December 13, 2019

MEMORANDUM TO:

OIC, Office of the Asst. Schools Division Superintendent
Chief Education Supervisors, CID and SGOD
Elementary and Secondary School Principals
Officers-In-Charge
Public and Private Schools

LEARN PROGRAM OF THE PHILIPPINE STAR

Attached is a letter from Mr. Ralph Vincent L. Distura, Business Development Specialist, PhilStar Media Group dated October 22, 2019 re: Philippine STAR’s LEARN Program, content of which is self-explanatory, for information.

Immediate and wide dissemination of this Memorandum is desired.

SHERYLL T. GAYOLA
Education Program Supervisor
Officer-in-Charge
Office of the Schools Division Superintendent
October 22, 2019

MS. SHERYLL T. GAYOLA, CESE
OIC - School Division Superintendent
DEPARTMENT OF EDUCATION
NCR, School Division Office
Marikina City

Dear Ms. Gayola,

Ever since its fruition, The Philippine STAR’s LEARN program has produced a stronger, long-lasting relationship with various public and private schools, partnering with them in Metro Manila and selected provinces.

The Philippine STAR’s Learning Experience Acquired through Reading Newspapers (LEARN) advocacy is to bring back the habit of reading by providing the students with the most efficient tool in getting the right kind information, allowing them to expand their analytical and critical thinking skill, socio-political awareness and interest, reasoning ability through reading the newspaper.

In the program are modules that will serve as your teachers’ guide on newspaper use in the classroom. The LEARN program can be a source of information covering subjects such as English (journalism, language and reading comprehension), Science (Health and Wellness) Math, Physical Education and Home Economics, thru its puzzle, in partnership with the Philippine Home Economics Association (PHEA).

With what started as a small contest in an elementary school in Iligan City 6 years ago—the logic-based, combinational, number-placement puzzle, SODOKU, printed daily in our newspaper—the program has eventually attracted other schools in the region to follow suit and partnered with us, with the Philippine Home Economics Association as the latest organization.
As "school partners", they are entitled to receive the following benefits and incentives for the rest of the school year:

- Exclusive training in *journalism*, Media Literacy and Internet usage;
- Exclusive access for possible membership affiliation with MTG Philippines and PHEA;
- Monthly competition prizes thru proposed incentive scheme;
- Additional funding source;
- Annual provision thru subscription points of educational tools such as computer desktops, projector, etc.;
- A guaranteed support to the top 30 school subscribers from The Philippine Star’s "BRIGADA ESKWELA";
- A chance to tour the PhilSTAR Media Group office

The participation in the LEARN program is on a "voluntary basis", under the parents/guardians' discretion if they will allow their children to join. Supporting documents such as parent/guardian waiver form will be provided, along with the recommendation of the other DEPED divisions will be presented upon the enrollment of the students of the program.

In line with this, may we ask your good office to endorse us to grade and secondary schools within your division?

Attached herewith is a detailed project proposal of the LEARN program for your reference. We are more than happy to discuss it with you at your most convenient time.

For more information, you may contact our office at (02)8527-3144 or 0916-5311262.

Thank you and we look forward to a mutual, beneficial partnership with you.

Sincerely yours,

RALPH VINCENT L. DISTURA
Business Development Specialist
PHILSTAR MEDIA GROUP
14 October 2019

LETTER TO THE PRINCIPAL.

The Philippine STAR’s LEARN program has produced a stronger, long-lasting relationship with various public and private schools, partnering with them in Metro Manila and selected provinces.

The Philippine STAR’s Learning Experience Acquired through Reading Newspapers (LEARN) advocacy is to bring back the habit of reading by providing the students with the most efficient tool in getting the right kind of information, allowing them to expand their analytical and critical thinking skill, socio-political awareness and interest, reasoning ability through reading the newspaper.

Through the LEARN program, we believe that The Philippine STAR can be used as an effective teaching tool for we cover subjects such as English (journalism, language and reading comprehension), Science, Math, Physical Education and Home Economics, which is in partnership with the Philippine Home Economics Association (PHEA).

What started as a small contest in an elementary school in Iligan City 6 years ago, the logic-based, combinational, number-placement puzzle-SODOKU, printed daily in our newspaper, has attracted other schools in the region to follow sought and eventually partner with us, along with the Mathematics Trainers’ Guild-Philippines.

As “school partners”, you are entitled to receive the following benefits and incentives for the rest of the school year:

- Exclusive trainings in Journalism, Media Literacy and Internet usage;
- Exclusive access for potential membership affiliations with MTG and PHEA;
- Sponsorship of monthly competition prizes through incentive scheme;
- Additional funding source for the school club;
- Provision of educational materials via a pointing system scheme;
- Support to the top 30 schooll subscribers from The STAR’s “Brigada Eskwela;
- A chance to tour the PhilSTAR Media Group office
- Accommodation of the school’s press releases.
The participation in the LEARN program is on a "voluntary basis", under the parents/guardians’ discretion if they will allow their children to join. Supporting documents such as parent/guardian waiver form will be provided, along with the recommendation of the other DEPED divisions will be presented upon the enrollment of the students of the program.

In line with this, we look forward to partnering with your school and discuss the program in full.

Attached herewith is a detailed project proposal of the LEARN program for your reference.

For more information, you may contact our office at (02)8527-3144, 8527-7901 loc. 142 or 0916-5311262.

Thank you and we look forward to a mutual, beneficial partnership with you.

Sincerely yours,

MR. RALPH DISTURA
Business Development Specialist
PHILSTAR MEDIA GROUP
PARENT AND TEACHERS ASSOCIATION

Greetings!

In our effort to support the academe, The Philippine STAR has developed a program that will prove beneficial to the welfare of the students. This is in response to the growing concern of the spreading of fake news information being read via the internet and has been passed on as legitimate ones. We in The STAR believe in the value of providing the truth and that the student deserve to learn how to know and where to get them.

The Philippine Star has provided a wide array of educational information that can be a useful source of facts for different subjects such as English, Math, Home Economics, Social Studies, among others. For math, the Sudoku Super Challenge is a continuing project and in partnership with the Mathematics Trainers' Guild (MTG), which helps inspire inter-personal, intellectual and behavioral development among students.

This year, the Philippine Home Economics Association has started partnering with The Star thru its puzzle-The Home Economics puzzle, where it sets to provide students the familiarity on such terms related to Home Economics.

Regular competitions between students in these fun-filled, featured sections has provided a new way setting up a healthy competition and interaction between students, and getting themselves rewarded for every win via Jollibee gift certificates from The Philippine Star.

With only P20/copy, may we invite you to take part by encouraging your child to join The STAR's LEARN program. By affixing your signature, we shall build together a generation that analyze, think and comprehend.

Sincerely,

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I__________________________guardian/parent of__________________________
grade/section_____________of (NAME OF SCHOOL)________________________will allow/not allow my child to participate in The Philippine STAR's LEARN program.

Signature over printed name
PROJECT PROPOSAL

I. GENERAL INFORMATION

Project: Project LEARN (Learning Experience Acquired through Reading Newspapers)
Venue: 
Duration: 
Start-up date: 
Funding source: The Philippine Star

II. RATIONALE

The LEARN project aims to introduce to students the value of reading and the importance of newspapers as a reliable source of news information, thru enjoyable educational school activities.

III. OBJECTIVES

Through a proposed quarterly event, the project is envisioned to improve students' ability to:

a. improve constructive reasoning ability
b. develop socio-political interests
c. further understand the importance and media literacy
d. establish a rapport among students
e. develop a meaningful sense of fulfillment among students
f. impart the habit of reading

IV. SCOPE

a. Grade school
b. Secondary education
c. Senior High School

V. PROPOSED SCHEDULE OF ACTIVITIES

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>timeline</th>
<th>PERSON IN CHARGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Orientation of teachers</td>
<td></td>
<td>Philippine Star</td>
</tr>
<tr>
<td>2. Orientation of students</td>
<td></td>
<td>Teachers</td>
</tr>
<tr>
<td>3. Conduct LEARN demo</td>
<td></td>
<td>Philippine Star</td>
</tr>
</tbody>
</table>
VI. EXPECTED OUTPUT
To be able to successfully meet the objectives of the LEARN project.

VII. MONTHLY DETAILED BUDGET REQUIREMENT

Proposed monthly winners of Jollibee gift certificates c/o The Philippine Star incentive scheme

VIII. MECHANICS OF THE LEARN PROGRAM
Participating schools and school clubs will have a chance to fund their future projects and school-related activities via the LEARN program's incentive scheme. Here, newspapers that are to be ordered have corresponding points that may be converted into Jollibee gift certificates and school materials.

<table>
<thead>
<tr>
<th>TITLES</th>
<th>COVER PRICE</th>
<th>SAVINGS</th>
<th>GROSS</th>
<th>POINTS</th>
<th>JOLLIBEE G.C.</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHIL STAR</td>
<td>P20.00</td>
<td>5.00</td>
<td>15.00</td>
<td>2</td>
<td>1.00</td>
</tr>
<tr>
<td>BUS. WORLD</td>
<td>P25.00</td>
<td>7.00</td>
<td>18.00</td>
<td>3</td>
<td>1.50</td>
</tr>
<tr>
<td>PSN</td>
<td>P10.00</td>
<td>2.00</td>
<td>8.00</td>
<td>1</td>
<td>0.50</td>
</tr>
<tr>
<td>PM</td>
<td>P10.00</td>
<td>2.00</td>
<td>8.00</td>
<td>1</td>
<td>0.50</td>
</tr>
</tbody>
</table>

Claiming of the said incentives is valid for one (1) year from the date of signing.

BENEFITS OF THE SCHOOL PARTNER AS SUBSCRIBER:

a. Monthly sponsorship of gift certificates via the proposed incentive scheme to be used for proposed school-based competitions as prizes or any school & newspaper-related activities;

b. Educational materials worth 15,001 and above is offered to school-partners with the same amount of subscribed copies;

c. Exclusive training/seminars on Journalism, Photo-Journalism, etc.

d. 25% rebate as additional funding source for the school-partner off the cover price;

e. A chance to tour the STAR group office.

f. TOP 30 subscribing-schools will be supported via The STAR's "Brigada Eskwela".

g. Accomodation of School press releases.
The LEARN program is also applicable to other school subjects as well such as English, Science, Physical Education or Mathematics. Another example of a school-based contest is the Mil-learnials Star Quiz Show.

IX. PROMO NAME: MIL-LEARNIALS STAR QUIZ SHOW

X. TARGET: Public and Private schools

XI. MECHANICS:

a. Open to all School subscribers

1. Open to all bonafide students of the school;
2. Each entry can be a group category of three (3);
3. Questions are derived from the news read at the Philippine Star for one (1) week;
4. Winners will be announced at the flag-raising ceremony on an approved date.
5. Decision of the judges is FINAL.
6. Prizes:
   3rd prize: Jollibee gift certificate of P____
   2nd prize: Jollibee gift certificate of P____
   1st prize: Jollibee gift certificate of P____

The Jollibee gift certificates that are to be served as prizes will be coming from the monthly subscription copies ordered by the school.

b. Subjects to be divided into different categories:

1. Current events
2. Sports
3. Opinion
4. Feature article
5. Lifestyle
6. Business
Sample computation for rebate:

Ordered copies: 100
Retail price: P20
Nego price: P15
School fund: P5

Thus:
100 copies x P20.00 = P2,000
100 copies x P5.00 = P _500, (school fund)
Total remittance = P _1,500 (Philippine Star)

Herewith are the corresponding activities to be provided to our partner-schools via the point system, as follows:

1,500 points - Journalism seminar
25,000 points - Educational materials
10,000 points - Tour of the STAR office

Also, the proposed speakers for the LEARN Journalism seminar are the following:

Feature writing - Mr. Dandi Galvez (Philippine Star)
Mr. Mon Bernardo (Pilipino STAR Ngayon)
Sports writing - Mr. Joey Villar (Philippine Star)
Ms. Mae Balbuena (Pilipino STAR Ngayon)
Newspaper Layout - Mr. Billy Librea (Philippine Star)
Mr. Jeffrey Nalda (Pilipino Star Ngayon)
Photo Journalism - Ms. Marice Isidro (Pilipino Star Ngayon)
News writing - Mr. Argie Agua (Philipine Star)
Values Formation - Mr. Arnel Banda (Philipine Star)
c. A proposed inter-school weekly-quiz where the contestants will have to read the Philippine Star From Monday to Friday. Contest proper will commence on Monday the following week.

d. For monthly winners, prizes for students may be provided via the The Philippine Star school incentive scheme.

e. Semi finals—Winner from the first week will challenge the winner from the second week, while the winner from the 3rd week will challenge the winner from the 4th week.

f. Grand finals will be scheduled in the following month, after the PhilStar proposed seminar for future journalists;

g. The champion will win Jollibee gift certificates plus medal courtesy of The Philippine Star.

V. POLICY INTERIOR
- Contest duration will be for one (1) school year.
- A minimum number of subscription of 100/month to qualify
- Contracts should be properly endorsed by the A.E.
- Monitoring of P.O. copies should be done by the A.E. and Circulation Research section;
- Monitoring of paid P.O. copies c/o accounting department
- NO PAYMENT, NO ITEMS.

XII. TIMELINE:
- OCTOBER 14-25, 2019- finalization of the promo; identifying target markets; approval of the project
- NOVEMBER-FEBRUARY 2020-project offering
- January-March 2020-awarding of winners