



Republic of the Philippines  
Department of Education (DepEd)

DepEd Complex, Meralco Avenue, Pasig City, Website Address: www.deped.gov.ph



OCT 2 1 2011

DepEd MEMORANDUM

No. **235**, s. 2011

**2012 NATIONAL SCHOOLS PRESS CONFERENCE (NSPC)**

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

1. The Department of Education (DepEd) through the Bureau of Elementary Education (BEE) and the Bureau of Secondary Education (BSE), shall conduct the **2012 National Schools Press Conference (NSPC)** with the theme *"Promoting Digital Literacy Through Campus Journalism"* on April 9-13, 2012 in a venue to be announced later. This activity is pursuant to the provisions of Republic Act No. 7079 entitled *"An Act Providing for the Development and Promotion of Campus Journalism and for Other Purposes."*

2. The conference aims to:

- a. demonstrate understanding of the importance of journalism by expressing it through different journalistic endeavors and approaches;
- b. provide activities which will encourage the students to pursue careers/studies in journalism; and
- c. enhance journalistic competence through healthy and friendly competitions.

3. The Official Regional Delegation shall consist of two hundred sixteen (216) participants. The breakdown is contained in Enclosure No. 1. The delegates are expected to be at the venue before dinner on April 8, Sunday and to leave after breakfast on April 13, 2012, Friday. Early confirmation and registration with the host region is encouraged.

4. In support of the development of digital literacy as the 21st Century Core Skills which children need to learn, the conduct of the 2012 NSPC should model and provide opportunities for campus journalists to demonstrate this critical literacy. Thus, appropriate changes have been introduced in the following: (a) number of regional entries to the Group (School Paper) Contests; (b) manner of submission of the school papers; and (c) introduction of collaborative activities among the campus/student-journalists.

5. The conference activities shall include the following: (a) Individual Contests; (b) Scriptwriting and Radio Broadcasting Contest; (c) Collaborative Publishing Contest; (d) Concurrent Sessions; (e) Awarding of the Group (School Paper), Individual, Scriptwriting and Radio Broadcasting and Collaborative Publishing Contests Winners; (f) Contestants' Activities; (g) Awarding of the National Outstanding School Paper Advisers

(SPAs) and Campus Journalists (CJs), among others. Please refer to Enclosure No. 2 for the guidelines of the contests.

6. The regional winners/entries for the Group (School Paper) Contests in electronic or printed copies must be received by the BEE and BSE **on or before February 17, 2012 at 5:00 p.m. (strictly no extension).**

7. Each participant shall pay a registration fee of Four Thousand Pesos (PhP4,000.00) to cover expenses for board and lodging, kits including conference materials and other incidental expenses charged to local funds 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 the fee for on-site registration shall be paid in cash.

8. A subsidy in the amount of Two Million Five Hundred Thousand Pesos (PhP2,500,000.00) shall be downloaded to the host region to cover the costs of trophies, certificates, supplies and materials, honoraria and the board and lodging of judges, chargeable to OSEC Campus Journalism Funds, subject to the usual accounting and auditing rules and regulations.

9. The conduct of the other major activities listed in Enclosure No. 4 shall be charged to the OSEC Campus Journalism Funds.

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

**Dir. Angelita M. Esdicul**

Attn.: **Mr. Eldy U. Oñas**

Bureau of Elementary Education

2<sup>nd</sup> Floor, Bonifacio Building

DepEd Complex, Meralco Avenue, Pasig City

Telefax No.: (02) 638-4700

E-mail Address: [www.nspcelem@gmail.com](mailto:www.nspcelem@gmail.com)

**Dr. Lolita M. Andrada**

Attn.: **Dr. Paz Naypes/Ms. Ana Sol Reyes**

Bureau of Secondary Education

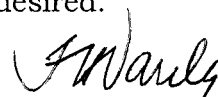
3<sup>rd</sup> Floor, Bonifacio Building

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11. Immediate dissemination of this Memorandum is desired.



**FRANCISCO M. VARELA**

Undersecretary

Officer-in-Charge

Encls.: As stated

Reference: DepEd Memorandum: No. 15, 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. 235, s. 2011)

**2012 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 9-13, 2012 in Region III.

Delegates	Expected Delegates			Actual Delegates		
	<i>Elem.</i>	<i>Sec.</i>	<i>Total</i>	<i>Elem.</i>	<i>Sec.</i>	<i>Total</i>
<b>Campus Journalist winners</b> Ranks 1-3 in 7 categories in <i>Individual Contests</i> with 2 mediums	42	42	84			
<b>Campus Journalist winners</b> Rank 1 in <i>Regional Radio Broadcasting and Scriptwriting Contests</i> (7 CJs in English & 7 CJs in Filipino)	14	14	28			
<b>Coaches</b> of the CJ winners in Individual Contests	42	42	84			
<b>Coaches</b> of the Scriptwriting and Radio Broadcasting Team	2	2	4			
<b>Regional Director (RD)</b> or Assistant Regional Director (ARD)			1			
<b>Regional Division Chiefs</b> or Assistant Chiefs	1	1	2			
<b>Education Supervisor (ES) II</b> in English & Filipino	2	2	4			
<b>City/Schools Division Superintendent (SDS)</b> or Assistant City Schools Division Superintendent (ASDS)			1			
<b>Education Supervisor (ES) I</b> in English & Filipino	2	2	4			
<b>Outstanding CJ and SPA</b>	2	2	4			
<b>Other Regional delegates</b> <b>Pls. specify:</b>						
<b>Regional Delegates Total</b>	107	107	216			

Very truly yours,  
 Head, Regional Delegation Team

\_\_\_\_\_  
 Signature over Printed Name

(Enclosure No. 2 to DepEd Memorandum No. 235, s. 2011)

## 2012 NSPC CONTESTS

### 1. Group (School Paper) Contests

- 1.1. The objective of the competition is to recognize the Ten (10) Outstanding School Papers across the seventeen (17) regions in the country that showcase the collaborative competence of the schools' editorial staff and their school paper advisers' critical role in developing and producing quality school papers.
- 1.2. Each region shall select the top ten (10) school papers each in English and Filipino at the elementary and secondary levels using the suggested criteria (Enclosure 3). Only these school papers (see table below) will be submitted to the NSPC TWG.

Level	English	Filipino
Elementary 9" x 12" in size Standard printed newsletter With at least 8 pages	10 School Papers	10 School Papers
Secondary 12" x 18" in size Standard printed broadsheet or tabloid With at least 8 pages	10 School Papers	10 School Papers

- 1.3. Schools have the option to submit electronic or printed copies of their entries. The electronic or printed copies of the regional entries must be received by BEE and BSE not later than Friday, February 17, 2012 at 5:00 p.m. E-copies (in pdf file) shall be sent to [www.nspcelem@gmail.com](mailto:www.nspcelem@gmail.com) for the Elementary level and to [www.nspchse@yahoo.com](mailto:www.nspchse@yahoo.com) for the Secondary level.
- 1.4. For the first level of the competition, each school paper will be judged as a whole to determine the ten outstanding school papers each in English and Filipino at the elementary and secondary levels.
- 1.5. From among the top ten school papers, the second level of competition will recognize the top three school papers in English and Filipino at the elementary and secondary levels with the:
  - 1.6.1. Best Editorial Page
  - 1.6.2. Best News Page
  - 1.6.3. Best Feature/Literary Page
  - 1.6.4. Best Sports Page
  - 1.6.5. Best Layout Design

### 2. Individual Contests

- 2.1. The individual contests for both elementary and secondary levels shall have the following categories in English and Filipino:

English	Filipino
1. Editorial Writing	1. Pagsulat ng Editoryal
2. Feature Writing	2. Pagsulat ng Lathalain
3. News Writing	3. Pagsulat ng Balita
4. Sports Writing	4. Pagsulat ng Isports
5. Editorial Cartooning	5. Kartung Pang-Editoryal
6. Photojournalism	6. Larawang Pampahayagan
7. Copy Reading and Headline Writing	7. Pagwawasto at Pag-utlo ng Balita

- 2.2. The mechanics and procedure for the Individual Contests in the 2011 NSPC shall continue to be applied in the 2012 NSPC.

### **2.3. Photojournalism Contest:**

- 2.3.1. Digital cameras (point and shoot only) with a maximum of 12.5 megapixels shall be used. DSLR and other high-end digital cameras shall not be allowed in order to level the playing field.
- 2.3.2. Blank or empty storage card (compact flash, SD card, MMC) shall be submitted to the NTWG secretariat for checking and coding a day before the actual competition.
- 2.3.3. The NTWG shall upload the photos in the computers for judging. Layouting and captioning shall not be required components of the contest.

### **3. Collaborative Publishing Contest**

- 3.1 The competition in collaborative publishing is designed to encourage teamwork among campus journalists and simulate the workplace of a publishing company/house.
- 3.2. Each region shall organize a team of seven students who competed in the national Individual Contests (not a separate group), in English and Filipino at the elementary and secondary levels.
- 3.3. The team shall produce a four-page tabloid using MS Publisher.
- 3.4. The finished product will be uploaded to the NSPC official website for judging.
- 3.5. The top seven teams shall be recognized and the points they garnered will be included in the computation of the overall scores.

### **4. Scriptwriting and Radio Broadcasting**

- 4.1. To appreciate the broadcast media as an essential part of journalism, the student journalists shall simulate a 5-minute radio broadcast. Two minutes shall be allotted for entrance and exit.
- 4.2. Each region shall field a seven (7) member team in English and seven (7) in Filipino from the elementary and secondary levels.
- 4.3. The first part of the competition, which is scriptwriting, shall be prepared using laptops brought by the contestants. The second part shall be the actual broadcast.
- 4.3. The presentation shall be evaluated according to the following journalistic skills: (1) scriptwriting; (2) newscasting; (3) anchoring; and (4) field reporting.

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(Enclosure No. 3 to DepEd Memorandum No. 235, s. 2011)

### Criteria for Selecting the Top 10 School Papers

	Percentage	Score
<p><b>Coverage (50%)</b> Exhibits appropriate balance of news, editorial, features, sports, and other appropriate and interesting content)</p> <ul style="list-style-type: none"> <li>• <b>Editorial Page</b> Expresses student perspective Supports assertions with concrete evidence and thorough research Suggests thoughtful solutions to problems</li> <li>• <b>News page</b> Covers relevant school issues and events Makes local, national and international events relevant to students Utilizes facts from interviews, document review, data analysis and other reliable sources</li> <li>• <b>Feature and Literary Page</b> Highlights originality/uniqueness Presents topics of human interest</li> <li>• <b>Sports Page</b> Includes events, features and opinions on sports activities/events Provides analysis, rather than mere reporting of the conduct of the games</li> <li>• <b>Additional features</b> Encourages contributions from non-staff individuals (letters to the editor and the like) Includes other elements (cartoons, jokes, puzzles, trivia, scientific breakthroughs, etc.)</li> </ul>	<p>15%</p> <p>15%</p> <p>10%</p> <p>5%</p> <p>5%</p>	
<p><b>Writing quality and style (30%)</b> Exhibits clear focus and coherent organization Uses precise language; not wordy or redundant Chooses tone and style to fit subject Uses appropriate grammar, spelling, capitalization and punctuation</p>	<p>10%</p> <p>10%</p> <p>5%</p> <p>5%</p>	
<p><b>School Paper Layout (10%)</b> Illustrates attractive and excellent makeup, headlines and typography Uses appropriate photos, illustrations and graphics</p>	<p>5%</p> <p>5%</p>	
<p><b>Ethics (10%)</b> Observes accepted standards of journalism in terms of fairness, relevance, accuracy and balance for the print media Avoids potentially libelous or obscene content, plagiarism and copyright violations</p>	<p>5%</p> <p>5%</p>	
	<b>100%</b>	

**References:**

NSPC Guidelines for Group Contests  
<http://www.scribd.com/doc/13056157/Newspaper-Critique-Rubric#archive>  
<http://www.communitynewspaperawards.ca/2011/rules-criteria>

**Major Activities for the 2012 National Schools Press Conference**

Activities	Date	Persons Involved
1. Planning Conference	September and October 2011	BEE & BSE NTWG
2. Submission of Training Proposals Re Reg'l Training for SPAs & CJs	October 2011	
3. a. Conduct of Reg'l Training for SPAs and CJs b. Submission of report of disbursement, narrative report and pictorials of Reg'l Training of SPAs and CJs	October 2011- December 2011	RTWGs, Division Coordinators  Reg'l Coordinator (EED & SED) [report should be submitted to Dr. Angelita M. Esdicul (Attn. Mr. Eldy U. Oñas) at email ad: <a href="mailto:nspelemr@gmail.com">nspelemr@gmail.com</a> ; & for Secondary to Dr. Lolita M. Andrada (Attn. Dr. Paz M. Naypes) at e-mail ad: <a href="mailto:nspebse@yahoo.com">nspebse@yahoo.com</a> ]
4. Conduct of Reg'l Schools Press Conference	October 2011-December 2011	
5. Monitoring of Reg'l School Press Conference	October 2011 – December 2011	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 2011-December 2011	RTWGs Reg'l Coordinator (EED & SED) [report should be submitted to Dr. Angelita M. Esdicul (Attn. Mr. Eldy U. Oñas) at email ad: <a href="mailto:nspelemr@gmail.com">nspelemr@gmail.com</a> ; & for Secondary to Dr. Lolita M. Andrada (Attn. Dr. Paz M. Naypes) at e-mail ad: <a href="mailto:nspebse@yahoo.com">nspebse@yahoo.com</a> ]
8. Planning Conferences of NTWG with the Host Region 1 <sup>st</sup> Planning Meeting 2 <sup>nd</sup> Planning Meeting 3 <sup>rd</sup> Planning Meeting	November (3 <sup>rd</sup> week) 2011 January (1st week) 2012 February (1st week) 2012	
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 17, 2012	Reg'l Coordinator (EED & SED) [entries and names should be submitted to Dr. Angelita M. Esdicul (Attn. Mr. Eldy U. Oñas) at email ad: <a href="mailto:nspelemr@gmail.com">nspelemr@gmail.com</a> ; & for Secondary to Dr. Lolita M. Andrada (Attn. Dr. Paz Naypes/ Ms. Ana-Sol Reyes) at e-mail ad: <a href="mailto:nspebse@yahoo.com">nspebse@yahoo.com</a> ]
10. Submission of accomplished confirmation sheet of officials and delegates to the host region/division	February 17, 2012	The Chair (Host Region) Reg'l Coordinator (EED & SED) cc: Dr. Angelita M. Esdicul (Attn. Mr. Eldy U. Oñas) at email ad: <a href="mailto:nspelemr@gmail.com">nspelemr@gmail.com</a> ; & for Secondary to Dr. Lolita M. Andrada (Attn. Dr. Paz Naypes) at e-mail ad: <a href="mailto:nspebse@yahoo.com">nspebse@yahoo.com</a>
11. Submission of Regional Outstanding SPAs and CJs	February 17, 2012	Reg'l Coordinator (EED & SED) Presidents of NESPAA and NSSPAA
12. Conduct of 2012 Group Contest	February 20-22, 2012	BEE-BSE NTWG and Group Contest Committee
13. Conduct of 2012 NSPC	April 9-13, 2012	BEE-BSE NTWG and all Regions
14. Debriefing, completion of report, dissemination of winners thru DepEd Memo	April 28, 2012	BEE-BSE NTWG Chair Coordinators Host Region

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