



Republic of the Philippines
Department of Education
REGION III

SCHOOLS DIVISION OFFICE OF ANGELES CITY

Advisory No. 056, s. 2025

September 24, 2025

In compliance with DepEd Order (DO) No. 8 s. 2013
This advisory is issued not for endorsement per DO 28, s. 2001,
But only for the information of DepEd officials,
Personnel/staff, as well as the concerned public.
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MEDIA CONGRESS AND INKSPIRE

The **Angeles University Foundation**, through the **Samahan ng mga Mag-aaral sa Komunikasyon (AUF-SAMASKOM)**, cordially invites **Junior and Senior High School Student Journalists** to participate in the **Media Congress and Inkspire** with the theme: **"Katimawan: Preserving Freedom Against Media Assaults"** to be held on **October 10, 2025**, from **7:30 a.m. to 4:00 p.m.**

This activity aims to promote the protection of press freedom and the reinforcement of journalistic principles in light of growing concerns over censorship, media attacks, and ethical challenges brought about by the use of Artificial Intelligence (AI).

Participation of both teachers and students is voluntary and must not disrupt instructional time. Teachers who wish to attend are expected to ensure that their class responsibilities are appropriately managed. Moreover, parental consent must be secured by students prior to their participation in the said activity.

Attached is the invitation letter from AUF-SAMASKOM, dated September 9, 2025, for your reference and guidance.

For queries, please email samaskom@auf.edu.ph.

Engr. EDGARD C. DOMINGO, PhD, CESO V
Schools Division Superintendent *AJN*

Encl.: As stated,
Reference: AUF-SAMASKOM Invitation Letter
dated 9 September 2025

To be indicated in the Perpetual Index
under the following subjects

CAMPUS JOURNALISM

STUDENT DEVELOPMENT

APT/DEC/Sept 24, 2025



Jesus St., Brgy. Pulungbulu, Angeles City 2009
(045) 901-9498/angeles.city@deped.gov.ph



AUF SAMASKOM KATIMAWAN



SAMAHAN NG MGA MAG-AARAL SA KOMUNIKASYON - A.Y. 2025-2026

September 9, 2025

Engr. Edgar C. Domingo
Schools Division Superintendent
Division of Angeles City

Subject: Request for Approval of Educational Activity

Dear Regional Director,

We are the Samahan ng mga Mag-aaral sa Komunikasyon (AUF SAMASKOM), the official non-mandated organization of the Department of Communication at Angeles University Foundation.

We respectfully seek your approval for our planned educational activity, **Media Congress** and **Inkspire**, with the theme: “*Katimawan: Preserving Press Freedom Against Media Assaults*,” scheduled on **October 10, 2025, from 7:30 AM to 4:00 PM**.

This initiative aims to safeguard press freedom and uphold journalistic principles amidst rising concerns over censorship, media attacks, and ethical challenges posed by the use of Artificial Intelligence (AI). The event will highlight the importance of integrity, justice, and accountability in journalism, while fostering the commitment of students, campus journalists, and media practitioners to the advocacy of press freedom.

The two-fold program will hold the Media Congress in the morning and a journalism competition in the afternoon. The Media Congress will feature topics on journalism and principles, censorship, and ethical use of AI to enrich the communication, critical thinking, and media literacy skills of students, while the journalism coaching and competition will cover the following categories:

1. News Writing
2. Sports Writing
3. Column Writing
4. Digital Journalism
5. Editorial Cartooning
6. Copywriting (for faculty participants)

SAMASKOM plans to invite Junior and Senior Highschool students from private and public schools in Angeles City Pampanga. The participation is free of charge and simple lunch and snacks will be provided.

Your approval plays a huge role in upholding the essence of responsible journalism and empowering students in their pursuit of truth and public service. For your reference, attached to this letter are the





AUF SAMASKOM KATIMAWAN



SAMAHAN NG MGA MAG-AARAL SA KOMUNIKASYON - A.Y. 2025-2026

proposed flow of events and important details. Should you have any questions or require further information, contact us via email at samaskom@auf.edu.ph.

Thank you for your valued time, and most importantly, your continued dedication to the youth and nation.

Program flow

Time	Activity
7:30 AM - 8:00 AM	Registration
8:00 AM - 8:15 AM	Opening
8:15 AM - 8:30 AM	Welcome Remarks
8:30 AM - 9:15 AM	1st Speaker
9:15 AM - 10:00 AM	2nd Speaker
10:00 AM - 10:45 AM	3rd Speaker
10:45 AM - 11:00 AM	Question and Answer session
11:00 AM - 12:00 PM	Break
12:00 PM - 12:30 PM	Inkspire
12:30 PM - 1:30 PM	Coaching
1:30 PM - 2:30 PM	Competition
2:30 PM - 3:30 PM	Judging/checking
3:30 PM - 4:00 PM	Tabulation
4:00 PM	Awarding

(The event will be supervised by Mrs. Cristina Reyes, our Department Chair.)

Once again, thank you for your kind consideration, and May God bless us all.

NOTED BY:

ASST. PROF. CRISTINA B. REYES

Adviser, AUF SAMASKOM

Program Chair, Department of Communication

Angeles University Foundation



AUF SAMASKOM



SAMASKOM@AUF.EDU.PH

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GENERAL GUIDELINES FOR THE INDIVIDUAL COMPETITIONS

Tayid-Tayid is an annual series of events that foster excellence, vigilance, and responsibility in the landscape of campus media in the country. This year's first edition of the Tayid-Tayid series aims to promote the substantive role of campus scribes in the community through a journalistic workshop and competitions.

The following will be strictly implemented and complied with:

1. Eligibility

- a. The competitions under this year's first installment of the Tayid-Tayid series are open to **secondary students of Angeles City.**

2. Competition Categories:

- a. There shall be **6 (six) individual competitions:**
 - i. **News Writing;**
 - ii. **Sports Writing;**
 - iii. **Editorial Cartooning;**
 - iv. **Opinion Writing;**
 - v. **Layouting;** and
 - vi. **Photojournalism.**

3. Registration

- a. The school must **pre-register** their participants through the registration form provided.
- b. Each school can only send **one participant** per category.

4. Competition Proper

- a. The details of the competition, including topics per category, will be presented by the resource speakers during the workshop.
- b. Participants are expected to **bring their own writing materials.** Competition papers will be provided.
- c. **Photojournalism, Editorial Cartooning, and Layouting** participants must bring their own drawing materials and/or equipment during the competition. (e.g. camera, laptop)
- d. Layouting participants may use any editing software. However, the use of **premade templates is strictly prohibited and will result in disqualification.**
- e. **Journalistic ethics shall be observed at all times.** Use of profane language unnecessary in the context of the submitted article, plagiarism, and other unethical conduct shall not be tolerated.
- f. **Participants may submit their output in either English or Filipino.** There will be no distinction between the two media as *mastery of language* will not be included in the judges' rubrics.
- g. **NO IDENTIFYING MARKS** should be made in the submission pieces. This includes, but is not limited to, the writing of names, school names or publications, signatures, initials, logos, personal symbols, or watermarks. Participants must refer to their control number to be provided on the competition proper.
- h. Participants will be given **1 hour** to complete their outputs. Any submission beyond this time limit will not be accepted.

5. Recognition

- a. Only the top three winners will be recognized at the **Awarding Ceremony** held on the same day as the competition. These winners will also receive certificates of recognition.
- b. All participants will be given a certificate of participation.

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CRITERIA FOR JUDGING

1. News Writing

- a. Content & Accuracy (40%)
 - i. Facts are correct, complete, and relevant
 - ii. Prioritizes the most important details (inverted pyramid style)
- b. Organization & Structure (25%)
 - i. Clear lead, logical flow, and coherence
 - ii. Smooth transitions between paragraphs
- c. Clarity & Conciseness (25%)
 - i. Language is simple, precise, and easy to read
 - ii. Avoids unnecessary words or jargon
- d. Ethics & Objectivity (10%)
 - i. Fair reporting
 - ii. Avoids bias, sensationalism, and unethical content

2. Sports Writing

- a. Content and Accuracy (40%)
 - i. Facts are correct, complete, and relevant
 - ii. Key highlights are well covered
- b. Action & Atmosphere (25%)
 - i. Captures excitement, tension, and significance of the event
 - ii. Balances technical detail with engaging description
- c. Organization & Style (25%)
 - i. Strong lead and smooth flow of ideas
 - ii. Uses proper sports writing tone and structure
- d. Ethics and Fairness (10%)
 - i. Fair reporting
 - ii. Avoids bias, sensationalism, and unethical content

3. Editorial Cartooning

- a. Relevance to Theme (35%)
 - i. Directly reflects the given issue or prompt
 - ii. Communicates a clear opinion or stance
- b. Creativity & Originality (30%)
 - i. Shows unique style or fresh perspective
 - ii. Avoids clichés or copied elements
- c. Clarity of Message (25%)
 - i. Cartoon is easy to interpret at first glance
 - ii. Symbols and metaphors are effective
- d. Technical Execution (10%)
 - i. Neat and well-drawn
 - ii. Effective use of materials

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4. Opinion Writing

- a. Strength of Argument (40%)
 - i. Clear and persuasive stance
 - ii. Arguments are well-supported by evidence or logic
- b. Organization & Coherence (25%)
 - i. Smooth introduction, body, and conclusion
 - ii. Logical progression of ideas
- c. Style & Clarity (25%)
 - i. Tone matches purpose (convincing, thoughtful)
 - ii. Language is engaging and readable
- d. Ethical Responsibility (10%)
 - i. Avoids misinformation or offensive language

5. Layouting

- a. Balance & Organization (35%)
 - i. Layout is orderly, reader-friendly, and well-arranged
 - ii. Elements are properly placed and proportional
- b. Readability & Clarity (30%)
 - i. Effective use of fonts, spacing, and alignment
 - ii. Hierarchy of information is clear
- c. Creativity & Aesthetics (25%)
 - i. Visually appealing and creative design choices
 - ii. Consistent style and theme
- d. Technical Accuracy (10%)
 - i. Correct placement of captions, headlines, and graphics
 - ii. Adheres to provided tools and instructions

6. Photojournalism

- a. Relevance & Storytelling Power (40%)
 - i. Photo clearly reflects the given theme
 - ii. Evokes strong meaning or emotion
- b. Composition (30%)
 - i. Well-framed, balanced, and visually strong
 - ii. Effective use of angle, depth, and perspective
- c. Technical Quality (20%)
 - i. Proper focus, lighting, and sharpness
 - ii. Minimal distractions or flaws
- d. Caption Writing (10%)
 - i. Accurate, concise, and informative
 - ii. Supports the story shown in the photo