



June 16, 2015

**DIVISION MEMORANDUM**  
No. **329**, s. 2015

**CENTER FOR PROFESSIONAL ADVANCEMENT OF EDUCATORS (CPAE) SEMINAR-WORKSHOPS  
ON CAMPUS JOURNALISM**

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

1. Attached is a letter from Ms. Ellen O. Gonong, Project Manager, Center for Professional Advancement of Educators (CPAE), inviting Division Supervisors, School Heads, school paper advisers and student/pupil writers to attend the **National Seminar-Workshop on Writing for the Campus Paper** and **National Seminar-Workshop on Campus Journalism and Digital Media**.
2. For further information, please refer to the attached communication.
3. Dissemination of this Memorandum is desired.

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

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June 10, 2015

**DR. ARDEN D. MONISIT**

Schools Division Superintendent  
DepEd Division of Cebu Province  
IPHO Bldg., Sudlon, Lahug, Cebu City

Dear Dr. Monisit:

Greetings! May this letter find you in good health and happiness.

The Center for the Professional Advancement of Educators (CPAE) will conduct the following seminar-workshops:

- **National Seminar-Workshop on Writing for the Campus Paper** with the theme, *"Writing for the Campus Paper: Responding to the Concerns and Challenges of the 21<sup>st</sup> Century"* on **July 17-19, 2015** at the **Dao Diamond Hotel, Km. 3 Dao District, Tagbilaran City, Bohol.**

The seminar-workshop aims to: (1) discuss with the participants the rudiments of campus journalism; (2) engage them in the critical discussion of the role of campus journalism in the society; and (3) train them in the various categories of writing for the school paper: editorial writing, news writing, feature writing, sports writing, copy reading and headline writing.

- **National Seminar-Workshop on Campus Journalism and the Digital Media** with the theme, *"Strengthening Campus Journalism through Digital Media"* on **August 28-30, 2015** at the **DepEd Ecotech Center, Sudlon, Lahug, Cebu City.**

The seminar-workshop aims to: (1) discuss with the participants the principles of campus journalism and the digital media; (2) engage them in the discussion of the changing horizons of campus journalism; and (3) train them in the following categories of campus journalism: photojournalism, radio/TV scriptwriting, radio/TV broadcasting, newspaper layouting, and collaborative publishing.

In this connection, we would like to invite your supervisors, school heads, teachers, school paper advisers and interested students to attend and learn from the said seminar-workshops.

Attached are **DepEd Advisory No. 158, s.2015**, program of activities, and other details of the said seminar-workshops for your reference.

We look forward to your positive response and we continue to assure you of our commitment to provide our educators with the best we can offer for their professional advancement.

Thank you very much and more power to you.

Very truly yours,

  
**Ellen O. Gorong**  
Project Manager

June 3, 2015

In compliance with DepEd Order No. 8, s. 2013  
this advisory is issued for the information of DepEd officials,  
personnel/staff, as well as the concerned public.  
(Visit [www.deped.gov.ph](http://www.deped.gov.ph).)

NATIONAL SEMINAR-WORKSHOPS OF THE CENTER FOR THE PROFESSIONAL  
ADVANCEMENT OF EDUCATORS (CPAE)

The Center for the Professional Advancement of Educators (CPAE) will hold a series of national seminar-workshops on the following dates with respective venues:

Title	Date and Venue	Objective
Differentiated Instruction Theme: <i>Addressing Learner Diversity Through Differentiated Instruction</i>	July 10-12, 2015 Naga Regent Hotel, Elias Angeles St. Naga City	<ul style="list-style-type: none"> <li>- To discuss with the participants the principles of Differentiated Instruction</li> <li>- To equip them with various strategies on how to differentiate instruction in the classroom</li> <li>- To encourage them to explore more ways to meet the individual needs of learners</li> </ul>
	August 21-23, 2015 Skylight Convention Center, Roxas St. Puerto Princesa City, Palawan	
Writing for the Campus Paper Theme: <i>Writing for the Campus Paper: Responding to the Concerns and Challenges of the 21<sup>st</sup> Century</i>	July 17-19, 2015 Dao Diamond Hotel, Km. 3 Dao District Tagbilaran City	<ul style="list-style-type: none"> <li>- To discuss with the participants the rudiments of campus journalism</li> <li>- To engage them in the critical discussion of the role of campus journalism in the society</li> <li>- To train them in the various categories of writing for the school paper: editorial writing, news writing, feature writing, sports writing, copy reading and headline writing</li> </ul>
	July 24-26, 2015 Phela Grande Hotel and Convention Center, Ramon Magsaysay Avenue General Santos City	
	July 31-August 2, 2015 Top Plaza Hotel, Echavez St., corner Quezon Avenue, Dipolog City	
	August 7-9, 2015 Hotel Veniz, 1 Abanao St., Baguio City	
Campus Journalism and the Digital Media Theme: <i>Strengthening Campus Journalism Through Digital Media</i>	August 28-30, 2015 DepEd Ecotech Center, Sudlon Lahug, Cebu City	<ul style="list-style-type: none"> <li>- To discuss with the participants the principles of campus journalism and digital media</li> <li>- To engage them in the discussion of the changing horizons of campus journalism</li> <li>- To train them in the following categories: photojournalism, newspaper layouting, broadcasting and collaborative collaborative</li> </ul>
	September 18-20, 2015 Skylight Convention Center, Roxas St. Puerto Princesa City, Palawan	
	September 25-27, 2015 Naga Regent Hotel, Elias Angeles St. Naga City	
Action Research in the K to 12 Education Theme: <i>Action Research in Education: Towards Evidence-Based Decision Making in the Improvement of the K to 12 School Practices</i>	July 3-5, 2015 Hotel Veniz, 1 Abanao St., Baguio City	<ul style="list-style-type: none"> <li>- To discuss with the participants the principles of action research and its importance in changing practices in the K to 12 education</li> <li>- To encourage them to rethink professional practices</li> <li>- To equip them with the methods of action research</li> <li>- To challenge them to come up with an action research proposal worthy of implementation in K to 12 schools</li> </ul>
	August 21-23, 2015 De Luxe Hotel, Capt. Vicente Roa St. Cagayan de Oro City	
Preparation of Instructional Materials for the K to 12 Classroom Theme: <i>Optimizing Learning Through Innovative Localized/Indigenized, Digitized, and Cost-Efficient Instructional Materials</i>	August 28-30, 2015 Crown Regency Residences, J.P. Cabaguio Avenue, Agdao, Davao City	<ul style="list-style-type: none"> <li>- To discuss with the participants the framework and principles of materials design and preparation</li> <li>- To engage them in the design and creation of instructional materials which can help optimize learning</li> <li>- To challenge them to innovate, localize/ indigenized, or digitize their instructional materials to respond to the needs of the K to 12 classroom</li> </ul>
	September 11-13, 2015 The Grand Tower Suites Izmar St., Iloilo City	

The target participants are school heads or principals, school administrators, supervisors, head teachers or coordinators, teachers, and interested student-teachers from both public and private schools.

More information, may be inquired from the Secretariat, Center for the Professional Advancement of Educators (CPAE), B8 L15 Fern Street, Spring Heights II, Filinvest II, Barangay Bagong Silangan, Quezon City at telephone no.: (02) 352-7880; mobile phone nos.: 0998-975-0608; 0917-339-8520; 0932-867-8825 or through email address: [cpaeph@rocketmail.com](mailto:cpaeph@rocketmail.com) and facebook page: [facebook.com/cpaeph](https://www.facebook.com/cpaeph).

[Please refer to DepEd Advisory No. 158, s. 2015]

### REGISTRATION DETAILS

The Center for the Professional Advancement of Educators (CPAE) will conduct the following seminar-workshops:

- **National Seminar-Workshop on Writing for the Campus Paper** with the theme, *“Writing for the Campus Paper: Responding to the Concerns and Challenges of the 21<sup>st</sup> Century”* on **July 17-19, 2015** at the **Dao Diamond Hotel, Km. 3 Dao District, Tagbilaran City, Bohol.**\*
- **National Seminar-Workshop on Campus Journalism and the Digital Media** with the theme, *“Strengthening Campus Journalism through Digital Media”* on **August 28-30, 2015** at the **DepEd Ecotech Center, Sudlon, Lahug, Cebu City.**

The target participants are school administrators, supervisors, principals/school heads, coordinators, school paper advisers, teachers (all levels), and interested students nationwide.

The registration fees inclusive of seminar materials (bag, handouts, pen, sheets of paper, etc.), lunch (2), snacks (5), certificates, and speakers’ fees are as follows:

Venue (Date)	EARLY REGISTRATION FEE in PHP (Discounted Rate)			On-site/ Regular Registration (After early registration date)	Student Rate (Elem., High School, College/ Undergrad.)	
	Group of 5 or more (Rate per participant)	Individual	Early Registration Date		Early	On-site
<b>Tagbilaran City</b> (July 17-19, 2015)	2,600	2,800	On or before <b>July 8, 2015</b>	3,000	2,450	2,750
<b>Cebu City</b> (Aug. 28-30, 2015)	2,600	2,800	On or before <b>Aug. 12, 2015</b>	3,000	2,450	2,750

*Note: Dao Diamond Hotel charges Php550/night per person for a dorm-type room that can accommodate 10-12 persons (minimum of 6 persons per group); Php1,650/night for a standard room good for 2 persons (additional Php675/night for extra bed). All with free breakfast.*

*DepEd Ecotech Center charges Php250/night per person for dorm-type room good for 15-20 persons, and Php375/night per person for staff type room good for 5-6 persons. Additional Php100 for breakfast.*

Below are the payment options:

**METROBANK** Account Number: 032-7032504678

Account Name: Center for the Professional Advancement of Educators

**SMART MONEY Padala** Account Number: 5299 6728 3198 2108

Please send us immediately the full name(s) of the registrant(s) and the transaction details upon payment for confirmation.

For more information, all interested individuals and organizations may contact:

The Secretariat

Center for the Professional Advancement of Educators (CPAE)

Telephone No.: (02) 352-7880

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