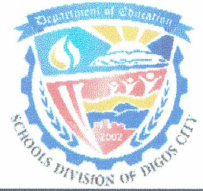




Republic of the Philippines  
**Department of Education**  
Region XI  
**SCHOOLS DIVISION OF DIGOS CITY**  
Digos City



**Division Advisory No. 022 s. 2018**  
February 6, 2018

In compliance with DepEd Order No. 8, 2013  
this Advisory is issued not for endorsement per DO 28, s. 2001,  
but for the information of DepEd officials,  
personnel/staff, as well as the concerned public.  
(Visit [www.deped.gov.ph](http://www.deped.gov.ph))

**JOURNALISM 101 SEMINAR WORKSHOP for SENIOR HIGH SCHOOL  
STUDENT PUBLICATIONS**

To: **Public Schools District Supervisors  
Concerned Secondary School Heads**

1. In reference to Regional DepEd Advisory No. 012, s.2018, the field is hereby enjoined of the **JOURNALISM 101 SEMINAR WORKSHOP for SENIOR HIGH SCHOOL STUDENT PUBLICATIONS** on February 27, 2018 at HOMITORI Dormitel, Bangoy Street, Davao City.
2. The Office interposes no objection to the above activity provided that the policy of "No Disruption of Classes" per DepE Order No 9, s.2005 entitled "Instituting Measures to Increase Engaged Time-On-Task and Ensuring Compliance Therewith" is observed, participation is on personal time and expense, and that no DepEd funds be utilized for this purpose.
3. Details of the said activity are found in the attached documents.
4. Immediate dissemination of this Advisory is highly desired.

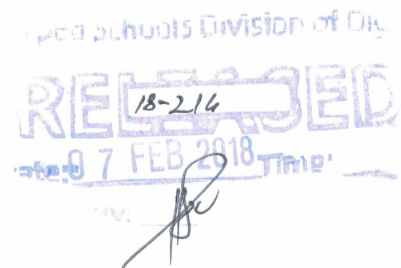
FOR AND IN THE ABSENCE OF:

**WINNIE E. BATOON, EdD**  
Officer in Charge  
Office of the Schools Division Superintendent

  
MELANIE P. ESTACIO, Ph.D.  
OFFICER-IN-CHARGE  
OFFICE OF THE ASSISTANT SCHOOLS DIVISION SUPERINTENDENT

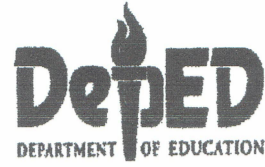
Encls: List Enclosures  
References: DepEd Order  
To be indicated in the Perpetual Index under the following subjects:  
**CURRICULUM, CAMPUS JOURNALISM, SEMINAR**

Re: JOURNALISM 101 SEMINAR WORKSHOP for SENIOR HIGH SCHOOL  
STUDENT PUBLICATIONS advisory title  
6 February 2018





Republika ng Pilipinas  
KAGAWARAN NG EDUKASYON  
REHIYON XI  
Lungsod ng Dabaw  
Tanggapang Panrehiyon



Telefax Numbers: (082) 227-1102; 227-9342 (Trunkline) 225-8495  
221-9428; 227-8025; 222-2617; 227-0941; 221-1210; 221-8435

Website: <http://www.region11.deped.gov.ph>  
SED Email Address: [sed.deped11@gmail.com](mailto:sed.deped11@gmail.com)

REGIONAL ADVISORY NO. 012 s. 2018  
January 23, 2018


JOURNALISM 101 SEMINAR/WORKSHOP for SENIOR HIGH SCHOOL  
STUDENT PUBLICATIONS

TO : Schools Division Superintendents

1. Herewith is a letter of Atty. Eduardo Estores, President of Davao Today Webworks and Multimedia Ventures, Incorporated, dated January 22, 2018, inviting all Senior High School Student Publications to the Journalism 101 Seminar/Workshop for Senior High School Student Publications on February 27, 2018, at HOMITORI Dormitel, Bangoy Street, Davao City.
2. This Office interposes no objection to the above activity provided that the policy of "No Disruption of Classes" per DepEd Order No. 9 s. 2005 entitled "Instituting Measures to Increase Engaged Time-On-Task and Ensuring Compliance Therewith" is observed, participation is on personal time and expense, and that no DepEd funds be utilized for this purpose.
3. Details of the said activity are contained in the enclosures.
4. Immediate and wide dissemination of this Advisory is desired.

ATTY. ALBERTO T. ESCOBARTE, CESO III  
Regional Director

Incl.: as stated  
ROC06/MCDEstrada

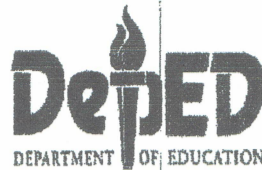
  
TERESITA G. TANDIAN  
DIC, ASSISTANT REGIONAL DIRECTOR

DEPARTMENT OF EDUCATION ROXI  
RECORDS SECTION  
**RELEASED**

By: Jw 2018-01-0076  
Date: 1/26/18 Time: 9:10



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ATTY. ALBERTO T. ESCOBARTE, CESO III  
Regional Director

Incl.: as stated  
ROC06/MCDEstrada

  
TERESITA G. TAMBO  
OIC, ASSISTANT REGIONAL DIRECTOR

DEPARTMENT OF EDUCATION ROXI  
RECORDS SECTION  
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By: Jw 2018-01-0076  
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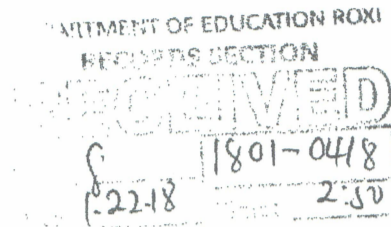
# DAVAOTODAY

Webworksand Multimedia Ventures, Incorporated

Door #24, Leonora Complex, C. Bangoy Street, Davao City • Email: davaotoday@gmail.com • Phone: (082) 285-9767

January 22, 2018

Atty. Alberto T. Escobarte CESO IV  
Regional Director, DepED  
Region XI



Dear Sir:

Greetings!

Davao Today Webworks and Multimedia Ventures Inc. founded on November 7, 2005 is the first online news magazine in the Davao Region. It churns out daily local, national and international stories, photos and audio visual productions. Presently, it has approximately 100,000 monthly website views and over a million reach in social media.

With the objective of enhancing student writers, Davao Today offers a program design where the campus paper's editorial staff can have the real newsroom experience --- they join the issue planning, do coverage with regular Davao Today reporters in their various beat assignments, write the stories under the pressure right in the newsroom, get a hands-on view of the actual editing of their work, and of course get their stories published.

This February 27, Davao Today will conduct a journalism 101 seminar-workshop for Senior High School and University/College student publications. It will be a whole day activity with a registration fee of P700.00.

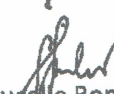
In this light, we would like to seek support from your office thru an endorsement of the said training. This is in line with the Campus Journalism Act implementation of continuous enhancement of skill on student writers.

For your questions and more information, please contact the above numbers, or you may directly connect with me through my mobile 09090681625.

Thank you. We look forward to a partnership with you.

Sincerely,

  
Atty. Eduardo Estores  
President

  
Lucille Bonzo  
Administrative Officer

# DAVAOTODAY

Webworksand Multimedia Ventures, Incorporated

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## DAVAO TODAY JOURNALISM 101 TRAINING

### *Background*

Journalism is the faithful reproduction of real stories, reporting of events and analysis of issues and trends. Its function is mainly to inform and reach a broad audience which will enable them to discern and act. The importance of journalism comes from the people's right to share and express what is happening in their daily lives. People today depend greatly on the media in keeping them informed. Journalism is the 'voice of the voiceless' and it plays the role of 'watch-dog' in our society. It links government officials and the people. It handles all public issues. The media, therefore, is the people's open forum. The media creates an environment where people get information and be prepared to take part in the exercise of democracy. People's participation is the foundation of democracy.

The recognition of the crucial role of the media pushed for the birth of student publication. In the Philippines, the Campus Journalism Act of 1991 acknowledges the need to uphold and protect the freedom of the press even at the campus level and promote the development and growth of campus journalism.

Long before the law is enacted, campus journalism in the Philippines started when the University of Santo Tomas published *El Liliputiense* in 1890. However, historians claim that the history of campus journalism in the country started when the University of the Philippines published *The College Folio*, now *The Philippine Collegian*, in 1910. They also added that *The Torch of the Philippine Normal University*, *The Guidon of the Ateneo de Manila University*, and *The Varsitarian of the University of Santo Tomas* were also published two years later.

With the rise of student publications, it has served as a venue in the exercise of campus press freedom. Through the student paper, both the campus journalists and the target audience appreciate the role of the press in shaping public opinion and the importance of maintaining the highest standards of practice of the journalism profession.

The explosion of social media has made it possible for citizens and ordinary folks to become "citizen journalists." One need not have journalism degree or properly trained on news writing and events reporting to be able to publish articles, photos and videos of actual events. Technology has certainly democratized the source of news and the public do not anymore rely on established media entities for its information and news. On the other hand, the democratization of news sources through social media networking sites has also produced the phenomenon of "fake news."

Indeed, the basic tenets of responsible journalism remain an adamant and pressing issue of the current times. At the core of every self-respecting journalist—whether a social media blogger or a working media practitioner—is as basic as this: One must adhere to and observe accurate and fair reporting at all times. One must double check facts, figures, names, dates, spellings and pronunciation. One must ensure that there are enough contexts in the story to ensure balance and fairness, including disclosure of important information.

Journalists are trained early on to get the news as accurate or as faithful to reality as possible. He or she must protect the sources especially those with privileged information. Plagiarism and taking bribes are anathema to journalists.

## **Journalism 101**

In pursuit of the ideals of responsible journalism, and holding dear to its mission of providing fair, in-depth, relevant information to readers in Davao City and worldwide, Davao Today embarks on developing homegrown journalists from student publications and interested parties by giving free multi-media journalism seminar.

The level of importance in upgrading journalism skills will enable student publications see the broader vision of the media world they work in. These skills will help in creating dynamic, engaged and audience-driven publications.

The program design for student publications is a combination of theory and practice in the form of seminar workshops and joint coverage on particular issues.

Main objectives of this program:

1. Engage student publications to develop increased partnership activities with Davao Today to foster more contributions to the output of each media organization
2. Organize localized publication skills training workshop
3. Raise awareness among student publication with the latest situation of Philippine media

With the objective of enhancing student writers, Davao Today offers a program design where the campus paper's editorial staff can have the real newsroom experience — they join the issue planning, do coverage with regular Davao Today reporters in their various beat assignments, write the stories under the pressure right in the newsroom, get a hands-on view of the actual editing of their work, and get their stories published.

## PROGRAM

7:00-8:00 a.m Registration

8:00-8:30 Orientation of the Seminar- Workshop

Speaker: 1. Atty. Eduardo Estores  
President, Davao Today  
2. Lucelle Bonzo  
Administrative Officer, Davao Today

8:30-9:15 Role of Journalism in Nation Building and the State of Philippine Media

Speaker: Prof. Arnold Alamon  
Board of Trustee, Davao Today

9:15-10:45 Photojournalism and Multi-media Production

Speaker: Medel Hernani  
Photojournalist, Davao Today

10:45-12:00nn Online Publishing

Speaker: Zea lo Ming Capistrano  
Manila Bulletin

Mick Basa  
Al Jazeera

12:00-1:00p.m LUNCH

1:00-4:00p.m Classroom Workshops on the following topics:

1. Editorial Writing

Speaker: Mart Sambalud, Editor, Davao Today

2. News Writing

Speaker: Robby Joy Salveron, rRporter, Davao Today

3. Lay-outing

Speaker: Shaun Bonje, CSL Printing Press

4. Feature Writing

Speaker: Margarita Valle, Columnist, Davao Today

4:00-4:30 Evaluation and Closing Ceremony