



July 3, 2013

DIVISION MEMORANDUM

No. 330 s. 2013

MEDIA 101: THE PEN BEYOND AND 1ST COMARTS MEDIA AWARDS

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

1. Attached is a letter from Mrs. Maria Virginia Valmoria-Visitacion, Directress of Communication Arts (ComArts) Learning Center, Cebu City, inviting School Paper Advisers and pupil/student writers from both public and private elementary and secondary schools to attend the live-out **Media 101: The Pen Beyond and 1st Media Awards on July 19-20, 2013 at Sacred Heart Center, D. Jakosalem St., Cebu City.**
2. Traveling expenses, registration fee of Two Thousand Five Hundred Pesos (Php 2,500), inclusive of 4 snacks, 2 meals, honoraria of speakers, training kits, certificates and other incidental expenses relative thereto, shall be chargeable against **local school/SEF/PTA/MOOE/Campus Journalism funds**, subject to the usual accounting and auditing rules and procedures.
3. For those who can register on or before July 10, 2013, registration fee is **Two Thousand Three Hundred Pesos (Php 2,300)** only. For pre-registration and more details, please call ComArts Learning Center at 0917-5673773 (Globe Mobile)/414-4248 (Globelines) or Marilyn at 0909-9490284.
4. This Memorandum serves as Authority to Travel.
5. Immediate and wide dissemination of this Memorandum is desired.

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

June 20, 2013

Dr. Arden D. Monisit
Schools Division Superintendent
Division of Cebu Province

Dear Dr. Monisit:

With the advent of another school year, the Communication Arts (ComArts) Training Group will hold the **Media 101: The Pen Beyond** and **1ST ComArts Media Awards**.

This year's MEDIA 101 advances to a wider scope of journalism endeavor offering advance trainings from respected media personalities in the region and in the country. More than a preparation for the upcoming Press Conferences is the preparation for a responsible expression and execution of the freedom of the press as it is powerfully influencing this generation and the generations to come.

The topics include the following: **NEWS WRITING, EDITORIAL WRITING, FEATURE WRITING, SPORTS WRITING, EDITORIAL CARTOONING, and PHOTOJOURNALISM, COPYREADING AND HEADLINE WRITING and WORKSHOP ON RADIO/TV BROADCASTING.**

With **SPECIAL MODULES** on: **RADIO NEWS PROGRAMMING, MEDIA LEADERSHIP, CONQUERING FEAR** and **COACHING AND MENTORING** (for teachers/advisers only).

Moreso, ComArts acknowledges bright efforts of every publication in the province, hence, the birth of the first ever ComArts Media Awards. Based on given mechanics and criteria (see attached), ComArts is in quest of outstanding magazines, articles and photos produced by school publications.

The two day seminar workshop will be on July 19-20, 2013 at Sacred Heart Center, D. Jakosalem St., Cebu City. Invited speakers include **ABS-CBN TV Anchor and DYAB Station Manager Leo Lastimosa, SunStar's Editor-in-Chief Isolde Amante, Manila Bulletin's photojournalist Cheryl Baldicantos** and some others. ComArts also invited a **national TV media personality** to grace the event and share his expertise.

With this, ComArts is inviting the public and private schools in your division to join us in this journalism undertaking. This is open to student publication advisers, presscon representatives, and publication staff both in elementary and high school from 4th grade up to 4th year high school. Students are encouraged to bring their cameras with USBs for the assessing of photos during the workshop.

Registration fee is Two Thousand Five Hundred Pesos (2,500 pesos) inclusive of training kits, lunch and snacks for two(2) days. For those who can register on or before July 10, 2013, registration fee is Two Thousand Three Hundred Pesos (2,300 pesos).

For pre-registration and more details, please call us at 09175673773 (Globe) / 414-4248 (Globelines) / Marilyn at 09099490284.

Sincerely,


Mrs. Maria Virginia Valmorla-Visitacion
Directress


Mr. Rico Parilla Lucena
Managing Partner

FIRST DAY: (morning schedule)

SCHEDULE	ACTIVITY	
7:00 - 8:00	Registration	
8:01 - 9:00	PROGRAM: Welcome Fellowship/ Orientation	
9:01 - 10:30	NEWS WRITING/ COPY READING AND HEADLINE NEWS WRITING	MS. ISOLDE AMANTE, EDITOR-IN-CHIEF, SUNSTAR CEBU
10:31 - 10:45	SNACKS	
10:46 - 12:00	EDITORIAL WRITING	LEO LASTIMOSA, ANCHOR, DYAB 1512/ TV PATROL CENTRAL VISAYAS
12:01 - 1:00	LUNCH	
(afternoon schedule)		
1:01 - 2:00	EDITORIAL CARTOONING	RAMESES, EDITORIAL CARTOONIST, THE FREEMAN
2:01 - 3:30	FEATURE WRITING	ORLY CAJEGAS, FEATURE WRITER, CEBU DAILY NEWS
3:31 - 3:45	SNACKS	
3:46 - 5:00	SPORTS WRITING	MIKE LIMPAG, SPORTS EDITOR/COLUMNIST, SUNSTAR CEBU
END - FIRST DAY		

SECOND DAY (Morning schedule)

SCHEDULE	ACTIVITY	SPEAKER
7:00 - 8:00	Registration	
8:01 - 8:30	Morning Fellowship	
8:31 - 9:30	PHOTOJOURNALISM	CHERYL BALDICANTOS, PHOTOJOURNALIST, MANILA BULLETIN
9:31 - 9:45	SNACKS / (Taking of photos)	
9:46 - 10:15	PHOTOJOURNALISM (Assessment of photos)	CHERYL BALDICANTOS, MANILA BULLETIN
10:16 - 12:00	RADIO/TV BROADCASTING	ABS-CBN MANILA TV PERSONALITY
12:01 - 1:00	LUNCH	
1:01 - 2:30	RADIO NEWS PROGRAMMING (with station ID, stingers/beds/ infomercials, etc)	JUN NINO, ABS-CBN CEBU
2:31 - 3:30	CONQUERING FEAR	DARYLL HANNAH PARILLA, COMARTS
3:31 - 3:45	SNACKS	
BREAK UP SESSIONS 3:46 - 4:45	COACHING AND MENTORING	MRS. MARGIE VISITACION, COMARTS/ USJ-R PROFESSOR RICO LUCENA, ABS-CBN

3:46 - 4:45	MEDIA LEADERSHIP	CEBU
4:46 - 5:30	1 ST COMARTS MEDIA AWARDS	
DEPARTURE		

***Note: Radio News Programming will focus on the following: STATION ID, FREQUENCY, GREETINGS, HEADLINES, NEWS ITEMS, COMMERCIAL/INFOMERICAL, and OTHER TIPS with stingers/beds, etc.**

1st MEDIA COMARTS AWARDS
July 20, 2013

"Dream. Believe. Succeed."

MAJOR AWARDS (Awardees to receive plaque of recognition)

- *ComArts **ANDERSON COOPER** Award (Radio/TV Broadcasting)
- *ComArts **JOSEPH RAGO** Award (Editorial/Opinion Writing)
- *ComArts **ROBERT MCFADDEN** Award (News Writing)
- *ComArts **ELI SANDERS** Award (Feature Writing)
- *ComArts **DAVID WELCH** Award (Sports Writing)
- *ComArts **JACK THORNEL** Award (Photojournalism)
- *ComArts **MATT WUERKER** Award (Editorial Cartooning)

SPECIAL AWARDS (Awardees to receive plaque of recognition)

For Grade School

- *Best Edited Magazine/Newsletter
- *Best In Investigative Reporting (Magazine/Newsletter)
- *Best in Feature (Magazine/Newsletter)
- *Cover of the Year (Magazine)

For High School

- *Best Edited Magazine/Newsletter
- *Best In Investigative Reporting (Magazine/Newsletter)
- *Best in Feature (Magazine/Newsletter)
- *Cover of the Year (Magazine)

Mechanics: (for Major Awards)

1. The contest is open to all writers/photojournalists/cartoonists who are participating in the **MEDIA 101: THE PEN BEYOND** and **1ST COMARTS MEDIA AWARDS**.
2. All entries/articles must be submitted **before the speaker/facilitator goes out from the venue for judging. Each entry must bear the following information:**

Category:
Title:
Grade/ Year Level:
School:

3. Awardees will be chosen by the speaker/facilitator himself/herself based on his/her assessment on the articles submitted during the workshop/contest on the first day.
4. The **awardee/winner** will be given a **plaque of recognition**. *the adviser/coach of the winner will also receive a plaque of recognition.*
5. The decision of the Board of Judges is final.

Mechanics: (for Special Awards)

Categories: *Best Edited Magazine/Newsletter / *Best In Investigative Reporting (Magazine/Newsletter) / *Cover of the Year (Magazine)

1. The contest is open to all participating schools of **MEDIA 101: THE PEN BEYOND** and **1ST COMARTS MEDIA AWARDS**.
2. Entries must be original copies of the school publication. Entries should be issues within the past three(3) school years (**S.Y. 2010 – 2011 to S.Y. 2012-2013**).
3. Entries must be submitted **upon registration on the first day** of MEDIA 101: THE PEN BEYOND and 1ST COMARTS MEDIA AWARDS. Acceptance of entries is only until **10am on July 19, 2013**.
4. One school is entitled to submit **only one(1) entry per category**. Entry per category must be enclosed in a long brown envelope with label:

Example:

CATEGORY: BEST-EDITED MAGAZINE

TITLE: 1. PATHFINDER, S.Y. 2011-2012 ISSUE

SCHOOL: LURAY II NATIONAL HIGH SCHOOL

5. Elementary entries are **separate** entries from secondary.
6. **All entries submitted** will automatically become **ComArts property**.
7. All entries will be displayed through an **exhibit** on the second day of the event.
8. **Winners will receive plaque of recognition**. The **coach/adviser** of the winner will also be given a **plaque of recognition**.
9. The decision of the Board of Judges is final.