



10 June 2016

DIVISION MEMORANDUM

No. 287, s. 2016

**COMMUNICATION ARTS TRAINING GROUP (CATG)'S
MEDIA FESTIVAL**

To: Assistant Superintendents
Division Supervisors/ Coordinators
District Supervisors/ OICs
Elementary/ Secondary School Heads

1. Attached is the communication from Training Chief Jun Nino M. Calipay, inviting student journalists (Grades 4-6 for elementary, Grades 7-10 for secondary) and campus paper advisers, as well as prospective publication advisers to join the **Communication Arts Training Group (CATG)'s Media Festival** on July 8-9, 2016 at Crown Regency Residences, Guadalupe, Cebu City. It states:

“Media Festival has been the hub of student journalists and publication advisers who want to better themselves in the realm of journalism. It is our desire to empower the students to become not only competent and responsible journalists but also responsible media users. This year’s theme is ‘Media Festival: Media Education for Shaping a Responsible Generation’.”

2. For more information about this undertaking, please refer to the enclosures.

3. Immediate dissemination of this Memorandum is hereby directed.


RHEA MARA ANGTUD, Ed.D., CESO VI
Schools Division Superintendent



VPOINT MARKETING SERVICES

in coordination with

COMMUNICATION ARTS TRAINING CENTER and CUT TO CUT TRAINING AND CONSULTANCY SERVICES



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June 6, 2016

Dr. Rhea Mar Angtud
Division Superintendent
Cebu Province

Dear Dr. Angtud:

One of Cebu's premiere training groups, **the Communication Arts Training Group**, is now set for the Media Festival, an annual convention of student journalists and publication advisers both in elementary and secondary departments.

This year's theme is "**Media Festival: Media Education for Shaping a Responsible Generation.**" Along with our desire to empower the students to become competent and responsible journalists, and to prepare the students for the upcoming Press Conferences of the Department of Education, CATG also gives relevance in educating the participants to become responsible media users.

Topics include the following: **NEWS WRITING/ FEATURE / EDITORIAL / SPORTS / EDITORIAL CARTOONING / PHOTOJOURNALISM / BROADCAST PRODUCTION (includes radio scriptwriting and broadcasting) / COLLABORATIVE DESKTOP PUBLISHING**

This year's media festival offers additional topics such as **SOCIAL MEDIA EDUCATION** and **TV BROADCASTING.**

There will be more breakout sessions for the topics with their corresponding speakers.

CATG also highlights this year the first ever **COMARTS QUEST FOR THE BEST**, a quiz bee on current events.

Aside from the competent speakers from respected media institutions in the region, CATG also invited a national icon of journalism to talk and to inspire the students.

With this, we would like to invite your student journalists (Grade 4 – 6 for elementary, Grade 7 – 12 for high school) and publication advisers to join us in this special endeavor.

The event will be on **July 8-9, Friday to Saturday at Crown Regency Residences, Guadalupe, Cebu City.** **Registration fee is Php 2800 per participant inclusive already of 2 meals (lunch for two days), morning and afternoon snacks, training kits, certificate, loot bags, ComArts T-shirt, and other goodies.**

Should you have questions, please feel free to call us at **0906-069-3713/0920-542-1020** and look for Ms. Jedha or email us at info@ilovecomarts.com.

Grace and peace!

Sincerely,

Jun Nino M. Nalipay

Training Chief, Media Festival 2016

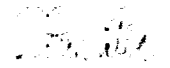
Noted:



Ma. Virginia Valmoria Visitacion
Directress, Communication Arts Training Group



Rico P. Lucena
Managing Partner, ComArts Training Group



Daryl Hannah Visitacion-Parilla
Owner, VPOINT Marketing Services

WHAT'S NEW?

MEDIA FESTIVAL HAS BEEN THE HUB OF STUDENT JOURNALISTS AND PUBLICATION ADVISERS WHO WANT TO BETTER THEMSELVES IN THE REALM OF JOURNALISM. MEDIA FESTIVAL IS ALSO THE HOME OF THOSE WHO ASPIRE TO WIN IN THE DEPARTMENT OF EDUCATION'S PRESS CONFERENCES.

AND YES, FOR THE PAST YEARS, OUR PRODUCTS CONSTANTLY BRING HOME THE BACON EITHER IN DIVISION, REGIONAL, OR NATIONAL PRESS CONFERENCE. WE ARE PROUD OF THEM!

THIS YEAR, MEDIA FESTIVAL INTRODUCES NEW HIGHLIGHTS ON TOP OF THE ANNUAL TOPICS.

1. **COMARTS QUEST FOR THE BEST** - THIS IS A QUIZ BEE FOR CURRENT EVENTS WHICH IS OPEN TO PARTICIPATING SCHOOLS. MECHANICS OF THE PROGRAM WILL BE GIVEN DURING THE EVENT ITSELF.
2. **TV BROADCASTING** - THIS IS A WORKSHOP ORIENTED SESSION WHERE SPEAKER WILL IMMERSE THE STUDENTS IN THE WORLD OF TV BROADCAST SPECIFICALLY IN NEWS PRODUCTION. THIS ALSO AIMS THE PARTICIPANTS TO BUILD THEIR CONFIDENCE IN FRONT OF THE CAMERA.
3. **BREAKOUT SESSIONS** – MOST OF THE SESSIONS ARE DONE SIMULTANEOUSLY. THIS MEANS, EACH SESSION WILL BE DONE IN A SEPARATE ROOM WITH THE SPEAKER WHO IS AN EXPERT ON THE GIVEN FIELD.

FORTY-FIVE MINUTES TO AN HOUR IS ALLOCATED FOR THE LECTURE AND ANOTHER ONE HOUR IS GIVEN FOR THE WORKSHOP. THE SPEAKER, THEREFORE, HAVE AMPLE TIME TO CRITIC AND ASSESS THE STUDENTS' OUTPUT DURING THE WORKSHOP.

STUDENTS WILL BE MADE TO PRODUCE AN OUTPUT TO COMPETE WITH THE REST OF THE PARTICIPANTS. WINNERS WILL BE ANNOUNCED DURING THE MEDIA FESTIVAL ON THE FOLLOWING DAY.

MEDIA FESTIVAL 2016!

LET US TOGETHER SHAPE A RESPONSIBLE GENERATION THROUGH MEDIA EDUCATION!

SEE YOU!

GRACE TO YOU!