



Regional Advisory No. 37, s. 2021
March 30, 2021

In compliance with DepEd Order (DO) No. 8, s. 2001,
this advisory is issued not for endorsement per DO 28, s. 2001,
but only for information of DepEd officials,
personnel/staff, as well as the concerned public.
(Visit www.deped.gov.ph)

NATIONAL CAMPUS MEDIA OLYMPIAD (NCPO)

This is to advise the students, campus journalists, teachers, school paper advisers and school heads to join the National Campus Media Olympiad (NCPO) on March 20-June 20, 2021 with the theme, *Promoting Multi-Platform Campus Journalism in Community Building And Development*.

For details of the said activity, please see attached letter of invitation, copy of event primer, general guidelines, matrix of activities, and pre-registration schedule from the Chief Content and Marketing Officer of BCDP Designers and Creatives PH INC. For additional queries, you may email to ncpo.bdcpc@gmail.com.

For information and guidance.

CLM/gsa
03/30/2021



2021-03-3876

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



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BDCP DESIGNERS AND CREATIVES PH, INC

March 22, 2021

DR. EVELYN FETALVERO, CESO IV

Regional Director
Department of Education
Region XIII- Caraga

Greetings! We hope this letter finds you in good condition.

On behalf of BDCP Designers & Creatives Ph, Inc., (BDCP), I would like to express our profound appreciation for your support and efforts to empower campus journalism in your region.

By way of background, our organization caters to the promotion of visual and creative excellence in scholastic journalism. It is actually the same organization behind the success of the two seasons of the BDCP Awards, the first and only award-giving body for campus paper design that aims to recognize visual and creative excellence showcased through news designs of the country's campus newspapers.

This year, the BDCP is holding the first-ever National Campus Media Olympiad (NCPO), a national online journalism tournament which features series of competition for grade school, high school and college students, with the theme: *Promoting Multi-Platform Campus Journalism in Community Building and Development* on March 20 – June 20, 2021.

In view of this, we are inviting students, campus journalists, teachers, school paper advisers, and school heads of your region to join the NCPO 2021.

Participants of the event will be required to pay a registration fee of P100 for individual events, P200 for the duo, P300 for the trio and P500 for team events (inclusive of e-certificate and awards for the winner). There will be no limit on the number of students/participants per publication.

Attached is a copy of the event primer, general guidelines, matrix of activities, and pre-registration schedule.

For more info, you may check the following links:

NCPO Facebook Page: <https://www.facebook.com/nationalcampuspressolympiad>

Best-Designed Campus Papers of the Philippines: <https://www.facebook.com/bestdesignedph>

NCPO 2021 Primer:

<https://www.facebook.com/media/set/?vanity=nationalcampuspressolympiad&set=a.264283791982603>

NCPO 2021 Guidelines:

<https://www.facebook.com/media/set?vanity=nationalcampuspressolympiad&set=a.272178407859808>

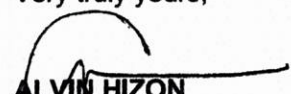
NCPO 2021 Schedule:

<https://www.facebook.com/nationalcampuspressolympiad/photos/pcb.272835871127395/272832224461093>

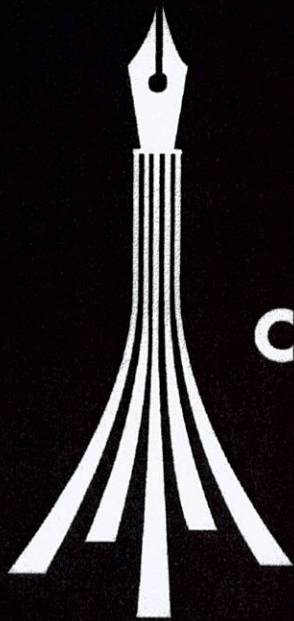
Please do not hesitate to get in touch should you have any questions or concerns. You can reach me at 09276400722 or email us to ncpo.bdcph@gmail.com.

It is also our fervent prayer that your office release to the field a memorandum or advisory to invite all divisions. Your favorable response will be remembered with esteemed appreciation.

In the name of campus journalism!
Very truly yours,

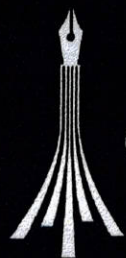

ALVIN HIZON
Chief Content and Marketing Officer

2021-03-3421



**NATIONAL
CAMPUS PRESS
OLYMPIAD**

PRIMER



NATIONAL CAMPUS PRESS OLYMPIAD 2021

(The Philippine Campus Journalism Tournament)

To promote the role of campus journalism in empowering communities especially in the midst of a pandemic, the BDCP Designers and Creatives PH, Inc. in cooperation with Aloha Events and Marketing Solutions will be holding the first-ever National Campus Media Olympiad, a national online journalism tournament which will feature a series of competitions for grade school, high school and college students, with the theme: *Promoting Community Development through Multi-Platform Campus Journalism* on March 20–June 20, 2021.

The National Campus Press Olympiad is open to all campus journalists from public and private schools and / or institutions in the Philippines:

Baby Bracket: Elementary Pupils

Bracket A: Grade 7-9

Bracket B: Grade 10 to 1st Year College

Bracket C: 2nd to 4th Year College

OBJECTIVES

- To emphasize the importance of multi-platform campus journalism in the new normal
- To promote news literacy among campus journalists;
- To highlight the role of campus press in community building and development;
- To exercise creativity and freedom through campus journalism; and
- To serve as an opportunity to communicate and collaborate with other campus journalists across the country.

ACTIVITIES

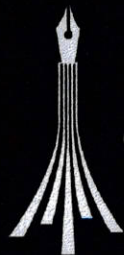
This will cover a wide range of journalism and creative contests that promote critical and artistic thinking among participants.

Side Events (Open Category)

- Infographic Design Contest
- Front Page Design Contest
- 1-Minute Infomercial/DevCom
- Radio OBB Making Contest with Spiel
- TV OBB Making Contest
- Literary Graphics Illustration
- Photography Contest (3 Pics + 1 Word)
- Poetry Writing
- Paglikha ng Maikling Kwento (Dagli)
- 4-Panel Comic Strip

Main Events (Strictly for Grade School, High School and College)

- **Interactive Multimedia Publishing (3-in-1)**
(5-8 members per team)
Collaborative Digital Publishing
Web Publishing
Social Media Publishing
- **Mobile Journalism**
 - A. 180-second Mobile Documentary
(3 members per team)
 - B. Mobile Newscasting
(3 members per team)
 - C. Real-time Reporting (Live-Tweeting)
(Individual)
 - D. News Podcasting
(2 members per team)



NATIONAL CAMPUS PRESS OLYMPIAD

PRIMER

- **Print and Visual Media (Individual Categories)**

Feature Writing / Pagsulat ng Lathalaing
News Writing / Pagsulat Ng Balita
SciTech & DevCom Writing / Pagsulat ng Agham at DevCom
Copy Editing & Headline Writing / Pagwawasto ng Sipi at Pag-uulo

Editorial Writing / Pagsulat ng Ulong Tudling
Sports Writing / Pagsulat ng Isports
Photojournalism
(Mobile / SLR / Digital Camera)
Editorial Cartooning (Traditional / Digital)

Winning entries will be featured in the BDCP Digest, the official campus journalism folio of BDCP. While the organizers plan to give awards to winners in every category, the board of judges shall have the discretion not to award any prize if in its judgment, no meritorious entry has been submitted.

GENERAL GUIDELINES

- Pre-Registration is required for the participants in the main events. Registration guidelines and schedule are posted in the official event's page of NCPO 2021.
- Students under Baby Bracket Category will only be allowed to join the Print and Visual Media Events (see list).
- Participants will be required to pay a registration fee (inclusive of e-certificates and awards for winners) for the main events. There will be no registration fee for all the side events.
- There will be no limit on the number of students / participants per publication/school. Participants may also join in as many categories they wish to participate as long as there is no conflict in the schedule of competitions.
- Plagiarism in any form is not allowed in the competition and is a solid ground for disqualification. Plagiarism is defined as the representation of another author's language, thoughts, ideas, or expressions as one's own original work.
- The mechanics and criteria for judging of each event will be posted on the official Facebook page of National Campus Press Olympiad and sent to the provided emails of the participants.
- By submitting an entry, each contestant grants the organizer the permission to publish it and use it for future promotions. Rights remain to the author who may republish the output anywhere else.
- Entries will be judged by known writers, editors, layout artists, graphic designers, campus publication specialists, art / creative directors, photojournalists, media educators, and journalists from different renowned news agencies, publishing industries, and institutions.
- There will be ten (10) finalists per category, medium and bracket where the top 3 winners will be named, recognized and awarded.

HOW TO REGISTER

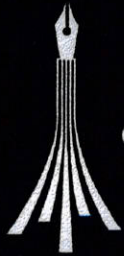
- Registration fees shall be collected per team. A picture of the proof of payment must be attached in the google registration form.
 - Php 100/contestant for individual events
 - Php 200 /team for duo events
 - Php 300 / team for trio events
 - Php 500/team for group events

Listed below are the acceptable payment methods for the registration fee:

a. Gcash / Paymaya
Account Name: Alvin B. Hizon
Account Number: 09276400722

b. BDO Unibank
City Mall - Calamba Branch
Account Name: Aloha Events and Marketing Solutions
Account Number: 012360014060

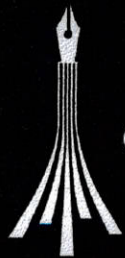
c. BPI Family Savings Bank
Calamba Branch
Account Name: Alvin Hizon
Account Number: 5816-3347-23



NCPO 2021 - SIDE EVENTS

SCHEDULE OF ACTIVITIES

ACTIVITY	SCHEDULE
Newspaper Front Page Design Contest Infographic Design Contest	March 21 -28, 2020
Photography Contest (3 Pics + 1 Word) 4-Panel Comic Strip	April 4-11, 2021
1-Minute Infomercial/DevCom Radio OBB Making Contest with Spiel TV OBB Making Contest	April 11-16, 2021
Literary Graphics Illustration Poetry Writing Pagsulat ng Maikling Kwento	April 19-26, 2021
Virtual Awarding	Side Events – NCPO 2021 May 2, 2021



NATIONAL
CAMPUS PRESS
OLYMPIAD

PRIMER

National Campus Press Olympiad 2021

SCHEDULE OF ACTIVITIES

ACTIVITY	SCHEDULE
OPENING PROGRAM	May 12, 2021
Print & Visual Media - Traditional <i>(Individual Events)</i>	May 15-21, 2021
Mobile Journalism <i>180-second Mobile Documentary</i> <i>Mobile Newscasting</i> <i>Real-time Reporting (Live-Tweeting)</i> <i>News Podcasting</i>	May 22-31, 2021
Interactive Multimedia Publishing 3-in-1 <i>(Digital, Social Media & Web)</i>	
AWARDING CEREMONIES & CLOSING PROGRAM	June 20, 2021