



**Republic of the Philippines**  
**Department of Education**  
**REGION XI**  
**SCHOOLS DIVISION OF PANABO CITY**

**Office of the Schools Division Superintendent**

**DIVISION MEMORANDUM**

CID – 2024 – 0380

**To :** Assistant Schools Division Superintendent  
 Chief, Curriculum Implementation Division (CID)  
 Chief, Schools Governance and Operations Division (SGOD)  
 Education Program Supervisors  
 Public Schools District Supervisors  
 Public and Private Elementary and Secondary School Heads  
 All Concerned

**Subject :** **PARTICIPATION TO THE CITY GOVERNMENT OF PANABO'S CELEBRATION OF PRESS FREEDOM MONTH 2024**

**Date :** July 15, 2024

With reference to the herein Letter of Invitation from the City Government of Panabo through the City Information Office, please be informed of the series of activities to be conducted in celebration of the **Press Freedom Month 2024** from August 27 until August 30, 2024 with the theme : A Press for the Planet: Journalism in the Face of the Environmental Crisis.”

The mechanics, criteria, schedule of the competitions and all other pertinent details are found in the enclosures.

School Heads of participating schools are enjoined to arrange the class schedules of the concerned teachers and follow DO 9 s. 2005 or *Instituting Measures to Increase Time-on-Task and Ensuring Compliance Thereof*.

Travel and incidental expenses are chargeable against local funds/School MOOE/Journalism Funds/PTA Funds, all subject to the usual accounting and auditing regulations.

For immediate dissemination and compliance.

*For and in the absence of the Schools Division Superintendent:*

**BASILIO P. MANA-AY JR., CESO VI**  
 Assistant Schools Division Superintendent  
 Officer-In-Charge

**RELEASED**

**JUL 15 2024**

RECORDS SECTION - DIVISION OF PANABO CITY  
 Enclosed as stated.  
 CID/jey/mpags



SOS



Republic of the Philippines  
Province of Davao del Norte  
CITY OF PANABO

## CITY INFORMATION OFFICE

*Service to Panaboans  
Service to God*

#7405

July 5, 2024

**JINKY B. FIRMAN PhD, CESO VI**  
OIC, Schools Division Superintendent  
DepEd Panabo City Division



Dear **DR. FIRMAN**,

The City Government of Panabo through the City Information Office will be celebrating the Press Freedom Month 2024, with the theme: "A Press for the Planet: Journalism in the Face of the Environmental Crisis". This celebration aims to raise awareness of the importance of freedom of the press, to commemorate and honor Marcelo H. del Pilar, the father of Philippine Journalism, and to showcase the different skills and talents of the panaboans on journalism and broadcast.

With this, we will be conducting series of activities from August 27 until August 30, 2024 such as **Graphic Design Competition, News Broadcasting for Senior High School, Best News Story for Junior High School, and Feature Writing Competition for Elementary School students.**

Thus, we are requesting the Division for an information dissemination with regards to the aforementioned activities to reach all public schools for them to be informed and participate.

Attached are the mechanics, criteria, and schedules of the competitions. For inquiries, you may call Information Officer I Abegail A. Timtim at 0991-363-1096 or your staff may visit the City Information Office located at the 2<sup>nd</sup> Floor of the New Panabo City Hall.

We look forward for your positive response. Thank you and God Bless!

Sincerely Yours,

**MICHAEL ANGELO A. RESUEÑO**  
City Information Officer

Noted by:

**JOSE E. RELAMPAGOS**  
City Mayor



@panabocityofficial



@panabocityofficial



@panabocityofficial



@CityGovernmentOfPanabo



@panabocity.gov.ph





**PRESS FREEDOM MONTH 2024 CELEBRATION**  
**INTER-SCHOOL FEATURE WRITING COMPETITION**  
**ELEMENTARY SCHOOL**

**QUALIFICATIONS OF CONTESTANTS**

- i. The contest shall be open to public and private Elementary Schools in Panabo City given that each school will be represented by one (1) student.
- ii. Each participating public school must submit a letter endorsing their participant to DepEd Panabo City Division no later than **July 30, 2024**.
- iii. For private school participants, an endorsement letter from the school principal/head must be submitted directly to the City Information Office located at 2<sup>nd</sup> Floor, New City Hall Panabo no later than **July 30, 2024**.
- iv. Endorsement letter must include the name of the coach.
- v. Only participants who are officially endorsed by their school will qualify for the contest proper.

**REGISTRATION AND ARRIVAL**

- i. Registration is free.
- ii. Contestants must be included in the list of registered names.
- iii. Contestants are required to present their school ID at the venue. They are likewise required to come in their school uniform.
- iv. Once a contestant is registered, he/she will be provided a seat and is expected to stay until the contest ends.

**CONTEST PROPER**

- i. The contest proper shall be conducted during the Media Summit 2024 at the Panabo City Multi-Purpose Tourism Cultural and Sports Complex on **August 28, 2024 at 8:00 AM**.
- ii. Contestants will be provided with pens and writing papers for the contest. Gadgets such as laptop, tablet and mobile phone or similar device that can access the internet are not allowed during Feature Writing.
- iii. The contest procedure shall be as follows:
  - Feature Writing shall start as soon as the Media Summit 2024 begins.
  - Each contestant shall be given a chance to ask three (3) questions to the invited guests during the Press Conference segment of the Media Summit 2024.
  - Contestants shall not be allowed to leave the contest area nor confer with any person in any manner within the contest hour, except with the facilitators.
  - Contestants shall be instructed to turn in their entries at exactly **5:00PM**. In addition, a signal shall be announced 30 minutes before the prescribed time to pass the entries.
  - All contestants should turn in their entries at the final signal. Failure to submit on the prescribed time shall be a ground for disqualification.

**THE CONTEST PIECE / ENTRY**

- i. The feature story must be written in English, applying the techniques and approaches in Journalism.
- ii. Each entry must be two (2) papers maximum.
- iii. The contestants should only write their articles on their entry paper.
- iv. Every entry shall be identified only by its number. Thus, contestants should not write any identification marks such as names or any other symbol.
- v. Any violation to this rule shall be a ground for disqualification.

**ADVISERS/COACHES**

- i. Contestants may have a coach or an adviser. However, the coaches and advisers are prohibited from coaching and conferring with the contestants during the contest period.
- ii. They shall leave the contest area at the start of the contest proper and will be given seats to lounge as they wait.



## **CRITERIA SCORE**

- **Story Content and Substance 30%**  
Accuracy of information, brevity, and comprehensiveness of the article
- **Creativity, Style, and Impact 30%**  
Writing style and use of transitional devices
- **Grammar 20%**  
Sentence construction, proper use of words, and structure
- **Originality 20%**  
Organization of ideas
- **Total 100%**

## **DETERMINATION OF WINNERS**

- i. Evaluation of the entries shall be done on **August 29, 2024**.
- ii. Entries shall be evaluated and rated according to the given criteria by a set of competent judges.
- iii. Ranking system shall be used to determine the winners.
- iv. The top ten (10) ranking contestants shall be declared the winners.
- v. The entry that garners the highest point shall be declared as Feature Writing Champion.
- vi. In case of a tie, the decision of the Chairperson of the Board of Judges shall prevail.
- vii. The decision of the Board of Judges is final and non-appealable.

## **PRIZES**

- i. Prizes for the top ten shall include cash and certificates.
- ii. Cash prizes shall be as follows: **Champion – Php 5,000.00; Consolation Prizes for 9 entries – Php 500.00.**
- iii. Participants that will not be part of the top 10 will receive a certificate.

## **PUBLICATION OF RESULT AND AWARDING OF WINNERS**

- i. Winners shall be announced during the Awarding Ceremony on **August 30, 2024**.
- ii. Certificates shall also be awarded to all participants and their coaches during that day.



**PRESS FREEDOM MONTH 2024 CELEBRATION**  
**INTER-SCHOOL BEST NEWS STORY COMPETITION**  
**JUNIOR HIGH SCHOOL**

**QUALIFICATIONS OF CONTESTANTS**

- i. The contest shall be open to public and private Junior High Schools in Panabo City given that each school will be represented by one (1) student.
- ii. Each participating public school must submit a letter endorsing their participant to DepEd Panabo City Division no later than **July 30, 2024**.
- iii. For private school participants, an endorsement letter from the school principal/head must be submitted directly to the City Information Office located at 2<sup>nd</sup> Floor, New City Hall Panabo no later than **July 30, 2024**.
- iv. Endorsement letter must include the name of the coach.
- v. Only participants who are officially endorsed by their school will qualify for the contest proper.

**REGISTRATION AND ARRIVAL**

- i. Registration is free.
- ii. Contestants must be included in the list of registered names.
- iii. Contestants are required to present their school ID at the venue. They are likewise required to come in their school uniform.
- iv. Once a contestant is registered, he/she will be provided a seat and is expected to stay until the contest ends.

**CONTEST PROPER**

- i. The contest proper shall be conducted during the Media Summit 2024 at the Panabo City Multi-Purpose Tourism Cultural and Sports Complex on August 28, 2024 at 8:00 AM.
- ii. Contestants will be provided pens and writing papers for the contest. Gadgets such as laptop, tablet and mobile phone or similar device that can access the internet are not allowed during news writing.
- iii. The contest procedure shall be as follows:
  - News writing shall start as soon as the Media Summit 2024 begins.
  - Each contestant will be given a chance to ask three (3) questions to the invited guests during the Press Conference segment of the Media Summit 2024.
  - Contestants shall not be allowed to leave the contest area nor confer with any person in any manner within the contest hour, except with the facilitators.
  - Contestants shall be instructed to turn in their entries at exactly **5:00PM**. In addition, a signal shall be announced 30 minutes before the prescribed time to pass the entries.
  - All contestants should turn in their entries at the final signal. Failure to submit on the prescribed time shall be a ground for disqualification.

**THE CONTEST PIECE / ENTRY**

- i. The straight news story must be written in English, strictly applying the techniques and rules in Journalism.
- ii. Each entry must be two (2) papers maximum.
- iii. The contestants should write only their articles on their entry paper.
- iv. Every entry shall be identified only by its number. Thus, contestants should not write any identification marks such as names or any other symbol.
- v. Any violation to this rule shall be a ground for disqualification.

**ADVISERS/COACHES**

- i. Contestants may have a coach or an adviser. However, the coaches and advisers are prohibited from coaching and conferring with the contestants during the contest period.
- ii. They shall leave the contest area at the start of the contest proper and will be given seats to lounge as they wait.



## **CRITERIA SCORE**

- **Accuracy and Brevity 30%**  
Accuracy of information, brevity, and comprehensiveness of the article
- **Organization 30%**  
Prioritization of details, angling, and content
- **Style 20%**  
Writing style and use of transitional devices
- **Grammar 20%**  
Sentence construction, proper use of words, and structure
- **Total 100%**

## **DETERMINATION OF WINNERS**

- i. Evaluation of the entries shall be done on **August 29, 2024**.
- ii. Entries shall be evaluated and rated according to the given criteria by a set of competent judges.
- iii. Ranking system shall be used to determine the winners.
- iv. The top ten (10) ranking contestants shall be declared the winners.
- v. The entry that garners the highest point shall be declared as Best News Story Champion.
- vi. In case of a tie, the decision of the Chairperson of the Board of Judges shall prevail.
- vii. The decision of the Board of Judges is final and non-appealable.

## **PRIZES**

- i. Prizes for the top ten shall include cash and certificates.
- ii. Cash prizes shall be as follows: **Champion – Php 5,000.00; Consolation Prizes for 9 entries – Php 500.00.**
- iii. Participants that will not be part of the top 10 will receive a certificate.

## **PUBLICATION OF RESULT AND AWARDING OF WINNERS**

- i. Winners shall be announced and shall be awarded during the Awarding Ceremony on **August 30, 2024**.
- ii. Certificates shall also be awarded to all participants and their coaches during the Awarding Ceremony.

**PRESS FREEDOM MONTH 2024 CELEBRATION**  
**NEWS BROADCASTING COMPETITION**  
**SENIOR HIGH SCHOOL**

- 1) Each senior high school in Panabo City is allowed to send three (3) participants. Private and public schools are allowed to join the competition.
- 2) Each participant from public schools must submit an endorsement letter coming from the school head/principal to DepEd Panabo City Division. For private schools, participants must submit an endorsement letter coming from the school head/principal directly to the City Information Office located at 2nd Floor, New City Hall, Panabo City. Deadline of submission is on or before **Tuesday, July 30, 2024 until 5:00PM.**
- 3) The participants who are officially endorsed are only qualified to join the contest proper.
- 4) Participants shall prepare three (3) 1-minute news broadcasting video in English for International News, Filipino for National News, and Cebuano for Local News and send it to **pfmcpanabo@gmail.com** until **Monday, August 5, 2024 until 5:00PM.** In addition, the school's name and participants' full name must be indicated in the folder/file name. Participants are highly encouraged to wear a formal attire and use a plain background. Furthermore, video alteration and special effects using video editing software and applications are prohibited.
- 5) The screening committee will only select ten (10) participants from **the Virtual Screening on August 9, 2024** based on specific criteria to advance to the **Competition Day/Final Round on Friday, August 30, 2024** at the Panabo Multipurpose Tourism Cultural and Sports Center.
- 6) The ten (10) participants who will advance to the Competition Day shall prepare two original (2) news scripts in English, Filipino, and Cebuano. In addition, each script must be one (1) minute long or 45-55 words and it must be sent two (2) days before the competition day at **pfmcpanabo@gmail.com.** Do not plagiarize.
- 7) Each participant will read one (1) minute news script provided by the organizers in English, Filipino, and Cebuano on the Competition Day.
- 8) Participants will be judged according to the following criteria:
  - a. **Delivery 40%**
  - b) **On-Screen Projection 20%**
  - c) **Voice Quality 30%**
  - d) **News Script 10%**
  - Total 100%**
- 9) The decision of the judges is final and irrevocable.
- 10) For more information, you may call City Information Office Staff, Abegail A. Timtim at 0991-363-1096.

**PRIZES:**

**1st Place: 5,000.00**  
**2nd Place: 3,000.00**  
**3rd Place: 2,000.00**  
**Consolation: 500.00**



**PRESS FREEDOM MONTH 2024 CELEBRATION  
GRAPHIC DESIGN COMPETITION  
OPEN CATEGORY**

**REGISTRATION**

- 1) This competition is an individual event and it is open to all citizens of Panabo City who are 15 years old and above.
- 2) Participants may register by filling out a form at the Government Information Office (GIC) located at Gaisano Grand Panabo. An Identification Card (ID) must be provided as proof of residency.
- 3) Deadline of Registration shall be on **July 30, 2024**. Only ten (10) limited slots are available and it will be a "first come, first serve basis."

**MECHANICS**

- 1) Each artwork shall be inspired with the theme, **"Panabo City 10 years from now."**
- 2) One (1) artwork must be submitted as an entry to the Graphic Design Competition.
- 3) Each entry shall be required to submit an editable, high-quality version of the artwork e.g. Editable Adobe Illustrator/Photoshop File and .tiff file. Attached artwork format.
- 4) The artwork shall be in A3 size, landscape or portrait orientation.
- 5) Each participant must create his/her own caption of his/her entry with 100 words maximum and must be in MS Word file.
- 6) Submit entry before or on **August 09, 2024, 5:00PM**, through e-mail: [pfmtcpanabo@gmail.com](mailto:pfmtcpanabo@gmail.com). Include your full name, barangay, and cell phone number.
- 7) To submit designs and for more information, you may contact Information Officer I Abegail A. Timtim at **0991-363-1096** or kindly visit CIO located at 2nd Floor, New City Hall, Panabo City.

**CRITERIA FOR JUDGING**

The winners will be chosen based on the following criteria:

- **CREATIVITY 30%**  
(Originality of artwork, unique incorporation of theme, and elements)
- **TECHNICAL EXECUTION 30%**  
(Sharp, crisp, scalable imagery, dimensionality, artwork free of errors, strong command of graphic design, appropriate lighting)
- **VISUAL IMPACT AND LANGUAGE 30%**  
(Artwork communicates a clear visual message)
- **CAPTION 10%**  
(Relevance of the caption to the artwork)
- **TOTAL 100%**

**COPYRIGHT**

Copyright and ownership of all entries will be transferred to the City Government of Panabo-City Information Office.

**GRAPHIC DESIGN EXHIBIT**

- 1) Each entry will be on display at the Panabo City Gymnasium for judging. The paper to be used is A3 with corresponding tag number. (No name of the graphic designer included)
- 2) Artwork is Landscape or Portrait depending on the graphic designer.

**ANNOUNCEMENT AND AWARDING OF WINNERS**

- 1) The winners will be announced on August 30, 2024 on the Press Freedom Month 2024 Celebration Culmination Program at the Panabo Multipurpose Tourism, Cultural, and Sport Center.

**PRIZE:**

**CHAMPION P5,000.00  
CONSOLATION P500.00**