

Regional Advisory No. 27, s. 2022
April 27, 2022

In compliance with DepEd Order (DO) No. 8, s. 2013,
this advisory is issued for the information of DepEd officials,
personnel/staff, as well as the concerned public.
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CAMPUS JOURNALISM WEBINAR SERIES

Attached is the letter of the presidents of the Regional Elementary School Paper Advisers Association (RESPAA) and Caraga Secondary School Paper Advisers Association (CSSPAA) regarding the conduct of Webinar masterclass Series on Campus Journalism.

For details of the said activity, please see attached letter of invitation and other enclosures for reference.

For information.

CLMD/gsa
04/27/2022



DCC No. DepEdRO13-F-REC-008/R3/2-18-2020



Republic of the Philippines
Department of Education
Caraga Region

Office of the Regional Elementary School Paper Advisers' Association (RESPAA) and
Caraga Secondary School Paper Advisers' Association (CASSPAA)

April 13, 2022

MA. GEMMA MERCADO LEDESMA

Regional Director
Department of Education, Caraga Region
JP Rosales Avenue, Butuan City

Dear RD Ledesma:

Greetings of good health and well being!

The COVID-19 pandemic has strongly impacted the education system of the country and one of the activities that has affected is campus journalism.

The School Paper Advisers' Association has been the strong partner of the Department of Education Caraga Region in promoting responsible campus journalism.

With this, and Caraga Secondary School Paper Adviser's Association (CASSPAA) in partnership with the *Teacher Reinvented Masterclasses* shall hold different campus Journalism Activities to upskill and reskill the writing skills and campus journalism management among journalism advocates.

This year's campus journalism webinar series anchors on the theme: *Reliving the passion in Campus Journalism amidst Pandemic*, which promotes journalistic skills to stay relevant during the pandemic time.

The schools paper advisers association pushes to venture into virtual classes and trainings in order to sustain its aim to promote and uphold the passion of journalistic writing among schools in Caraga region.

In this light we also seek your endorsement of this endeavor which also in consonance with the Republic Act of 7079, otherwise known as Campus Journalism Act of 1991 on the promotion of campus journalism as a means of expression of the students.

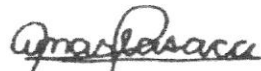
Attached is a copy of the Matrix of Activities and other details.

We are optimistic that this activity will paved the way for the betterment of the organizations and to strengthen the campus journalism program in the region in this trying times.

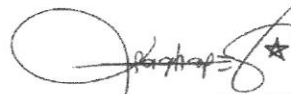
Looking forward to your favorable endorsement.

Thank you and God bless.

Respectfully yours,



JUNAR P. LASACA
President RESPAA



ROMELIO A. TAGHAP
President CASSPAA

Approved:



MA. GEMMA MERCADO LEDESMA
Regional Director



Republic of the Philippines
Department of Education
Caraga Region

Office of the Regional Elementary School Paper Advisers Association (RESPAA) and
Caraga Secondary School Paper Advisers Association (CSSPAA)

PROJECT BRIEF

Target Participants:

The primary clients of this master classes are the School Paper Advisers in elementary and secondary and other journalism advocates from the different public and private schools in Caraga Region.

Registration Fee: Each set of Master class has a registration fee of 1,800.00 per participant. Register at: www.bennethaaloyon.com/events

Platform: Online

Rationale:

RA 7079 also known as Campus Journalism Act of 1991, declared that the policy of the state to uphold and protect the freedom of the press even at the campus level and to promote the development and growth of campus journalism as a means of strengthening ethical values, encouraging critical and creative thinking, and developing moral character and personal discipline in the Filipino youth.

However, the different journalism activities are hampered due to the global adversities. The covid 19 pandemic has created a negative impact on the continuation of the advocacy of the schools in promoting campus journalism.

Due to this, the School Paper Advisers association in elementary and secondary of Caraga region in partnership with the Teacher Reinvented Master classes shall hold different sets of master classes on different schedules. This is intended for a long term input and presentation of knowledge so that participants develop competence in the field so they can practice journalism in the right manner and right purpose as training grounds of the budding journalists.

There are three (3) sets of Master classes intended for this webinar series. Each set will be charging 1,800.00 per participant to defray expenses on the webinar series which is set to start on May 13, 2022 to October 21, 2022.

Objectives:

- a. create awareness and deeper understanding of development communication and journalistic writing, concepts and principles;
- b. Acquire basic skills and develop competence in writing;
- c. gain knowledge and skills in campus paper management; and,
- d. exercise creativity to produce quality outputs.

SET 1: MASTERCLASS ON SCHOOL PAPER CONTENT MANAGEMENT
6 Fridays @ 1:30PM - 4:30PM (May 13, 2022 to June 17, 2022)

This is a six-week master class for School Paper Advisers in English and Filipino both in elementary and secondary, teachers who want to upskill and reskill themselves in the field of journalistic writing and other journalism advocates.

Learn practical tips and strategies to be a competent adviser, writer and in the School Paper Content Management wherein you will be taught practical tips on creating award winning:

- ❖ Story branding
- ❖ Localizing national, international news Highlighting human interest
- ❖ Grouping complementary articles
- ❖ Cultural significance
- ❖ Elements of layout
- ❖ Section Paper Management

A well designed school paper attracts the attention of the young readers and budding journalists. It inspired them to read since a well-designed school paper speaks with its readers not only with the help of the content words but also the language of visual images and page make-up.

Resource Speaker: Mr. Marvin M. Enderes
Cambridge Educator in Language and Literature
Award Winning School paper Adviser; Textbook Author

WEBINAR SERIES SCHEDULE

Activities	Schedule of Master classes	Pre-registration Schedule
1st Set: Master class on School Paper Content Management	6 Fridays @ 1:30PM-4:30PM May 13, 2022 to June 17, 2022	April 27- May 12, 2022
2nd Set: Master class on Newswriting, Feature writing and Editorial Writing	6 Fridays @ 1:30PM-4:30PM July 15, 2022 to August 19, 2022	June 27-July 14, 2022
3rd Set: Master class on Science Technology Writing, Photojournalism and Sports writing	6 Fridays @ 1:30PM-4:30PM September 16, 2022 to October 21, 2022	August 24- September 15, 2022

Steps to register:

1. Open your browser, type bennethaaloyon.com/events
2. Click the Register button under Teacher Reinvented Master class
3. Click the Book Now button
4. Input the required details and click Proceed to Payment.
5. Click XENDIT as Payment Option, Input the ZIP Code and Click Pay Now.
6. Choose your preferred payment Method and Pay the Registration within 24 Hours.
You will also receive a payment link in your registered mobile number. After your payment, you will receive an email confirmation containing the link and platform access of the Master class.