

Republic of the Philippines

Department of Education

Region VII, Central Visayas

**DIVISION OF CEBU PROVINCE**

Sudlon, Lahug, Cebu City



**July 6, 2015**

**DIVISION MEMORANDUM**

No. 391, s. 2015

**COMMUNICATION ARTS TRAINING GROUP'S MEDIA FESTIVAL 2015**

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

1. This Office announces the conduct of the **Communication Arts Training Group's Media Festival 2015**, with the theme, "*Raising the Banner of Excellence and Media Leadership*" at Crown Regency Residences, Guadalupe, Cebu City on July 24- 25, 2015.
2. Participants to this activity are the School Paper Advisers (SPAs)/coaches and Student/Pupil Writers from both public and private elementary and secondary schools.
3. There will be plenary and simultaneous breakout sessions on writing (Newswriting, Feature Writing, Editorial Writing, Copyreading and Headline Writing and Sports Writing) and technical (Editorial Cartooning, Photojournalism, Collaborative Desktop Publishing, AVP-Infomercial Making and Science and Health Writing) categories. Please refer to the attached program of activities.
4. Traveling expenses and a registration fee of **Two Thousand Six Hundred Pesos (Php 2, 600)** per participant, inclusive of lunch and snacks for two days, honoraria of speakers and media kits, shall be chargeable against **local school SEF/PTA/MOOE/Campus Journalism Funds**, subject to their availability and the usual accounting and auditing rules and regulations. Participants who will pre-register on or before July 21, 2015 will only pay Php 2,500.
5. This Memorandum serves as participants' Authority to Travel.
6. Immediate and wide dissemination of this Memorandum is desired.

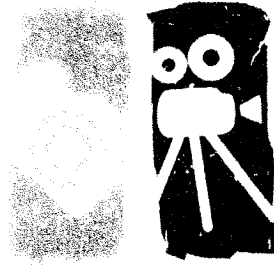
**ARDEN D. MONISIT, Ed.D.**  
Schools Division Superintendent

**DAY 1: JULY 24, 2015**

<b>TIME</b>	<b>Topic/ Speaker ROOM 1</b>	<b>Topic/ Speaker ROOM 2</b>
7:00AM – 8:00AM	REGISTRATION	REGISTRATION
8:01AM – 9:00AM	OPENING PROGRAM	OPENING PROGRAM
9:01AM – 11:00AM	<b>Feature Writing</b> Ian Casocot Author/Professor Silliman University, Dumaguete City	<b>Photojournalism</b> Ferdinand Edralin, Senior Photojournalist, The Freeman Cebu
11:01AM - 12:00NN	<b>Sports Writing</b> Emmanuel Villaruel Senior Sports Editor The Freeman  LECTURE	<b>Infomercial / Advocacy Plug Making</b> Jun Nino Nalipay, Creative Producer, ABS-CBN Cebu  LECTURE
12:01PM – 1:00PM	<b>LUNCH TIME</b> SPORTS VIEWING	LUNCH TIME
1:01PM – 2:00PM	<b>Sports Writing</b> Emmanuel Villaruel Senior Sports Editor The Freeman  WORKSHOP	<b>Infomercial / Advocacy Plug Making</b> Aubrey Lerio,  WORKSHOP
2:01PM – 3:00PM	<b>NEWS WRITING</b> John Destacamento Metro Editor, The Freeman Cebu Correspondent, CNN Philippines  <b>FOR BOTH THE TECHNICAL AND WRITING CATEGORIES</b>  <b>LECTURE</b>	
3:01PM – 4:00PM	<b>NEWS WRITING FOR STUDENTS ONLY</b>  John Destacamento Metro Editor, The Freeman Cebu Correspondent, CNN Philippines  <b>WORKSHOP</b>	<b>Coaching and Mentoring For Teachers/Coaches only</b>  Daryl Hannah Parilla Owner, VPOINT Marketing Services / ComArts Training Group  And Margie Visitacion Directress, Communication Arts Training Group
4:01PM – 6:00PM	<b>BROADCAST PRODUCTION (RADIO AND TV SCRIPTWRITING)</b>  By Rico Lucena, Host/News Anchor, Maayong Buntag Kapamilya  <b>CLOSING FIRST DAY</b>	

**DAY 2: JULY 25, 2015**

<b>Time</b>	<b>Topic/ Speaker ROOM 1</b>	<b>Topic/ Speaker ROOM 2</b>
7:00AM – 7:30AM	REGISTRATION	REGISTRATION
7:31AM – 8:00AM	OPENING/ENERGIZER	OPENING/ENERGIZER
8:01AM – 9:00AM	<b>Editorial Writing</b> <b>Mr. Leo Lastimosa, News Anchor</b> <b>TV Patrol Central Visayas</b>  <b>LECTURE</b> <b>(For the Writing and Technical categories/EVERYONE)</b>	
9:00AM – 10:00AM	<b>Editorial Writing</b> Mr. Leo Lastimosa, News Anchor TV Patrol Central Visayas  WORKSHOP for students only	<b>MEDIA LEADERSHIP</b> <b>For Teachers/Coaches only</b>  Jun Nino Nalipay, Creative Producer, ABS-CBN Cebu
10:01AM – 12:00NN	<b>Science and Health</b> Ms. Quennie Bronce, Editor-in-Chief The Freeman Cebu	<b>EDITORIAL CARTOONING</b>  By Ramesh Rosillo, Editorial Cartoonist/Graphic Artist, The Freeman and Banat News
12:01PM – 1:00PM	LUNCH TIME	
1:01PM – 3:00PM	<b>COPYREADING AND HEADLINE WRITING</b> Dr. Ma. Cecilia Genove, Dean, College of Mass Communications, Silliman University	<b>Collaborative Desktop Publishing</b> Jun Nino Nalipay, Creative Producer, ABS-CBN Cebu  And  Ramesh Rosillo, Editorial Cartoonist/Graphic Artist, The Freeman and Banat News
3:01PM – 3:30PM	SNACKS	
3:31PM – 5:00PM	<b>FILIPINO JOURNALISM</b>  <b>By Chiara Zambrano, TV Patrol</b>	
5:01PM – 5:30PM	<b>COMARTS MEDIA AWARDS 2015</b>  <b>CLOSING PROGRAM</b>	



# Media Festival

**Media Festival: Raising the Banner of Excellence and Media Leadership**

**July 24-25, 2015**

Crown Regency Residences, Guadalupe, Cebu City

**BREAKOUT SESSIONS FOR WRITING CATEGORY:**

FEATURE WRITING, SPORTS WRITING, SCIENCE AND HEALTH WRITING, COPY  
READING AND HEADLINE WRITING

**BREAKOUT SESSIONS FOR TECHNICAL CATEGORY:**

PHOTOJOURNALISM, INFOMERCIAL/ADVOCACY PLUG MAKING, EDITORIAL  
CARTOONING, COLLABORATIVE DESKTOP PUBLISHING

**MERGE SESSIONS BOTH FOR WRITING AND TECHNICAL CATEGORIES:**

NEWS WRITING, BROADCAST PRODUCTION, EDITORIAL WRITING, FILIPINO  
JOURNALISM

**BREAKOUT SESSIONS FOR TEACHERS/COACHES ONLY:**

MEDIA LEADERSHIP, COACHING AND MENTORING