



Republic of the Philippines
Department of Education
Region VII, Central Visayas
DIVISION OF CITY SCHOOL-TAGBILARAN CITY
Tagbilaran City



To : All Elementary and Secondary School Heads
Education Program Supervisors
Administrative Officer V

Subject : Media Festival: Media Education for Shaping a Responsible Generation

Date : August 5, 2016

The Communication Arts Training Group shall hold its annual convention of student journalists and publication advisers both elementary and secondary departments with the theme, "Media Festival: Media Education for Shaping a Responsible Generation", on August 11-13, 2016 for Grades 7-12 and August 29-31, 2016 for Grades 4-6, 2016 at Panda Tea Garden, Tagbilaran City.

Participation of interested teachers to this activity shall be on official time only.

For more details please refer to the attached communication.

for: [Signature]
VIRGINIA C. ZAPANTA, Ed.D., CESO V
School Division Superintendent

[Signature]



VPOINT MARKETING SERVICES

in coordination with

COMMUNICATION ARTS TRAINING CENTER and CUT TO CUT TRAINING AND CONSULTANCY SERVICES

31-B Cabarrubias Street, San Jose Village, Tisa, Cebu City 6000

032-414 4248

09205421020

09060693713

www.facebook.com/ilovecomarts



July 26, 2016

Dr. Virginia C. Zapanta
Schools Division Superintendent
Tagbilaran City Division
Old City Hall Building, Tagbilaran City

Dear Dr. Zapanta:

One of Cebu's premiere training groups, the **Communication Arts Training Group**, is now set for the Media Festival, an annual convention of student journalists and publication advisers both in elementary and secondary departments.

This year's theme is "**Media Festival: Media Education for Shaping a Responsible Generation.**" Along with our desire to empower the students to become competent and responsible journalists and prepare the students for the upcoming Press Conferences of the Department of Education, CATG also gives relevance in educating the participants to become responsible media users.

Topics include the following: **NEWS WRITING/ FEATURE / EDITORIAL / SPORTS / EDITORIAL CARTOONING / PHOTOJOURNALISM / BROADCAST PRODUCTION (includes radio scriptwriting and broadcasting) / COLLABORATIVE DESKTOP PUBLISHING**

This year's media festival offers additional topics such as **SOCIAL MEDIA EDUCATION** and **TV BROADCASTING**.

There will be more breakout sessions for the topics with their corresponding speakers.

CATG also highlights this year the first ever **COMARTS QUEST FOR THE BEST**, a quiz bee on current events.

Aside from the competent speakers from respected media institutions in the region, CATG also invited a national icon of journalism to talk and to inspire the students.

With this, we would like to invite your student journalists (Grade 4 – 6 for elementary, Grade 7 – 12 for high school) and publication advisers to join us in this special endeavor.

The event will be on **August 11-13, Thursday to Saturday** at **Dao Diamond Hotel** for elementary and **Panda Tea Garden Suites** for students from high-school and college, and professionals in Tagbilaran City. The registration will start at 9:00 AM and program will start at 1:00 PM on August 12. Registration fee is Php 2800 per participant inclusive already of 2 meals (lunch for two days), morning and afternoon snacks, training kits, certificate, loot bags, ComArts T-shirt, and other goodies.

Should you have questions, please feel free to call us at 0906-069-3713/0920-542-1020 and look for Mr. Eric or email us at info@ilovecomarts.com.

Grace and peace!

Sincerely,

Jun Nino M. Nalipay
Training Chief, Media Festival 2016

Noted:



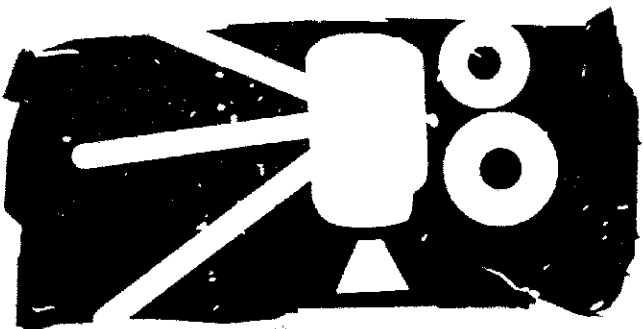
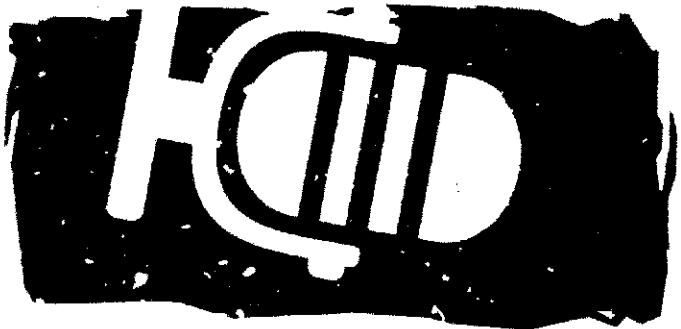
Ma. Virginia Valmoria Visitation
Directress, Communication Arts Training Group



Rico P. Lucena
Managing Partner, ComArts Training Group



Daryl Hannah Visitation-Parilla
Owner, VPOINT Marketing Services



Media Festival

"MEDIA EDUCATION FOR SHAPING A
RESPONSIBLE GENERATION."

WHAT IS MEDIA FESTIVAL?

MEDIA FESTIVAL IS AN ANNUAL CONVENTION OF STUDENT JOURNALISTS AND PUBLICATION ADVISERS BOTH IN ELEMENTARY AND SECONDARY FROM PUBLIC AND PRIVATE INSTITUTIONS.

THE EVENT IS ORGANIZED BY ONE OF CEBU'S PREMIERE TRAINING GROUPS, COMMUNICATION ARTS TRAINING GROUP. THE GROUP IS COMPOSED OF COMPETENT EDUCATORS AND MEDIA PRACTITIONERS NATIONWIDE.

THIS YEAR'S THEME IS

Be a Media Professional, Not Just a Media Consumer

THE GROUP DESIRES TO BE RELEVANT TO STUDENTS NOT JUST IN TRAINING THEM FOR THEIR FUTURE ACADEMIC ENDEAVORS BUT TO HONE THEM TO BECOME MEDIA EDUCATED WHEN THEY GO BACK TO THEIR RESPECTIVE HOMES.

MEDIA FESTIVAL HAS BEEN HANDLING TRAININGS IN CEBU, DUMAGUETE AND BOHOL. THIS YEAR, THE TEAM WILL EXPAND ITS HORIZON BY CONQUERING ORMOC, LEYTE, CAGAYAN DE ORO AND SURIGAO CITY. MEDIA FESTIVAL STARTED IN 2011.

WHY JOIN MEDIA FESTIVAL?

MEDIA FESTIVAL IS WHERE MULTI-AWARDED PRINT AND BROADCAST JOURNALISTS FROM LOCAL AND NATIONAL MEDIA NETWORKS CONVENE

MEDIA FESTIVAL IS ORGANIZED BY ONE OF **CEBU'S PREMIERE** TRAINING GROUPS – COMMUNICATION ARTS TRAINING GROUP. THE TRAINING GROUP SEALS EVERY CORPORATE AND PUBLIC CONVENTIONS WITH THE HIGHEST BRAND OF COMPETENCE, CREDIBILITY AND PROFESSIONALISM.

MEDIA FESTIVAL HAS BEEN THE HOME OF THE CHAMPIONS. WINNERS OF THE **COMARTS MEDIA AWARDS** ALSO BRING HOME THE GOLD IN THE REGIONAL AND EVEN IN THE NATIONAL PRESS CONFERENCES.

OBJECTIVES

TO PROVIDE THE STUDENTS AND TEACHERS AVENUES OF EXTENSIVE TRAINING ON THE DIFFERENT GENRES OF WRITING: NEWS, FEATURE, ADVERTISING COPY, OP-ED, COLUMN, JOURNALISM, EDITORIAL, COMMENTARY, AND OTHER FORMS OF WRITING. TO PROVIDE THEM WITH THE SKILLS AND KNOWLEDGE TO BE ABLE TO WRITE EFFECTIVE AND ATTRACTIVE ARTICLES FOR THEIR RESPECTIVE SCHOOL PUBLICATIONS.

TO PREPARE THE STUDENTS FOR THE ANNUAL PRESS CONFERENCES ORGANIZED BY THE DEPARTMENT OF EDUCATION

TO INSPIRE THE STUDENTS TO PURSUE EXCELLENCE IN THEIR JOURNALISM ENDEAVOR BY IMMERSING THEM TO MULTI-AWARDED JOURNALISTS NATIONWIDE

TO PROVIDE A HEALTHY COMPETITION THROUGH OUTPUTS WHICH WILL BE RECOGNIZED THROUGH THE COMARTS MEDIA AWARDS AT THE END OF THE TWO-DAY TRAINING

TO EDUCATE THEM TO BECOME RESPONSIBLE MEDIA USERS

TO EQUIP THE PUBLICATION ADVISERS TO BECOME TRAINERS IN THEIR RESPECTIVE SCHOOL PUBLICATIONS

CEBU
ORMOG
BUTUAN
DUMAGUETE
IAGBILARAN
SURIGAO CITY
SAGAYAN DE ORO

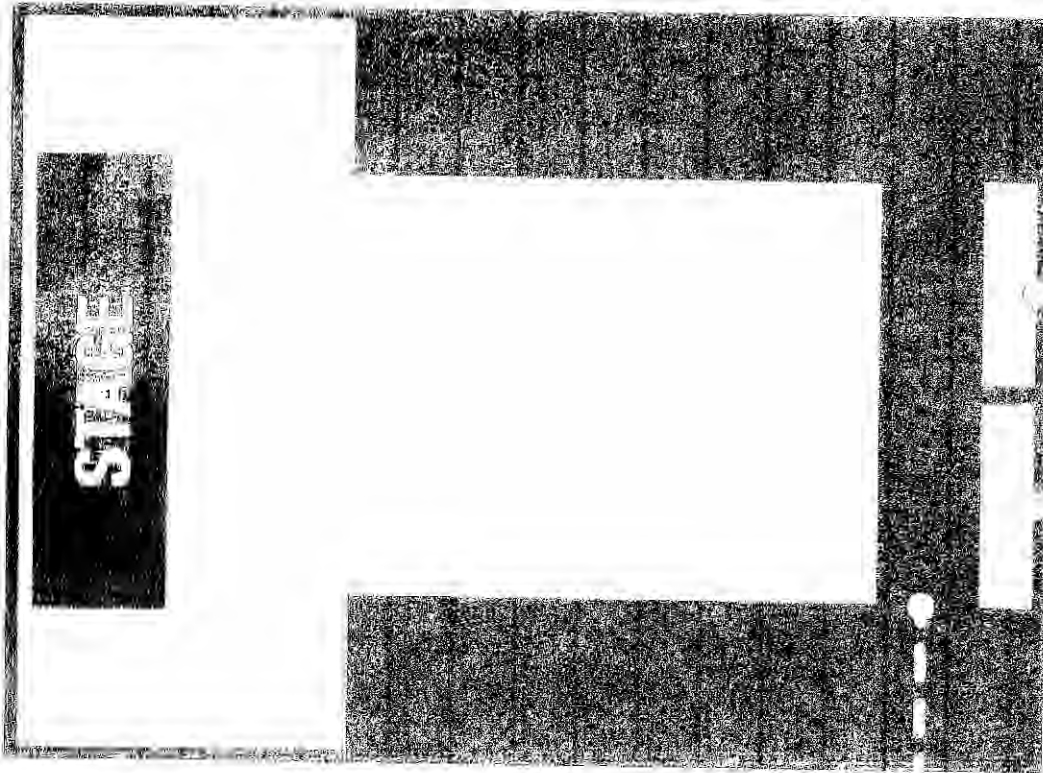
3000+

FUTURE JOURNALISTS AND COACHES

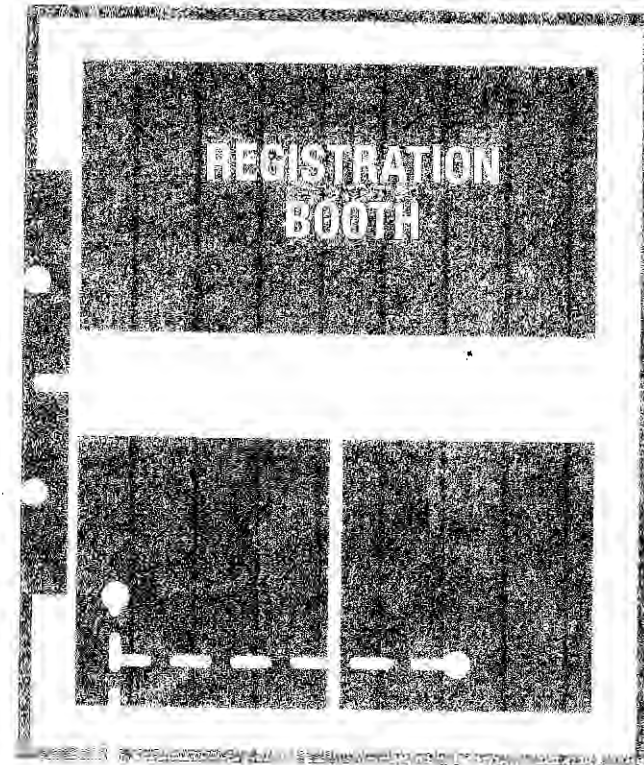


SITE LAYOUT

ENTRANCE



OUTSIDE THE PLENARY HALL

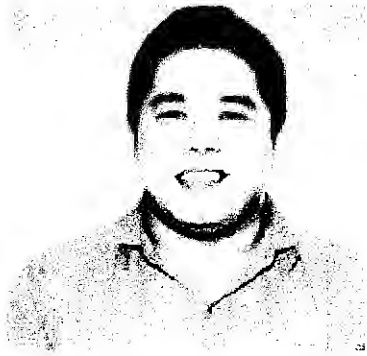


**VISUAL BRANDING OPPORTUNITIES
EXIT**

**BRAND ACTIVATION AND
BRAND SAMPLING BOOTH**

WE ALSO HAVE 2 OTHER ROOMS FOR BREAK-OUT SESSIONS
(YOU CAN DISPLAY 2 BANNERS EACH ROOM)

POOL OF SPEAKERS



**JEFF
CANOY**

AWARD WINNING
JOURNALIST
TV REPORTER,
TV PATROL



**ATOM
ARAULLO**

TV REPORTER,
TV PATROL
HOST,
UMAGANG KAY
GANDA



**RYAN
CHUA**

FORMER
TV REPORTER
TV PATROL,
ABS-CBN



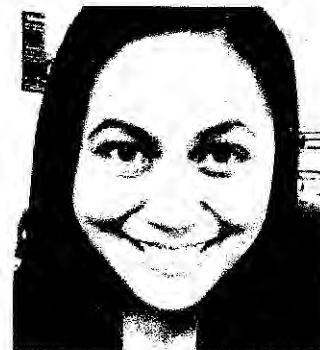
**RICO
LUCENA**

AWARD WINNING
JOURNALIST/ HOST
MANAGING PARTNER,
COMMUNICATION
ARTS TRAINING
GROUP



**DANNA
PARRILLA**

MANAGING
PARTNER,
COMMUNICATION
ARTS TRAINING
GROUP



**JAYNE
ABELLA**

HEAD, CREATIVE
COMMUNICATIONS
MANAGEMENT,
ABS-CBN CEBU
PROFESSOR, USJ-R

POOL OF SPEAKERS



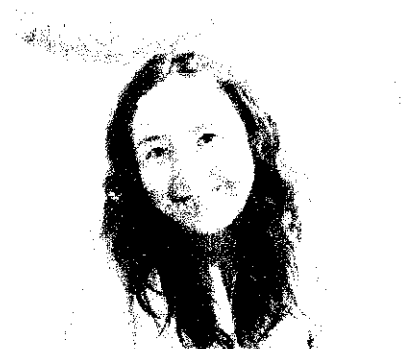
TV REPORTER,
TV PATROL
ABS-CBN



TV REPORTER,
TV PATROL
ABS-CBN



NEWS ANCHOR,
TV PATROL
CENTRAL VISAYAS
& D.Y.A.B 1512



PROFESSOR, USJ-R
DIRECTRESS, C.A.L.C



DEAN, COLLEGE OF
MASS COMMUNICATIONS
SILIMAN UNIVERSITY



TV HOST,
MAAYONG BUNTAG
KAPAMILYA
ABS-CBN CEBU

ISU JMWOC

