



Republic of the Philippines
Department of Education
National Capital Region
Schools Division Office – Muntinlupa City

FEB 14 2024

Advisory No. 031, s. 2024

February 13, 2024


In compliance with DepEd Order (DO) No. 8, S. 2013
This advisory is issued for the information of DepEd officials,
personnel/staff, as well as the concerned public.

PUP FESTIVAL 2024 R-BOT DECODING MEDIA'S FATE IN THE AGE OF AI

Attached is a gmail from Mr. Ken Camoso, Invitation Committee Representative, of Polytechnic University of the Philippines DZMC-Young Communicators' Guild, an invitation on the fourth edition of its nationwide competition on PUP Radio Festival 2024. The call for entries is now open until March 12, 2024, for the information and guidance of all concerned.

Participation of public and private schools shall be subject to the no-disruption-of-classes policy stipulated in DepEd Order No. 9, s, 2005 entitled: Instituting Measures to increase Engaged Time-on-Task and Ensuring Compliance Therewith.

Moreover, schools are reminded of the "No Collection and No Selling of Tickets Policy" stipulated in DepEd Order Nos. 19 and 40, s. 2008 and RA Nos. 4206 and 5546.


EVANGELINE P. LADINES CESO V
Schools Division Superintendent

MCDS-PUP Festival 2024 R-BOT Decoding Media's Fate in the Age of AI
_____/ February 13, 2024

AD-2024-031



Centennial Ave., Brgy. Tunasan, Muntinlupa City
Telephone No: 805-9935 / 805-9938
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031

PUP Radio Festival 2024 Invitation

1 message

Ken Camposo <camposo.rconinvitations@gmail.com>
To: sdo.muntinlupa@gmail.com

Thu, Feb 8, 2024 at 8:00 AM



Dr. Doiniico C. Idanan, CESO V
Schools Division Office - Muntinlupa

Greetings from the Iskolar ng bayan!

The official radio organization of the Polytechnic University of the Philippines, [DZMC - Young Communicators' Guild](#), would like to invite your institution to this year's **PUP Radio Festival 2024**.

PUP Radio Festival aims to celebrate the talents and skills, creativity, and resourcefulness of aspiring radio practitioners. This year, we will have three (3) major categories open for competition, namely: **Radio News Production, Podcasting, and Radio Jingle Making**. You may register [here](#).

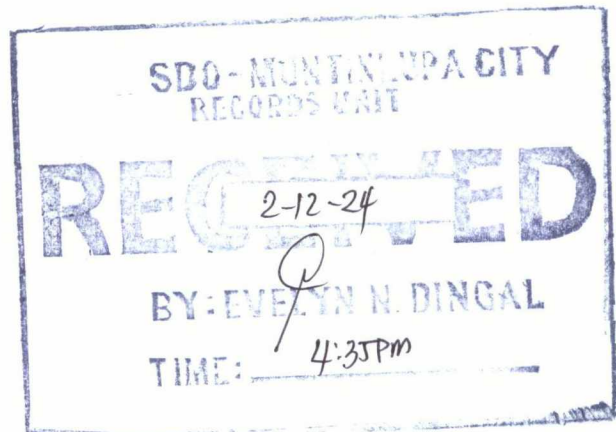
Also, attached herewith is the letter of invitation with the details of the competition for your reference.

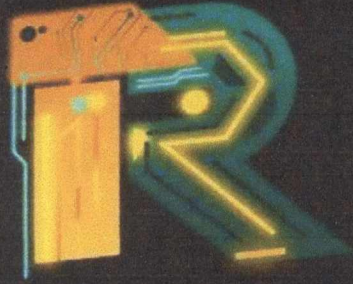
For more information and early confirmation/registration, please contact DZMC - Young Communicators' Guild through **Ken Camposo** at **09397329468** or reply through this email thread.

We hope to hear your outputs as you decode the truth in this year's PUP Radio Festival!

Ken Camposo
Invitation Committee Representative
PUP Radio Conference 2024

PUP Radio Festival_Schools Division Office - Muntinlupa.pdf
2950K





PUP RADIO FESTIVAL 2024

R-BOT

DECODING MEDIA'S FATE IN THE AGE OF AI

GEFRIENE MANABAT
PUP RCON PROJECT HEAD

HANNAH GRACE TAMAYO
DENISSE ANN ORDA
PUP RCON PROJECT CO-HEADS

JAMES ANDREI ARROJO
PUP RFEST PROJECT HEAD

CRISANDER JULIANES
PUP RFEST PROJECT CO-HEAD

RUTH JEMINA REAMILLO
PRODUCTION COMMITTEE

ENA ECHALUCE
ELISHA DEL ROSARIO
ARRADHEL MONDONEDO
MARKETING COMMITTEE

CHRISTINE NOVELO
KESIA BIANCA BORILLA
MARO JOSHUA VASQUEZ
INVITATIONS COMMITTEE

TRISHA ANNE NABOR
PROMOTIONS COMMITTEE

CHRISTINE AI MEJIA
REGISTRATION COAMMITTEE

SEAN MIKHAIL CRUZ
FINANCE COMMITTEE

ALEXANDRA MANLANGIT
LOGISTICS COMMITTEE

ALESSANDRA VELAORUZ
DESIGN COMMITTEE

KYLA NICOLE FABILA
RCON CREATIVES COMMITTEE

KARL DEXTER BELZA
RFEST CREATIVES COMMITTEE



DZMC
YOUNG COMMUNICATORS' GUILD

Republic of the Philippines
POLYTECHNIC UNIVERSITY OF THE PHILIPPINES
College of Communication
YOUNG COMMUNICATORS' GUILD

February 8, 2024

Dr. Doiniico C. Idanan, CESO V
Schools Division Office - Muntinlupa

Greetings from the Iskolar ng Bayan!

In line with the University and the college's mandate of molding responsible communication students and producing competitive communication professionals, the official radio organization of the Polytechnic University of the Philippines, DZMC-Young Communicators' Guild, will be holding the fourth edition of its nationwide competition, **PUP RADIO FESTIVAL 2024**. The call for entries is now open and will end on **March 12, 2024**.

In this regard, we would like to invite your institution to take part and join PUP Radio Festival 2024. This event will have three (3) major categories open for competition, namely: **5-minute Radio News Production, Podcasting, and Radio Jingle Making**. We have invited highly respected judges in their respective categories to assess and judge all entries.

The said competition is free of charge. **Kindly accomplish the pre-registration form first** through this link <https://bit.ly/PUPRFest2024> before submitting your entries. The details about the official submission of entries will be seen below.

To give honor and acknowledgement to the top performing participants, the PUP Radio Festival will provide cash prizes and sponsored items to major award winners. Meanwhile, for minor awards, certificates of recognition will be provided. Winners will be awarded through an awards ceremony to be held on **March 23, 2024 (Saturday)** via zoom. At the same time, it can also be watched on Facebook live so other participants can watch it.

For more information regarding the mechanics and guidelines, please contact the DZMC-Young Communicators' Guild through *James Andrei Arrojo* (09152743069), or *Crisander Julianes* (09953790604) or you may send us an email at pupradiofestival2024@gmail.com for other updates and concerns.

Thank you so much and we hope to hear from you soon.

Padayon!

Sincerely yours,

KESIA BIANCA BORILLA
Head, Invitation Committee
PUP Radio Conference 2024

MATHEW BENOZA
Co-Head, Invitation Committee
PUP Radio Conference 2024

GEFRIENE MANABAT
Project Head,
PUP Radio Conference 2024

JAMES ANDREI ARROJO
Project Head,
PUP Radio Festival 2024

DIR. KRUPSKAYA VALILA
Adviser
Young Communicators' Guild

PUP RADIO FESTIVAL 2024

Guidelines and Mechanics

The PUP Radio Festival aims to celebrate the talents, skills, creativity, and resourcefulness of aspiring radio practitioners in line with the University and the college's mandate of molding responsible communication students and producing competitive communication professionals.

The PUP Radio Festival 2024 is open to high school (JHS/SHS) and college clusters. Three (3) major categories are open for competition, namely: **5-minute Radio News Production**, **Podcasting**, and **Radio Jingle Making**. Submission of entries will be open until March 12, 2024. Winners will be recognized through an awards ceremony on March 23, 2024 (Saturday).

General Guidelines

1. The PUP Radio Festival 2024 is open to all high school (both junior and senior) and college students.
2. A participant is allowed to submit one (1) entry per category only. However, participants are still allowed to join other categories.
3. The entry must be an original work by the candidate/s. In case of copyright infringement on Spotify (official streaming site for the PUP Radio Festival), the candidate shall be solely responsible for the liabilities and, hence, shall be disqualified from the competition.
4. All entries should be submitted in .mp3 audio file format, alongside the accomplished competition entry form.
5. All audio materials utilized in the production of the entry must be strictly and properly declared in the competition entry form.
6. Submission of entries must be within the given time and schedule only. Late submissions will not be honored. The deadline for all entries is March 12, 2024.
7. DZMC - Young Communicators' Guild reserves the right to publish and promote the submitted works. Hence, the valid entries will then become official copyright properties of DZMC - Young Communicators' Guild.

PODCASTING

A message has been sent for you to decode in your podcast! Radio Podcasting is a category in which one or a group of five (5) members (including hosts and editor/s) are tasked to creatively discuss a specific topic in a limited amount of time.

Category Mechanics

- The category is open to all clusters. The group members may consist of high school students, college students, or a combination of both clusters.
- Student competitors must creatively discuss and produce a podcast on the question, **“Would you rather live in the past or live in the future?”** Groups are free to decide on the concept and format of the program.
- The podcast entry length must be no less than 10 minutes and no more than 15 minutes.
- Hosts shall have an opening spiel, introducing the podcast name after the program ID or opening billboard (OBB).
- The language used must be primarily in Filipino or a combination of Filipino and English.
- Entries must be strictly recorded in .mp3 audio file format.
- It must be submitted via email on or before March 12, 2024 to pupradiofestival2024@gmail.com.



CRITERIA FOR JUDGING: PODCASTING

PODCAST	
Content	30%
Personality	30%
Production and Technical Quality	25%
Creativity	15%
TOTAL	100%

Awards and Recognitions

MAJOR AWARDS:

- **Best Podcast** - Cash prize, sponsored items, and certificate of recognition
- **2nd Best Podcast** - Cash prize, sponsored items, and certificate of recognition
- **3rd Best Podcast** - Sponsored items and certificate of recognition

MINOR AWARDS: (Certificate of Recognition)

- Best Sound Design
- Best Male Podcaster
- Best Female Podcaster
- Best Concept
- People's Choice
- DZMC-YCG's Choice

RADIO NEWS PRODUCTION

Compose a 5-minute pre-recorded news broadcast that consists of (4) news (1 national news, 1 community news, 1 consumer news, 1 entertainment news) and an infomercial. The group must have 5 members, which are composed of (2) anchors, (2) news presenters, (1) editor/technical director, any of them can be scriptwriter and infomercialist.

Category Mechanics

- The contest will be divided into two clusters: the high school division and the college division. In a group, all members must come from the same cluster in order to be eligible to compete.
- Student competitors must record a 5-minute radio news broadcast inclusive of national, community, consumer, and entertainment (showbiz or sports) news.
- "Community news" refers to any report within the competing group's locality.
- There shall also be an "Opening Billboard" (OBB) and a "Closing Billboard" (CBB), inclusive of the 5-minute radio program.
- Student competitors have the liberty to choose which news stories they will include in their scripts.
- Infomercialists are required to make a 45-second to 1-minute infomercial/public service announcement about the rise of A.I. technology/application.
- The script must be written in Filipino and technical guides must be indicated.
- The entry must also include its news broadcast script in .pdf document format. Typeset in Arial 11pt.
- Entries must be strictly recorded in audio format. It must be submitted in .mp3 file format.
- It must be submitted via email on or before March 12, 2024 to pupradiofestival2024@gmail.com.



CRITERIA FOR JUDGING: 5-MINUTE NEWS PRODUCTION

A. Anchor/News Presenter		B. Script		D. Technical Application		OVERALL	
Voice Quality	40%	Content	40%	Juxtaposition	35%	Anchors' Delivery	15%
Voice Recognition	30%	Clarity of Instructions	40%	Fidelity	45%	News Presenters' Delivery	10%
Enunciation	30%	Neatness	20%	Timing and Precision	20%	Script	30%
TOTAL	100%	TOTAL	100%	TOTAL	100%	Technical Application	25%
						Infomercial	20%
						TOTAL	100%

Awards and Recognitions

MAJOR AWARDS:

- **Best Newscast** - Cash prize, sponsored items, and certificate of recognition
- **2nd Best Newscast** - Cash prize, sponsored items, and certificate of recognition
- **3rd Best Newscast** - Sponsored items and certificate of recognition

MINOR AWARDS: (Certificate of Recognition)

- Best Male Anchor
- Best Female Anchor
- Best Male News Presenter
- Best Female News Presenter
- Best Script
- Best Editor
- Best Infomercial
- People's Choice
- DZMC-YCG's Choice



RADIO JINGLE-MAKING

The fate of truth lies in the notes and rhythm you'll decode through your very own composition. The Radio Jingle-Making category aims to push students to create their own jingles in line with the theme. It may be done solo or in a group consisting of up to five (5) members only.

Category Mechanics

- The category is open to all clusters. The group members may consist of high school students, college students, or a combination of both clusters.
- The length of the entry cannot exceed 2:30 minutes.
- Student competitors should create a radio jingle about *your stand* on the usage of artificial intelligence in the media industry. *Lyrics will be judged based on its artistry and not on your stand.*
- Output must be written mainly in Filipino, or a combination of both English and Filipino.
- The entry must also include its lyrics script in .pdf document format. Typeset in Arial 11pt.
- Entries must be strictly recorded in audio format. It must be submitted in .mp3 file format.
- It must be submitted via email on or before March 12, 2024 to pupradiofestival2024@gmail.com.

CRITERIA FOR JUDGING: RADIO JINGLE

Radio Jingle	
Lyrics	30%
Tonality and Musicality	25%
Impact	15%
Creativity	10%
Production Quality	10%
Originality	10%
TOTAL	100%

Awards and Recognitions

MAJOR AWARDS:

- **Best Radio Jingle** - Cash prize, sponsored items, and certificate of recognition
- **2nd Best Jingle** - Cash prize, sponsored items, and certificate of recognition
- **3rd Best Jingle** - Sponsored items and certificate of recognition

MINOR AWARDS: (Certificate of Recognition)

- Best Concept
- Best Sound Design
- People's Choice
- DZMC-YCG's Choice





DZMC
YOUNG COMMUNICATORS' GUILD



R-FEST

PUP RADIO FESTIVAL 2024

MARCH 12

DEADLINE OF ENTRIES

MARCH 23

AWARDS CEREMONY

PUP RADIO CONFERENCE 2024

R-BOOT

DECODING MEDIA'S FATE IN THE AGE OF A.I.



MARCH 08
FRIDAY

11:00AM
OPEN HOUSE

TANGHALANG PUP
INSIDE PUP - COLLEGE OF COMMUNICATION

