



Republic of the Philippines
Department of Education



Office of the Secretary

NOV 29 2007

DepED MEMORANDUM

No. 480, s. 2007

NATIONAL SCHOOLS PRESS CONFERENCE (NSPC)
SY 2007-2008

To: Bureau Directors
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools

1. Pursuant to the provisions of the Campus Journalism Act of 1991 (RA 7079), this Department through the Bureau of Secondary (BSE) and the Bureau of Elementary Education (BEE) announces the holding of the **National Schools Press Conference** for SY 2007-2008 on February 18-22, 2008 in Koronadal City, Division of South Cotabato, Region XII. The theme for NSPC 2008 is "Promoting Consumers' Rights through Campus Journalism."

2. The five-day conference aims to:

- a. build awareness, through campus journalism, of consumer rights and responsibilities;
- b. enrich students' journalistic learning experience as they focus on issues affecting consumers; and
- c. enhance journalism competencies of campus journalists through friendly individual and group competitions.

3. A regional-level conference (RSPC) shall precede the national annual activity that will be conducted between November 15 and December 15, 2007 with a regional theme patterned along the national theme.

4. The top three (3) regional winners in each of the seven (7) categories of the two (2) levels of the Individual Writing Contest totaling to One Thousand Four Hundred Twenty-Eight (1,428) campus journalists shall be the official participants to the NSPC, the breakdown of which is:

$$\begin{aligned} 3 \text{ winners} \times 7 \text{ categories} \times 2 \text{ media} \times 2 \text{ levels} &= 84 \text{ campus journalists/region} \\ 17 \text{ regions} \times 84 \text{ campus journalists} &= 1,428 \text{ campus journalists} \end{aligned}$$

5. The regional team of seven (7) members for the Scriptwriting and Radio Broadcasting Contests will be selected from among the winners in the 7 categories of the Individual Writing Contests.

6. The host region shall be provided a subsidy of Three Million Pesos (PhP3.0 M). However, only Two Million Five Hundred Thousand Pesos (PhP2,500,000.00) shall be transferred to the host region and the Five Hundred Thousand Pesos (PhP500,000.00) shall be retained at the DepED Central Office for the conduct of the Group Contest. A registration fee of Three Thousand Pesos (PhP3,000.00) shall be charged each participant to the NSPC payable in cash or in check to the host division (Division of South Cotabato). The first meal shall be dinner on February 18 and the last meal shall be morning snacks on February 22, 2008.

7. The Implementing Guidelines on the conduct of the NSPC is enclosed as Enclosure No. 1 to this Memorandum. The same Guidelines for the Conduct of the Radio Broadcasting Contest as attached in Enclosure No. 2 of DepED Memorandum No. 301, s. 2006 shall be applied in NSPC 2008.

8. For details and inquiries, please contact BSE Director Lolita M. Andrada and BEE OIC-Director Yolanda S. Quijano, the National Chair and Co-Chair, respectively of NSPC 2008 at (02) 636-5173 and (02) 633-7270.

9. Immediate dissemination of this Memorandum is desired.


VILMA L. LABRADOR
Undersecretary

Encls.:

As stated

Reference:

DepED Memorandum: No. 146, s. 2006

Allotment: 1—(D.O. 50-97)

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

✓ CONFERENCES
✓ CONTESTS
✓ PUPILS
SCHOOL PAPER
STUDENTS

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(Enclosure No. 1 to DepED Memorandum No. 480, s. 2007)

IMPLEMENTING GUIDELINES FOR THE CONDUCT OF THE
NATIONAL SCHOOLS PRESS CONFERENCE (NSPC)
SY 2007-2008

I. Regional Level Competitions

A. Participants

1. Participants to the regional competitions are qualified from the division level Schools Press Conference.
2. For the Group Contest,
 - 2.1 in regions where there are 11 or more school divisions the Division Committee shall select 15 and 20 school papers for Brackets A and B, respectively for the RSPC; and
 - 2.2 in regions where there are less than 11 school divisions, there will 10 and 15 school paper qualifiers from Brackets A and B, respectively for the RSPC.

B. The Search for Outstanding Campus Journalist and School Paper Adviser (elementary and secondary levels) from each region shall continue to be part of the RSPC.

C. Schedule of Competition

1. The Regional Schools Press Conference (RSPC) shall be conducted within the period of November 15 to December 15, 2007 with a regional theme patterned after the national theme.

D. Subsidy

1. An allocation of Eight Thousand Pesos (PhP8,000) shall be given each school division participating in the RSPC.

E. Delegation to the NSPC

1. The number of participants of each regional delegation is One Hundred Eighty-Two (183) with the Regional Director or Assistant Regional Director as the delegation head.

$$[(3 \text{ winners} + 3 \text{ advisers}) \times 7 \text{ categories} \times 2 \text{ media} \times 2 \text{ levels}] + 15$$

2. The official number of campus journalists is 42 per level (3 winners x 7 categories x 2 media) or a total of 84 for elementary and secondary levels.
3. The official number of school paper advisers is also 42 per level (1 adviser per campus journalist) or a total of 84 for both levels.
4. The seven (7) other participants per region per level are 1 outstanding campus journalist, 1 outstanding school paper adviser, 1 chief/asst. chief of regional education division, 1 ESII (English or Filipino); 1 ES I (English or Filipino), president of regional association of SPA and adviser of regional editors' guild or a total of 14 per region.

II. National Level Competitions

A. Travel Arrangements

1. The head of the regional delegation is the Regional or Assistant Regional Director who will be responsible for the delegation's travel arrangements and is advised to avail of a group insurance for the delegation from their point of origin to the contest venue and vice versa and for the duration of the NSPC.
2. The official list of the members of the regional delegation, with males and females listed separately by contest category and certified by the Regional Director shall be sent not later than January 10, 2008 to the Chairman of the Registration Committee of the Host Division (Attn.: Ms. Zenaida Almanza at Mobile no. 09217366106) copy furnished the Directors of BSE and BEE.
3. Information on the mode of transportation, date and approximate time of arrival shall be provided the Host Division (Attn.: Chair, Transportation Committee) at least two (2) weeks before the arrival date.
4. Each regional delegation is requested to bring its regional flag, banner or streamer for the flag raising ceremony during the opening program.

B. Registration Arrangements

1. Each delegate shall be charged a registration fee of Three Thousand Pesos (PhP3,000) payable to the host division (Division of South Cotabato) in cash or check.
2. The registration fees shall be received by the Registration Committee assigned in each billeting quarter.
3. Each participant is required to present his/her school identification card (I.D.), a medical certificate issued by a government physician and the parent's permit upon registration. The Registration Committee will strictly check these documents.
4. The registration fee shall cover meals (first meal is dinner of February 18 and last meal is morning snacks of February 22).

C. Individual Writing Contest

1. Contest Categories

- 1.1 The Individual contest categories in English and Filipino for the elementary and secondary levels are Photojournalism, Copy Reading and Headline Writing, Editorial, News, Features, Sports Writing and Editorial Cartooning in that sequence of testing.
- 1.2 Participants fielded in the Radio Broadcast Contests which might be in conflict with the other individual writing contests are advised to adjust their schedule in advance.
- 1.3 Each category shall observe the time format of one-hour writing contest except in Photojournalism and Sports Writing which are two hours to include the photo layout and sports coverage, respectively.

2. Number of Entries

- 2.1 Only the first three (3) winners from each category in English and Filipino at the elementary and secondary levels shall participate in the national level.
- 2.2 Each region shall field a total of 84 students (42 elementary and 42 secondary) for the 7 categories of the Individual Writing competitions.
- 2.3 Each category shall only have 51 contestants, i.e., three (3) from each region.

- 2.4 The certified list of the top three (3) regional winners of the individual contests including the name and address of the school, name of publication, year of circulation shall be submitted to the BSE/BEE Directors, a week after the conduct of the RSPC.

D. Group Contest

1. Submission of Entries

- 1.1 The deadline for the submission of school paper entries to the Central Office (c/o Bureaus) shall be at the close of office hours (5:00 p.m.) on January 18, 2008.
- 1.2 Regional entries to the group contest shall be bundled by bracket and category and officially endorsed by the Regional Office Director or its representative.
- 1.3 School paper entries sent direct to the Central Office by the Division Screening Committee shall be automatically disqualified.

2. Number of Entries

- 2.1 The number of school paper entries from each region shall vary depending on the number of school division.
 - 2.1.1 in regions with 11 or more school divisions, the CO expects to receive 15 and 20 school papers for Brackets A and Bracket B respectively; and
 - 2.1.2 in regions with less than 11, there will be 10 and 15 school papers for Brackets A and B, respectively that will be received by CO.
- 2.2 The group contest shall be among 210 school papers for Bracket A and 295 school papers for Bracket B.

3. Specifications of Entries

3.1 Elementary Level

- 3.1.1 Bracket A : 9" x 12" in size, standard printed newsletter, with at least 8 pages
- 3.1.2 Bracket B : 8-1/2" x 13" in size, mimeographed/Photocopied, 8 pages, following standard style of print journalism

3.2 Secondary Level

- 3.2.1 Bracket A: 12" x 8", standard printed broadsheet or tabloid, at least 14 but not more than 20 pages, in circulation for at least 5 years
- 3.2.2 Bracket B: standard print broadsheet or tabloid, with 8-12 pages

4. Contest Categories

- 4.1 The categories for the group contest are:

English	Filipino
Editorial Page	Pahinang Editoryal
Feature/Literary Page	Pahinang Lathalain
News Page	Pahinang Balita
Sports Page	Pahinang Isports
Layout Design	Pag-aanyo

GUIDELINES FOR THE CONDUCT OF THE RADIO BROADCAST CONTEST

PRE-CONTEST

1. Each region shall field a team of seven (7) members from among the winners in the 7 categories of the individual writing contests. The team shall decide who shall act as newscaster, scriptwriters, anchorperson, field reporters, etc.
2. Each team shall bring their own materials (pen, music for sound effects, cassette recorder, blank tapes, etc.) sheets of paper for scriptwriting shall be provided.

CONTEST PROPER

A. SCRIPTWRITING -

1. The format for broadcast copy/script writing shall be used.
2. Each team shall be given two (2) hours to prepare a five (5) minute presentation either in English or Filipino
3. Once the two (2) hour planning and preparation has started no member shall be allowed to leave the contest area. In case of personal necessity, a member of the contest management (proctor) shall accompany the participant out.
4. Each team shall be given four (4) news items for elementary and five (5) news items for secondary. The team shall be responsible for ranking these items according to their news values.
5. All materials including the infomercial(s) shall be prepared on the spot. Infomercial(s) shall not be pre-recorded and shall be aired live.
6. Each team shall make two (2) original copies of the script: one copy for use in its presentation during the radio broadcast contest and the other copy to be submitted to the proctor for the reference of the panel of judges.

B. RADIO BROADCAST CONTEST -

1. The order of presentation shall be done by drawing of lots.
2. The Chairman of the Board of Judges shall flash the green card to signal the start of the presentation.
3. A committee member shall serve as timekeeper for each presentation, computing the amount of over/under time a team makes.
4. A yellow card shall be flashed by a contest committee member to warn the presenting team that only one (1) minute is left of its broadcast time. A red card shall be flashed to signal the end of the radio broadcast.
5. After five (5) minutes, the presenting team may continue its radio broadcast, however, a corresponding deduction shall be made by the judges. A team that incurs under time in its radio broadcast shall also receive a corresponding deduction.
6. One (1) point shall be deducted by the judges from the team score of 30 points under the time management criterion for the first 30 seconds over/under time and two (2) points for every 30 seconds over/under time thereafter.
7. The audience may watch the contest from the bleachers provided they maintain complete silence for the duration of the presentations.

E. Contest Engagements

1. Contestants are required to be at the testing venues at least 30 minutes before the contest time. A holding room shall be provided for the contestants.
2. Chaperons/advisers are not allowed to mingle with the students during the sports coverage, photo sessions and cartooning. A waiting/holding area for advisers/chaperons shall be provided outside the compound of the testing center.
3. Contestants are not allowed to use/bring in cellular/mobile phones and the like during the contest proper.
4. Participants in photojournalism may use a camera of their choice. Films and illustration boards to layout the pictures shall be made available to the participants.
5. Contestants for the Editorial Cartooning are requested to bring their own pencils (Mongol 482, No. 2). Oslo paper shall be provided each contestant.
6. In cases where official contestants can not participate for justified/valid reasons, the next in rank contestant shall be accepted provided that the Central Office (BSE and BEE Individual Contest Chair) is notified in writing of the change/substitution at least a week before the NSPC.
7. The non-contestants who are official participants to the NSPC are those who are not taking the written tests at any given time. They are enjoined to attend the non-contestants sessions/competitions.

C. AWARDS

A. Group Awards

1. Best in Radio Broadcast
 - 3 trophies x 2 media x 2 levels - 12 trophies (for 1st, 2nd, & 3rd placers)
 - 21 medals x 2 media x 2 levels - 84 medals
 - 21 certificates x 2 media x 2 levels - 84 certificates
2. Best Technical Application
 - 3 trophies x 2 media x 2 levels - 12 trophies (for 1st, 2nd, & 3rd placers)
 - 21 medals x 2 media x 2 levels - 84 medals
 - 21 certificates x 2 media x 2 levels - 84 certificates

B. Individual Awards

1. Best News Script
 - 3 trophies x 2 media x 2 levels - 12 trophies + 12 certificates
2. Best Infomercial
 - 3 trophies x 2 media x 2 levels - 12 trophies + 12 certificates
3. Best News Presenter
 - 3 trophies x 2 media x 2 levels - 12 trophies + 12 certificates
4. Best Anchor
 - 3 trophies x 2 media x 2 levels - 12 trophies + 12 certificates

CRITERIA FOR JUDGING

- 30% - Content (application of broadcast and journalism principles, presentation of news items, etc.)
- 30% - Time management
- 30% - Delivery (projection, modulation, confidence, uniqueness, flow and creativity of presentation)
- 10% - Impact
- 100% - Total

9. The decision of the Board of Judges is final.