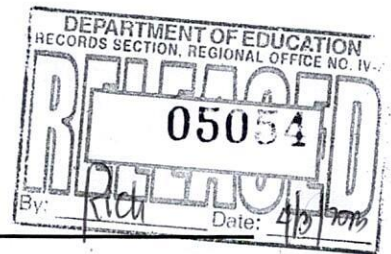




Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON



31 March 2023

**Regional Memorandum**  
**No.180 s.2023**

**L.E.A.R.N. PROGRAM**

To **Schools Division Superintendents**

1. This Office hereby disseminates the letter received from PHILSTAR Media Group relative to its Learning Experience Acquired through Reading Newspapers (LEARN) program. This office, through the Education Support Services Division, notes and considers its implication to the region's learning objectives.
2. This dissemination is subject to the condition under Republic Act No. 5546 (Ganzon Law), particularly its Section 1 to read as follows:

*"Sec. 1. The sale of tickets and/or the collection of contributions in any form whatsoever, by any person for any project or purpose, whether voluntary or otherwise, from school children, students, and teachers of public and private schools, colleges and universities is hereby prohibited: Provided, However, That this prohibition shall not cover membership fees of school children and students in the Red Cross, the girl scouts of the Philippines and the boy scouts of the Philippines: Provided, Finally, That this prohibition shall not cover the contributions of parents and other donors for the support of barrio high schools."*

3. Participation of public and private schools shall be subject to the no-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".
4. The partnership must adhere to a voluntary basis.
5. Attached hereto are the project details and guidance for engagement.

03/ROE2





**Address:** Gate 2, Karangalan Village, Cainta, Rizal  
**Telephone Nos.:** 02-8682-5773/8684-4914/8647-7487  
**Email Address:** region4a@deped.gov.ph  
**Website:** depedcalabarzon.ph

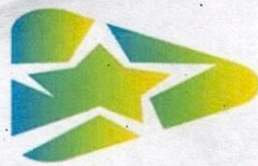


ESSD-RM-2023-180

6. For further details, contact Mr. Wilbert C. Ulpindo, Project Development Officer II of the Education Support Services Division through email at [essd.calabarzon@deped.gov.ph](mailto:essd.calabarzon@deped.gov.ph).
7. Immediate dissemination of this Memorandum is desired.

  
**ATTY. ALBERTO T. ESCOBARTE, CESO II**  
Regional Director 





**PHILSTAR**  
Media Group

March 24, 2023

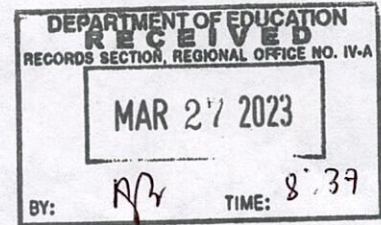
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**ATTY. ALBERTO ESCOBARTE**

Regional Director

**DEPED REGION IV-A CALABARZON**

Gate 2 Karalangan Village 1900, Cainta, Rizal



Greetings from the Philippine STAR!

All face-to-face interactions have been restricted due to the unprecedented crisis caused by the global pandemic—the CoVid19—in order to prevent the virus' spread and comply with health regulations. As a result, one of The Philippine STAR's most successful programs, the **LEARN** project, has been put on hold. The goals and cooperative concepts embedded in the intent of the initiative have been placed on hold since the outbreak.

The Philippine STAR's **LEARN** program will once again be fully utilized now that face-to-face encounters are finally permitted. The project will now be able to reach schools, teachers, and most importantly, students all over the Philippines with the same objectives and purposes as previously.

The Learning Experience Acquired through Readng Newspapers (LEARN) program of The Philippine STAR has developed strong ties with numerous public and private school partners in Metro Manila and other regions over the past nine years.

Our dedication to encouraging young people to read has provided the groundwork for a number of advances for our participants. We would like to offer you our program, which will be helpful for your school and your kids, in keeping them abreast within the growth of our reach.

The Learning Experience Acquired through Reading Newspapers (LEARN) program from The Philippine STAR is an experiential learning initiative that makes use of newspapers as a cutting-edge teaching resource. The project will give students more possibilities to develop their critical and analytical thinking abilities, interest in and understanding of social issues, reasoning skills, and participation in worthwhile dialogues.

In the program's core, the newspaper will act as a guide and assist the teachers in encouraging peer-to-peer interactions, motivating reading habits in the students, and developing their minds through the newspaper's various sections. We currently cover subjects in Science, Math, Physical Education, and English (journalism, language, and reading comprehension), and they are divided into several grade levels. Along with our collaboration with the Mathematics Trainers' Guild-Philippines, the logic-based, combinational, number-placement problem known as Sudoku is also a part of the program.



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**PHILSTAR**  
Media Group

Given that they will continue to be our partners for the remainder of the entire school year, our school partners are eligible to join and earn the following perks;

- Exclusive trainings on Journalism, Media Literacy, and Internet Usage
- MTG Philippines coordination
- Additional funding sources
- Provision of educational equipment suitable for school use
- Privilege to visit STAR Group of Publications (Journalism Tour)

Parents and guardians of the students may choose whether or not to allow their children to participate in the program on a voluntary basis. Therefore, supporting documentation such a form waiving parental and guardian consent will be provided.

I have attached the comprehensive project proposal of LEARN and I'd be happy to meet with you in person to present and discuss the program. Please schedule a meeting with us for a time that works best for you.

If you need any clarification, don't hesitate to call me through my contact number **09338124381**. We appreciate your cooperation and look forward to working with you in the future. Godspeed and continued success to your school.

Sincerely,

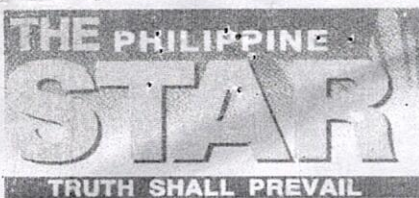
**FREDD S. QUEZADA**  
LEARN Project Head  
PhilSTAR Media Group  
09338124381



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The Freeman





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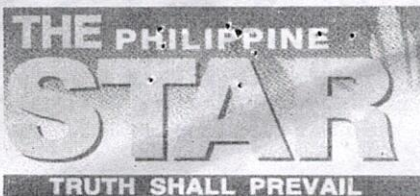
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I have attached the comprehensive project proposal of LEARN and I'd be happy to meet with you in person to present and discuss the program. Please schedule a meeting with us for a time that works best for you.

If you need any clarification, don't hesitate to call me at **(02) 527-3144** or at my cell phone numbers **0933-8124381/09082020962**. We appreciate your cooperation and look forward to working with you in the future. Godspeed and continued success to your school.

Sincerely,

**FREDD S. QUEZADA**  
Special Outlet - Head



## PROJECT DETAILS

**TITLE:** LEARNING EXPERIENCE ACQUIRED through READING NEWSPAPERS

### I. GENERAL INFORMATION

Title: Project LEARN (Learning Experience Acquired through Reading Newspapers)  
Venue: \_\_\_\_\_  
Duration: \_\_\_\_\_  
Start – up Date: \_\_\_\_\_  
Funding Source: The Philippine STAR

### II. RATIONALE

The project aims to bring back the habit of reading printed materials to grade school and secondary school students through exposing them in newspaper use in classroom activities to provide a good alternative to spending enjoyable, educational, and productive past time. The project was first conducted in Iligan City, Mindanao.

### III. OBJECTIVES

Through this monthly event, the project is envisioned to promote the number puzzle and students' ability to;

- a. Improve analytical and critical skills
- b. Develop socio-political interests
- c. Develop reasoning ability
- d. Understanding the content of media/media literacy
- e. Develop cooperative learning environment
- f. Establish personal relations among students
- g. Spark meaningful classroom discussion through activities
- h. Develop interest in educational activities.
- i. Impart the habit of reading

### IV. SCOPE

- a. Grade school students
- b. Secondary school students
- c. Senior high school



## V. SCHEDULE OF ACTIVITIES

ACTIVITY	TIME FRAME	PERSON INCHARGE	REMARKS
1. Orientation of teachers		Philippine STAR	
2. Orientation of students		Teachers	
3. Conduct LEARN demo/Journalism Seminar		Philippine STAR	

## VI. EXPECTED OUTPUT

- To successfully meet the objectives of the project


## VII. SCHOOL BENEFITS:

- Exclusive training of Journalism, Photo Journalism/Media Literacy etc.
- Privilege to visit STAR Group of Publication (Journalism Tour)
- Once the school becomes a new subscriber, the school will receive cleaning materials every Brigada Eskwela.
- Additional funding source for school is Php6.00 on the The Philippine Star cover price.
- The admin office will receive 50 cents incentive for every accumulated "paid" copies of the Philippine STAR.
- Academic clubs/associations will also receive 50 cents incentive for every accumulated "paid" copies of the Philippine STAR.
- The Philippine Star will allocate a budget of Php 25,000 incentive for every school partner that will reach the target quota of **20,000** copies during the whole school year.

## SAMPLE COMPUTATION:

Duration of Tie – up	:	(Open)
Minimum Daily Copies	:	50, 120, or 600
Retail Price per Copy	:	P 25.00
Rate per Copy	:	P 21.00
Per Copy Benefit to School	:	P 4.00

In case the set minimum number of copies is above your daily capacity, please feel free to discuss with us a workable target copies for your school. For more information about the project, please don't hesitate to contact me at my mobile number 0933-8124381

  
**FREDD S. QUEZADA**  
Special Outlet – Head



**SAMPLE MECHANICS:**

1. Open for all bonafide students of the school.
2. Each entry can be an individual or a group with a maximum of 5 – 20 members.
3. Answer The Philippine Star daily activity puzzle to master out and to qualify for the final round.
4. On the last day of the month (Final round), the first fastest participant with complete correct answer Activity Puzzle shall be the winner.
5. Winners will be announced on the following dates during the flag ceremony.
6. The decision of the judges is final and irrevocable.
7. Prizes will depend upon the discretion of the school.



## PARENTS and TEACHERS ASSOCIATION

Good day!

In our effort to extend our support to the academe, The Philippine STAR developed a program that is highly beneficial to students. This is in response to the growing concern over the addiction of the younger generation to gadgets and the internet. Through Sudoku and LEARN modules, we, in PhilSTAR believe that the students deserve to learn the sense of sensitivity on information reliability, critical thinking, and inculcate in them the habit of using their free time wisely.

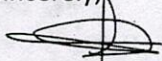
Philippine STAR's Sudoku Super Challenge is a project patterned to the logic-based, combinational, number-placement puzzle-Sudoku that's printed daily in our newspaper. In partnership with Mathematics Trainers' Guild (MTG-Philippines), the project aims to inspire inter-personal, intellectual, behavioral development, and promote useful skills among the students.

Regular competitions between students from different school divisions up to the prestige of an annual national competition are organized by MTG. From among the winners, some students will be chosen to represent the Philippines in the much awaited Sudoku International Competition abroad.

Envisioned to use our newspaper as a new tool for teaching in the academe, LEARN or Learning Experience Acquired through Readng Newspaper is another project that aims in developing awareness and stimulate critical thinking among students. The modules contain activities for English, Math, Science, and Physical Education. LEARN will be handled by teachers assigned to a certain subject.

At the cost of P25/copy of the newspaper, which will be shared by the 5-20 students per group. We humbly invite you to take part by encouraging your child to join STAR's Sudoku and LEARN programs. By affixing your signature, we shall together build a generation that reads, thinks, and comprehends.

Sincerely,



**FREDD S. QUEZADA**  
Special Outlet - Head

---

I, \_\_\_\_\_ guardian/parent of \_\_\_\_\_ from section, grade/level  
\_\_\_\_\_ of \_\_\_\_\_ allow my child to participate in  
Philippine STAR's LEARN and Sudoku program.

---

Signature over printed name



\_\_\_\_\_ 2022

## PARENTS and TEACHERS ASSOCIATION

Pagbatil

Bilang pagtataguyod sa edukasyon, kami sa The Philippine STAR ay bumuo ng programana kapaki-pakinabang sa mga estudyante bilang tugon sa laganap na pagkahumaling ng mga kabataan sa **gadgets** at **internet**. Naniniwala kami na maliban sa kasiyahang dulot ng mga ito, ang bawat mag-aaral ay dapat magkaroon ng kamulatan sa mahahalagang impormasyon, mapanuring kaisipan at matuto sa tamang paggamit ng bakanteng oras sa pamamagitan ng paglahok sa programang **Sudoku** at **L.E.A.R.N.** o **Learning Experience Acquired thru Reading Newspaper**.

Sa pakikipagtulungan ng **Mathematics Trainers' Guild (MTG Philippines)** ang bawat estudyante ay may pagkakataong malinang at lumahok sa taunang **regional** at **national Sudoku Competition** at mapiling kinatawan sa **Sudoku International Challenge** na ginaganap sa ibang bansa.

Samantala, ang **L.E.A.R.N.** ay nilikha upang gamitin ang pahayagan bilang instrumento sa pag-aaral. Sa pamamagitan ng mga **modules** na naglalaman ng mga paksa sa **Math, English, Science at Physical Education**, magsisilbing **reliable resource** ng impormasyon ang **The Philippine STAR** sa pagsagot ng mga aktibidad na nasa **modules**. Layunin ng programang ito ang humubog ng mapanuri at bukas na kaisipan sa bawat mag-aaral.

Ang bawat kopya ng **The Philippine STAR** ay nagkakahalagang 25.00 pesos na paghahatian ng 5-20 na estudyante. Kaya kayo po ay malugod naming hinihikayat na pahintulutan ang inyong anak na lumahok sa proyektong ito. Sa iyong kooperasyon at suporta, tayo ay tulong-tulong na huhubog ng matalino at may kamalayang henerasyon para sa ating mga anak.

Gumagalang,



**FREDD S. QUEZADA**  
Special Outlet - Head

Ako si \_\_\_\_\_ magulang/guardian ni \_\_\_\_\_ ng  
grade/level \_\_\_\_\_ section \_\_\_\_\_ ay \_\_\_\_\_ pumapayag na  
lumahok ang aking anak sa programang **L.E.A.R.N.** at **Sudoku** program ng **The Philippine STAR**.

\_\_\_\_\_  
Pangalan at lagda