

November 3, 2014

## DIVISION MEMORANDUM

No. 582, s. 2014

## 2014 DIVISION SCHOOLS PRESS CONFERENCE (DSPC)

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

1. Pursuant to Republic Act No. 7079, otherwise known as *Campus Journalism Act of 1991*, this Office announces the conduct of the **2014 Division Schools Press Conference (DSPC)** on November 12-14, 2014 at Dalaguete National High School and Dalaguete Elementary School, Dalaguete, Cebu, with the theme, "*Empowering Resilient Communities Through Campus Journalism.*"
2. This conference aims to:
  - a. enhance journalistic competence through healthy and friendly competitions;
  - b. sustain advocacy on social consciousness;
  - c. promote responsible journalism and fair and ethical use of social media; and
  - d. select the Division's representatives to the Regional Schools Press Conference.
3. There shall be individual contests in newswriting, editorial writing, editorial cartooning, copyreading and headline writing, feature writing, sports writing, photojournalism and science writing; and group contest in Radio Broadcasting both in English and Filipino categories. Each campus writer shall be allowed to participate in not more than two (2) contest categories using only one medium, either English or Filipino.
4. The participants to this forum are the top 15 secondary winners in each category in the four area level competitions and pupil writers who come from public and private elementary schools with school publication. They are to bring with them the following:
  - a. copy of the latest school paper, as of January 2014;
  - b. parent's permit;
  - c. school ID;
  - d. beddings, food and cooking gadgets; and
  - e. school and area banners.
5. Billeting and registration starts on November 11, 2014 at 3:00 P.M.
6. Campus writers and their advisers shall be required to wear their school and Presscon IDs and their school/staffers' uniform during the whole duration of the presscon.
7. To ensure the smooth conduct of this conference, a meeting of all the officers of the School Paper Advisers of Cebu Province Association Inc. (SPACEPRO AI), as well as the Elementary and Secondary School Heads of Dalaguete, Cebu and committee chairs and members, shall be held on Tuesday, November 11, 2014 at 2:00 P.M. at Dalaguete National High School.
8. A registration fee of **One Hundred Fifty Pesos (Php 150.00)**, inclusive of contest materials, handouts, certificates, meals and snacks for the speakers and facilitators, speakers' honoraria, etc., membership fee of **Thirty Pesos (Php 30.00)** per student/pupil writer and **Sixty Pesos (Php 60.00)** per School Paper Adviser/coach; traveling, meals and snacks and other incidental expenses incurred by the participants relative to their attendance to this Presscon are chargeable against **local school/SEF/MOOE/PTA/campus journalism funds** or from other available sources, subject to the usual accounting and auditing rules and procedures.
9. Enclosed is the set of guidelines of the individual and group contests to be observed during the three-day presscon.
10. This Memorandum serves as Authority to Travel.
11. Immediate and wide dissemination of this Memorandum is directed.

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

## GUIDELINES FOR THE CONDUCT OF 2014 DSPC

### A. General:

1. The participants are required to wear their school and DSPC IDs at all times and especially during the contest proper.
2. The participants can only raise their concerns to the assigned proctor. The proctor shall refer to the Division 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 Division TWG shall conduct an orientation and give final instructions before the contest proper.
- b. 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.
- c. Contestants shall be made to watch an actual game where they shall gather appropriate data and/or conduct interview before and after the game.

#### 2. Copyreading & Headline Writing:

- a. The contestants shall use the standard copyreading symbols and follow directions given in the contest piece.
- b. The contestants will also provide two headlines for the article that they have edited and include the appropriate printer's direction.

#### 3. Editorial Cartooning:

- a. Drawing materials shall be determined by the speaker.
- 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 and 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. DSRL and other high-end cameras are **not allowed**.
- 4) Each contestant should bring his own camera cable for uploading of pictures.
- 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 six (6) shots (including the control shot) will be submitted as official entries.
- 5) Five (5) best photos and the control shot will be uploaded by the contestant to the laptop/desktop of the assigned Division TWG 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. There shall be ten (10) winners in the individual writing contest for each of the eight (8) categories in English and Filipino at the Elementary and Secondary Levels. However, only the first five (5) of the ten (10) winners in each category, shall qualify for the regional level.

**SCORE SHEET FOR EDITORIAL WRITING**

<b>Technical</b>	<b>40 %</b>
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	
<b>Content</b>	<b>50%</b>
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	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy, originality)	
Cites sources and observes copyright laws	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions:</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)

**SCORE SHEET FOR NEWS WRITING**

<b>Technical</b>	<b>40%</b>
Arranges details of the event in decreasing importance	
Shows the news writer's ability to organize information	
Uses a 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	
<b>Content</b>	<b>50%</b>
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	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy and balance)	
Cites sources and observes copyright laws	
<b>TOTAL</b>	<b>100%</b>
<b>Comments/Suggestions:</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)

**SCORE SHEET FOR FEATURE WRITING**

<b>Technical</b>	<b>30%</b>
Observes the rules of <i>grammar and syntax</i>	
Conforms with the principles of <i>organization and progression of ideas</i>	
Exhibits <i>creative presentation of the story</i>	
Combines <i>colorful and figurative language to present facts</i>	
Uses a <i>catchy title for the article</i>	
Sustains <i>interest of the readers</i>	
Utilizes the <i>appropriate feature type to emphasize the impact/relevance of the topic</i>	
<b>Content</b>	<b>60%</b>
Cites facts like <i>historical references, statistics, relevant names/facts to bolster credibility of statements and/or narratives</i>	
Presents a <i>new angle or information about the topic that are timely and interesting to read</i>	
Stirs the <i>imagination of the reader</i>	
Balances <i>presentation of thoughts and ideas from the obtained data with those of the writers' perceptions</i>	
<b>Ethics</b>	<b>10%</b>
Observes <i>ethical and professional standards for print media (fairness, relevance, accuracy and balance)</i>	
Cites <i>sources and observes copyright laws</i>	
<b>TOTAL</b>	<b>100%</b>
<b>Comments/Suggestions:</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)

**SCORE SHEET FOR SPORTS WRITING**

<b>Technical</b>	<b>40%</b>
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 shows what really transpired in the event	
Observes the rules of grammar and syntax	
Conforms with the principles of unity and coherence	
<b>Content</b>	<b>50%</b>
Presents a clear picture of the events in the game.	
Utilizes an appropriate sports news reporting style	
Uses interviews, statistics, references and research	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy and balance)	
Cites sources and observes copyright laws	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions:</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)

**SCORE SHEET FOR EDITORIAL CARTOONING**

<b>Technical</b>	<b>30%</b>
Makes use of a minimum number of labels	
Shows logical use of various sizes, dimensions and proportions of images	
Displays attractive use of shading and other techniques	
Utilizes witty, original and creative representation of ideas/concepts on the issue given	
<b>Content</b>	<b>60%</b>
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 and free from libelous, indecent and abstract ideas	
Arouses interest and analytical thinking among its readers	
Constructively criticizes and influences readers' opinion	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy and balance)	
Observes copyright laws	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions:</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)

**SCORE SHEET FOR PHOTOJOURNALISM**

<b>Technical</b>	<b>40%</b>
Presents images that are sharp, free from smudges and not blurred and cluttered	
Properly utilizes foreground and background that shows good and correct perspective	
Uses appropriate photography technique to highlight images	
<b>Content</b>	<b>50%</b>
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	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy and balance)	
Respectful of subject's rights	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions:</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)



*Technology*

**SCORE SHEET FOR SCIENCE AND HEALTH WRITING**

<b>Technical</b>	<b>40 %</b>
Manifests unity and coherence to the theme/topic given	
Has catchy and appropriate headline that is also clear and free of bias	
Observes the rules of grammar and syntax	
Shows logical presentation of arguments	
Contains leads that are clearly written and focused on the most important detail	
Follows appropriate form and style	
Uses appropriate terms and lingo to report/discuss events	
<b>Content</b>	<b>50 %</b>
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	
Presents technical and complicated scientific concepts or ideas in a manner that can be understood by a wide variety of readers	
Cites scientific references, statistics and relevant figures/facts to bolster credibility of statements and/or narratives	
<b>Ethics</b>	<b>10 %</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy and balance)	
Cites sources and observes copyright laws	
<b>Total</b>	<b>100%</b>
<b>Comments/Suggestions:</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)

# RADIO BROADCASTING AND SCRIPT WRITING CONTEST GUIDELINES (FILIPINO AND ENGLISH)

## A. General Guidelines

1. Each area shall have two separate teams composed of 7 members who are winners in their respective area level competitions. The members should not be participants in any individual contest.
2. **No team member is allowed to wear anything that may identify his/her school.**
3. Individual awards include best anchor and best news presenter, while group awards include best in technical application, best infomercial and best script.
4. In rating radio production, the following shall be used:

### RADIO PRODUCTION

- |  |      |
|--|------|
| A. Delivery of the whole broadcast team- | 25%  |
| 1. Anchor                                |      |
| 2. News Presenter                        |      |
| 3. Other members of the team             |      |
| B. Technical Application                 | -25% |
| 1. Timing and Precision                  |      |
| 2. Transition                            |      |
| C. Script                                | -25% |
| D. Infomercial                           | -20% |
| E. Impact                                | -5%  |

5. Each team shall bring the needed materials (laptop, printer, pen, sheets of bondpaper, folders, music for sound effects, CD player, etc.).
6. The decision of the members of the Board of Judges in all aspects of the contest shall be final and irrevocable.
7. Any breach or violation of the stipulated guidelines shall be valid grounds for disqualification.

## B. Scriptwriting

1. The students will be given 1 ½ hours to prepare a script for a 5-minute radio broadcast, that 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 Division TWG. Infomercial shall have a maximum length of (1) minute and shall use the language that the group is supposed to be competing in. Another 30 minutes will be allotted for the printing of the output.
2. Each team may use up to three laptops and an inkjet printer in preparing and printing of the script. The team shall ensure that the laptops they 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 committee for inspection. Each team is required to bring its own extension wires and equipment, such as CD player for rehearsal.
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 restrooms.
4. The script should not bear any information that may identify the school but it should include the names of the members of the team with their job assignment/contribution (i.e. anchor, news presenter, etc.).
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 should submit four (4) copies of the script: three (3) for the judges and one (1) for the chairperson. The teams may print extra copies for their own use.

## C. Broadcast Simulation

1. The host school 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 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.
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, 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 that 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.

**SCORE SHEET FOR RADIO BROADCASTING AND SCRIPTWRITING**

<b>1. Anchor</b>	<b>Total Score</b>
<b>Voice Quality 40%</b>	
<ul style="list-style-type: none"> <li>• Is very clear and easy to understand even when speaking quickly</li> <li>• Paces his/her voice well to fit the storyline and helps the audience understand the issue</li> <li>• Shows expressions of interest, enthusiasm, and confidence</li> <li>• Stretches a word to a desired length to emphasize or give the appropriate meaning</li> </ul>	
<b>Voice Recognition – 30%</b>	
<ul style="list-style-type: none"> <li>• Has clear and well-modulated voice</li> <li>• Presents appropriate pace and volume</li> <li>• Is consistently audible throughout the presentation</li> <li>• Can easily be heard in all parts of the room</li> </ul>	
<b>Enunciation – 30%</b>	
<ul style="list-style-type: none"> <li>• Pronounces / articulates words in a distinct manner</li> <li>• Talks in accent that is socially acceptable</li> <li>• Utilizes various voice inflections/changes to enhance meaning of the lines</li> </ul>	
<b>Total 100%</b>	

<b>2. News Presenter</b>	<b>Total Score</b>
<b>Voice Quality 40%</b>	
<ul style="list-style-type: none"> <li>• Is very clear, easy to understand even when speaking quickly</li> <li>• Paces his/her voice well to fit the storyline and help the audience understand the issue</li> <li>• Shows expressions of interest, enthusiasm, and confidence</li> <li>• Stretches a word to a desired length to emphasize or give the appropriate meaning</li> </ul>	
<b>Voice Recognition – 30%</b>	
<ul style="list-style-type: none"> <li>• Has clear and well-modulated voice</li> <li>• Presents appropriate pace and volume</li> <li>• Is consistently audible throughout the presentation</li> <li>• Can easily be heard in all parts of the room</li> </ul>	
<b>Enunciation – 30%</b>	
<ul style="list-style-type: none"> <li>• Pronounces / articulates words in a distinct manner</li> <li>• Talks in accent that is socially acceptable</li> <li>• Utilizes various voice inflections/changes to enhance meaning of the lines</li> </ul>	
<b>Total 100%</b>	

<b>3. Infomercial</b>	<b>Total Score</b>
<b>Creativity – 30%</b>	
<ul style="list-style-type: none"> <li>• Exhibits uniqueness and originality</li> <li>• Takes risks</li> <li>• Implements technologies appropriately</li> </ul>	
<b>Content – 40%</b>	
<ul style="list-style-type: none"> <li>• Shows brief and clear product/idea description</li> <li>• Is logically organized</li> <li>• Shows smooth and appropriate transitions</li> </ul>	
<b>Persuasion / Impact – 30%</b>	
<ul style="list-style-type: none"> <li>• Engages audience</li> <li>• Shows appropriate audience appeal</li> <li>• Keeps audience focused all throughout the broadcast</li> </ul>	
<b>Total 100%</b>	

4. Technical Application	Total Score
<b>Juxtaposition – 40%</b>	
<ul style="list-style-type: none"> <li>Shows a smooth transition from one topic/news event to another</li> <li>Establishes clear relationship between one audio effect to the news or information that follows</li> </ul>	
<b>Fidelity – 30%</b>	
<ul style="list-style-type: none"> <li>Produces good audio quality</li> <li>Produces authentic sound and effects</li> <li>Has less static and no interference</li> </ul>	
<b>Timing and Precision – 30%</b>	
<ul style="list-style-type: none"> <li>Has clear audible time signals</li> </ul>	
<b>Total 100%</b>	

5. Script	Total Score
<b>Content – 40%</b>	
<ul style="list-style-type: none"> <li>Covers topic with necessary details &amp; examples</li> <li>Is accurate and has no factual errors</li> <li>Is well-organized</li> <li>Uses academically and socially acceptable language</li> </ul>	
<b>Clarity of Instructions – 40%</b>	
<ul style="list-style-type: none"> <li>Is easy to read and understand</li> <li>Can easily be followed by another person or team</li> <li>Reflects effective planning and organizing</li> </ul>	
<b>Neatness – 20%</b>	
<ul style="list-style-type: none"> <li>All elements are labeled and clearly written</li> <li>Clearly indicates names of team members and their tasks/assignments</li> </ul>	
<b>Total 100%</b>	

RADIO PRODUCTION (Over-All)	Total Score
<b>A. Delivery of the whole broadcast team - 25%</b>	
<ol style="list-style-type: none"> <li>Anchor</li> <li>News Presenter</li> <li>Other members of the team</li> </ol>	
<b>B. Technical Application – 25%</b>	
<ol style="list-style-type: none"> <li>Timing and Precision</li> <li>Transition</li> </ol>	
<b>C. Script – 25%</b>	
<b>D. Infomercial – 20%</b>	
<b>E. Impact – 5%</b>	
<b>Total 100%</b>	
<b>Comments &amp; Suggestions:</b>	

\_\_\_\_\_  
 Evaluator/Judge  
 (Signature over Printed Name)