



July 15, 2014

DIVISION MEMORANDUM
No. 329, s. 2014

MEDIA 101: IN THE REALM OF BRAINS AND VISUALS

**To: Assistant Superintendents
Education Supervisors/Coordinators
District Supervisors/OICs
Elementary and Secondary School Heads
Heads, Private Elementary and Secondary Schools**

1. Attached is a communication from Mrs. Ma. Virginia Visitacion, Directress, Communication Arts Training Group, inviting elementary and secondary school student writers and school paper advisers from both public and private schools to attend the **Media 101: In the Realm of Brains and Visuals** on August 1 and 2, 2014 (for writers) and on August 8-9, 2014 (for cartoonists, photojournalists, video editors and artists) at Crown Regency Residences, Guadalupe, Cebu City.
2. For more information, please refer to the attached communication.
3. Traveling expenses and a registration fee of **Two Thousand Five Hundred Pesos (Php 2, 500.00)**, inclusive of training kits, certificates, lunch and snacks for two (2) days, shall be chargeable against **local school SEF/PTA/Campus Journalism Funds**, subject to the usual accounting and auditing rules and regulations.
4. This Memorandum serves as participants' Authority to Travel.
5. Dissemination of this Memorandum is desired.

ARDEN D. MONISIT, Ed.D.
Schools Division Superintendent

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MVV Communication Arts Training Group

31-B Cabarrubias Street, San Jose Village, Tisa, Cebu City

LEARN. BELIEVE. SUCCEED

July 7, 2014

DR. ARDEN MONISIT
Schools Division Superintendent
Department of Education-Division of Cebu Province
Sudlon, Lahug, Cebu City

Dear **Dr. Arden Monisit:**

The Communication Arts Training Group would like to thank you for the overwhelming support you've given to the group on its endeavors for the previous years.

This year, another milestone is about to be unleashed. The Communication Arts Training Group will hold another set of Media 101 on **August 1 and 2** (Friday and Saturday) and **August 8 and 9** (Friday and Saturday) at Crown Regency Residences , Guadalupe , Cebu City. First set is given to the writers while the second set is for the cartoonists, photojournalists, video editors and artists.

This is open to student journalists and publication advisers both to elementary and high school levels in public and private institutions.

This year's theme is "**Media 101: : In The Realm of Brains and Visuals**" --- going deeper on the standard practices of journalism and its ethics and meeting the world's demands in the business of marketing and advertising.

ABS-CBN's TV Patrol Reporter and Documentary Program Host Chiara Zambrano will also grace the event to talk about broadcast reporting. Ms. Zambrano's presence would truly motivate students to engage more in quality journalism endeavors.

One of the highlights, therefore, is the video editing/shooting that includes module on TV personality development and confidence building. Another highlight is this year's ComArts Media Awards which will recognize outstanding outputs of students during the two day-activity.

Hence, we are inviting the abovementioned groups to join us in this relevant endeavor.

For the Registration fees:

Category A: **Two thousand five hundred pesos (2,500.00)** Inclusive of training kits, certificate, Lunch, AM and PM snacks good for two days

Category B: **Seven thousand pesos (7,400.00)** Inclusive of an overnight stay at the hotel, breakfast for the 2nd day, dinner for the 1st day, lunch, AM and PM snacks for 2 days.

If the participants want to attend **Programs A, (August 1 & 2)** and **B (August 8 & 9)**, they can avail the discounted price of 4,800.00 for the live out package while 7,000.00 for the live in package.

Attached is the program and the schedule for reference.

Should you have clarifications please feel free to call us at (032) 414 – 4248 or email us at info@ilovecomarts.com.

Your affirmation on this matter would truly encourage students and teachers to strive for media excellence in and outside campus journalism.

Grace to you!

Sincerely,



Mrs. Ma Virginia Visitacion
Directress, Communication Arts Training Group

Noted:



Rico Lucena
Managing Partner, ComArts Training Group



Daryl Hannah Visitacion – Parilla
Managing Partner, ComArts Training Group

**Communication Arts Training Group
Media 101: Journalism and the World's Demands**

August 1-2, 2014 (For Writers)

First Day

Schedule	Module	Speaker
7:00 – 8:00AM	REGISTRATION	
8:01 – 9:00AM	OPENING PROGRAM WELCOMING OF GUESTS ICE BREAKER	
9:01 – 11:00AM	NEWS WRITING/ COPY READING AND HEADLINE WRITING	MS. ISOLDE AMANTE, EDITOR- IN-CHIEF, SUNSTAR CEBU
11:01 – 12:00NN	EDITORIAL WRITING	MR. LEO LASTIMOSA, TV NEWS ANCHOR, TV PATROL CENTRAL VISAYAS/ AM STATION HEAD, DYAB 1512, ABS-CBN CEBU
12:01 – 1:00PM	LUNCH	
1:01 – 2:00PM	EDITORIAL WRITING	MR. LEO LASTIMOSA, TV NEWS ANCHOR, TV PATROL CENTRAL VISAYAS/ AM STATION HEAD, DYAB 1512, ABS-CBN CEBU
2:01 – 3:00PM	BROADCAST PRODUCTION	MR. RICO LUCENA, ANCHOR/HOST, MAAYONG BUNTAG KAPAMLYA/ REPORTER/DESK, TV PATROL CENTRAL VISAYAS, ABS-CBN CEBU
3:01 – 3:30PM	SNACKS	
3:31 – 4:30PM	BROADCAST PRODUCTION	MR. RICO LUCENA, ANCHOR/HOST, MAAYONG BUNTAG KAPAMLYA/ REPORTER/DESK, TV PATROL CENTRAL VISAYAS, ABS-CBN CEBU
4:31 – 5:00PM	WRAP UP/GIVING OF INSTRUCTIONS	COMARTS

Second Day

Schedule	Module	Speaker
7:00 – 8:00AM	REGISTRATION	COMARTS
8:01 – 10:00AM	SPORTS WRITING	JUN NINO NALIPAY, WRITER, CREATIVE COMMUNICATIONS MANAGEMENT DEPARTMENT, ABS-CBN CEBU
10:01 – 10:30AM	SNACKS	
10:31 – 12:00NN	FEATURE WRITING	ORLY CAJEGAS, LIFESTYLE WRITER, CEBU DAILY NEWS
12:01 – 1:00PM	LUNCH	
1:01 – 1:30PM	FEATURE WRITING	ORLY CAJEGAS, LIFESTYLE WRITER, CEBU DAILY NEWS
1:31 – 3:30PM	BROADCAST WRITING/REPORTING	NATIONAL GUEST SPEAKER: MS. CHIARA ZAMBRANO, TV PATROL REPORTER
3:31 – 4:00PM	SNACKS	
4:01 – 5:00PM	COMARTS MEDIA AWARDS	COMARTS

August 7-8, 2014**(FOR CARTOONISTS, PHOTOJOURNALISTS, VIDEO EDITORS AND ARTISTS)**

First Day

SCHEDULE	MODULE	SPEAKER
7:00 – 8:00AM	REGISTRATION	COMARTS
8:01 – 8:30AM	OPENING CEREMONY	COMARTS
8:31 – 9:30AM	COMMITMENT AND PROFESSIONALISM (working title?)	MS. MA. VIRGINIA VISITACION, DIRECTRESS, COMARTS TRAINING GROUP MS. DARYL HANNAH VISITACION – PARILLA , MANAGING PARTNER, COMARTS TRAINING GROUP
9:31 – 10:00AM	SNACKS	
10:01 – 12:00NN	PHOTOJOURNALISM	MS. CHERYL BALDICANTOS, PHOTOJOURNALIST, MANILA BULLETIN
12:01 – 1:00PM	LUNCH	
1:01 – 3:00PM	EDITORIAL CARTOONING	MR. RAMISH ROSILLO, EDITORIAL CARTOONIST, THE FREEMAN
3:01 – 3:30PM	SNACKS	
3:31 – 5:00M	TV PROJECTION (DRESS UP/MAKE UP/HOSTING	COMARTS/MAGTV HOSTS

Second Day

SCHEDULE	MODULE	SPEAKER
7:00 – 8:00AM	REGISTRATION	COMARTS
8:01 – 10:00AM	VIDEO EDITING (LECTURE)	AUBREY LERIO'S GROUP (ALG)
10:01 – 10:30AM	SNACKS	
10:31 – 12:00NN	(SHOOTING, APPLICATION/DIRECTING)	ALG
12:01 – 1:00PM	LUNCH	
1:01 – 3:00PM	EDITING /SUBMISSION OF OUTPUTS	ALG
3:01 – 3:30PM	SNACKS	
3:31 – 5:00PM	COMARTS MEDIA AWARDS	COMARTS