

Sinag Printing Entry

Name of Programme: Sinag Journalism Training Seminar

Category: The NATASA PRIZE for newspaper printing plants

Sponsoring printing plant: Sinag Publishing and Printing Services, printer of the community newspapers Ang Caviten Newsweekly and Tambuling Batangas Newsweekly.

Address: Sinag Printing Press, National Highway, Barangay Parian, Calamba City, Province of Laguna, Philippines, 4027

Project Director: Raia Jennifer Dela Pena-Landicho, Proprietor

Email: sinagprinting@gmail.com and tambuli_press@yahoo.com

Contact information: +63-49-8346261 / +63-49-5763112 / mobile: +63 9205819079

Newspaper circulation: Provinces of Cavite and Batangas, Region IV, Philippines

Newspaper frequency: Weekly - every Monday for Ang Caviten Newsweekly and every Wednesday for Tambuling Batangas Newsweekly.

Project Description: The Sinag Journalism Training Seminars are FREE SEMINARS given by Sinag Printing and is open to all, our project's aim is to help the youth of our region embrace and develop a love for journalism by regularly launching these seminars which incorporates writing workshops for students of public and private schools.

Target of project (ages x to y): Elementary to High School students, age range of our participants were from 10 to 17 years old.

SINAG JOURNALISM TRAINING SEMINAR

Brought to you by:

SINAG PUBLISHING AND PRINTING SERVICES

**Who we
are...**

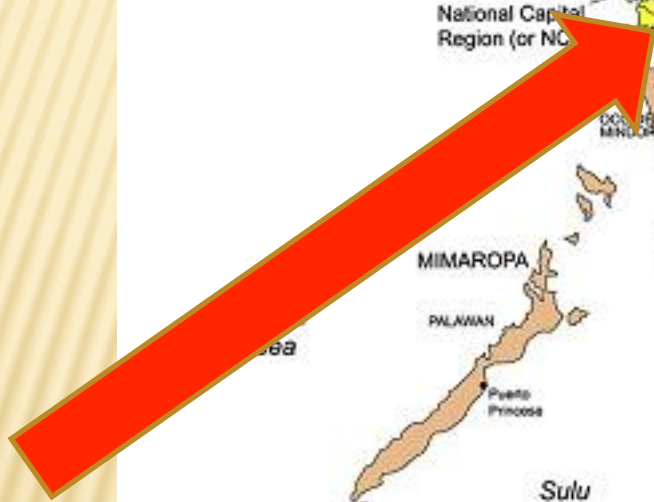
- Sinag Publishing and Printing is a commercial and newspaper printer from the Philippines. We are based in Calamba City, Province of Laguna, which is south of the capital, Manila.
- Sinag (pronounced see-nag, a Filipino word meaning “ray of the sun”) first started its business as a provincial newspaper named Sinag ng Laguna Newsweekly in 2004. We then ventured into commercial printing in 2007.
- We continue to be newspaper printers and we regularly publish two community newspapers in our region: Ang Cavitenon Newsweekly and Tambuling Batangas Newsweekly.
- Although Sinag has expanded to commercial printing, we stay true to our roots in community journalism by creating the Sinag Journalism Training Seminars as the standard bearer of our organization’s social responsibility work.

SINAG'S COUNTRY & LOCATION



Philippines

0 50 100 150 Kilometers
0 50 100 150 Miles



**What is the
Sinag JTS?**

The Sinag Journalism Training Seminars

are **FREE SEMINARS** given by Sinag Printing and is open to all, in particular, students of public and private schools.

There are no **NO REGISTRATION FEES** for joining the Sinag JTS, our only requirement is that participants bring their own food and their own writing materials.

2nd Sinag Journalism Training Seminar PROGRAMME of Activities

February 12, 2011

8:30 a.m. - 9:00 a.m.	Opening Ceremonies National Anthem Opening Remarks: Ms. Raia Jennifer Dela Peña-Landicho
9:00 a.m. - 9:05 a.m.	Introduction to Speakers c/o Dep Ed emcees
9:05 a.m. - 12:00 nn	Program Proper Lecture Topic: On Editorial and Opinion Writing
12:00 nn - 1:00 p.m.	Lunch Break
1:00 p.m. - 4:00 p.m.	Writing Workshop on Editorial and Opinion Writing
4:00 p.m. - 5:00 p.m.	Open Forum
5:00 p.m. - 6:00 p.m.	Closing Ceremonies Awarding of Certificates of Attendance to the participants

February 26, 2011

8:30 a.m. - 9:00 a.m.	Opening Ceremonies National Anthem Opening Remarks: Ms. Raia Jennifer Dela Peña-Landicho
9:00 a.m. - 9:05 a.m.	Introduction to Speaker c/o Dep Ed emcees
9:05 a.m. - 12:00 nn	Program Proper Lecture Topic 1: On News and Features Writing *simultaneous* Lecture Topic 2: On Editorial Cartooning
12:00 nn - 1:00 p.m.	Lunch Break
1:00 p.m. - 4:00 p.m.	Writing Workshops on News and Features Writing Drawing workshop session on Editorial Cartooning
4:00 p.m. - 5:00 p.m.	Open Forum between the participants and speakers
5:00 p.m. - 6:00 p.m.	Closing Ceremonies Awarding of Certificates (including special certificates for the best works during the Feb 12 seminar and the Feb 26 seminar).

SPEAKER'S PROFILE

Renato Catapang Asa

Renato "RC" Asa is a writer with published works in both English and Filipino. Throughout his stay at the University of the Philippines, his by-line appeared in numerous essays in campus publications such as the *Philippine Collegian and Sinag* (campus publication of the College of Social Science and Philosophy in UP) from 1998-2000.

He currently works as a news and features writer for Pinoy Weekly and as a freelance writer for the IBON Foundation (Sample 1: An interview with Patricia Evangelista: http://pinoyweekly.org/pw6-04/kult/kult_1.htm Sample2: A review of the book *Kontra-Gahum: Academics Against Political Killings*: http://www.pinoyweekly.org/pw6-17/feats/lat_3.htm)

Forums and Lectures

- Speaker, "Asa vs. Atoy: Pagsasapilipino ng mga Agham Panlipunan" symposium held at the Claro M. Recto Hall, University of the Philippines, 2003
- Reactor, "Radikal: Radical Sociology" symposium held at the Claro M. Recto Hall, UP 2002
- Guest Lecturer, "Film Criticism" lecture at Philippine Normal University, sponsored by the Torch, 2006
- Guest Lecturer, "Reification and Contemporary Philippine Popular Culture" in a class in Sociology of Popular Culture, UP Department of Sociology, First Semester, Academic Year 2005-2006
- Guest Lecturer, "Culture and Denomination" in a class in Philippine Politics and Governance, UP Manila Department of Social Sciences, First Semester, Academic Year 2005-2006
- Guest Lecturer, "The Ideologies of Globalization" in a class in Sociology of Globalization, UP Department of Sociology, First Semester, Academic Year 2005-2006
- Guest Lecturer, "UP as a Symptom of Neoliberal Education" in a class in Sociology of Education, UP Department of Sociology, First Semester, 2006-2007
- Guest Lecturer, "*On Paolo Freire's Pedagogy of the Oppressed*" in a class in Sociology of Education, UP Department of Sociology, First Semester, Academic Year 2006-2007
- Guest Lecturer, "Progressive Approaches to Contemporary Social Issues" in a class in Contemporary Social Issues, UP Department of Sociology, Second Semester, Academic Year 2006-2007

Publications:

- Author, "Pseudo-Progresibong Pragmatismo sa Usapin ng Pagpopondo sa Unibersidad ng Pilipinas" in *Mula Tore Patungong Palengke: Neoliberal Education in the Philippines*, edited by Bienvenido Lumbea, Ramon Guillermo and Arnold Alamon. Quezon City: Ibon Books, 2007
- Author, "Public Lives, Perilous Lines", a review of Randy David's book *Public Lives in Trip: The Philippine Collegian Literary Supplement, 1999-2000*.

SPEAKER'S PROFILE

Kenneth Roland A. Guda

- Studied BA Malikhaing Pagsulat at the University of the Philippines in Diliman, Quezon City
- Was Features Editor of the Philippine Collegian, UP's Campus Weekly Publication (1999-2001)
- Lectured in various fora, including UP Diliman and Manila, Pamantasan ng Lungsod ng Maynila, and other universities and institutions.
- Was a reporter, photojournalist and later Editor-in-chief of Pinoy Weekly, a weekly online and print newsmagazine in the Filipino language (2002-present)
- Finalist in Jaime V. Ongpin Awards for Excellence in Journalism in 2008
- Author of various essays on journalism, alternative press, and the Philippine Politics
- Board member and Training Director of Pinoy Media Center (PMC), non-government organization that seeks to democratize the practice of journalism in the country
- As reporter, covered countless breaking news stories, from the war in Mindanao, to the military uprisings at Oakwook, Manila Peninsula, and many others.

WHY THE SINAG JOURNALISM TRAINING SEMINAR?

- Sinag Publishing and Printing Services is an enterprise that has pledged a vocation to community service and learning. The launching of our **Free Journalism Training Seminars** is our way of showing that even small companies like Sinag printing can do social responsibility programs for our community.
- In particular, because we are newspaper printers **we have pledged our time and resources to helping the youth of our city embrace and develop a love for writing and journalism** by launching our own free journalism seminars which is now known as the Sinag JTS.
- We chose journalism seminars because as newspaper publishers/printers, Sinag is in a position to share our knowledge of newspapering to the youth of our community. We also believe that in a time when press freedom is being attacked in our country (So many journalists killed in what critics call a “culture of impunity in the Philippines”), it is important to teach our youth that journalism is not just a “dangerous job” as most people here perceive nowadays but a noble profession-- a vocation and not just a career. That’s why we engage practicing journalists as our seminar speakers -- so as to provide the perspective of actual journalists who have knowledge of current industry practices and issues in the Philippines.

Seminars Launched Under the Sinag JTS:

- October 2008 -- 1st Sinag Journalism Training Seminar held at the Joaquin Chipeco Hall, Calamba City, Province of Laguna.
- February 2011 -- 2nd Sinag Journalism Training Seminars held at Lina Lajara Chipeco Auditorium, Calamba City, Province of Laguna (February 12 and 26, 2011)

Footnote:

***Our first and second Sinag JTS was launched with the help of the local DepEd office in Calamba and was open to both public and private institutions. Our free seminars were a resounding success with over one thousand participants who attended the events.

**Our 3rd Sinag JTS will be held this coming July 30, 2011 at Sta. Rosa City, Province of Laguna.

Pictures of 1st Sinag JTS









Students during their afternoon writing workshops

Concrete Goals for our SINAG JTS:

1. Get students from different schools into one venue for the journalism seminars and writing workshops—get support and participation from majority of schools in our community.
2. Launch writing workshops along with the seminars so that the students will have a concrete output from their participation in our journalism seminars.
3. Foster friendly competition amongst the student participants by having our seminar speakers judge the best works from the written output of our workshops.
4. Engage practicing journalists as our seminar speakers so as to provide the perspective of actual journalists who have knowledge of current industry practices in the Philippines.

**SINAG JTS
PRE-REGISTRATION
MATERIALS**



Sinag Journalism Training Seminar
February 12 and 26, 2011 (Saturdays)



PRE-REGISTRATION MASTER LIST

School: _____

	Name	Grade/ Year Level	Position on the School's Publication	Topic to be Taken*	Contact Number
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					

*Maximum of 5 students for each topic: _Editorial and Opinion Writing, 1st Training Day (1st Saturday Schedule)
_News and Features Writing, 2nd Training Day (2nd Saturday Schedule)

*Maximum of 2 students for Editorial Cartooning Topic, 2nd Training Day (2nd Saturday Schedule)

Note: This form must be emailed or delivered to Sinag on or before February 04, 2011, along with the participants' LNA forms. Address at google maps as Sinag Publishing and Printing Services, Calamba, Laguna. Email at sinagprinting@gmail.com



Primo Medical Highway, Calamba City, Laguna, 4027
Contact us: Telfax (043) 854-6261 mobile 09395819979
Email: sinagprinting@gmail.com

Sinag Journalism Training Seminar
Learning Needs Analysis Form

_____ School

On Editorial and Opinion Writing

Name: _____

Age: _____

Grade / Year Level: _____

Position/s held (including current) in the school paper:

List of Journalism courses/seminars taken in school and off-campus:

Favorite Books (Fiction/Non-fiction): _____

In 4-5 sentences, tell us what you'd like to learn during the Sinag Seminars.

**Submit your written work (published/unpublished) that you'd like to be included in the Sinag Seminar-workshops. Maximum of 500 words per article.*

Published/Unpublished Works in School

Title: _____

Abstract/Summary: _____





**Sinag Journalism Training Seminar
Learning Needs Analysis Form**

_____ School

On News and Features Writing

Name: _____
Age: _____
Grade / Year Level: _____

Position/s held (including current) in the school paper:

List of Journalism courses/seminars taken in school and off-campus:

Favorite Books (Fiction/Non-fiction): _____

In 4-5 sentences, tell us what you'd like to learn during the Sinag Seminars.

**Submit your written work (published/unpublished) that you'd like to be included in the Sinag Seminar-workshops. Maximum of 400 words per news articles and 700 words for features articles*

Published/Unpublished Works in School

Title: _____
Abstract/Summary: _____



**Sinag Journalism Training Seminar
Learning Needs Analysis Form**

_____ School

On Editorial Cartooning

Name: _____
Age: _____
Grade / Year Level: _____

Position/s held (including current) in the school paper:

List of Journalism courses/seminars taken in school and off-campus:

Favorite Books (Fiction/Non-fiction): _____

In 4-5 sentences, tell us what you'd like to learn during the Sinag Seminars.

**Submit your art work (published/unpublished) that you'd like to be included in the Sinag Seminar-workshops.*

Published/Unpublished Art Works in School

Title: _____
Abstract/Summary/Editorial cartoon caption of your concept: _____

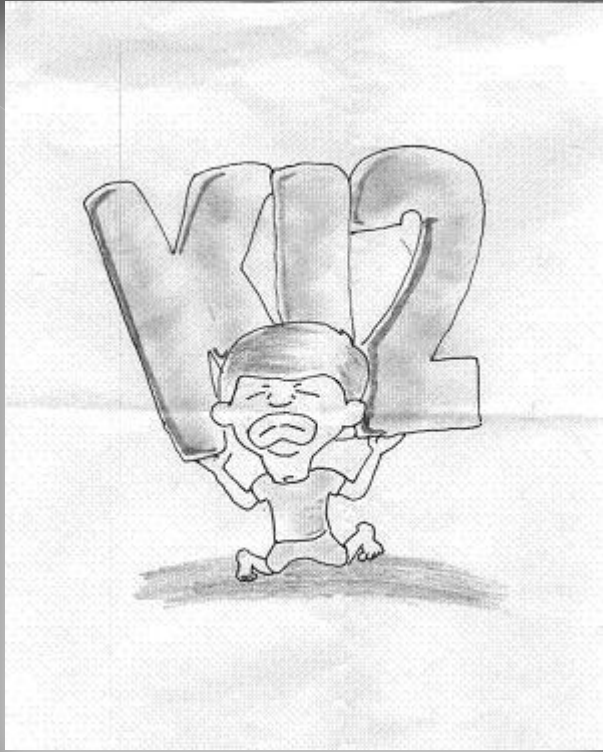
WHY DO WE REQUIRE PRE-REGISTRATION AND GIVE PRE-REGISTRATION KITS TO INVITED SCHOOLS?

The decision to give out pre-registration kits was borne out of our assessment of the 1st Sinag JTS. In the 1st Sinag JTS, we did not limit the number of participants nor did we require pre-registration, hence almost a thousand participants came and registration procedures took up a lot of time from the actual program of activities.

Although we were happy with the reception of our community to our first seminar, the Sinag secretariat, together with our seminar speakers, agreed that in order to preserve the quality of the seminars and workshops given we had to trim down the number of participants to a manageable size.

As a compromise, we decided not to limit the number of participating schools but to limit, instead, the number of participating students *per school*. We also added LNA forms (Learning Needs Analysis forms) for the student participants to fill out and asked them to submit previous published or unpublished written works so as to give our seminar speakers/workshop facilitators the chance to review beforehand the writing skills or writing experience of the participating students. That way they can “tailor fit” their seminar topics or workshops to the needs of the confirmed participants who will be arriving at the Sinag JTS.

**WORKS PRODUCED
DURING THE PREVIOUS
SINAG JTS**

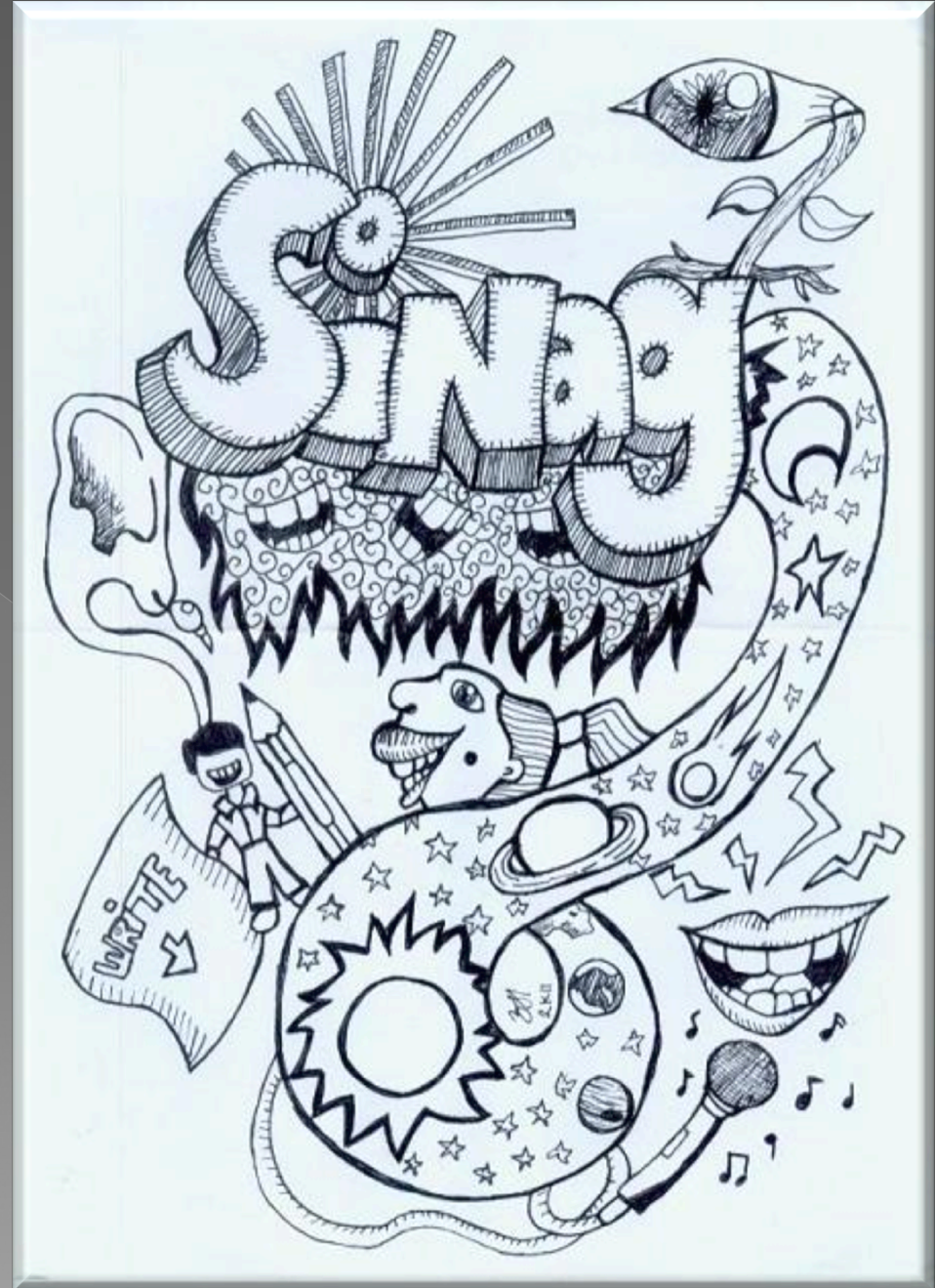


Top entries on Editorial Cartooning

You can check out more pictures and entries in our blog:
<http://www.sinagprintingpress.blogspot.com/>

The Sinag *cartoon*

This cartoon was a gift to Sinag by one of the students who attended our 2nd Sinag JTS. It is heartfelt gestures like these from the kids who come to our events that make this endeavour worthwhile.



How did we Develop and Finance the Sinag JTS?

- Most of the financing and expenses were shouldered and continue to be shouldered by Sinag.

Sinag JTS expenses shouldered by Sinag Printing:

1. honoraria of the speakers
2. food for the secretariat
3. printing of registrations materials
4. printing of promotional materials such as banners, flyers and posters
5. Legwork for development and promotions are also done primarily by Sinag staff

Sinag JTS Co-sponsors:

- Department of Education Calamba Division -- From the beginning, we have also enlisted the help of the government's Department of Education (Dep Ed) local division as co-sponsors. Our partnership with the Dep Ed lends our seminars legitimacy and recognition from the schools. The job of the Dep Ed was to secure for us a free venue for the event and to help us with promotions and participation from public and private schools in our community. The Dep Ed also made sure to help us with program details such as providing emcees and student musicians/performers during the events. They also regularly helped us with technical requirements such as LCD projectors.
- Local Politicians - Other co-sponsors for the Sinag JTS events were local politicians of our city. These local politicians usually sponsored banners for the seminars (which were strategically posted in government sanctioned areas all over our city). They also helped with other requirements such as food for the Sinag staff . and Dep Ed teachers/staff.

How did we Promote the Sinag JTS?

- Online – blogs and social networks such as twitter and facebook. We promoted it thru our blog www.sinagprintingpress.blogspot.com, our mutiply site www.sinagprinting.multiply.com, thru our facebook page: sinag publishing and printing services and twitter thru www.twitter.com/sinagprinting
- Email invitations to schools
- Phone call invitations to schools
- SMS or text message invites and announcements to school heads and coordinators.
- Personal visits to schools invited to our seminars
- **Big banner announcements in strategic spots all over our city (sponsored by local politicians).**
- We attended events to invite schools such as the general assembly of public school principals and assembly of private school owners' associations.
- We engaged the help of local media thru free radio interviews with our local radio stations. (See link of our recent local radio interview last Feb. 2011 <http://www.ustream.tv/recorded/12520485>)
- Articles and announcements in our own newspapers.
- We also sent out press releases to local and regional journalists and community newspapers (who are friends because we are also a publisher of community newspapers).

***We planned the JTS re-launch three months in advance. Technical preparations and invitations started December 2010 for our re-launch last Feb 2011.

**Evaluation &
Results of the
Sinag JTS**

In order to properly evaluate and assess our Sinag JTS re-launch, we created an assessment form to be filled out by participants and their teachers or supervisors before each event/program ended.

Here's a copy of the actual assessment forms that we gave out to participants:

 **SINAG PUBLISHING & PRINTING SERVICES** Palms: Hermal Highway, Calamba City, Laguna, 4027
General: TADA 980 8962221, 8962222
Email: sinag@sinag.com

**SINAG JOURNALISM TRAINING SEMINAR
FEEDBACK QUESTIONNAIRE**

IF YOU ARE A STUDENT:
NAME: _____
SCHOOL: _____
NAME OF SCHOOL PAPER: _____
YEAR/GRADE LEVEL: _____
COURSE TAKEN AT SINAG SEMINAR: _____

IF YOU ARE A TEACHER:
NAME: _____
SCHOOL: _____
NAME OF SCHOOL PAPER: _____
POSITION: _____
CONTACT NO.: _____

HOW WOULD YOU RATE THE SINAG JOURNALISM TRAINING SEMINAR:

	EXCELLENT	GOOD	FAIR	SAISFACTORY	NOT SATISFIED
COURSE CONTENT OR OUTLINE OF THE DEPARTMENT TOPIC'S REVIEW					
COURSE PREPARATION					
TEACHER'S SKILL AT PRESENTING THE TOPIC					
REGISTRATION PROCEDURE					
SEMINAR VENUE AND FACILITIES					
OVERALL SEMINAR PROGRAM OF ACTIVITIES					



 **SINAG PUBLISHING & PRINTING SERVICES** Palms: Hermal Highway, Calamba City, Laguna, 4027
General: TADA 980 8962221, 8962222
Email: sinag@sinag.com

WOULD YOU ATTEND ANOTHER SINAG JOURNALISM TRAINING SEMINAR?
 YES NO

WERE YOU SATISFIED WITH THE WAY THE SPEAKER PRESENTED THE TOPIC?
 YES NO

WHAT ARE YOUR COMMENTS OR SUGGESTIONS FOR SINAG PUBLISHING AND PRINTING?

WHAT ARE YOUR COMMENTS OR SUGGESTIONS FOR SINAG PRINTING PRESS FREE JOURNALISM TRAINING SEMINAR?

THANK YOU VERY MUCH!



SUMMARY OF SOME OF THE PARTICIPANTS' ASSESSMENT RESULTS

- *"Continue your excellent works".*

- *"The topics in the seminar were very well discussed and I know that in connection to this it was easier for us to understand journalism as well. Even if it was for higher level, we understand the topic. It is hoped that this seminar will continue for the following years".*

- *"It's good for you to have sponsoring this journalism seminar for more updates and information".*

- *"Speakers are very adept of the topics covered. The flow of the program is organized".*

- *"The seminar was very good. I have learned a lot through this seminar. I am very glad to have been a part of it and I hope that everybody will have a chance to come to this seminar too. Through this seminar I have gained knowledge on how to write precise, brief articles and I am well delighted".*

- *"Through this seminar, I learned a lot about Editorial and Opinion Writing. It was full of knowledge and this helped me become more equipped in writing logical article".*

- *"Keep up the idea of conducting trainings to different school. It's nice".*

- *"Good approach keep up the good work".*

- *"It is tiring but I'm happy because I learn many things".*

- *"I wish that Sinag Printing will have long service to help young journalist like us".*

- *"Thanks for free seminar, and have more seminars to come".*

- *"The message given by this morning is good and I like it so much".*

- *"You should provide foods for the participants like the previous sponsors do. Even if it is a simple snacks for the kids".*

- *"Provide free snacks and beverages to; provide hand-outs on for teachers/students in-design; looking forward for more seminar/workshop like this".*

- *"It's great for having these free training seminars. Keep it up".*

- *"Systematic and organized".*

Our own Assessment Points

After the event, and taking into consideration the assessment points of the participants themselves, we at the Sinag secretariat did our own evaluation of the re-launch. Below are some of the major points of our own assessment of the Sinag JTS re-launch last February 2011:

1. Incorporating a competition with the writing workshop was a success

We made a major change for the re-launch because we decided to have a “mini contest” as part of the writing workshops. We let the seminar speakers judge the students’ workshop output and they chose the “best” written works and editorial cartoons. The best works were awarded special certificates from Sinag. We believe that this change was a good decision because it fostered friendly competition amongst the schools who attended the event. Also, it made the students feel that there was an outcome to the written works that they submitted during the writing workshops. *We evaluated this to be a good change and we plan to incorporate the competitions into the program of the next Sinag JTS.*

2. We are ready to launch the Sinag JTS on a provincial level

The first and second Sinag JTS were both launched in our hometown, Calamba City, Laguna. We believe that both of the seminars were successful in terms of participation and student output but *we evaluated that the Sinag JTS is ready to be launched or introduced on a provincial level. That the time is ripe to reach out to student beneficiaries from other towns and cities in our province. This is the reason why we decided that the 3rd Sinag JTS this coming July 30, 2011 will be launched in another city of our province -- Sta Rosa City, Laguna.*

3. If we are successful with the provincial launch, we will expand the Sinag jts to the regional level

Based also on our evaluation of the 2nd Sinag JTS re-launch, we plan to conduct these free seminars at least thrice a year in different cities of our province every year for the next two years.

We have now have the manpower in place (we have two new members of the Sinag Secretariat team as well as a newly appointed Sinag JTS Head Coordinator, Ms. Shara Jane Falceso) .

*When the Sinag JTS is ripe and ready, we will launch it in the nearby provinces of Batangas and Cavite, so as to full achieve our target of being able to reach out to student beneficiaries within the Southern Tagalog region. Our target is to launch at least four more Sinag seminars in different towns and cities of our home province for 2011 and 2012. Then **by year 2013, we plan to launch the Sinag JTS in the Batangas province.***

4. Trim down the number of Participants to maintain the Quality of the seminars & output

For the 2nd Sinag JTS, we all consciously decided to trim down the number of participants so as to better manage the seminars and preserve the quality fo the seminar output.

Based on the feedback of the students, teachers and our own invited seminar speakers/facilitators, the decision to trim down the number of participants was correct because it was the most effective way of concretely achieving our goals with our target beneficiaries.

For the next seminars, we decided to stick to the “300 participants limit” and have implemented this limit when we started invitations to the next Sinag JTS this coming July 2011.

5. We met our concrete goals

We believe that we were able to meet our concrete goals for the 2nd Sinag JTS – we got a diverse participation from a large number of schools in our city, we trimmed down the number of participants for quality purposes, we were able to invite practicing journalists as our speakers/facilitators, and our attempt at transforming the writing workshops into a competition for the students was met with enthusiasm and it became a success.

Our goal now is to continue what have been deemed positive aspects of the Sinag JTS and to widen the scope of participation and reach out to other towns and cities in our province. The next Sinag JTS this coming July 2011 is proof that we are actualizing this goal of reaching out to other student beneficiaries by launching the 3rd Sinag JTS in a different city in our province.

6. the sinag jts helped our brand Building efforts

In terms of our company's brand building, the Sinag seminars have really helped our company gain recognition and respect from our community.

Many institutions in our area now know us not just as printing press and publishers of provincial newspapers but as an organization with a program aimed at helping the youth. We have been able to incorporate this social responsibility program into our brand building endeavor.

We have become well known in our community because of the Sinag JTS and this new reputation has helped us in our sales and marketing efforts within our area.

The Sinag Team

Sinag's owners, staff, volunteers and speakers





SINAG PUBLISHING & PRINTING SERVICES

Thank
You!