



September 3, 2013

DIVISION MEMORANDUM
No. 490, s. 2013

MEDIA 101: THE PEN BEYOND AND 1ST COMARTS MEDIA AWARDS (BATCH 2)

**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, Communication Arts Learning Center, Cebu City, inviting school paper advisers and student/pupil writers from both public and private elementary and secondary schools to attend the Media 101: The Pen Beyond and 1st ComArts Media Awards (Batch 2) at Sacred Heart Center, Jakosalem Street, Cebu City on September 6-7, 2013.
2. Traveling expenses, registration fee at **Two Thousand Five Hundred Pesos (Php 2, 500.00)**, for training kits, honoraria of speakers, lunch and snacks, shall be chargeable against **local school/SEF/PTA/MOOE Funds**, subject to the usual accounting and auditing rules and regulations.
3. This Memorandum serves as Authority to Travel.
4. Immediate and wide dissemination of this Memorandum is desired.

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

Telephone Numbers:
Schools Division Superintendent: (032) 255-6405
Asst. Schools Division Superintendent: (032) 414-7457
Accounting Section: (032) 254-2632
Disbursing Section: (032) 255-4401
Admin/Legal: (032) 253-7847

Website : www.depedcebuprovince.com
E-mail Add : depedcebuprovince@yahoo.com

August 27, 2013

DR. ARDEN D. MONISIT
Schools Division Superintendent
DepEd Cebu Province

Dear Dr.Monisit:

Last July 19 and 20, Communication Arts Training Group held the **Media 101: The Pen Beyond** and **1ST ComArts Media Awards at Sacred Heart Center, Cebu City.**

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 included 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).

Since there were those who were not able to attend the first set last July 19 and 20, ComArts Training Group will conduct another set of Media 101 this coming Sept. 6 and 7, 2013 at Sacred Heart Center, Jakosalem Street, Cebu City.

The two-day seminar workshop includes speakers like **ABS-CBN TV Anchor and DYAB Station Manager Leo Lastimoso, Manila Bulletin's photojournalist Cheryl Baldicantos** and some others. ComArts also invited **TV Patrol North Central Luzon Anchor, Cris Zuñiga** 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 (Php 2,500.00) inclusive of training kits, lunch and snacks for two (2) days.

For more details, please call us at 09175673773 (Globe) / 414-4248 (Globelines)

Sincerely,

Mrs. Maria Virginia Almorja-Visitacion
Directress

Mr. Rico Parilla Lucena
Managing Partner

FIRST DAY - FRIDAY

TIME	TOPIC	SPEAKER
7:00 - 8:00	REGISTRATION	
8:01 - 9:00	OPENING PROGRAM	
9:01 - 10:30	FEATURE WRITING	ORLY CAJEGAS , CEBU DAILY NEWS
10:31 - 10:45	WORKING SNACKS	
10:46 - 12:00	EDITORIAL WRITING	LEO LASTIMOSA , ABS-CBN CEBU
12:01 - 1:00	WORKING LUNCH	
1:01 - 2:00	PHOTOJOURNALISM (LECTURE)	CHERYL BALDICANTOS , MANILA BULLETIN
2:01 - 2:30	TAKING OF PHOTOS INCLUDING SUBMISSION OF PHOTOS	CHERYL BALDICANTOS
2:31 - 2:35	WORKING SNACKS	
2:36 - 3:30	CONQUERING FEAR	DANA PARILLA , COMARTS
3:31 - 5:00	SCRIPT WRITING AND RADIO BROADCASTING	RICO LUCENA , ABS-CBN CEBU

SECOND DAY (SATURDAY)

TIME	TOPIC	SPEAKER
7:00 - 8:00	REGISTRATION	
8:01 - 10:00	NEWS WRITING/ COPY READING AND HEADLINE WRITING	MICHELLE SO , SUNSTAR SUPERBALITA
10:01 - 10:15	WORKING SNACKS	
10:16 - 12:00	EDITORIAL CARTOONING SCRIPT WRITING AND RADIO BROADCASTING	RAMESH ROSILLO , THE FREEMAN
12:01 - 1:00	WORKING LUNCH	
1:01 - 2:30	SPORTS WRITING	JUN NINO NALIPAY , ABS-CBN CEBU
2:31 - 4:00	TV BROADCASTING - "ON A NATIONAL SCOPE"	CRIS ZUÑIGA , ANCHOR, TV PATROL NORTH CENTRAL LUZON
4:01 - 4:15	WORKING SNACKS	
4:16 - 5:00 (BREAKOUT SESSIONS)	COACHING / MENTORING (FOR TEACHERS/ADVISERS) MEDIA LEADERSHIP	MA. VIRGINIA VISITACION , COMARTS RICO LUCENA , ABS-CBN CEBU
5:01 - 5:40	COMARTS MEDIA AWARDS (AWARDING CEREMONIES)	COMARTS

1st MEDIA COMARTS AWARDS

"Dream. Believe. Succeed."

MAJOR AWARDS (Awardees to receive plaque of recognition)

- *ComArts Award (Radio/TV Broadcasting)
- *ComArts Award (Editorial/Opinion Writing)
- *ComArts Award (News Writing)
- *ComArts Award (Feature Writing)
- *ComArts Award (Sports Writing)
- *ComArts Award (Photojournalism)
- *ComArts Award (Editorial Cartooning)

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**.
5. The decision of the Board of Judges is final.