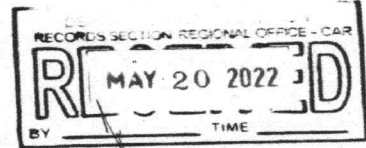


May 19, 2022

**ESTELA L. CARIÑO, EdD, CESO III**  
Regional Director  
Department of Education-CAR  
Wangal, La Trinidad, Benguet



Madam:

Greetings!

Icon Magazine is a start-up community magazine born out of the collaboration of independent local writers and artists from Baguio and Benguet. It aims to deliver features that "uplift the soul and make our senses think and care."

As our humble initiative to recognize and foster the important contributions of campus journalism not just in the corners of the school but to the community, especially given the constraints of the COVID-19 pandemic, we conducted the 1<sup>st</sup> Icon Campus Press Awards in September 2020.

To continue the advocacy of promoting campus journalism, we are happy to announce that we are holding the **Icon Campus Press Awards 2022** with the theme, "**INTENSIFIED: Campus Press Continuing the Movement Against Misinformation**" on May 16 - July 2, 2022.

The Icon Campus Press Awards is our humble initiative to recognize and foster the important contributions of campus journalism – student writers, cartoonists, photojournalists, layout artists, and advisers – not just in the corners of the school but to the community. Furthermore, the Icon Campus Press Awards underlines the basic tenets of responsible and free journalism.

Icon Campus Press Awards is open to campus journalists, journalism and communication students, and interested participants from public and private schools and/or institutions in the Philippines.

The competition is divided in three categories: Division 1 (Elementary), Division 2 (Secondary), and Division 3 (Tertiary) with contests included in the primer attached.

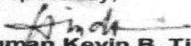
Registration fee of PhP 100.00 per participant is required, payable through GCash (0966-917-0181; Account Name- Juman Kevin Tindo).

In this regard may we ask your office for an endorsement of this activity, as we value its contribution in disseminating and gathering participants?

Attached is the event primer for further details.

We may contact us through email ([iconmag.northernluzon@gmail.com](mailto:iconmag.northernluzon@gmail.com)) or phone (Globe- 09665217231; Smart- 09508126861) for inquiries/concerns.

Respectfully,

  
**Juman Kevin B. Tindo**  
Editor-in-Chief, Icon Magazine

"Making simple stories **ICONIC**."  
ISSN 2704-3487

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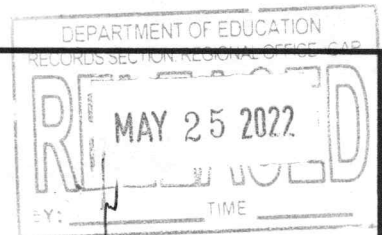
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**INTENSIFIED**  
Campus Press Continuing  
the Movement Against  
Misinformation



Republic of the Philippines  
**Department of Education**  
CORDILLERA ADMINISTRATIVE REGION



May 24, 2022

To: **All Schools Division Offices**  
**All Others Concerned**

For information, dissemination, and compliance.

**ESTELA P. LEON-CARIÑO EdD, CESO III**  
Director IV / Regional Director

For the Regional Director:

  
**FLORANTE E. VERGARA**  
Director III / Assistant Regional Director

CLMD/RCA/ptd

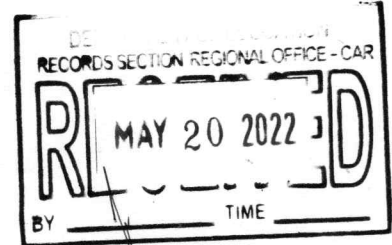


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Telephone No: (074) 422 - 1318 | Fax No.: (074) 422-4074  
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DepEd-CAR: Weaver of HOPE and Transformation  
"Holistic Opportunities for all to be Performing and Excellent  
Cordilleran Learners"

May 19, 2022

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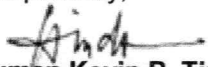
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## INTENSIFIED

*Campus Press Continuing  
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Misinformation*

In order to recognize and foster the important contributions of campus journalism – student writers, cartoonists, photojournalists, layout artists, and advisers – not just in the corners of the school but to the community, and underline the basic tenets of responsible and free journalism, ICON will be holding the ICON Campus Press Awards 2022. This virtual journalism event will feature a series of contests for elementary, secondary, and tertiary students from May 16 – July 2, 2022.

The ICON Campus Press Awards 2022 is open to all campus journalists, journalism and communication students, and interested participants from public and private schools and/or institutions in the Philippines.

*Division 1 – Elementary*

*Division 2 – Secondary*

*Division 3 – Tertiary*

### CONTESTS

Division 1 – Elementary

- a. News Writing
- b. Opinion Writing
- c. Writing Travelogues
- d. Poetry Writing
- e. Short Story Writing
- f. Editorial Cartooning
- g. Photojournalism

Division 2 – Secondary

- a. Science and Technology Writing
- b. Sports Writing
- c. Editorial Writing
- d. Writing Personality Profiles
- e. Writing on Health Issues
- f. Editorial Cartooning
- g. Photojournalism
- h. Vlogging Contest

Division 3 – Tertiary

- a. Culture Writing
- b. Development Communication Writing
- c. Investigative Reporting
- d. Writing Features for the Environment
- e. Gender and Development Writing
- f. Editorial Cartooning
- g. Photojournalism
- h. Lay-outing and Designing for a Publication
- i. Vlogging Contest

*Winning entries will be included in the ICON Magazine Volume II. While the organizers plan to give awards to winners in every category, the board of judges shall have the discretion not to award any prize if in its judgment, no meritorious entry has been submitted.*

### GENERAL GUIDELINES

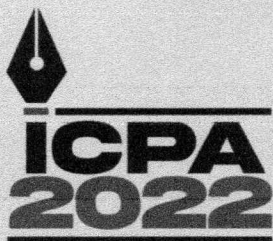
- a. Pre-Registration is required for the participants. Register by filling up this form: <https://tinyurl.com/IntensifiedICPA2022Reg>.

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### INTENSIFIED

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- b. Participants (campus journalists, journalism and communication students, and interested participants) will be required to pay a registration fee (inclusive of e-certificates and awards for winners) for the different events. Registration fee is pegged at PhP 100.00 per participant (non-refundable).
- a. To register, send the fee via GCash Payment to 0966-917-0181 (Juman Kevin Tindo). A copy of the receipt must be uploaded in the registration form. Acknowledgement of the registration will be sent upon receipt of payment.
- b. Each contest will be conducted virtually (Zoom). Link for the invite will be forwarded via the participants' email addresses.
- c. Schedule of the different contested events will be posted in ICON Magazine's Facebook Page, <https://www.facebook.com/IconMagazine2019>.
- d. One hour and 30 minutes will be given to the speakers to deliver their lectures. Another two hours will be given to the participants to finish and submit their outputs via Google Forms with links to be given during the respective lectures.
- e. There will be no limit on the number of students/participants per publication/school. Participants may attend all lectures regardless of division. However, they can only participate in contests/categories in their respective divisions, as long as there is no conflict in the schedule of competitions.
- f. Plagiarism in any form is not allowed in the competition and is a solid ground for disqualification without prior notice. Plagiarism is defined as the representation of another author's language, thoughts, ideas, or expressions as one's own original work.
- g. The mechanics and criteria for judging of each event will be announced during the lecture of each speaker.
- h. By submitting an entry, each contestant grants the organizer the permission to publish it and use it for future promotions. Rights remain to the author who may republish the output anywhere else.
- i. The judges' decisions are final and irrevocable.
- j. Top 5 winners in each event will be named, recognized, and awarded.
- k. Entries in Editorial Cartooning, Photojournalism, Layouting, and Vlogging will be posted in ICON's Facebook Page, YouTube Channel, and TikTok Account. Entries with total highest reactions and shares in the platforms will be receiving special prizes and e-certificates.

#### ICPA 2022 SCHEDULE

ACTIVITY	SCHEDULE
Registration	May 16 – June 3, 2022
Lectures and Contests	June 11 – June 19, 2022
Most Liked' Contest (Editorial Cartooning, Photojournalism, Layouting, and Vlogging)	June 13 – June 30, 2022
Judging of Entries	June 20 – June 24, 2022
Awarding and Closing	July 2, 2022