

Division Advisory No. 21 s. 2025
July 31, 2025

In response to the letter of Word Cup Philippines
this advisory is issued for the information of DepEd officials,
personnel/staff, as well as the concerned public.
(Visit www.depedcdo.net)

INVITATION TO THE 26th WORD CUP PHILIPPINES – NATIONAL JOURNALISM
CONFERENCE AND CONTEST

The Word Cup Philippines is a journalism program for young writers and mentors. Their main aim is to provide an avenue for training for campus journalists, teacher-advisers across the Philippines. For this year, 26th Word Cup Philippines – National Journalism Conference and Contest will be held in **Tagaytay on August 29-31, 2025.**

Participation in the said activity shall be on a voluntary basis and as such, participants themselves shall shoulder any registration fees, and travel/incidental expenses. Furthermore, their participation shall be subject to the non-disruption of classes policy as stipulated in DepEd Order No. 9, s. 2005, titled "*Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith*".

Attached is the copy of communication for specific details.

RAI. / Invitation to the 26th Word Cup Philippines – National Journalism Conference and Contest
DA-001-CID-IM-LR-RAL / July 31, 2025

16 July 2025

ROY ANGELO E. GAZOSchools Division Superintendent
Cagayan De Oro City

Dear Superintendent Gazo:

We are thrilled to invite your teachers, editors and staff to one of the most anticipated national journalism conference and contests in the country, the **26th Word Cup Philippines– National Journalism Conference and Contest**, this **August 29–31, 2025** in the cool and creative city of **Tagaytay!**

As the country's longest-running, practitioner-led journalism program for young writers and their mentors, the Word Cup remains a **transformational training ground** for campus journalists, teacher-advisers, and school communicators across the Philippines. Last year, over 500 participants from hundreds of schools and divisions joined us, many of whom earned national recognition and even publication in major newspapers.

This year's conference will feature:

- **Immersive, hands-on workshops** led by respected media professionals
- **Live press simulations**, interviews, and story production
- **Individual contests**, judged by national-level evaluators
- Opportunities for **publication in mainstream media** (see page 5)
- Recognition through the **Word Cup Ambassadors Award** for outstanding schools, mentors, and education leaders

More than a competition, the Word Cup champions journalism as a tool for **leadership, literacy, critical thinking, and civic participation**, values aligned with DepEd's commitment to 21st-century education, media literacy, and student empowerment.

In this light, we humbly seek your **support in cascading this information** to public and private schools in your division. Your role as a learning leader is instrumental in helping young communicators across the country discover their voice, refine their skills, and represent their schools with pride on a national stage. Below are the link and contact details:

🔗 Registration link: <https://bit.ly/26thWordCupPH>

✉ Email: wordcup.philippines@gmail.com

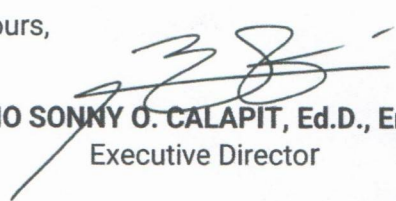
📱 Mobile: 0954 190 2247

📍 Facebook: Word Cup Associated Editors Co.

We would be grateful if your office could help circulate the attached information through your usual channels or cluster groups. We believe this experience can be truly transformative for the students and mentors in your division.

Thank you very much for your continued commitment to developing excellent and ethical young communicators. We look forward to welcoming your delegates at this year's Word Cup in Tagaytay.

Truly yours,


EUGENIO SONNY O. CALAPIT, Ed.D., En.P.
Executive Director

26th Word Cup Philippines		
National Journalism Conference & Contest		
Indicative Matrix of Activities*		
29 August 2025 (Friday)		
2:00-5:00 PM	Check-in of participants with additional night/ Distribution of IDs & kits	
30 August 2025 (Saturday)		
7:00-8:00 AM	Distribution of IDs & kits	
8:00-10:00 AM	Opening Program & Press Conference	
10:00-12 NN	News Writing (NW) <i>Pagsulat ng Balita</i>	Feature Writing (FW) <i>Pagsulat ng Lathalain</i>
12 NN	Output deadline for NW and FW participants	
12:00-1:00 PM	Lunch	
1:00-2:00 PM	Mobile Journalism (MJ)	Photojournalism (PJ) <i>Pagkuha ng Larawan</i>
2:00-2:30 PM	Check-in of participants	
2:30-5:00 PM	Sports Writing (SP) – Wrestling* <i>Pagsulat ng Balitang Isports</i>	Editorial Writing (EDW) <i>Pagsulat ng Pang-ulong Tudling</i>
5:00 PM	Output deadline for SP and EDW participants	
6:00 PM	Dinner	
6:00 PM	Output deadline for PJ participants	
7:00 PM	Output deadline for MJ participants	
31 August 2025 (Sunday)		
6:00-8:00 AM	Breakfast	
8:00-10:00 AM	Science & Technology Writing (STW) <i>Pagsulat ng Agham at Teknolohiya</i>	Copyreading & Headline Writing (CRHW)
10:00 AM	Output deadline for STW and CRHW participants	
12:00 NN	Check-out for participants without additional night	
12:00-1:00 PM	Lunch	
2:00-5:00 PM	Awarding Ceremony <i>Word Cup Ambassador Award (School Paper Advisers)</i> <i>Word Cup Institutional Ambassador Award</i> <i>Recognition of Exemplary Work</i>	

*SUBJECT TO CHANGE

DETAILS OF REGISTRATION

The objectives of the press coverage and national contest are to:

1. Enhance the writing, broadcasting and photography skills of teachers and students;
2. Develop skills in mobile journalism;
3. Provide insightful feedback on outputs;
4. Recognize and award exemplary work, and;
5. Publish quality outputs in national media.

Contests are optional and open to elementary, junior and senior high school, tertiary students and school paper advisers, language and communications arts teachers, department heads, school heads and public information officials.

Participants of Mobile Journalism are encouraged to bring their cellphone, lapel/mic and/or laptops installed with video editing applications. Participants of Photojournalism are encouraged to bring cameras or cellphones.

WORD CUP AMBASSADORS AWARD

All **Word Cup Ambassador Awardee** aspirants need to submit 1.) a one-page briefer on the programs/accomplishments of the school in campus journalism and 2.) a two to three-minute video message/testimonial on how the Word Cup workshops have helped individuals or schools. The message/testimonial shall be posted in our social media pages.

In addition, to be an Institutional Bronze Ambassador Awardee, a minimum of 10 participants are expected to attend, 15 for Institutional Silver Awardees and 20 for Institutional Gold Awardees.

ACCOMMODATION AND LOGISTICS

Rooms are **non-exclusive** (male and female may/may not combine in a room). Rooms can accommodate 8-10 persons, first come, first serve basis.

Accommodation for the night of August 30 is included in the registration fee. Additional nights **prior** to August 30 and **after** August 30 will be charged P800 per night.

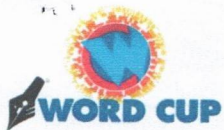
Check in is at 2:00 PM; Check out is at 12:00 NN.

Transportation expenses for activities outside the venue **are not included and shall be paid separately** should there be any media coverage outside the venue.

Participation fee per person is shown on the next page.

T-SHIRT CUTOFF DATE

The cutoff date to pre-order t-shirts (Php400/shirt) is 15 August 2025. This would give us ample time for production.



26 th Word Cup Philippines Participation Fee per person	
Early bird Payment made on or before 31 July 2025 Inclusive of overnight stay on 30 August 2025	₱6,500
Regular Payment made from 1 August 2025 onwards Inclusive of overnight stay on 30 August 2025	₱7,000
Additional night stay No meals included. ₱800 per person, per night	₱800
Meals 29 August (Day 1): Arrival, meals not included 30 August (Day 2): AM and PM snacks, lunch, and dinner 31 August (Day 3): Breakfast, AM snacks, and lunch	

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.

Participation fees may be deposited to:
BDO Account Number 012330 081983
Account Name: Word Cup Associated Editors Co.

Published Articles on the 25th Word Cup Philippines Ninth Masterclass

<https://mb.com.ph/2025/07/07/campus-journalist-weighs-in-on-ai-double-edged-role-in-truth-and-deception>

As promised to participants whose works are outstanding, our speaker gave this incredible opportunity, and they're reaping the rewards! 🏆 We're proud of our Word Cup family for their hard work and dedication! 🙌

<https://www.facebook.com/share/p/16hTy8sMN1/>

MANILA BULLETIN | 10:41 PM | July 6, 2025

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MANILA BULLETIN

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MANILA BULLETIN | Lifestyle | Youth | Campus journalist weighs in on AI's double-edged role in truth and deception

Lifestyle | Youth

Campus journalist weighs in on AI's double-edged role in truth and deception

A.I. or a lie?

By MB Lifestyle

Published on 7/6/25 10:37 AM



Text by JESSTONY B. ANGEL

Cartoon by ALNICO FERNANDEZ JR.

With the rapid rise of artificial intelligence (AI), now capable of generating realistic videos, we must ask ourselves: are we embracing a revolutionary breakthrough, or have we just unlocked a powerful new channel for the spread of fake news?

AI is no longer a futuristic concept—it's here, woven into our daily routines. From drafting essays to generating images and automating paperwork, AI has become a convenient tool for many Filipinos. It's undeniable: AI makes life easier. But as with any powerful tool, there are downsides, especially when it's used to mislead, manipulate, or misinform.

Take, for instance, the AI-generated video involving the impeachment of the Vice President. In the video, "AI students" were shown responding to the issue. But if the goal was to gather genuine youth opinion, why rely on computer-generated personas? Why not amplify real voices?

The truth is, every AI-generated output is based on prompts and commands from a human operator. It reflects the intent, bias, and perspective of its creator. And when such content is framed as public opinion, it risks becoming a sophisticated form of disinformation.



Thankfully, some viewers were quick to notice: the visuals looked off, the settings unfamiliar, and the quality inconsistent. But not every Filipino has the awareness and ability to distinguish real from fabricated. In fact, AI-generated content is becoming so lifelike that even seasoned politicians and netizens have failed to spot that the video wasn't real.

That's alarming. If our public officials can be fooled, how much harder is it for the average Filipino, many of whom are still adjusting to this new digital reality? According to a study, majority of Filipinos either fall victim to fake news or face challenges navigating media and information online.

Social media, the most common source of disinformation, is particularly vulnerable. Unlike messaging apps or search engines, social platforms amplify content quickly and widely. This is why tech companies must step up: strengthen moderation, fact-check rigorously, and prevent false content from spreading unchecked.

Yet, platform moderation remains inadequate. While a third of Filipinos believe current efforts are enough, there are those who feel platforms are falling short in removing harmful or misleading posts. The message is clear: Filipinos want more accountability from these tech giants.

But we, the users, also bear responsibility. We cannot wait for platforms to fix everything. We must take proactive steps. So, what do we do?

Let's think of information like food. Before eating, you check for ingredients, inspect its freshness, and observe how it's presented. The same logic should apply online. Before believing a post or sharing a video, ask: Is it credible? Does it come from a reliable source? Is there anything suspicious about it?

This mindset of careful, critical consumption is our best defense in a digital world polluted by misinformation. If we can cultivate this skill, if we can tell the difference between truth and manipulation, between human-made and AI-generated, then we stand a chance of preserving the integrity of public discourse.

As AI continues to shape our digital future, we must remember: it is a double-edged sword. It can power progress, and at the flip side, propagate lies. At its core, AI is just a tool. Whether it builds a better society or breaks it apart depends on how we decide to use it.

Jesstony B. Angel, 20, from Solano, is a second-year Bachelor of Secondary Education student at Nueva Vizcaya State University (NVSU). He currently serves as the assistant managing editor of Varsity Courier, official student publication of NVSU. He was a participant of the 25th Word Cup held in Boracay.

'Voices' is Manila Bulletin Lifestyle's dedicated space for young writers and future journalists as they talk about the topics that matter to their generation—from pop culture and social trends to mental health, education, and everything in between.

If you have an article you want to publish, send your submissions to lifestyle@mb.com.ph with the subject line—Voices: (Article Title)—or send us a DM @manilabulletinlifestyle on Instagram. We can't wait to read your stories!