



Republic of the Philippines
Department of Education
 REGION X - NORTHERN MINDANAO
 DIVISION OF MALAYBALAY CITY

DM 2022-09-480
 DEPED MALAYBALAY CITY DIVISION
 RELEASED
 DATE: 9/14/22 TIME: 9:40
 BY: [Signature]

DIVISION MEMORANDUM

No. 480, s.2022

TO: Assistant Schools Division Superintendent
 Chief Education Supervisors, CID and SGOD
 Public Elementary and Secondary School Heads
 School Paper Advisers and Campus Journalist
 This Division

FROM : **VICTORIA V. GAZO, PhD, CESO V**
 Schools Division Superintendent

DATE: September 13, 2022

SUBJECT: ADDENDUM TO DIVISION MEMORANDUM NO. 469, S. 2022
SUBMISSION OF JOURNALISM OUTPUTS

1. In order to clarify issues and concerns regarding the conduct of the Schools Press Conferences concerned School Paper Advisers and Campus Journalist are advised to refer to the implementing guidelines stipulated in DO 94, s.1992 titled **Promulgating the Rules and Regulations** Necessary for the Effective Implementation of RA 7079, also known as the Campus Journalism Act of 1991. Below is the list of enclosures based on the guidelines of individual event and group event.

2. The activities shall include the following:

- a. Individual Outputs
 - i. Copy Reading and Headline Writing – Pagwawasto ng Sipi at Kopya
- b. Group Events:
 - i. Online Publishing Contest (for secondary Level)
 - ii. Collaborative Desktop Publishing (CDP) Elem./ Sec.

3. School Paper Advisers, campus journalist are advised to submit journalism outputs using this link <https://tinyurl.com/JournalismSubmissionForm>

4. Strictly follow the name file format in submitting your output.



Address: Sayre Hi-way, Purok 6, Casisang, Malaybalay City
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5. Cutoff for daily submission is 5:00 pm, Monday – Friday.
6. Judging is done daily with the team.
7. Chairman of each event will announce and proclaim the winners every Monday convocation.
8. Group events output submission shall be weekly.

Event	Focal Persons
Copy Reading and Headline Writing Pagwawasto ng Sipi at Kopya	Edelina M. Eborá – SEPS, Chairman Rachel R. Valde – EPS Maria Concepcion S. Reyes - EPS
Online Publishing Contest (for secondary Level)	Dindo M. Gabales- Chairman EPS Rio G.Arbutante – EPSpecialist Jimdandy S.Lucine – PDO II
Collaborative Desktop Publishing (CDP) Elem./ Sec.	Vicente T. San Miguel - Chairman PSDS Rex C.Dacanay EPSpecialist Ria K. Alquizar - Senior EPSpecialist

6. Format for the list of Campus Journalist

A. List of CJs for the Individual Outputs

Event: _____ Category: _____ Level: _____ Elementary / Secondary

	Complete name of CJ	Gender	School	Name of Sch.Paper	School Paper Adviser	Rank
1.						
2.						
3.						

B. List of Script Writing and Radio Broadcasting

Level : _____ Category: _____

	Complete Name of CJs	Gender	Role assigned Task	School	Team Coach	Rank
1.						
2.						
3.						



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C. List of Collaborative Desktop Publishing Participants

Level: _____ Category: _____

	Complete name of CJs	Gender	Role/assigned Task	School	Team Coach	Rank
1.						
2.						
3.						

D. List of Online Publishing Participants 9 For Secondary)

	Complete name of CJs	Gender	Role/Assigned Task	School	Team Coach	Rank
1						
2						
3.						

E. List of TV Script Writing and Broadcasting (Secondary)

	Complete name Of CJS	Gender Role / Assigned Task	Role / Assigned Task	School	Team Coach	Rank
1.						
2.						
3.						

7. Queries relative to this can be relayed to Maria Concepcion S. Reyes,
Education Program Supervisor through 09368401920 and Rachel R. Valde 09260764286.



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SCORE SHEET FOR EDITORIAL WRITING

Technical	40 %
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	
Shows logical reasoning	
Observes the rules of grammar and syntax	
Utilizes transitions properly	
Content	50%
Presents the general stand of the writer in the lead	
Utilizes factual information 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	
Ethics	10%
Observes ethical and professional standards for journalism (fairness, relevance, accuracy, originality)	
Cites sources and observes copyright laws	
Total	100%
Comments/Suggestions:	

 Evaluator/Judge
 (Signature over Printed Name)

SCORE SHEET FOR NEWS WRITING

Technical	40%
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	
Content	50%
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	
Ethics	10%
Observes ethical and professional standards for journalism (fairness, relevance, accuracy and balance)	
Cites sources properly and observes copyright laws	
TOTAL	100%
Comments/Suggestions:	

 Evaluator/Judge
 (Signature over Printed Name)

SCORE SHEET FOR FEATURE WRITING

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

Evaluator/Judge
(Signature over Printed Name)

SCORE SHEET FOR SPORTS WRITING

Technical	40%
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	
Content	50%
Presents a clear picture of the events in the game.	
Utilizes an appropriate sports news reporting style	
Uses interviews, statistics, references and research	
Ethics	10%
Observes ethical and professional standards for journalism (fairness, relevance, accuracy and balance)	
Cites sources and observes copyright laws	
Total	100%
Comments/Suggestions:	

 Evaluator/Judge
 (Signature over Printed Name)

SCORE SHEET FOR EDITORIAL CARTOONING

Technical	30%
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	
Content	60%
Presents clear, specific and a recognizable point-of-view or opinion on the given issue or topic	
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	
Ethics	10%
Observes ethical and professional standards for journalism (fairness, relevance, accuracy and balance)	
Observes copyright laws	
Total	100%
Comments/Suggestions:	

 Evaluator/Judge
 (Signature over Printed Name)

SCORE SHEET FOR COPYREADING AND HEADLINE WRITING

Copyreading	60%
Uses appropriate copyreading symbols	
Recognizes exact number of errors in the contest piece	
Headline Writing	40%
Provides the best two headlines for the news article	
Observes standards in headline writing	
Total	100%
Comments/Suggestions:	

Evaluator/Judge
(Signature over Printed Name)

SCORE SHEET FOR PHOTOJOURNALISM

Technical Quality	40%
Exposure value and quality of image (free from digital noise)	
Presents images with acceptable sharpness	
Communicative Quality	40%
Shows clear and specific idea(s) or angle connected to the theme or topic	
Uses creative photography techniques to highlight the visual story	
News Caption	10%
Write a two-sentence news caption per photo (following the 5Wh and 1H questions)	
Ethics	10%
Observes ethical and professional standards for journalism (fairness and accuracy)	
Respectful of subject's right to privacy (e.g. nudity, no permission to be the subject)	
Follows strict standards of no manipulation and alteration of reality	
Total	100%
Comments/Suggestions:	

Evaluator/Judge
(Signature over Printed Name)

SCORE SHEET FOR SCIENCE AND TECHNOLOGY WRITING

Technical	40 %
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	
Content	50 %
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	
Ethics	10 %
Observes ethical and professional standards for journalism (fairness, relevance, accuracy and balance)	
Cites sources and observes copyright laws	
Total	100%
Comments/Suggestions:	

 Evaluator/Judge
 (Signature over Printed Name)

SCORE SHEET FOR COLUMN WRITING

Technical	30%
Uses lead paragraph to introduce or build up a clear argument in the issue	
The tone, style and approach in analyzing the issue are evident	
Uses a language that is understood by the target audience	
Cites sources of facts to add credibility to the arguments raised	
Uses a strong, appropriate and catchy title	
Shows logical reasoning	
Observes the rules of grammar and syntax	
Utilizes transitions properly	
Content	50%
Presents and explains a solid and clear stand	
Presents the different angles and examine both reconcilable and irreconcilable differences regarding their stand	
Utilizes factual information 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	
Clarifies certain points of fact or argument that may be confusing or complicated	
Ethics	20%
Observes ethical and professional standards for journalism (fairness, relevance, accuracy, originality)	
Cites sources and observes copyright laws	
Total	100%
Comments/Suggestions:	

 Evaluator/Judge
 (Signature over Printed Name)

SCORE SHEET FOR COLLABORATIVE DESKTOP PUBLISHING

Content (50%)	Score
<p>CONTENT</p> <ul style="list-style-type: none"> • Exhibits appropriate balance of news, editorial, features, sports, and other appropriate and interesting content • Utilizes facts from interviews, document review, data analysis and other reliable sources • Shows a variety of stories that fit the section where they are placed • Cites historical references, statistics, relevant names/facts to bolster credibility of statements, assertions, arguments and/or narratives • Provides balance of light and serious topics • Shows relevance of articles to students • Showcases original works of students. • Properly cites information and attributes these facts from the source of information • Applies the principles of journalism 	
<p>Technical (30%)</p> <ul style="list-style-type: none"> • Includes articles that are arranged according to importance • Presents headlines that are clear and free of bias • Makes use of pictures that are clear, properly cropped and captioned • Utilizes graphics, illustrations and cartoons that are relevant • Exhibits clear focus and coherent organization • Observes the rules of grammar and syntax • Observes proper journalistic style and format 	
<p>Ethics (10%)</p> <ul style="list-style-type: none"> • Observes standards of journalism in terms of fairness, relevance, accuracy, non-libelous statements and obscene content • Observes intellectual property rights 	
<p>Team (10%)</p> <ul style="list-style-type: none"> • Plans out the content and design of the publication based on the press kit given by the NTWG and can accomplish different tasks within the given time. • Shows ease in the use of variety of computer software and equipment to lay-out and design the publication 	
TOTAL (100%)	
Comments/Suggestions:	

 Evaluator/Judge
 (Signature over Printed Name)

SCORE SHEET FOR THE BEST ONLINE PUBLISHING

Content (40%)	Score
<ul style="list-style-type: none"> • Exhibits appropriate balance of news, editorial, features, sports, and other appropriate and interesting content • Utilizes facts from interviews, document review, data analysis and other reliable sources • Shows a variety of stories that fit the section where they are placed • Cites historical references, statistics, relevant names/facts to bolster credibility of statements, assertions, arguments and/or narratives • Provides balance of light and serious topics • Shows relevance of articles to students • Showcases original works of students. • Properly cites information and attributes these facts from the source of information • Applies the principles of journalism • Has clear and unbiased headlines/titles • Observes the rules of grammar and syntax 	
Layout (20%)	
<ul style="list-style-type: none"> • Arranges stories in decreasing importance. • Highlights originality/uniqueness • Uses relevant video or audio, pictures and graphics that are clear, properly edited, captioned and credited • Exhibits clear focus and coherent organization of articles 	
Technical (20%)	
<ul style="list-style-type: none"> • Makes use of multimedia elements such as video, audio, animation, graphics and photos • Is readable, mobile-responsive and engaging via social media • Contains the paper's masthead, editorial profile, and the following sections: News, Editorial, Features, and Sports • Articles include hyperlinks to cited references, data and other content or websites 	
Ethics (20%)	
<ul style="list-style-type: none"> • Observes standards of journalism in terms of fairness, relevance, accuracy and balance • Has no potentially libelous or obscene content, plagiarism and copyright violations 	
Total (100%)	
Comments/Suggestions:	

 Evaluator/Judge
 (Signature over Printed Name)

SCORE SHEET FOR RADIO SCRIPT WRITING AND BROADCASTING

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

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

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

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

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

RADIO PRODUCTION (Overall)	Total Score
A. Delivery – 25% 1. Anchor (15%) 2. News Presenter (10%)	
B. Technical Application – 25% 1. Timing and Precision	
C. Script – 25%	
D. Infomercial – 20%	
E. Adherence to time allotment – 5%	
Total 100%	
Comments & Suggestions:	

Evaluator/Judge
(Signature over Printed Name)

SCORE SHEET FOR TV SCRIPT WRITING AND BROADCASTING

1. Script - 30%	Total Score
Content - 50%	
<ul style="list-style-type: none"> • Provides effective news/story angling • Covers the given stories/relevant topics with necessary details • Is accurate; no factual, conceptual and grammatical errors • Is original 	
Style - 35%	
<ul style="list-style-type: none"> • Is written in a clear and concise manner • Uses simple, common language • Uses appropriate voice (i.e., active voice or passive voice) • Uses appropriate word choice • Uses proper script terms and abbreviations 	
Organization - 15%	
<ul style="list-style-type: none"> • Follows adequate logical structure • Provides proper labels to elements/parts • Indicates team members and assignments • Considers coherent thought transitions 	

2. Anchor - 12.5%	Total Score
Delivery - 70%	
<ul style="list-style-type: none"> • Uses a clear and well-modulated voice • Speaks with appropriate volume • Observes proper phrasing, pacing and timing • Articulates words well • Utilizes appropriate voice inflections to enhance meaning 	
Personality - 30%	
<ul style="list-style-type: none"> • Observes proper stance/posture • Shows a sense of confidence and authority • Projects a professional and credible personality • Demonstrates controlled facial expressions 	

3. Reporter - 12.5%	Total Score
Delivery - 70%	
<ul style="list-style-type: none"> • Uses a clear and well-modulated voice • Speaks with appropriate volume • Observes proper phrasing, pacing and timing • Articulates words well 	

<ul style="list-style-type: none"> Utilizes appropriate voice inflections to enhance meaning 	
Personality – 30%	
<ul style="list-style-type: none"> Observes proper stance/posture Shows a sense of confidence Demonstrates controlled facial expressions Connects with the subject when interviewing or with the anchor and viewers when reporting 	

4. Technical Application – 25%	Total Score
Element appropriation – 40%	
<ul style="list-style-type: none"> Observes audio-video lock Shows effective interplay of audio-visual elements including graphics, text, images, etc. 	
Fidelity – 30%	
<ul style="list-style-type: none"> Shows good audio and video quality Shows less to no distortion or technical distraction in audio and video 	
Timing – 20%	
<ul style="list-style-type: none"> Shows a smooth flow of topics/stories Shows precise timing and synchronization 	
Relevance – 10%	
<ul style="list-style-type: none"> Applies elements that contribute meaningfully to the overall broadcast presentation 	

5. Infomercial/DevCom Plug – 15%	Total Score
Content – 50%	
<ul style="list-style-type: none"> Shows clear advocacy/idea description Reflects original concept 	
Creativity – 50%	
<ul style="list-style-type: none"> Exhibits uniqueness Applies technical elements appropriately Is engaging and appealing 	

OVERALL NEWSCAST

Criteria	Total Score
Script – 30%	
Broadcast Presentation – 25 %	
<ul style="list-style-type: none"> Anchor – 12.5% Reporter – 12.5% 	
Technical Application – 25%	
Infomercial/DevCom Plug – 15 %	
Adherence to Time Allotment – 5%	
TOTAL – 100 %	