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

Office of the Schools Division Superintendent

DIVISION MEMORANDUM

CID – 2025 - 0396

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 Elementary and Secondary School Heads
Concerned School Paper Advisers

Subject : **PARTICIPATION TO THE PRESS FREEDOM MONTH 2025**

Date : July 15, 2025

Herewith is the invitation letter from the City Government of Panabo on the conduct of Press Freedom Month 2025 from August 26 until August 29, 2025 at the Freedom Gym, Barangay New Pandan, Panabo City.

To reiterate, the events to be contested are as follows:

- a. Feature Writing Competition - Elementary
- b. Best News Story Competition - Junior High School
- c. News Broadcasting Competition - Senior High School
- d. Graphic Design Competition – Open Category

The objectives, deadline, mechanics and criteria of the competition are detailed in the said letter.

School Heads are hereby instructed to adopt flexible learning options, arrange class schedules of the concerned teachers and ensure adherence to DO No. 9, s. 2005 or *Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith*.

Travel, meals and snacks, and other incidental expenses incurred by the participants shall be charged against Journalism Fund, PTA Funds, or other school funds whichever is applicable, all subject to the usual accounting and auditing rules and regulations.

Immediate dissemination of this memorandum is desired.


JINKY B. FIRMAN Phd, CESO VI
Schools Division Superintendent

Enclosed : as stated
Doc: / CID/ jey/ mpags

RELEASED



Schools Division of Panabo City
City Hall Compound, Panabo City
Tel. No. (084) 823-1469
Email: panabocity.division@deped.gov.ph

RECORDS SECTION SDO PANABO CITY

JUL 16 2025

DepEd Panabo:
Empowering Champions in Education
through Journeying, Blending and Fostering commitment in providing quality education, MATATAG for all.





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

OFFICE OF THE CITY MAYOR

*Service to Panaboans
Service to God*

#43452 SMS

July 11, 2025

DR. JINKY B. FIRMAN, CESO VI
Schools Division Superintendent
DepEd Panabo City Division



Dear **DR. FIRMAN,**

Warmest greetings!

The City Government of Panabo, through the City Information Office, will be holding the Press Freedom Month 2025 celebration with the theme: *"Reporting in the Brave New World – The Impact of Artificial Intelligence on Press Freedom and the Media."* The venue of the celebration will take place at the Freedom Gym Barangay New Pandan, Panabo City.

This event aims to highlight the importance of a free press, pay tribute to Marcelo H. del Pilar—recognized as the father of Philippine Journalism—and provide a platform for Panaboans to demonstrate their talents and skills in journalism and broadcasting.

With this, we will be conducting the following activities from **August 26 until August 29, 2025:**

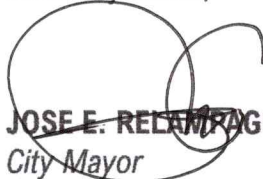
- **Feature Writing Competition for Elementary School students,**
- **Best News Story Competition for Junior High School students,**
- **News Broadcasting Competition for Senior High School, and**
- **Graphic Design Competition (Open Category).**

The deadline for submitting the list of representatives for each competition is set on or before Friday, August 1, 2025. 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 competitions' mechanics and criteria. For any questions or clarifications, you may contact Information Officer I, Abegail A. Timtim, at 0991-363-1096, or your staff may proceed to the City Information Office on the 2nd Floor of the New Panabo City Hall.

Thank you and God bless.

Sincerely Yours,


JOSE E. RELAMPAGOS
City Mayor



PRESS FREEDOM MONTH 2025 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 **Friday, August 1, 2025 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 citygovernmentofpanabo.pcio@gmail.com until **Friday, August 8, 2025 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 11, 2025** based on specific criteria to advance to the **Competition Day/Final Round on Friday, August 29, 2025** at the Freedom Gym Barangay New Pandan, Panabo City at 1:00PM onwards.
- 6) The ten (10) participants who will advance to the Competition Day shall attend the **Workshop on Basic Scriptwriting for News Broadcast on August 28, 2025**, at the Panabo Mangrove Forest Park Hall, Barangay JP Laurel, Panabo City, from 8:00 AM to 12:00 PM.

In the afternoon (1:00 PM to 5:00 PM), the participants shall write their own news scripts in English, Filipino, and Cebuano. Each script must be one (1) minute long or contain approximately 45–55 words. Participants are required to bring a laptop; further instructions will be given on the same day.
- 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.

PRESS FREEDOM MONTH 2025 CELEBRATION
NEWS BROADCASTING COMPETITION
SENIOR HIGH SCHOOL

PRIZES:

1st Place: Php 6,000.00

2nd Place: Php 5,000.00

3rd Place: Php 4,000.00

Consolation Prize: Php 500.00

SPECIAL AWARDS:

Best TV News Script – English: Php 500.00

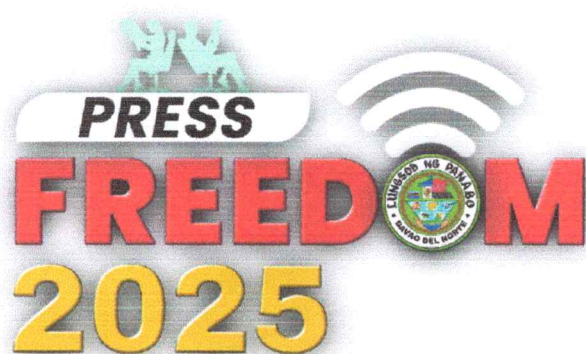
Best TV News Script – Filipino: Php 500.00

Best TV News Script – Cebuano: Php 500.00

Best Broadcast Delivery in English: Php 500.00

Best Broadcast Delivery in Filipino: Php 500.00

Best Broadcast Delivery in Cebuano: Php 500.00



PRESS FREEDOM MONTH 2025 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. **Only five (5) participants shall be allowed in this competition, on a first-come, first-served basis**
- III. Each participating public school must submit a letter endorsing their participant to DepEd Panabo City Division no later than **August 1, 2025**.
- IV. For private school participants, an endorsement letter from the school principal/head must be submitted directly to the City Information Office located at 2nd Floor, New City Hall Panabo no later than **August 1, 2025**.
- V. Endorsement letter must include the name of the coach.
- VI. 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 at 8:00AM onwards on August 27, 2025 at the Mangrove Forest Park Hall, Barangay JP Laurel, Panabo City right after the conduct of the Workshop on Basic News and Feature Writing Techniques.
- 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:
 - Participants shall be shown a video by the event facilitator, which will serve as the topic for the feature writing piece.
 - 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 **4:00PM**. 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 news 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.

ADVISER/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

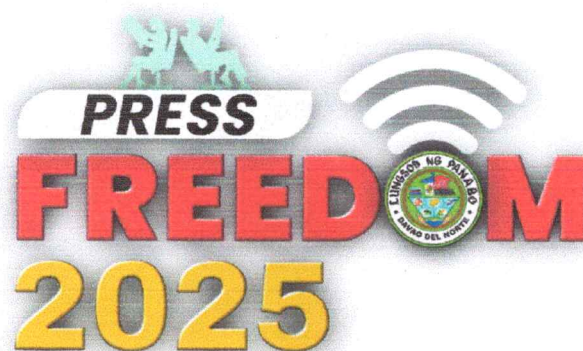
- I. Evaluation of the entries shall be done on **August 27, 2025**.
- II. Entries shall be evaluated and rated according to the given criteria by a set of competent judges.
- III. Ranking system shall be used to determine the winners.
- IV. The entry that garners the highest point shall be declared as Best News Story Champion.
- V. In case of a tie, the decision of the Chairperson of the Board of Judges shall prevail.
- VI. The decision of the Board of Judges is final and non-appealable.

PRIZES

- I. Prizes shall include cash and certificates.
- II. Cash prizes shall be as follows: **Champion – Php 5,500.00; Consolation Prizes for 4 entries – Php 1,000.00.**

PUBLICATION OF RESULT AND AWARDING OF WINNERS

- I. Participants shall attend the Awarding Ceremony of the Press Freedom Month 2025 Celebration on **August 29, 2025 at 1:00PM onwards at the Freedom Gym Barangay New Pandan, Panabo City.** Additionally, winners shall be announced on the same day.
- II. Certificates shall also be awarded to all participants and their coaches during that day.



PRESS FREEDOM MONTH 2025 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. **Only five (5) participants shall be allowed in this competition, on a first-come, first-served basis**
- III. Each participating public school must submit a letter endorsing their participant to DepEd Panabo City Division no later than **August 1, 2025**.
- IV. For private school participants, an endorsement letter from the school principal/head must be submitted directly to the City Information Office located at 2nd Floor, New City Hall Panabo no later than **August 1, 2025**.
- V. Endorsement letter must include the name of the coach.
- VI. 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 at 8:00AM onwards on **August 27, 2025** at the Mangrove Forest Park Hall, Barangay JP Laurel, Panabo City right after the conduct of the Workshop on Basic News and Feature Writing Techniques.
- 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:
 - Participants shall be shown a video by the event facilitator, which will serve as the topic for the feature writing piece.
 - 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 **4:00PM**. 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.
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ADVISER/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

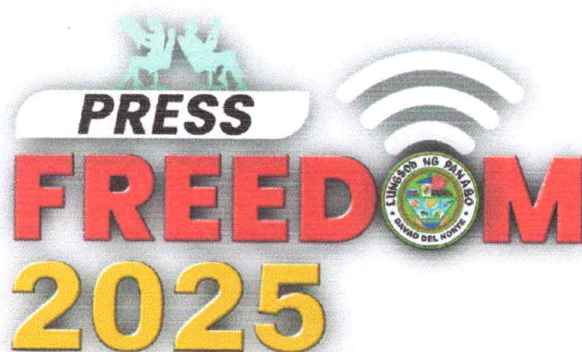
- I. Evaluation of the entries shall be done on **August 27, 2025**.
- II. Entries shall be evaluated and rated according to the given criteria by a set of competent judges.
- III. Ranking system shall be used to determine the winners.
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- V. In case of a tie, the decision of the Chairperson of the Board of Judges shall prevail.
- VI. The decision of the Board of Judges is final and non-appealable.

PRIZES

- I. Prizes shall include cash and certificates.
- II. Cash prizes shall be as follows: **Champion – Php 5,500.00; Consolation Prizes for 4 entries – Php 1,000.00.**

PUBLICATION OF RESULT AND AWARDING OF WINNERS

- I. Participants shall attend the Awarding Ceremony of the Press Freedom Month 2025 Celebration on **August 29, 2025 at 1:00PM onwards at the Freedom Gym Barangay New Pandan, Panabo City.** Additionally, winners shall be announced on the same day.
- II. Certificates shall also be awarded to all participants and their coaches during that day.



PRESS FREEDOM MONTH 2025 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 (GIO) located at Gaisano Grand Panabo. An Identification Card (ID) must be provided as proof of residency.
- 3) Deadline of Registration shall be on **August 1, 2025**. 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, ***"Reporting in the Brave New World – The Impact of Artificial Intelligence on Press Freedom and the Media"***
- 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 14, 2025, 5:00PM**, through e-mail: citygovernmentofpanabo.pcio@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 GIO 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 Freedom Gym Barangay New Pandan, Panabo City 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.
- 3) Participants shall be present during the judging of the outputs at the Opening Program of the Press Freedom Month 2025 Celebration on August 26, 2025.

ANNOUNCEMENT AND AWARDING OF WINNERS

- 1) Participants shall attend the Awarding Ceremony of the Press Freedom Month 2025 Celebration on **August 29, 2025 at 1:00PM onwards at the Freedom Gym Barangay New Pandan, Panabo City.** Additionally, winners shall be announced on the same day.

PRIZE:

CHAMPION P6,500.00

CONSOLATION P500.00

