



October 11, 2012

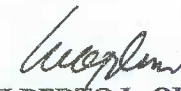
**DIVISION MEMORANDUM**

No. **146** s. 2012

**2012 DIVISION SCHOOLS PRESS CONFERENCE ( DSPC)/ READ- A -THON**

To: Public Schools District Supervisors  
Elementary / Secondary School Heads ( Public/ Private)  
This Division

1. Pursuant to the promotion of campus journalism stipulated in R.A. No. 7079 entitled “ An Act Providing for the Development and Promotion of Campus Journalism and for Other Related Purposes,” the 2012 Division Schools Press Conference (DSPC) will be held in Casisang Central School on November 8-10, 2012.
2. The theme for this year’s DSPC is “ Promoting Digital Literacy Through Campus Journalism.”
3. The Read – a- Thon for Grade III (Filipino) and Grade VI (English) will be on November 10, 2012 in the same venue.
4. 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;
  - c. enhance journalistic competence through healthy and friendly competitions; and
  - d. showcase skills in story retelling, vocabulary skills and reading comprehension.
5. Participants to this activities are from elementary and secondary schools. Campus editors from the private schools are welcome to participate. Registration of participants from each district and secondary schools will be on November 5, 2012 (Monday) thru the school heads at the division office. Participating schools are required to submit one (1) trophy 20 inches tall ( Central Schools and big high schools are requested to submit 24 inches or more) and three (3) gold medals during the registration.
6. Each teacher-adviser and pupil/ student participant shall pay a registration fee of One Hundred Pesos (Php.100.00) to cover payment for membership, additional trophies and medals, certificates, training materials ,honorarium/ meals snacks of evaluators/ judges/ facilitators and security personnel during the conference. Traveling expenses of participants shall be charged against school/ local funds/campus journalism funds subject to the usual accounting and auditing rules and regulations.
7. The conference activities shall include the following: (a) Individual contests for both elementary and secondary levels in English / Filipino ( Editorial Writing/ Pagsulat ng Editoryal, Feature Writing/ Pagsulat ng Lathalain, News Writing/Pagsulat ng Balita, Sports Writing/Pagsulat ng Ispotrs, Editorial Cartooning/Kartung Editoryal, Photojournalism/Larawang Pampahayag, Copyreading and Headline Writing/Pagwawasto at Pag-uulo ng Balita (b) Scriptwriting and Radio Broadcasting Contest; (c) Collaborative Publishing Contest.
8. Teacher –coaches are required to bring laptop /notebook, broadband, installed with adobe in design.
9. Enclosed are Schedule of Activities, Criteria for Read- a- Thon, 2012 DSPC contests, and Registration Form.
10. Immediate dissemination of this memorandum is desired.

  
**EDILBERTO L. OPLENARIA**  
Schools Division Superintendent

Schedule of Activities

<b>Day 1 November 8, 2012 Thursday</b>			
<b>TIME</b>	<b>ACTIVITY</b>	<b>Focal Person</b>	<b>MATERIALS TO BRING</b>
7:00 - 8: 00	Registration	Treasurer	
8: 00 – 8:30	Opening Program	Carmelita Albarece	
9:40 – 10:40	Photojournalism Contest News Writing Contest Scripting( RadioBroadcasting) Sports (Game)	J.Zamora,E.Zamora,D.Fores Jerry Java Wendy Egoy and Company Carmelita Albarece	Digital Camera  Laptop
10::50 – 11::50	Feature Writing Contest Sports Writing Contest Scriptwriting (Radio Broadcast)-cont	Eva Boncales  W.Egoy and Company	  Laptop
12: 00 – 1: 00	<b>HEALTH BREAK</b>		
1:00 – 2:00 1:00 – 5:00	Editorial Writing Contest Radio Broadcasting	Evernold Berial W. Egoy and Company	
2::00- 3::00	Editorial Cartooning Contest	P.J Lucero, V.Ebora	
3:00 – 4:00	Copyreading & Headline Writing Contest	E.J. Balatayo.MCS Reyes.E.Ebora	
<b>Day 2 November 9, 2012 ( Friday)</b>			
7:30 -12:00	Collaborative Publishing Contest (Rm. C.Albarece @ Rm. J. Carbajal)	Allan Manzaladez Paul Arias	
8:00 – 12:00	Workshop for School Paper Advisers in Putting up A Quality Paper	E.Ebora, A.Balisado,J.Java,J.Lagunday, J.Carbajal,D.Flores	
12 :00 – 1:00	Lunch		
1:00 – 4:00	Cont. for the workshop in Putting up A Quality Paper		
4:00 – 5:00	Closing Program and Awarding of Winners	DSPAA officer , Ms. J.Zamora and Ms.Reyes	
5:00	Homeward Bound		

- School paper advisers and campus editors are advised to wear their DSPC ID and School ID during the conference.

<b>Day 3- November 10, 2012(Saturday) Read – a Thon *for elementary</b>			
7:30- 8:00	Registration of Contestants	Hazelel Mae Sambayon	
8:00- 8:30	Opening Program	Jardiolen Carbajal	
8:30- 12:00	Team Reading Competition, story Retelling Contest Vocabulary contest, Story Interpretation Contest	<b>Josie Zamora-English</b> Maria Concepcion S .Reyes-Filipino	
12:00- 1:00	<b>HEALTH BREAK</b>		
1:00- 4:00	Continuation of the Contests		
4:00- 5:00	Closing Program and Awarding of Winners		

## 2012 DSPC CONTESTS

### 1. Photojournalism Contest

- a. 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.
- b. Blank or empty storage card ( compact flash, SD card, MMC ) shall be submitted to the facilitator for checking and coding before the actual competition.
- c. The facilitator shall upload the photos in the computers for judging. Lay outing and captioning shall not be required components of the contest.

### 2. Collaborative Publishing Contest (Bring your own laptop)

- a. It is designed to encourage teamwork among campus journalists and simulate the workplace of a publishing company house.
- b. Each district / high school shall organize a team of seven students who competed in the district Individual contests ( not a separate Group ), in English and Filipino at the elementary and secondary levels.
- c. The team shall produce a four – page tabloid using MS Publisher.
- d. The finished product will be printed and submitted to the facilitator.
- e. Winners shall be recognized and the points they garnered will be included in the computation of the overall scores.

### 3. Scriptwriting and Radio Broadcasting

- a. 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.
- b. Each district shall field a seven ( 7 ) member team in English and seven ( 7 ) in Filipino from the Elementary and Secondary levels.
- c. The first part of the competition, which is scriptwriting, shall be prepared using laptop brought by the contestants. The second part shall be the actual broadcast.
- d. The presentation shall be evaluated according to the following journalistic skills: ( 1 ) Scriptwriting: ( 2 ) News casting: ( 3 ) Anchoring: and ( 4 ) Field reporting.

## GUIDELINES AND MECHANICS IN 2012 DIVISION READ- A- THON CONTEST

1. The Read- A- Thon contest has the following categories: Best Team Readers, Best in Story Retelling, Best in Oral Reading Interpretation. These contest will be in Filipino for Grade III pupils and in English for Grade VI. The district Read- A- Thon should be able to select the best team who will compete at the division level.

### 2. BEST TEAM READERS CONTEST

1. The team is composed of three ( 3 ) pupils in Grade III and three ( 3 ) pupils in Grade VI, who were declared winners in the district level contest.
2. Each team will be given a set of three story copies written in Filipino/ English. Comprehension and Vocabulary questions will be taken from these stories.
3. The team will be given one hour to read the stories. Coaches will not be allowed to interact with their team during the reading time .
4. A quiz master will ask three ( 3 ) rounds of 6 questions on comprehension and vocabulary questions per round about the prescribed story with the following categorization: Easy, Average and Difficult.
5. The three teams with the highest scores will be declared first, second and third placers.
6. In case of a tie, clincher questions will be asked.

### BEST IN STORY RETELLING CONTEST

1. The contestants will be judged according to their ability to recall , analyze and give insights to the story and retell it with proper expression and interpretation.
2. The contestant shall retell the same story identified by the judges. Each contestant shall be given five(5) minutes to retell it.
- 3 The contestants will be judged according to the following criteria:

Mastery	30%
Interpretation	30%
Mechanics	20%
Stage Presentation	<u>20%</u>
	100%

### BEST IN ORAL READING INTERPRETATION

1. The contestants will be asked to read aloud a story identified by the judges. The story is taken from the three (3) stories used by the team readers. They will be judged accordingly to their ability to read orally with accuracy and fluency ,correct oral interpretation, voice projection, audience impact and level of confidence.
2. The official coach of each team shall select the best reader from among the 3 members to compete for the best oral interpretation award. The chosen member should no longer compete in other contests.
3. The contestants shall read orally the same story identified by the judges , one at a time.
4. The contestants shall be ranked and the top three (3)winners shall be determined.
5. The winners will be chosen by the panel of judges based on the criteria below.

Voice Projection	20%
Accuracy and Fluency	30%
Interpretation	30%
Audience Impact	10%
Level of confidence	<u>10%</u>
	100%

#### Grade III Filipino

Category	Public	Private
1. Best team Readers	1 team( 3 member)	1team (3members)
2. Best in story Retelling	1	1
3. Best in Oral Reading Interpretation	1	1

#### Grade VI English

Category	Public	Private
1. Best Team Readers	1 team( 3members)	1 team(3 members)
2. Best in Story Retelling	1	1
3. Best in Oral Reading Interpretation	1	1

