



DEPARTMENT OF EDUCATION
SCHOOLS DIVISION OFFICE

NEGROS ORIENTAL

Traversing the Paths to Educational Excellence



June 17, 2016

Division Memorandum

No. 346, s. 2016

**INVITATION FROM THE COMMUNICATION ARTS TRAINING GROUP to the
"Media Festival: Media Education for Shaping a Responsible Generation"**

To : Division Education Program Supervisors/Division Coordinators
Public Schools District Supervisors/District In-Charge
Public & Private Elementary & Secondary Schools
School Paper Advisers
Campus Journalists & All Others Concerned


1. Attached is the letter invitation from Jun Nino M. Nalipay, Training Chief of Media Festival 2016 with this year's theme "Media Festival: Media Education for Shaping a Responsible Generation".

2. This year the topics include, NEWS WRITING, FEATURE, EDITORIAL, SPORTS, EDITORIAL CARTOONING, PHOTOJOURNALISM, BROADCAST PRODUCTION (radio scriptwriting and broadcasting) and COLLABORATIVE DESKTOP PUBLISHING.

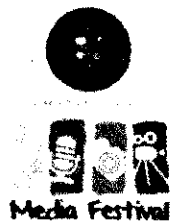
3. Public Schools District Supervisors, Public & Private School Administrators are urged to send their School Paper Advisers and Campus Journalists to send participants to this training.

4. Expenses incurred in attending this training including that of the TWO THOUSAND EIGHT HUNDRED (Php 2,800.00) registration can be charged against journalism funds, local MOOE or from any other available school funds all subject to the usual accounting and auditing rules and procedures.

5. Wide dissemination of this memorandum is desired.


LELANIE T. CABRERA, CESE
Asst. Schools Division Superintendent
Officer In-Charge
06/17/16

06/17/2016



VPOINT MARKETING SERVICES
in coordination with
COMMUNICATION ARTS TRAINING CENTER and
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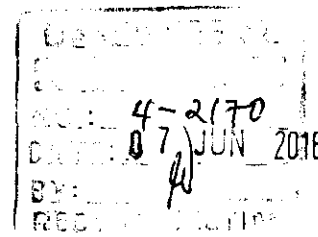
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June 3, 2016

Dr. Leilanie T. Cabrera, CESE
Schools Division Superintendent
Division of Negros Oriental



Dear Dr. Cabrera:

One of Cebu's premiere training groups, the **Communication Arts Training Group**, is now set for the Media Festival, an annual convention of student journalists and publication advisers both in elementary and secondary departments.

This year's theme is **"Media Festival: Media Education for Shaping a Responsible Generation."** Along with our desire to empower the students to become competent and responsible journalists, and to prepare the students for the upcoming Press Conferences of the Department of Education, CATG also gives relevance in educating the participants to become responsible media users.

Topics include the following: **NEWS WRITING/ FEATURE / EDITORIAL / SPORTS / EDITORIAL CARTOONING / PHOTOJOURNALISM / BROADCAST PRODUCTION (includes radio scriptwriting and broadcasting) / COLLABORATIVE DESKTOP PUBLISHING**

This year's media festival offers additional topics such as **SOCIAL MEDIA EDUCATION** and **TV BROADCASTING**.

There will be more breakout sessions for the topics with their corresponding speakers.

CATG also highlights this year the first ever **COMARTS QUEST FOR THE BEST**, a quiz bee on current events.

Aside from the competent speakers from respected media institutions in the region, CATG also invited a national icon of journalism to talk and to inspire the students.

With this, we would like to invite your student journalists (Grade 4 – 6 for elementary, Grade 7 – 12 for high school) and publication advisers to join us in this special endeavor.

The event will be on **July 22-23, 2016**. These are the venues: **First day, Friday - DCCCO Multipurpose Cooperative, Sta. Rosa St, Dumaguete, Negros Oriental. Second day, Saturday - Bethel Guest House, Rizal Boulevard, Dumaguete, 6200 Negros Oriental. Registration fee is Php 2800 per participant inclusive already of 2 meals (lunch for two days), morning and afternoon snacks, training kits, certificate, loot bags, ComArts T-shirt, and other goodies.**

Should you have questions, please feel free to call us at **0906-069-3713/0920-542-1020** and look for Ms. Jedha or email us at info@ilovecomarts.com.

Grace and peace!

Sincerely,

Jun Nino M. Nalipay
Training Chief, Media Festival 2016

Noted:



Ma. Virginia Valmoria Visitacion

Directress, Communication Arts Training Group



Rico P. Lucena

Managing Partner, ComArts Training Group



Daryl Hannah Visitacion-Parilla

Owner, VPOINT Marketing Services

WHAT'S NEW?

MEDIA FESTIVAL HAS BEEN THE HUB OF STUDENT JOURNALISTS AND PUBLICATION ADVISERS WHO WANT TO BETTER THEMSELVES IN THE REALM OF JOURNALISM. MEDIA FESTIVAL IS ALSO THE HOME OF THOSE WHO ASPIRE TO WIN IN THE DEPARTMENT OF EDUCATION'S PRESS CONFERENCES.

AND YES, FOR THE PAST YEARS, OUR PRODUCTS CONSTANTLY BRING HOME THE BACON EITHER IN DIVISION, REGIONAL, OR NATIONAL PRESS CONFERENCE. WE ARE PROUD OF THEM!

THIS YEAR, MEDIA FESTIVAL INTRODUCES NEW HIGHLIGHTS ON TOP OF THE ANNUAL TOPICS.

1. **COMARTS QUEST FOR THE BEST** - THIS IS A QUIZ BEE FOR CURRENT EVENTS WHICH IS OPEN TO PARTICIPATING SCHOOLS. MECHANICS OF THE PROGRAM WILL BE GIVEN DURING THE EVENT ITSELF.
2. **TV BROADCASTING** - THIS IS A WORKSHOP ORIENTED SESSION WHERE SPEAKER WILL IMMERSE THE STUDENTS IN THE WORLD OF TV BROADCAST SPECIFICALLY IN NEWS PRODUCTION. THIS ALSO AIMS THE PARTICIPANTS TO BUILD THEIR CONFIDENCE IN FRONT OF THE CAMERA.
3. **BREAKOUT SESSIONS** – MOST OF THE SESSIONS ARE DONE SIMULTANEOUSLY. THIS MEANS, EACH SESSION WILL BE DONE IN A SEPARATE ROOM WITH THE SPEAKER WHO IS AN EXPERT ON THE GIVEN FIELD.

FORTY-FIVE MINUTES TO AN HOUR IS ALLOCATED FOR THE LECTURE AND ANOTHER ONE HOUR IS GIVEN FOR THE WORKSHOP. THE SPEAKER, THEREFORE, HAVE AMPLE TIME TO CRITIC AND ASSESS THE STUDENTS' OUTPUT DURING THE WORKSHOP.

STUDENTS WILL BE MADE TO PRODUCE AN OUTPUT TO COMPETE WITH THE REST OF THE PARTICIPANTS. WINNERS WILL BE ANNOUNCED DURING THE MEDIA FESTIVAL ON THE FOLLOWING DAY.

MEDIA FESTIVAL 2016!

LET US TOGETHER SHAPE A RESPONSIBLE GENERATION THROUGH MEDIA EDUCATION!
SEE YOU!

GRACE TO YOU!