



Republic of the Philippines  
**Department of Education**

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03 DEC 2015

DepEd MEMORANDUM  
No. **151**, s. 2015

**2015 NATIONAL TRAINING OF TRAINERS (NTOT) ON CAMPUS JOURNALISM**

To: Bureau Directors  
Regional Directors  
Schools Division Superintendents  
Public and Private Elementary and Secondary Schools Heads  
All Others Concerned

1. The Department of Education (DepEd), through the Bureau of Elementary Education (BEE) and the Bureau of Secondary Education (BSE), will conduct the **2015 National Training of Trainers (NTOT) on Campus Journalism** from January 18 to 22, 2016 for Luzon in Naga City and from January 25 to 29, 2016 for Visayas and Mindanao in Iloilo City.
2. This is pursuant to Republic Act No. 7079, otherwise known as *Campus Journalism Act of 1991*.
3. The Training aims to:
  - a. orient the school paper advisers (SPAs) on the current trends and new developments in Campus Journalism and in digital communications media;
  - b. enhance their journalistic writing and editing skills;
  - c. teach the SPAs the basics of TV script writing and broadcasting in campus journalism;
  - d. train the SPAs in using PageMaker/InDesign to lay out and design pages and in utilizing various graphic illustrations and photo enhancement software;
  - e. provide a healthy forum in addressing issues and concerns relative to the conduct of the National Schools Press Conference (NSPC); and
  - f. finalize each region's training and return of service plans.
4. Each region is given 20 slots for this training: ten for the basic course and ten for the advanced course. In case the region has confirmed to send fewer than 20 participants, the remaining slots will be given to other regions that are willing to send more. After a thorough evaluation, the participants from each region shall compose the regional training team.
5. The participants are required to finish the training. Those who will not finish it will be given a Certificate of Appearance only.
6. The selection criteria for the NTOT on Campus Journalism is stipulated in Enclosure No. 2. The curriculum vitae and portfolios of the regional trainers should be with the regional journalism supervisors.

7. Aside from the 20 slots allotted to each region, a separate slot shall be given to the **regional journalism supervisors**. The regional supervisors shall monitor the regional delegation during the NTOT. These supervisors shall also take charge of the Journalism training roll-out and evaluation of the trainees' performance.

8. Each participant shall pay a registration fee of Five Thousand Pesos (P 5,000.00) charged to the school's Maintenance and Other Operating Expenses (MOOE), local or regional funds, Special Education Fund (SEF), or the School Campus Journalism Fund, subject to the usual accounting and auditing rules and regulations. The registration fee shall be used to cover costs of the participants' board and lodging, supplies and materials. The first meal to be served is lunch on Day 0, and the last meal is afternoon snack on Day 3.

9. Travel expenses, cost of board and lodging of the members of National Training Management Team and the resource speakers, and other related expenses incurred in the conduct of the training shall be charged to OSec Campus Journalism Funds, subject to the usual accounting and auditing rules and regulations.

10. The participants are required to bring their laptop (Wi-Fi ready or with mobile broadband modem), digital camera, and video recorder for the training. The Training Matrix is contained in Enclosure Nos. 1a and 1b.

11. Each region is encouraged to accomplish the group confirmation sheet in advance provided in Enclosure No. 3, and send it through [nspcelementary@gmail.com](mailto:nspcelementary@gmail.com) or [nspcbse@gmail.com](mailto:nspcbse@gmail.com) on or before **December 11, 2015**.

12. For more information, all concerned may contact or visit any of the following:

- **The Director**

Attention: **Ms. Lea Delfin-Estuye**  
Bureau of Elementary Education  
2<sup>nd</sup> Floor, Bonifacio Building  
DepEd Complex, Meralco Avenue, Pasig City  
Telefax No.: (02) 638-4700  
Email Address: [nspcelementary@gmail.com](mailto:nspcelementary@gmail.com)

- **The Director**

Attention: **Ms. Anna Marie Baligod-San Diego**  
Bureau of Secondary Education  
3<sup>rd</sup> Floor, Bonifacio Building  
DepEd Complex, Meralco Avenue, Pasig City  
Telefax Nos.: (02) 632-7586 / (02) 636-5172  
Email Address: [nspcbse@gmail.com](mailto:nspcbse@gmail.com)

13. Immediate dissemination of this Memorandum is desired.

  
**BR. ARMIN A. LUISTRO FSC**  
Secretary

Encls.:

As stated

Reference:

DepEd Memorandum No. 135, s. 2014

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

OFFICIALS  
SCHOOL PAPER  
TRAINING PROGRAMS

Madel: 2015 NTOT on Campus Journalism  
0725-October 31, 2015/11-6/10/23/12-1

**National Training of Trainers on Campus Journalism  
BASIC TRAINING**

| Time         | Day 0  | Day 1                                      | Day 2  |  | Day 3   |   | Day 4  |  |
|--------------|--|--|--|--|---|---|--|--|
|              | 8:00-9:00  | ARRIVAL<br>Registration and<br>Settling In | Plenary<br>Session 2<br>Publication<br>Website | Lay-out and<br>Page Design   | News Writing<br>Copy Reading<br>and Headline<br>Writing<br>English  | News Writing<br>Copy Reading<br>and Headline<br>Writing<br>Filipino | Lay-out and<br>Page Design   | News Writing<br>Copy<br>Reading and<br>Headline<br>Writing<br>Filipino |
| 9:00-10:00   | News Writing<br>Copy Reading<br>and Headline<br>Writing<br>English |  |  |  | News Writing<br>Copy Reading<br>and Headline<br>Writing<br>Filipino | News Writing<br>Copy Reading<br>and Headline<br>Writing<br>English  |  |  |
| 10:00 -11:00 | LUNCH BREAK  | LUNCH<br>BREAK                             | LUNCH BREAK                                    | LUNCH BREAK  | LUNCH BREAK   | LUNCH BREAK   | LUNCH BREAK  | DEPARTURE  |
| 11:00 -12:00 |  |  |  |  |   |   |  |  |
| 12:00 -1:00  | Opening<br>Program   | Hands-on<br>Publication<br>Website         | Lay-out and<br>Page Design                     | News Writing<br>Copy Reading<br>and Headline<br>Writing<br>English | News Writing<br>Copy Reading<br>and Headline<br>Writing<br>Filipino | Lay-out and<br>Page Design  | News Writing<br>Copy<br>Reading and<br>Headline<br>Writing<br>Filipino | DEPARTURE  |
| 1:00-2:00    | Plenary Session<br>1   |  |  |  |   |   |  |  |
| 2:00-3:00    | How to Prevent<br>Plagiarism                                       | Hands-on<br>Publication<br>Website         | Lay-out and<br>Page Design                     | News Writing<br>Copy Reading<br>and Headline<br>Writing<br>English | News Writing<br>Copy Reading<br>and Headline<br>Writing<br>Filipino | Lay-out and<br>Page Design  | News Writing<br>Copy<br>Reading and<br>Headline<br>Writing<br>Filipino | DEPARTURE  |
| 3:00-4:00    |  |  |  |  |   |   |  |  |
| 4:00-5:00    | DINNER   | DINNER                                     | DINNER   | DINNER   | DINNER  | DINNER  | DINNER   | DINNER   |
| 5:00-6:00    |  |  |  |  |   |   |  |  |
| Output       | Accomplished<br>Activity Sheets                                    | Group Work<br>Regional<br>Website          | A Lay-out<br>Plan of their<br>School Paper     | News Articles  | News Articles   | A four- page<br>sample of<br>their campus<br>publication            | Edited copies<br>of various<br>news articles                           | Edited copies<br>of various<br>news articles                           |

**National Training of Trainers on Campus Journalism  
Training Matrix  
ADVANCED TRAINING**

| Time          | Day 0                           | Day 1                                      | Day 2  |  |  | Day 3   |   | Day 4  |  |
|---------------|---------------------------------|--|--|--|--|---|---|--|--|
|               | 8:00-9:00                       | ARRIVAL<br>Registration<br>and Settling In | Plenary<br>Session 2<br>Publication<br>Website               | TV News Script<br>Writing and<br>Broadcasting/P<br>roduction | Science Writing<br>(News, Feature,<br>and Editorial)   | Sports Writing<br>(News,<br>Feature, and<br>Editorial)          | TV News<br>Script Writing<br>and<br>Broadcasting/<br>Production | Science Writing<br>(News, Feature,<br>and Editorial)   | Sports Writing<br>(News,<br>Feature, and<br>Editorial) |
| 9:00-10:00    |                                 |  |  |  |  |   |   |  |  |
| 10:00 - 11:00 |                                 |  |  |  |  |   |   |  |  |
| 11:00 - 12:00 |                                 |  |  |  |  |   |   |  |  |
| 12:00 - 1:00  | <b>LUNCH<br/>BREAK</b>          | <b>LUNCH<br/>BREAK</b>                     |  | <b>LUNCH BREAK</b>   |  |   | <b>LUNCH BREAK</b>  |  |  |
| 1:00-2:00     | Opening<br>Program              |  |  |  |  |   |   |  |  |
| 2:00-3:00     | Plenary<br>Session 1            | Hands-on<br>Publication<br>Website         | TV News Script<br>Writing and<br>Broadcasting/P<br>roduction | Science Writing<br>(News, Feature,<br>and Editorial)         | Sports Writing<br>(News,<br>Feature, and<br>Editorial) | TV News<br>Script Writing<br>and<br>Broadcasting/<br>Production | Science Writing<br>(News, Feature,<br>and Editorial)            | Sports Writing<br>(News,<br>Feature, and<br>Editorial) | DEPARTURE  |
| 3:00-4:00     | How to<br>Prevent<br>Plagiarism |  |  |  |  |   |   |  |  |
| 4:00-5:00     |                                 |  |  |  |  |   |   |  |  |
| 5:00-6:00     |                                 |  |  |  |  |   |   |  |  |
|               | <b>DINNER</b>                   |  |  |  |  |   |   |  |  |
| <b>Output</b> | Accomplished<br>Activity Sheets | Group Work<br>Regional<br>Website          | Draft TV News<br>Script                                      | Science<br>Articles  | Sports<br>Articles                                     | Final TV News<br>Script   | Science<br>Articles   | Sports<br>Articles                                     |  |

### **Selection Criteria for the National Training of Trainers (NTOT) on Campus Journalism**

The **NTOT** participants are School Paper Advisers, Language Department Heads and Division Language Supervisors who shall:

1. be between the ages of twenty-five to fifty-five;
2. have been recognized for his/her exceptional training and teaching skills;
3. have no plagiarized work (article or book);
4. be willing to attend all sessions promptly and submit exceptional outputs at the end of each session;
5. be adept at both spoken and written English and Filipino;
6. be able to write good articles in English and Filipino with minimum editing;
7. be ICT-literate and able to use Microsoft Office, Photoshop, PageMaker or InDesign;
8. be able to mentor and train other school paper advisers; and
9. be willing to spend time to train and serve other school paper advisers and campus journalists.

Those who will take the **BASIC Course** shall:

1. have been a school paper adviser for a maximum of five years and a minimum of one year;
2. has good oral and written communication skills;
3. be able to submit outputs on time;
4. have consistently trained winning campus journalists and produced winning school papers;
5. be able to take good photographs with good technical and editorial value;
6. cite and acknowledge sources properly;
7. have a good grasp of Microsoft Office, Photoshop, Page Maker and InDesign;
8. be willing to learn and share his learning with his/her colleagues; and
9. be able to listen and follow instructions well.

Those in the **ADVANCED Course** shall:

1. have won and/or was nominated as Outstanding School Paper Adviser of the Division/Region;
2. have excellent oral and written communication skills in both English and Filipino;
3. have been a school paper adviser for more than seven years;
4. have students and student publications winning in the DSPC, RSPC and NSPC consistently;
5. have continuously shared their expertise at the local, regional and national levels; and
6. have published works in reputable local, regional, and national dailies.

**Means of Verifications** -Trainer's Curriculum Vitae and Portfolio

**GROUP CONFIRMATION SHEET  
2015 NATIONAL TRAINING OF TRAINERS ON CAMPUS JOURNALISM**

**Basic Course**

REGION: \_\_\_\_\_

No. of Males: \_\_\_\_\_ Females: \_\_\_\_\_

| Name | Position/Designation | Topics   | School | Division |
|------|----------------------|--|--------|----------|
| 1.   |                      | <b>Layout &amp; Page Design</b><br>using PageMaker and/or InDesign and Photoshop |        |          |
| 2.   |                      |  |        |          |
| 3.   |                      |  |        |          |
| 4.   |                      |  |        |          |
| 5.   |                      | <b>News Writing Copy Reading and Headline Writing</b><br>English                 |        |          |
| 6.   |                      |  |        |          |
| 7.   |                      |  |        |          |
| 8.   |                      | <b>News Writing Copy Reading and Headline Writing</b><br>Filipino                |        |          |
| 9.   |                      |  |        |          |
| 10.  |                      |  |        |          |

**Advanced Course**

No. of Males: \_\_\_\_\_ Females: \_\_\_\_\_

| Topic  | Name | Position/Designation | School | Division |
|--|------|----------------------|--------|----------|
| TV Script Writing and Broadcasting/Production  | 1.   |                      |        |          |
|  | 2.   |                      |        |          |
|  | 3.   |                      |        |          |
|  | 4.   |                      |        |          |
| Science Writing (News, Feature, and Editorial) | 5.   |                      |        |          |
|  | 6.   |                      |        |          |
|  | 7.   |                      |        |          |
| Sports Writing (News, Feature, and Editorial)  | 8.   |                      |        |          |
|  | 9.   |                      |        |          |
|  | 10.  |                      |        |          |
| Regional Journalism Supervisor                 |      |                      |        |          |

*I hereby confirm the participation of the above listed participants in the 2015 National Training of Trainers (NTOT) on Campus Journalism at \_\_\_\_\_ on \_\_\_\_\_.*

Certified Correct:

\_\_\_\_\_  
Regional Director