna Marie Baligod-San Diego) at e-mail ad: nspcbse@gmail.com]
10. Submission of accomplished confirmation sheet of officials and delegates to the host region/division	February 22, 2013	The Chair (Host Region) Reg'l Coordinator (EED & SED) cc. Dr. Marilyn D. Dimaano (Attn. Mr. Eldy U. Oñas) at email ad: nspcelem@gmail.com ; & for Secondary to Dr. Lolita M. Andrada (Attn. Ms. Anna Marie Baligod-San Diego) at e-mail ad: nspcbse@gmail.com
11. Submission of Regional Outstanding SPAs and CJs	February 22, 2013	Reg'l Coordinator (EED & SED) Presidents of NESPAA and NSSPAA
12. Conduct of 2013 Group Contest	March 4-8, 2012	BEE/BSE NTWG and Group Contest Committee
13. Conduct of 2012 NSPC	April 7-12, 2012	BEE/BSE NTWG and all Regions
14. Debriefing, completion of report, dissemination of winners thru DepEd Memo	April 30, 2013	BEE/BSE NTWG Chair/Coordinators/ Host Region