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RELEASED  
AUG 14 2019

No. 3 - 4 Villa Kalayaan, Kalayaan Avenue,  
Fort Bonifacio, Taguig City, Philippines  
Cellphone Nos: 0915.960.7268 & 0933.821.4079  
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Aug. 1, 2019

DR. MAY B. ECLAR  
Regional Director  
Department of Education, Cordillera Administrative Region  
Wangal, La Trinidad, Benguet

RELEASED  
AUG 14 2019  
DEPED-CAR

Dear Dr. Eclar:

Greetings!

Our sincere gratitude for supporting the recently concluded 15<sup>th</sup> Word Cup in Manila where **one delegate** from CAR participated and was recognized in various categories. It is the time of the year that campus journalists and school paper advisers are gearing up to showcase their writing, photojournalism and broadcasting talents. We therefore offer a more in-depth approach in our masterclass which shall highlight their ability to write and create winning entries for your region.

We believe that an authentic journalism workshop is the most effective way to impart working knowledge in journalism. We provided teachers and campus journalists authentic training by having **270** Word Cup participants experience working side by side with media professionals in the live coverage of **seven** events: the **Asian Obstacle Course Racing Championships** back to back with the **ASEAN Para Obstacle Course Racing Championships** at the Quirino Grandstand and the **National Milo Marathon** at the Mall of Asia; the **Pencak Silat** demonstration at Bayview Park Hotel; the press briefings on: **Toward a Livable City: Balancing Environment and Development in the Metropolis** held in Las Pina-Paranaque Critical Habitat and Ecotourism Area; **The Philippine Cinema's Centennial: Quo Vadis?** and the **Philippines Global Initiative to Decongest Cities** in GSIS.

We're sharing with you the Aug. 1, 2019 release of Manila Bulletin which published Word Cup participants' coverage of the Las Pinas Paranaque Critical Habitat and Ecotourism Area. The first Masterclass output was published May 30 which featured the Boracay rehabilitation. Your students and teachers may get published in the next Masterclass.

More than learning by doing, we ensured that we give feedback to the work of our participants through the insightful critiquing of their outputs from our **17 resource persons**. Along with the training, we also have a **national level** contest or evaluation.

Experience the only authentic journalism training workshop in the Philippines and Asia. Only here at Word Cup!


Event Name	Date	Venue	Registration Links
16th Word Cup Philippines: Fifth Journalism Masterclass	Sept. 28- 29, 2019	Subic Bay Traveller's Hotel	<a href="http://bit.ly/16thWordCup5thMasterclass">http://bit.ly/16thWordCup5thMasterclass</a>  *some events may entail transportation cost



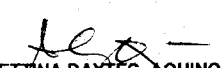
You hold the key to unlock the vast potential of your school paper advisers and student journalists. Let us help you bridge the gap between the classroom and mainstream journalism by immersing them in our workshops through an **advisory/memorandum** on this activity. Rest assured that the safety of our participants are of utmost importance; we coordinate our activities with the host local government.

We look forward to your favorable accommodation of this request. For further inquiries, I may be reached through mobile numbers 0915.960.7268 or 0933.821.4079. You can know more about us on our website [www.wordcup.com.ph](http://www.wordcup.com.ph) and our Facebook account Word Cup Associated Editors.

Thank you and more power!

Sincerely yours,

  
Lion EUGENIO SONNY OCHOA CALAPIT, Ed.D., En.P., LPT  
Managing Partner & Conference Director

 Republic of the Philippines DEPARTMENT OF EDUCATION CORDILLERA ADMINISTRATIVE REGION Wangal, La Trinidad, Benguet		
August 8, 2019		
To	: Schools Division Superintendents All Division	
	For information & guidance.	
	<ul style="list-style-type: none"> <li>Interested participants should go voluntarily at their own expense and subject to Time on Task per D.O. 09 s. 2005.</li> </ul>	
	 BETTINA DAYTEC-AQUINO Assistant Regional Director	
ESSEd1g1bb		



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**16<sup>th</sup> Word Cup Philippines: Journalism Masterclass**  
**Details of Registration**

The journalism workshops and master classes aim to immerse students and teachers in experiential journalism training. Specifically, its objectives are:

1. Enhance the writing, broadcasting and photography skills of teachers and students;
2. Guide the composition and delivery of a winning radio/TV script;
3. Practice mobile journalism;
4. Provide insightful feedback on outputs;
5. Recognize and award exemplary work, and;
6. Get outputs published in national media.

The intended participants of this workshop are students, school paper advisers, language and communications arts teachers, department heads, school heads and public information officials. Contests are optional and open to elementary, junior and senior high school students and school paper advisers.

<b>16<sup>th</sup> Word Cup PH: Fifth Journalism Masterclass</b>	
Subic Bay Traveler's Hotel, SBMA	
<b>Matrix of Activities</b>	
<b>Sept 27, 2019 Friday is Travel time and Check-in of participants at 2:00 pm, if staying at the hotel overnight (additional fees apply). Registration of participants staying overnight on Sept. 27 is strictly from 1:00 – 5:00 p.m. only.</b>	
Time	Sept 28, 2019 Saturday
6:00 – 7:00 a.m.	Breakfast
7:00 a.m. – 8:00 a.m.	Registration of participants not staying overnight on Sept 27, 2019
8:00 a.m. – 8:30 a.m.	<b>Opening Program</b>
8:30 a.m. – 9:00 a.m.	<b>Briefing of Radio Broadcast Participants</b>
9:00 a.m. – 12:00 nn	<b>MoJo News on the Go: Mobile Journalism 24/7</b> Output to be submitted before 7 a.m. on Sept. 29; Possible airing by a TV Network / To be viewed or recognized at the Closing Program (Venue: Rialto/Ballroom, Traveler's Hotel)
8:30 a.m. – 9:30 a.m.	<b>Radio Broadcasting Booth Equipment Familiarization &amp; Training</b> (One-hour briefing at Palermo Room, Traveler's Hotel) Output to be aired live at DWHL AM 756 KHz
9:30 a.m. – 12:00 nn	<b>Social Media live streaming/ Recorded and aired at the Closing Program</b> Limited slots; Attendance strictly by confirmation only. May incur transportation cost.
12:00 nn – 1:00 pm	<b>LUNCH</b>
1:00 p.m. – 1:30 p.m.	<b>Press Briefing for PJ, Sports writers</b> (Venue: Rialto, Traveler's Hotel)
1:30 p.m. – 5:00 p.m.	<b>Photo and Sports Coverage Sea Games Test Games</b> (Possible Venues: Subic Bay Expo and Convention Center/Subic Gym/ Subic Tennis Courts) Limited slots; Attendance strictly by confirmation only. May incur transportation cost.
1:30 p.m. – 2:30 p.m.	<b>Live Press Conference</b> (Venue: Rialto, Traveler's Hotel)
2:30 p.m. – 5:00 p.m.	<b>Winning By Design: The Collaborative Publishing Workshop</b> (Palermo Room, Traveler's Hotel)
2:30 p.m. – 5:00 p.m.	<b>Editorials and Opinions: On Point</b> (Venue: Rialto 1, Traveler's Hotel)
2:30 p.m. – 5:00 p.m.	<b>Feature Perfect</b> (Venue: Rialto 2, Traveler's Hotel)
5:00 p.m. – 6:00 p.m.	Submission/Critiquing of Outputs (grace period)
<b>DINNER</b>	
<b>Sept 29, 2019 Saturday</b>	
6:00 a.m. – 7:00 a.m.	Breakfast/ Submission of MoJo Outputs
6:30 a.m. call time	<b>Learning to See Creatively and Captioning Reality: Photojournalism Hacks</b> (Briefing at Palermo Room, Traveler's Hotel)
7:00 a.m. – 11:00 a.m.	<b>Photoshoot Possible Venues: Aeta Community</b> (for confirmation) Limited slots; Attendance strictly by confirmation only. May incur transportation cost.
8:00 am – 11:00 a.m.	<b>Decoding Science Writing</b> (Venue: Rialto Ballroom 1)
8:00 am – 11:00 a.m.	<b>How Champions Train for Copy Reading and Headline Writing</b> (Venue: Rialto Ballroom 2)
8:00 am – 11:00 a.m.	<b>Collaborative Publishing Critiquing</b> (Palermo Room, Traveler's Hotel)
11:00 am	Submission of Outputs
12:00 nn – 1:00 p.m.	Lunch
1:00 p.m. – 4:00 p.m.	<b>Critiquing/ Closing Program / Awarding of Medals &amp; Certificates</b> (Venue: Rialto / Ballroom)



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**Participation Fee per person for the 16<sup>th</sup> Word Cup Philippines: Fifth Journalism Masterclass**

	Early Bird/ Previous Participants	Regular Registration	Late Registration	Registration Link
	July 30 – Aug 23	Aug 24 – Sept 15	Sept 16 – Sept 24	
Stay Out	P 4,000	P 4,500	P 5,000	
Stay In	P 5,000	P 5,500	P 6,000	
Additional Night's Stay	P1,000	P1,500	P2,000	

\* Beyond Sept. 5, accommodation may be arranged with a nearby hotel.

**We can send you the LINK to the online registration via:**

Messenger	Word Cup Associated Editors Facebook	SEND your Full name, (indicate if student, school paper adviser, department/school head) Name of school, division & region; E-mail address and mobile number
E-mail	wordcup.philippines@gmail.com	
Text	0933.821.4079 / 0915.960.7268 0916.369.6069	

- > Please take note of the dates indicated for the price adjustment. The deadlines of payment shall be strictly followed.
- > INCLUSIONS: Accommodation: 1 overnight stay (Sept. 28, 2019); Meals: 2 breakfast, 2 lunch, 1 dinner and 3 snacks; Electronic/soft copy of materials.
- > If you are joining events outside the hotel, you need to check/tick the confirmation to attend by paying the corresponding transportation fees: (P500 – Aeta Community; P400 – SEAGames Test Events)
- > Upon online registration, you will receive an acknowledgement, but confirmation of reservation to the event will be sent via text and/or email upon payment of registration fee to Associated Editors Co. at any BDO Bank current account number 008010109350. You may also pay via Gcash at 09159607268. If you pay at 7-11 via G-cash, you shall add 10% of the total money remitted. Immediately send a scanned copy or picture of the deposit or transaction slip with the subject line "registration fee of (your name)" to [associatededitorsco@gmail.com](mailto:associatededitorsco@gmail.com). Please make necessary arrangements if there are no BDO/GCash in your area.
- > Your inquiries will be entertained at mobile numbers 0933.821.4079 / 0915.960.7268 / 0916.369.6069.
- > Actual seminar is on Sept. 28-29, 2019; Activities/Venues may be subject to change; September 27th is for travel time and for the registration (1:00 - 5:00 pm ONLY) and check-in of participants who will stay for another night and shall pay additional fees. Check-in is strictly 2:00 p.m. Check out is 12 nn. Due to the influx of visitors to Subic for the Southeast Asian Games (SEAGAMES), we encourage you to register and pay early. Because of limited seats, prepaid delegates shall be given priority.
- > Rooms are non-exclusive (male and female may/may not combine in a room). Rooms can accommodate 4 – 6 persons, first come, first serve basis.
- > Participants of Collaborative Publishing are encouraged to bring their laptops installed with InDesign and Photoshop applications. Participants of Photojournalism are encouraged to bring cameras or cellphones.
- > While no Word Cup event has ever been re-scheduled or cancelled, in case of force majeure and government pronouncement, forfeiture or price adjustment of fees shall take effect. For own cancellation, automatic forfeiture applies, subject to appeal.



**Saving a critical wetland to promote ecotourism**

# HAVEN IN THE METRO

**BIRDS FLY OVER THE LPPCHRA** - There are about 10 bird species recorded in the 170-hectare area. Photo taken from the LPPCHRA premises. Photo by Henry A. Gonsaga.

The impact of urban expansion toward the country's economy is undeniably significant. Urbanization entails with it the promise of increased employment, stronger international ties and a more equitable economic growth. But should this prosperity be at the expense of the environment?

The people-led LPPCHRA firmly believes that the habitat could be an urban destination where visitors could be offered a unique experience. Aside from learning about the importance of nature, one migratory birds in flight, and from the impact of the presence of mangroves, this could be an ideal site for "urban tourism" - merging the joy of urban-

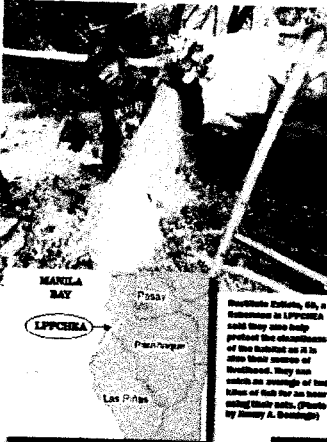
**W**ithin the busy concrete jungle that is Metro Manila, one would not expect to find a haven for migratory birds just right at the south of Manila Bay. This area is called the Los Pinos-Parangal Critical Habitat and Ecotourism Area (LPPCHRA), a place that a highly urbanized place could still spare some space for environmental conservation.

Picking itself by being found in the Marikina Wetland International Importance, the 170-hectare LPPCHRA nature reserve from 1,600 migratory birds which consider the lake as a rest stop from tedious migration over the months of August to July.

However, with urbanization creeping just right at its doorstep, ready to take over the evergreen lakes wetland, how much time do these birds have to enjoy this habitat?

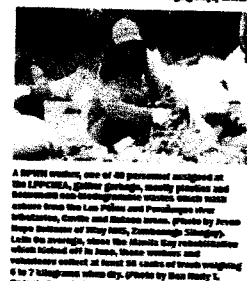
Adding to that challenge, during the summer months, the critical habitat suffers from pollution due to the arrival of solid and liquid wastes, increasing the amount of carbon footprint in the water. This leaves the lakes too hot to support many species of fish that come from as far as Australia, Siberia and Japan.

It is also important to note that industrial development is gaining ground in the area which could affect the health of the 20-hectare mangrove



**Responsible citizens, like a fisherman in LPPCHRA, not only help protect the environment of the habitat as it is also their source of livelihood. They are not only an average of two fishes of fish for an hour but also a source of income for them. Photo by Henry A. Gonsaga.**

**'Urbanization entails with it the promise of increased employment, stronger international ties and a more equitable economic growth. But should this prosperity be at the expense of the environment?'**



**A SPOTTED catfish, one of 40 specimens assigned at the LPPCHRA, gather garbage, mostly plastic and bamboo and other wastes. Much waste comes from the Los Pinos and Parangal river catchments, Cavite and Bulacan areas. Photos by Henry A. Gonsaga.**

**GREEN IS IN!**

**Eco responsibility**

At the heart of every business is the pursuit of profit. But for many, it's not just about the bottom line. It's about the impact of their actions on the world around them. Eco-responsibility is the commitment to do the right thing, even when it costs more.

## Corporate-led forest restoration program cited by CSR group

The future has, indeed, taken root for geothermal leader Energy Development Corporation (EDC) whose "Bini" greening legacy program has won the best corporate social responsibility (CSR) project in environment of the League of Corporate Foundations' set CSR Guild Award.

Bini is the first corporate-led forest restoration program that has been bringing forest gain and bringing back abundance our threatened Philippine native trees.

"This recognition is a big honor for us because it comes from our peers who have their own laudable CSR programs to boast," said Aloy V. Barcega, head of EDC's CSR group.

Planting trees and growing them have been an integral part of

maintaining the geothermal reservoir in EDC's geothermal reserves for over 40 years. In 2004, the company launched Bini to expand the program by using science in planting and rearing threatened native trees. A total of 20 threatened native tree species have been prioritized for this search and rescue program as their numbers have been dwindling, with some even believed to be extinct.

In 2017, EDC initiated leading, cultivating threatened species and helping propagate them in 2018 through its Vegetative Material Reproduction (VMR) technology, which mimics our country's natural environment in two automated nurseries located in Victoria, Negros Oriental and in Antipolo, Metro Manila.

Moreover, around 1,000 hectares of forest land within and surrounding EDC project sites has been rehabilitated. This is equivalent to about 4.5 million seedlings planted all over the country in partnership with 100 farmers associations whose members are instrumental for helping EDC grow and maintain its Bini areas.

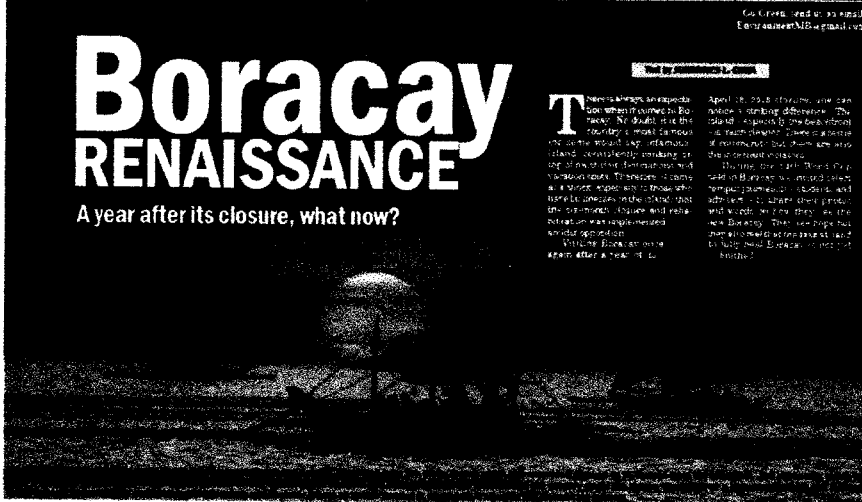
EDC's Bini experience shows that, with the right combination of will, vision, strategic and performance, the triple bottom line of environmental, social, and economic transformation is achievable.

Another good example of successful strategic partnerships is the 10 Million Trees in 10 Years for a Greener Future (10M10) project, one of the finalists in the 1st CSR Guild Awards/ Outstanding CSR Collaboration Project category. 10M10 is a movement that EDC initiated in 2015 to grow back the forests in Negros Island by planting, growing, and maintaining 10 million trees in 10 years.

As of 2018, 10M10 has already planted over 4.2 million trees with the help of its 130 stakeholder partners.

# Boracay RENAISSANCE

A year after its closure, what now?



Click on the photo to view a larger version.  
 Email: editor@wordcup.com.ph

**T**here is always an expectation when a country is declared a World Heritage Site. The country's world famous landmarks, its rich history and its natural beauty are all expected to be preserved and protected. The Philippines is a World Heritage Site and Boracay is one of the islands that are expected to be preserved and protected. A year after its closure, what now?

## BE HUMANS, NOT PLASTIC

Text by **EMANUEL S. FERRER**

**M**alay's Ministerial Conference No. 100 is prohibiting the use of disposable plastic items among hotels, resorts, restaurants and business establishments in protest that the local government of Boracay has banned its use. Nevertheless, despite the six-month-long "high-tourism" closure during the island's rehabilitation, plastics are still freely accessible in many souvenir stores, convenience shops and food stalls. Nobody knows when disposable plastic bags become so pervasive and prevalent. They are accessible everywhere because they are cheap, useful and convenient. We find them — not just in Boracay — but in various places where people purchase goods, especially in the markets because of convenience. But at what expense?

San campaigners identify the harm plastic bags can cause, including how they pollute aquatic animals through ingestion and entanglement. Even when plastic products biodegrade, the plastic lingers on as smaller particles that pollute the ecosystem with long-term negative effects.

According to the Department of Environment and Natural Resources (DENR), the plastic ban implemented by Malinao is correct but tourists admit that the ban is just a form of "suggestion" as single-use plastics are still sold.

Tourist or not, we have to understand that in order to help Boracay fully heal, we must be disciplined. If the government has prohibited smoking, drink-



**TOURISTS AND CHILDREN** - Beach tourists, they do their daily routine of picking up litter left by tourists along Boracay's famous white beach. In this case, they are seen walking along the beach. Photo by Steve D. Laguna, Institute of Science and Technology.

**'Sustaining the positive effects of the cleanup of Boracay entails a joint effort with the residents and even tourists and businessmen. This can be done by following the set of rules, by being a responsible tourist and by helping spread the positive effects of sustainable tourism.'**



**COMMUNITY MEETING** - Residents meet to discuss the ban on plastic bags. Photo by Steve D. Laguna, Institute of Science and Technology.



**GARBAGE COLLECTOR** - Garbage collectors load uncollected trash on a transport truck. Photo by Steve D. Laguna, Institute of Science and Technology.

## CHALLENGING ENHANCEMENT

Text by **EMANUEL S. FERRER**

**A**fter six months of being placed under rehabilitation, Boracay opened its doors in October of 2018. That October was indeed historic and momentous for what was considered as the rebirth of a better Boracay. The cleanup of the sewage system and the results together with the abandonment of low hotels and resorts should mean that the island is a part of the things that the government has done that has temporarily disrupted the business in the area.

After the six-month rehabilitation, there is a general feeling that it is just the start. The people need to ensure the sustainability of environmental effects in order to prevent recurrence of what caused the closure of the island.

Dr. Al Ordoña, the Deputy Ground Commander of the DENR's National Task Force Boracay said that the sustainability of the rehabilitation should not fall solely on the shoulders of the government.

Sustaining the positive effects of the cleanup of Boracay entails a joint effort with the residents and even tourists and businessmen. This can be done by following the set of rules, by being a responsible tourist and by helping spread the positive effects of sustainable tourism.

## SUSTAINING PARADISE

Text by **EMANUEL S. FERRER**

**A**fter Boracay's sustainable tourism was a long trying and perhaps worth deprecating. It has been months now since the reopening of Boracay after its six-month rehabilitation. Changed are visitors. Water facilities, quieter atmosphere, better road system and cleanup of arriving establishments. However, there is a downside, too. According to Deputy Ground Commander of Task Force Boracay Dr. Al Ordoña, when asked about the state of discipline among locals and tourists, he said that it is a "not-and-must-actively."

The Task Force Boracay has been very firm in implementing its rules to ensure sustainable tourism practices in the island. It may be able to do so until April 2020 when the two-year implementation of the program will conclude. But even if Filipinos will have a clear direction on what sustainable tourism is all about, could the ordinary Juan de la Cruz follow the rules even when no one is watching?

While rehabilitating Boracay is considered as the DENR's biggest accomplishment in 2018, ensuring an existing program should be put in place.

Dr. Ordoña believes that a strong and consistent law en-

## DESERVING BORACAY

Text by **EMANUEL S. FERRER**

**I**t is all become tourist police. Let us become reformer institutions. These were the words of Dr. Al Ordoña, the Deputy Ground Commander of the DENR's National Task Force Boracay as he urged responsible tourists to show their stories about the rehabilitation of the island.

A reliable survey reported that to persons of adult population in Boracay has used technology and social media to communicate and spread information about updates and progress about the island.

The government also did its part. It intensified the monitoring of waste disposal and imposed higher penalties to those who will be caught violating environmental laws.

However, these efforts seem to have been taken for granted by some businesses. A few weeks ago, the local government has closed some establishments found to be non-compliant with regards to business permits including sanitary and environmental inspection requirements.

With all the efforts — from government and people's organizations — to restore Boracay to its positive condition, there are still desiring factors such as people's reluctance to change and discipline. What else can Boracay do to make the people pay for what they had earned?

Boracay needs everyone's help. No matter who you are, you have a responsibility to take care of the environment. Become a responsible citizen please. Serve Boracay of what it deserves because it is once again too late.

The author is a local teacher of Marikina City. She is a school paper editor and has taught English for 30 years.