

PCAARRD ULAT SIPAG AWARD

Guidelines as of February 21, 2023

The **Ulat SIPAG Award**, which are given annually, seek to further boost the Council's branding initiative, which currently focuses on promoting the Strategic Industry [S&T] Program for Agri-Aqua Growth (SIPAG). Unlike its predecessor, the PCARRD Professional Media Award (PPMA), Ulat SIPAG, by nomenclature, makes the award more plain folk and parallel with the other three awards given during the PCAARRD anniversary: the *Pantas, Tanglaw, and Ugnay*, which are all Tagalog words.

Mechanics

A. Recipients

National and Regional Print

The Ulat SIPAG Award (Print Category) shall recognize the effort of private professional media practitioners (PPMP) (including Information Officers in State Universities and Colleges (SUCs) contributing to private newspapers) in popularizing science and technology articles in relation to PCAARRD's priority concerns, primarily the Industry Strategic Industry S&T Programs (ISPs) in national and regional print publications and their online counterparts.

The published articles of the PPMP should focus on a particular technology or commodity in the ISPs and can create awareness and interest on research and development (R&D) and technology transfer programs and projects as well as the services being provided by DOST-PCAARRD and its allied agencies in the National Agriculture, Aquatic and Natural Resources Research and Development Network (NAARRDN). The article may be of any length and should have only one byline.

A PPMP for the print category is one who assists PCAARRD in its advocacy efforts through print and is employed/hired/paid by a recognized national print publication, either on a part-time or permanent capacity. The PPMP shall be a practicing writer whose articles pertain to agriculture, aquatic, and natural resources (AANR) sectors and are published in national dailies and magazines.

This category is by invitation only as DOST-PCAARRD will be the one to identify the candidates based on the Council's regular monitoring of print and online publications. The candidates will be selected based on the number of articles published/broadcasted, the corresponding media value (for print), and the relevance of each topic to DOST-PCAARRD's ISPs and technologies.

The selected candidates' articles will then be judged based on relevance, quality, depth, and corresponding media value.

For this category, the Council will monitor articles of the PPMP within the preceding awarding year of the submission of entries. DOST-PCAARRD will be requesting readers' feedback, updated advertising rates, and additional documents from the identified candidates, if needed.

Broadcast (National and Regional)

The regional broadcast category covers radio broadcasting stations airing in the regions. It will also recognize Information Officers in State Universities and Colleges (SUCs) contributing to private broadcast stations in the region.

The award shall be open to all broadcasters of radio programs in AM and in FM radio stations, and TV radio or Teleradyo programs. These broadcast programs must have continually aired AANR S&T-related information, with emphasis on any of the PCAARRD ISPs.

The program must have written/produced plugs for radio, television, and online that must be aired in an interview format.

The candidate must be a practicing radio broadcaster from a private broadcasting firm, and has consistently broadcasted AANR S&T topics for at least one year immediately preceding the year of award. He or she should be the main host of the program.

Online Publication

The online publication category recognizes writers or news reporters in online publications who produce articles about DOST-PCAARRD's ISPs, programs, and activities. The publication should be private and not owned by any public institution. Moreover, online publications are websites that have been operating for at least two years and not operating solely on social media sites.

As selection will be done by DOST-PCAARRD through its media monitoring, candidates from online publications who can qualify should have well-written articles and provide quality reportage.

B. Selection of Entries and period covered

All entries will be selected by DOST-PCAARRD through its media monitoring. The articles, broadcast program, and online articles will be monitored within the period of one year - June 1 of the preceding year until June 1 of the awarding year.

Pre-selected candidates will be requested to submit the following information:

- Feedback letters from listeners/viewers such as letters or e-mails of inquiry about the information or technology, screenshot of positive comment or inquiry on Facebook, or recorded feedback. Physical letters should be certified by the publication company.
- Advertising rate of the print and online publication.

C. Selection Process

Selection and evaluation will be done initially by the DOST-PCAARRD Internal Screening Committee (ISC) composed of the director and selected staff of the Applied Communication Division (ACD); then by an External Screening Committee (ESC) composed of at least one representative from the academe, one DOST information officer, and one media practitioner for each of the categories.

The ISCs will choose the top five entries for each category and will submit its shortlist of finalists to the ESC for its final evaluation and ranking on or before the last working day of June of the awarding year. The decision of the ESC, which is final and irrevocable, shall be presented to the Directors' Council and the Governing Council for concurrence and conferment.

D. Criteria

Entries should include three straight news and three feature articles, which shall be rated by both the ISC and the ESC according to the following criteria:

PRINT (NATIONAL AND REGIONAL)

There will be two separate criteria for news and feature articles. If the candidate submits both news and feature articles, the total score will be 50% of the news articles and 50% of the feature articles.

News article

Criteria	Points/Percentage	
1. Relevance		20%
<ul style="list-style-type: none"> Challenges and concern in the sector 	10%	
<ul style="list-style-type: none"> Needs and priorities of beneficiaries 	10%	
2. Quality		20%
<ul style="list-style-type: none"> Accuracy and currency 	10%	
<ul style="list-style-type: none"> Consequence and impact 	10%	
3. Depth		20%
<ul style="list-style-type: none"> Richness of data and information 	10%	
<ul style="list-style-type: none"> Analysis/interpretation of details 	10%	
<p>4. Media value (To use a 3-year baseline)</p> <ul style="list-style-type: none"> P100,000 to P999,999: 10% P1,000,000 to P2,999,999: 15% P3,000,000 and above: 20% <p>Use a 3-Year Baseline and Index Number in computing the Weighted Media Value</p> $WMV = \frac{AMV - LCOP}{HCOP - LCOP} \times PW$ <p>Where: AMV = Actual Media Value (i.e. calculated media value generated by the media personnel) LCOP = Lowest cut-off point (i.e. PhP 100,000) HCOP = Highest cut-off point (i.e. PhP 3,000,000) PW. = Percentage weight (in this case 20%) WMV = Weighted media value</p>		10%

5. Readers' constructive feedback		10%
<ul style="list-style-type: none"> • 2-5 feedback: 5% • More than 5 feedback: 10% 		
6. Number of contributed articles on DOST-PCAARRD's technology promotion		20%
<ul style="list-style-type: none"> • 3 news articles 	7	
<ul style="list-style-type: none"> • 6 news articles 	14	
<ul style="list-style-type: none"> • 9 news articles and above 	20	
TOTAL		100%

Note: Any tie shall be decided in terms of the total media value.

Feature article

Criteria	Points/Percentage	
1. Relevance		20%
<ul style="list-style-type: none"> • Challenges and concern in the sector 	10%	
<ul style="list-style-type: none"> • Needs and priorities of beneficiaries 	10%	
2. Quality and depth		20%
<ul style="list-style-type: none"> • Accuracy and currency 	6.66%	
<ul style="list-style-type: none"> • Consequence and impact 	6.66%	
<ul style="list-style-type: none"> • Richness of data and information 	6.66%	
3. Creativity and presentation		10%
<ul style="list-style-type: none"> • Use of visuals to accompany the article and analysis/interpretation of details that can be understood by a layman 	10%	
4. Media value		20%
<ul style="list-style-type: none"> • P100,000 to P999,999: 10% • P1,000,000 to P2,999,999: 15% • P3,000,000 and above: 20% 		

Use a 3-Year Baseline and Index Number in computing the Weighted Media Value		
$WMV = \frac{AMV-LCOP}{HCOP-LCOP} \times PW$		
<p>Where: AMV = Actual Media Value (i.e. calculated media value generated by the media personnel) LCOP = Lowest cut-off point (i.e. PhP 100,000) HCOP = Highest cut-off point (i.e. PhP 3,000,000) PW. = Percentage weight (in this case 20%) WMV = Weighted media value</p>		
5. Readers' constructive feedback		10%
<ul style="list-style-type: none"> • 2-5 feedback: 5% • More than 5 feedback: 10% 		
6. Number of contributed articles on DOST-PCAARRD's technology promotion		20%
<ul style="list-style-type: none"> • 1-2 feature article 	7	
<ul style="list-style-type: none"> • 3-4 feature articles 	14	
<ul style="list-style-type: none"> • 5 or more feature articles 	20	
TOTAL		100%

BROADCAST

Criteria	Points/Percentage	
1. Concept		30%
<ul style="list-style-type: none"> • Interpretation or giving significant information 	15%	
<ul style="list-style-type: none"> • Innovativeness/creativity of message delivery 	15%	
2. Clarity of Information		25%
<ul style="list-style-type: none"> • Clear written/oral language 	5%	
<ul style="list-style-type: none"> • Coherence and organization 	10%	
<ul style="list-style-type: none"> • Factual and objective 	10%	
3. Content and Substance		25%

(Focus on the PCAARRD's flagship commodity under its Industry Strategic Programs or ISPs)		
• Background knowledge	5%	
• Timeliness of the subject	10%	
• Relevance or significance	10%	
4. Potential Impact on listeners		10%
• 2-5 feedback: 5%		
• More than 5 feedback: 10%		
5. Broadcast quality		10%
• Voice quality	5%	
• Technical quality	5%	
TOTAL		100%

ONLINE PUBLICATION

Criteria	Points/Percentage	
1. Relevance		20%
• Challenges and concern in the sector	10%	
• Needs and priorities of beneficiaries	10%	
2. Quality and depth		20%
• Accuracy and currency	6.66%	
• Consequence and impact	6.66%	
• Richness of data and information	6.66%	
3. Creativity and presentation		20%
• Use of visuals to accompany the article and analysis/interpretation of details that can be understood by a layman	20%	
4. Media value		10%

<ul style="list-style-type: none"> • P100,000 to 999,999: 5% • P1,000,000 to P2,999,999: 8% • P3,000,000 and above: 10% <p>Use a 3-Year Baseline and Index Number in computing the Weighted Media Value</p> $W MV = \frac{AMV - LCOP}{HCOP - LCOP} \times PW$ <p>Where: AMV = Actual Media Value (i.e. calculated media value generated by the media personnel) LCOP = Lowest cut-off point (i.e. PhP 100,000) HCOP = Highest cut-off point (i.e. PhP 3,000,000) PW. = Percentage weight (in this case 20%) W MV = Weighted media value</p>		
5. Readers' constructive feedback <ul style="list-style-type: none"> • 2-5 feedback: 5% • More than 5 feedback: 10% 		10%
6. Number of contributed articles on DOST-PCAARRD's technology promotion		20%
<ul style="list-style-type: none"> • 1-2 article 	7	
<ul style="list-style-type: none"> • 3-4 articles 	14	
<ul style="list-style-type: none"> • More than 5 articles 	20	
TOTAL		100%

A minimum score of **85%** is herein set for print, broadcast, and online categories for entitlement to the award.

E. Prizes (for each category)

National – Print and Broadcast

- First place P 75,000 and a plaque
- Second place P 50,000 and a plaque
- Third place P 25,000 and a plaque

Online publication

- First place P 50,000 and a plaque
- Second place P 30,000 and a plaque

Third place P 20,000 and a plaque

Regional - Print and Broadcast

Outstanding Regional Print Awardee P 50,000 and a plaque

Outstanding Regional Broadcast Awardee P 50,000 and a plaque

F. Hall of Fame Awardee

A Hall of Fame Awardee is one who has won first place five times in one category, but not necessarily consecutive. Instead of the first prize, the awardee shall receive P 200,000 and a trophy.