



COMMISSION ON HIGHER EDUCATION

REGIONAL OFFICE III



RELEASED

JUN 21 2024

CHEDRO III

CHEDRO-III MEMORANDUM

No. 119, s. 2024

For : ALL PRESIDENTS/HEADS OF HIGHER EDUCATION INSTITUTIONS
IN REGION III

Subject : 3rd Young Journalists Press Freedom Congress

Date : June 20, 2024

This Office endorses the subject undertaking "3rd Young Journalists Press Freedom Congress" on August 30, 2024 to be held at Nueva Ecija University of Science and Technology, Sumacab Campus, Cabanatuan City, Nueva Ecija. This is an annual event that celebrates National Press Freedom Day in the Philippines which is organized by the Association of Tertiary School Paper Advisers of Region III (ATSPAR III) Inc.

This said congress aims to provide a platform for young journalists and campus papers advisers to come together and discuss the vital role of campus journalism in shaping the future of media. Specifically, the event is designed to equip campus publications with the necessary skills for modern digital journalism.

Target participants to attend this virtual conference are campus journalists and school paper advisers in the Region. Attached is the concept paper for the said event.

Should there be further queries regarding the conference fees and the like, interested participants may contact Prof. Jeffrey C. Cabal (ATSPAR III Inc., President) c/o the Philippine Merchant Marine Academy, San Narciso, Zambales. He can be reached at the following cell phone numbers: 09465614656 or through this email: atspar3@gmail.com.

For the voluntary participation of all concerned.

Wide dissemination of this memorandum is desired.

DR. LORA L. YUSI
Director IV

Reference:

Letter of Prof. Jeffrey C. Cabal
President, ATSPAR III Inc.



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YOUNG JOURNALISTS PRESS FREEDOM CONGRESS

CONCEPT PAPER

I. PROGRAM OVERVIEW

Program	3rd Young Journalists Press Freedom Congress (YJPFC)
Theme	AIM High ATSPAR III: Achieve. Innovate. Mentor.
Proponent	Association of Tertiary School Paper Advisers of Region III Inc.
Implementing Partner/s	Young Journalists Association of Region III
Institutional Partner/s	Nueva Ecija of Science and Technology
Venue	NEUST, Sumacab Campus, Cabanatuan City, Nueva Ecija 1 Plenary Hall (accommodating 500 pax) 5 Session Halls (for workshop sessions)
Event Schedule	Friday, August 30, 2024 08:00 AM – 5:00 PM
Registration Fee	Php 2,000 per participant Php 1,000 per contest event
Deadline of Registration	August 5, 2024
Target Participants, Metrics	350 campus journalists 40 publication advisers 40 participating publications - University/campus-wide school paper/ publications - College-based school paper/ publications
Program Component	Plenary Session Breakout Workshop Sessions A-List Awards (Search for Best Campus Media Awards) 3rd Search for the Outstanding Tertiary Campus Journalists (OTCJ) 2nd Search for the Campus Journalism Advocates (CJA)

Rationale

The Young Journalists Press Freedom Congress (YJPFC) is designed to empower and equip campus journalists with the necessary skills for modern digital journalism. The YJPFC offers a comprehensive discussion on digital tools and its application in the digital media and publishing. The program aims to harness the potential of digital media, fostering a new generation of journalists who are adept at navigating the evolving landscape of news and information, ensuring they are well-prepared to contribute to media integrity and press freedom.

Objectives

At the end of the congress, the participants are expected to:

- recognize their vital role in upholding press freedom and media ethics in digital platforms;
- understand the social media dynamics and content management;
- apply hands-on experience in branding, content creation, and editing workshop sessions; and,
- foster ethical journalistic excellence through competitive and healthy competition.



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II. SUMMARY OF EVENTS

<p>Plenary Session</p>	<p>Viral-Vital Dilemma of the Campus Press</p> <p>This session explores the evolving landscape of campus journalism, particularly focusing on the distinction between content that is merely popular or "viral" and content that is essential or "vital" for their respective HEIs and the community.</p> <p>This session will address strategies for campus journalists to effectively balance attracting readership with engaging content while maintaining the integrity and relevance of their reporting. Participants will gain insights into the impact of social media trends on news and the importance of critical journalism, emphasizing adherence to journalistic values and ethics.</p>
<p>Breakout Workshop Sessions</p> <p>Methodologies</p> <ul style="list-style-type: none"> • Lecture-Discussions • Review of style and guide in their respective publications • Workshop • Presentation and critique of outputs • Individual or group exercises 	<p>Topic 1. MANAGING SOCIAL MEDIA (60 slots)</p> <p>Growing Audience Online</p> <ul style="list-style-type: none"> • Learn strategies for planning and managing social media content to effectively communicate and engage with the online community. • Focus on crafting clear, concise, and engaging content suitable for various campus media platforms. <p>Topic 2. POST-PRODUCTION ESSENTIALS (60 slots)</p> <p>Enhancing Video Editing Skills</p> <ul style="list-style-type: none"> • Master basic video editing techniques to produce engaging campus news and feature stories. <p>Topic 3. VIDEO PRODUCTION SKILLS (60 slots)</p> <p>Creating impactful video production</p> <ul style="list-style-type: none"> • Gain insights into the TV broadcasting process to enhance reporting and production skills for campus media. • Acquire fundamental directing techniques to oversee and coordinate multimedia productions effectively for campus media. <p>Topic 4. MOBILE JOURNALISM (60 slots)</p> <p>Reporting made fast and easy</p> <ul style="list-style-type: none"> • Utilize mobile photography to capture high-quality images for campus journalism using just a smartphone. • Develop skills in shooting and editing videos to create impactful visual stories for campus media. <p>Topic 5. BRANDING AND DESIGN (60 slots)</p> <p>Communicating through Visual Design</p> <ul style="list-style-type: none"> • Explore branding and design techniques to create a distinctive identity for campus media. • Learn to create compelling visual content for campus publications.





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	<p>Topic 6. WRITING SKILLS (150 slots) Investigative Writing</p> <ul style="list-style-type: none"> Enhance investigative skills to uncover and report on critical issues affecting the campus and beyond.
Notes	with pre-requirements from speakers and workshop outputs

III. GROUP CONTESTS

Overall Award	<ul style="list-style-type: none"> A-List Campus Media (Top Performing Student Publications)
Special Awards	<ul style="list-style-type: none"> 3rd Search for the Outstanding Tertiary Campus Journalists (OTCJ) 2nd Search for the Campus Journalism Advocates (CJA)
Group Contest Awards	<ul style="list-style-type: none"> A-List Social Media Page for Student Publication <ol style="list-style-type: none"> Best News Entry Best Editorial Entry Best Opinion Entry Best Sports Entry Best Literary Entry Best Feature Entry Best Devcomm Entry Best Infographics Entry Best News Photos Entry Best Literary Graphic Entry Best Comics Entry A-List E-Magazine <ol style="list-style-type: none"> Best in News/ Reports Best in Sports Best in Editorial Best in Opinion Best in Literary Best in Features Best in Devcomm Best in Photos Best in Cover Design Best in Layout Design A-List News Broadcast Production <ol style="list-style-type: none"> Best News Story Best News Anchor Best News Reporter Best News Script Best Technical Director A-List Vertical Short-Form Video





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IV. PROGRAM OF ACTIVITIES

Time Frame	Activities
06:30 AM – 07:30 AM	Assembly of ATSPAR Secretariat Committee and Working Committee
07:30 AM – 08:00 AM	Arrival and Registration of Delegates
08:00 AM – 09:00 AM	<p>OPENING PROGRAM</p> <p>Invocation and National Anthem AVP The ATSPAR III Inc. AVP The YJAR III AVP Program Rationale AVP</p> <p>Introduction of Participants DR. GLADIE NATHERINE G. CABANIZAS Secretary, ATSPAR III Inc.</p> <p>Welcome Message RHODORA R. JUGO, EDD SUC President III, NEUST</p> <p>Message from the Association JEFFREY C. CABAL President, ATSPAR III Inc.</p> <p>Message of Support DR. LORA L. YUSI Director IV, CHEDRO III</p> <p>Young Journalists Creed JOHN DARWIN ARENAS President, YJAR III</p>
09:00 AM – 10:00 AM	<p>Introduction GUEST OF HONOR AND SPEAKER</p> <p>Plenary Session on "Viral-Vital Dilemma of the Campus Press"</p> <p>Open Forum</p> <p>Awarding of Certificate</p> <p>Reminders for Breakout Sessions</p>
10:00 AM – 12:00 NN	<p>Breakout Sessions*</p> <p>Introduction of the Facilitator ATSPAR Member/Facilitator</p> <p>Session Proper Workshop Speaker</p>
12:00 NN	Lunch
01:00 AM – 02:00 NN	Resumption of Breakout Sessions and critiquing of outputs
02:00 PM – 04:00 PM	<p>AWARDING PROGRAM</p> <p>Special Awards</p> <p>Campus Journalism Advocates (CJA)</p> <p>Outstanding Tertiary Campus Journalists (OTCJ)</p> <p>Group Awards</p> <p>Best Vertical Short-Form Video</p> <p>Best News Broadcast Production</p> <p>Best Social Media Page for Student Publication</p> <p>Best E-Magazine</p>
4:00 PM – 5:00 PM	<p>CLOSING PROGRAM</p> <p>Awarding of Certificates Facilitators and Committee</p> <p>Message of Gratitude RIZALDE M. CAPIO Immediate Past President, ATSPAR III Inc.</p> <p>Photo Opportunity Campus Paper Advisers, Editors, participants</p>





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V. CONTEST GUIDELINES

GENERAL GUIDELINES

1. **Eligibility.** There should be only one (1) contest entry per campus student publication. Only the publications which have filled-out the contest form shall be accepted as official entries.
2. **Registration Fee.** An amount of 1,000.00 pesos shall be paid as registration fee of the publication per contest entry. Payment shall be deposited to the bank account of the association:

Bank	Banco de Oro (BDO) - Magalang Branch
Account Name	Association of Tertiary School Paper Advisers of Region III (ATSPAR III) Inc.
Account Number	007850086632

3. **Registration Form.** Complete the [YJPFCD Delegation Registration Form](https://bit.ly/yjpfcd2024delegation) thru <https://bit.ly/yjpfcd2024delegation>. Moreover, upload the copy of the deposit slip of full payment to the above-mentioned account to the same link. The online form should be submitted on or before **August 5, 2024**.
4. **Submission.** The Committee will only accept group entries thru this link: <https://bit.ly/yjpfcd2024grouppentry>. The deadline for submission is on **August 12, 2024**. Failure to comply with any of these requirements shall disqualify the paper from the contests.
5. **Entry.** The publication should check if the required Uniform Resource Locator (URL) or link for submission is working.
6. **Originality.** The entry to be submitted should be an original work of the student publication. If the entry is proven to have committed plagiarism in any way, even if unintentional, the entry will be disqualified or, if the unethical act was discovered after the contest, then the award and recognition will be revoked.
7. **Scoring.** The contest shall be judged based on the number of points garnered by the campus publication from the categories. The distribution of points shall follow the scheme below:

Place	Point/s Awarded
First	10
Second	9
Third	8
Fourth	7
Fifth	6
Sixth	5
Seventh	4
Eighth	3
Ninth	2
Tenth	1

8. **Awarding.** The top ten publications in each contest category shall be recognized as winners and will receive certificates and plaques of recognition. Additionally, the top ten highest-scoring publications in across all categories will be recognized as the A-Listers for the Social Media Page,





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E-Magazine, and News Broadcast Production, Vertical Short Form Video and will receive plaques of recognition. The computed points for Vertical Short Form Video, Social Media Page, E-Magazine, and News Broadcast Production shall determine the A-List Campus Media.

9. The awarding ceremony shall be held during the Young Journalists Press Freedom Congress.
10. Upon arrival and registration, the participating institution must submit a copy of the CHED-RO III acknowledgement letter concerning the Certificate of Compliance and Report of Compliance (CHED CMO No. 63, S. 2017).
11. For further details about the group competitions, please contact the YJPFC Secretariat.

GROUP CONTESTS GUIDELINES

A. A-LIST SOCIAL MEDIA PAGE FOR STUDENT PUBLICATION. The search for the best social media page for a student publication aims to identify and recognize outstanding online platforms that effectively engage, inform, and connect their audience through creative and impactful content.

1. The entries eligible for evaluation shall be those which have been published in the official social media page of the publication during the period of August 31, 2023 to July 31, 2024 only.
2. The publication shall submit one article per category, including the URL/link for each entry, in the following categories:
 - a. Best in News Entry
 - b. Best in Editorial Entry
 - c. Best in Opinion Entry
 - d. Best in Sports Entry
 - e. Best in Literary Entry
 - f. Best in Feature Entry
 - g. Best in Devcomm Entry
 - h. Best in Infographics Entry
 - i. Best in News Photo Entry
 - j. Best Literary Graphic Entry
 - k. Best Comics Entry
3. All entries should be identified with writer/photojournalist/graphic editor/illustrator's name.
4. News photo entry should have at least six (5) photos but not more than ten (10).
5. Failure to submit one or more entries in this group contest will not result in disqualification of the publication, provided that at least one entry is submitted.

B. A-LIST VERTICAL SHORT-FORM VIDEO. The search for the best vertical short-form video features the most engaging, creative, and impactful videos designed for vertical viewing on digital devices and platforms.

1. The entries eligible for evaluation shall be those that have been published online on the official social media page of the publication between August 31, 2023, and July 31, 2024, only.



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2. The entry should be a brief video explainer of recent events, or development, or policy within their respective educational institutions. It must be an original composition made by the members of the student publication. The entries may draw inspiration from “Patrol ng Pilipino” vertical short videos. (e.g., [ABS-CBN Innovation Award](#), [MT Princess Empress Oil Spill](#), [DZMM630 Call Sign](#), [LGBTQIA+ Right to Care Card](#))
 3. Video entries should not have been finalists in any similar video-making contest. Otherwise, the Secretariat Committee will disregard the entry.
 4. The time duration should not be less than one (1:00) minute (including credits) and should not exceed more than two minutes and twenty seconds (2:20). The resolution of the entry should be 1080p x 1920p (or 9:16) to fill a standard mobile screen (vertical). Entries shall be submitted in **.mp4** or **.mov** file format with the prescribed file name: YJFPC-2023_Short-Form Video_Publication (Example: [YJFPC-2024_Short-Form Video_The Publication](#))
 5. The following are the criteria for judging: content quality, originality and creativity, production quality, and entertainment value.
- C. A-LIST E-MAGAZINE.** The search for the best e-magazine aims to recognize digital magazines that excel in content quality, design, and user engagement.
1. The entries eligible for evaluation shall be those which have been published online thru <https://issuu.com> during the period of August 31, 2023 to July 31, 2024 only.
 2. The e-magazine entry of the publication shall cover the Academic Year 2023-2024. Previous publication submitted in the previous regional and Luzon-wide press conference are not accepted.
 3. The publication shall submit one e-magazine entry with working issuu.com direct URL/link.
 4. Standard sizes of the electronic copy of the magazine shall be observed as stated below. The decision of the YJFPC Secretariat shall be respected in determining acceptance of entries deviating from the standard size.
 5. The document size of the entry should be 9” x 12” with 300 pixels per inch (PPI) resolution.
 6. The following shall be the categories:
 - a. Best in News/ Reports
 - b. Best in Sports
 - c. Best in Editorial
 - d. Best in Opinion
 - e. Best in Literary
 - f. Best in Features
 - g. Best in Devcomm
 - h. Best in Photos
 - i. Best in Cover Design
 - j. Best in Layout Design



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D. A-LIST NEWS BROADCAST PRODUCTION. The competition evaluates the overall quality of a four-minute news video production.

1. The entries eligible for evaluation shall be those that have been published online on the official social media page or channel of the publication between August 31, 2023, and July 31, 2024, only.
2. Video entries should not have been finalists in any similar video-making contest. Otherwise, the Secretariat Committee will disregard the entry.
3. The time duration should not be less than three (5:00) minutes (including credits) and should not exceed more than four minutes (7:00).
4. The resolution of the entry should be 1920p x 1080p (or 16:9) to fill a standard mobile screen (horizontal). Entries shall be submitted in **.mp4** or **.mov** file format with the prescribed file name format: YJRFC-2023_News Broadcast_Publication (Example: **YJRFC-2024_News Broadcast_The Publication**)
5. The following are the expected content of the news broadcast:
 - Opening Billboard and Closing Billboard. This contains the campus paper/ student publication's program/ channel title.
 - Headlines. This will contain a brief lead/summary of the news articles.
 - Field Report. This includes a live field report supported by canned footage as part of the production.
6. The following shall be the categories:
 - a. Best News Story
 - b. Best News Anchor
 - c. Best News Reporter
 - d. Best Technical Director
 - e. Best News Script

SPECIAL AWARDS GUIDELINES

A. SEARCH FOR THE OUTSTANDING TERTIARY CAMPUS JOURNALISTS (OTCJ). This event shall recognize and celebrate the exceptional talent and dedication of tertiary campus journalists for their leadership, excellence, and community contributions in in Central Luzon.

1. This search is open to both graduating students and recent graduates of the current academic year 2023-2024 who were campus journalists at the tertiary level. Previous recipients of this award are not eligible to participate again.
2. There is no limit to the number of nominees that each campus student publication can submit.
3. The Nomination Document shall be in a single, A4-sized (8.3 x 11.7") portable data format (pdf) file containing the following:
 - a. Application letter for the OTCJ award;
 - b. Recommendation letter from the school paper adviser or moderator;



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- c. OTCJ Nomination Form (link to this document:) detailing the nominee's accomplishments during the period of 2019-2024 only; and
 - d. Appendices consisted of the supporting documents covering the said period.
4. The student publication through its authorized representative will submit the Nomination Document to the Regional Committee thru this link: <https://bit.ly/yjpf2024specialawards>.
 5. Nominees shall submit the documents on or before June 7, 2024 through [Google Forms](#). The file name of the document shall adhere to the prescribed format, YJPC-2024_OTCJ_Last Name_Publication (Example: [YJPC-2024_OTCJ_Cabal_The Publication](#)). Please refer to the schedule:

12 Jun 2024	Call for Application
26 Jun 2024	Deadline of Application
28 Jun 2024	Deliberation (Initial and Final Screening)
1 Jul 2024	Announcement of Winners
5 Jun 2024	Sending of invitation
30 Aug 2024	Awarding Ceremony

6. During the search, the Nomination Documents shall be evaluated by a Regional Committee composed of the ATSPAR III Inc. Board of Trustees. The Committee shall be granted the authority to accept or reject applications based on submitted documents and existing records of the association.
7. The evaluation for OTCJ shall comprise the initial and final screening stages:
 - a. Initial Screening. The evaluation committee shall use a set of standard criteria from which a rubric in identifying specific points shall be based. Only those who meet the minimum required points of 75 shall qualify for the award, and pass the initial screening.
 - b. Final Screening. If the number of qualifiers reaches more than 10, only the top ten in the ranking shall be recognized as Outstanding Tertiary Campus Journalists (OTCJ).
8. Criteria. The following will be the criteria for evaluation:

Criterion	Supporting Documents Needed	Max. Points for the Criterion
A. Campus Journalism Leadership and Service. Service as Campus Journalist of the campus student publication.	Designations, or Oath of Office, or Certifications	30
B. Campus Journalism Excellence. Performance as a Contestant in regional press conferences sponsored by ATSPAR III Inc. and Luzon-wide press conferences by ALTPA.	Certificates of Recognition or Certifications	60
C. Campus Journalism Community Building. Services rendered for the Young Journalists' Association of Region III as officer or committee member or representative.	Certificates, Oath of Office, or Certifications	10
TOTAL		100





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9. The distribution of point for each criterion shall be based on the scheme below:

Criterion A. Campus Journalism Leadership and Service	
Position Held	Points per Year
Editor-in-Chief or equivalent level	10
Associate Editor or equivalent level	9
Managing Editor or equivalent level	8
Section Editors / Heads / Managers or equivalent level	7
Staffers or equivalent	6
Contributor	3

- a. Only the highest position in concurrent designations in a given year will count for points.
- b. Those serving the position for one semester will receive half the points.

Criterion B. Campus Journalism Excellence	
Placement	Points Awarded
1 st place	15
2 nd place	14
3 rd place	13
4 th place	12
5 th place	11
6 th place	10
7 th place	9
8 th place	8
9 th place	7
10 th place	6

Criterion C. Campus Journalism Community Building	
Position Held	Points per Year
President	10
Vice-President	9
Other Officers	8
Committee membership (e.g. facilitator, chairman, host, or equivalent)	5

10. The recipients of OTCJ will receive plaques and certificates. The awarding ceremony shall be held during the Young Journalists' Press Freedom Congress.





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B. CAMPUS JOURNALISM ADVOCATE AWARD. The Campus Journalism Advocate Award is an esteemed recognition conferred by the Association of Tertiary School Paper Advisers of Region III (ATSPAR III), Inc. This award honors the dedication, commitment, and service of campus paper advisers who have significantly contributed to the field of campus journalism. It acknowledges their pivotal role in nurturing student journalists and fostering a culture of journalistic excellence within educational institutions.

1. This search is open to all active ATSPAR III Inc. members and will cover the period of year 2000 to present year.
2. The Campus Journalism Advocate Award is categorized based on the exact number of years of continuous service in student publication:

Years in Service*	Award
5 years	Campus Journalism Advocate Bronze Award
10 years	Campus Journalism Advocate Silver Award
15 years	Campus Journalism Advocate Gold Award
20 years	Campus Journalism Advocate Platinum Award

3. The main criteria shall be the number of successive years rendered as adviser, moderator or consultant of the school paper.
4. To claim the years in service, the supporting documents would include Oath of Office, or Designations, or Certifications. Documents be evaluated by a regional committee.
5. Along with a letter of intent, applications should be submitted to ATSPAR III Inc. via email at atspar3@gmail.com. The deadline for submission is until August 5, 2024 only.
6. The student publication through its authorized representative will submit the Nomination Document to the Regional Committee through this link: <https://bit.ly/yjpf2024specialawards>
7. The recipients of CJA will receive plaques and certificates. The awarding ceremony shall be held during the Young Journalists' Press Freedom Congress.





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IV. PROGRAM OF MANAGEMENT

STANDING COMMITTEE	ACTIVITY	IN-CHARGE
Committee Chairperson	Program Development	Jeffrey C. Cabal
	Registration and Secretariat	Gladie Natherine G. Cabanizas
	Guests	Normita M. Lugtu
	Judging and Awards	Rizalde M. Capio
	Food and Logistics	Rizalde M. Capio
	Venue Management	Alfred Esteban
	Feedback and Evaluation	Flora Canare
	Media and Publicity	Jeffrey C. Cabal
Session Facilitators	Managing Social Media	Normita M. Lugtu
	Post-Production Essentials	Alfred Esteban
	Video Production Skills	Rizalde M. Capio
	Mobile Journalism	Gladie Natherine G. Cabanizas
	Graphic Designing	Jeffrey C. Cabal
	Investigative Writing Skills	Flora Canare
Plenary Events	Program Hosts	Dexter Andrew O. Manalo
	YJAR President	John Darwin Arenas

