

# Performance of Secondary School Publications in Calapan City: Basis for Campus Journalism Development Plan

**CONSUELO M. UNTALAN**

<https://orcid.org/0000-0003-3833-3241>  
chinguntalan@gmail.com

Mindoro State College of Agriculture and Technology  
Masipit, Calapan City, Oriental Mindoro

**MA. ARLYN M. REDUBLO**

<https://orcid.org/0000-0001-7754-6667>  
redubloma.arlyn@yahoo.com

Mindoro State College of Agriculture and Technology  
Masipit, Calapan City, Oriental Mindoro

Originality: 100% • Grammar Check: 100% • Plagiarism: 0%



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## ABSTRACT

Elementary and high schools can run their newspaper publications and Calapan City Division schools have been persistent in producing school papers through the years. This study sought to identify the extent of performance of the secondary school publications of Calapan City Division in terms of providing information to the students, providing information to the parents and providing information to the community. This study used the descriptive-correlational method. The respondents of this study were the publication staff, school paper advisers, and secondary school heads of eleven (11) secondary at Calapan City Division. A self-structured survey questionnaire was used in gathering data. Results showed that the performance of secondary school publications at Calapan

City Division in terms of providing information to the students, parents, and community is in high extent. This proves that the school publications in the secondary level publish articles relevant to the reading public. The quality of the paper the school publishes depends on the capabilities of writers, the assistance of trained advisers and standing of the school publication itself. It is recommended that the school should continue honing the students in their writing capabilities through training and seminars not only for the sake of scholastic journalism but also to guide them in their career paths.

**Keywords** — Education, descriptive-correlational method, the extent of performance, journalism, students, parents, community, Philippines

## INTRODUCTION

Journalism, which is the genre of news gathering and reporting, plays a vital role in the creation, development, and upholding the good health of democratic communities. Peralta (2014), asserts journalism as a principal component of a constitutional government which allows the democratic society to practice basic articulation, cognizance, cooperation, and nation-building. The news media, including newspapers will enable people to convey ideas with one another. Journalism is also an avenue where the general public can assert commends and grumble, pay tribute, and display censure and pitch ideas. Journalism plays a vital factor in the community as it allows its people to preserve an ongoing discussion about the disposition of the community (Kothari & Hickerson, 2015).

In a smaller sphere, journalism prospers in school to promote the same values of awareness, cooperation, and nation-building, called campus journalism. Most secondary level schools resemble communities with many roles and niches. The head of the school resembles the head of the community, and its students act as the council member of it. Every one of them is eventful about trailing many numbers of interests. A campus journalist enunciates issues, identifies the problem and offer a solution through a much deeper understanding of what is happening around him or her (Sapungan & Madrigal-sapungan, 2013; Arao, 2013). Good newspaper or publication in secondary level can be defined when the publication asserts different activities or making the community member well-aware of each other. This publication usually covers local and primarily school news. Arao (2010), assert the campus press is as relevant as the press in society in providing relevant information to the reading public. This licit decree regarding

campus press and publication boost the teaching of Journalism and publication of student paper from elementary to tertiary level. The implementation of RA 7079 in different levels of an educational institution is remarkably significant to the students.

Peralta (2010), Sapungan (2013), and Acheron (2015) reported that students who have an elite performance in scholastic journalism display competence in English language and writing, and advances critical thinking and creativity. Laya, Aleria, & Laroya, (2013) stressed that campus journalism is a significant pillar of academe which coaches the students to be a responsible member of the society. Arao (2010) and Peralta (2010) affirmed that students in campus publication develop critical thinking skill through in-depth analyzation of various affairs and concerns which could help raise the level of discourse and contribute to the shaping of public opinion.

Bañez and Latido (2018), affirmed that the innumerable post that journalism offers in the educational institution prevails vital in shaping the curricular and administrative practices of the students' personal growth and development. Extra-curricular opportunities are given by the campus press to sharpen the students' journalistic skills, which are extended from a basic field of researching to complex news and editorial writing.

Newspaper publication can be managed even by students from elementary or secondary level. Each of them can assert a variety of sections, which will make the publication more edifying, depending on which grade level they are in. The edification of publication can be achieved by setting sections that features news, human interest stories, sports, book, and movie reviews, comics, puzzles, poetry, and advice columns. Some school newspapers feature letters to the editor, permitting questions or comments from the readers of the publication.

Since the campus papers act as mirrors of the school as a whole as they portray the reflection of the institution of learning, its contents must be relevant, informative, and educating. Republic Act 7079, otherwise known as campus journalism Act of 1991 upholds and protects the press freedom of campuses with its aim to promote the development of values, encouraging critical and creative thinking, and developing moral characters and personal disciplines of the Filipino youth. That is why all DepEd officials, as well as school/college/university heads, school paper advisers and others concerned in campus journalism are tasked to support and promote the campus journalism program policies and objective.

Calapan City Division schools have been persistent in producing school papers over the years. The City Division, as a whole, had proven its mark in the

quality of producing school papers, being duly recognized in the Regional and National Schools Press Conference for more than two decades now, even before that Calapan was still a part of the Oriental Mindoro Division; it was one of the top-performing municipalities in terms of producing school publication.

Now, that it's a separate division, it remains consistent in its journalistic performances and is proven when it was declared overall champion in the 2011 Regional Schools Press Conference. With this recognition, it has confirmed its legacy in school publication despite the fact that the Division is the youngest and smallest in Region IV-B, MIMAROPA. With these facts and evidence, this study aimed to determine the extent of performance of the secondary school publications at Calapan City Division.

## **OBJECTIVES OF THE STUDY**

Generally, this study sought to identify the determinants of performance of the secondary school publication Calapan City Division. Specifically, it sought to determine the extent of performance of secondary school publication Calapan City Division in terms of providing information to the students, providing information to the parents and providing information to the community.

## **METHODOLOGY**

### **Research Design**

The descriptive-correlational method was used in the study. Nassaji (2015) defines the descriptive method of research as the investigation which describes and interprets what it is. Correlational studies are descriptive studies designed to determine which different variables are related to each other in the population of interest.

### **Research Site**

The data were gathered from eleven (11) secondary schools in Calapan City, Oriental Mindoro. These schools were recipients of the campus journalism extension activities.

### **Participants**

The respondents of this study were the publication staff, school paper advisers, and school heads of eleven (11) secondary schools at Calapan City Division.

**Sampling Technique**

The respondents were selected using Slovin’s formula and stratified proportional random sampling technique.

**Research Instrument**

A self-structured questionnaire served as a significant instrument in this study. The questionnaire determines the extent of performance of secondary school publications at Calapan City Division in terms of providing information to the students, providing information to the parents, and providing information to the community.

All responses provided by the respondents were tabulated and scored based on a 5-point numerical scale (Table 1). Each point got the corresponding verbal description.

Table 1. 5-Point Hedonic Rating Scale

Numerical Scale	Stat. Limit	Verbal Description
5	4.50 – 5.00	Very High Extent
4	3.50 – 4.49	High Extent
3	2.50 – 3.49	Moderate Extent
2	1.50 – 2.49	Low Extent
1	1.00 – 1.49	Very Low Extent

**Reliability of the Instrument**

Using the questionnaire, the researchers conducted a test and re-test method to make sure that the instrument used is reliable. Ten (10) non-respondents were requested to answer the same set of an instrument twice over ten (10) days. Responses were tabulated and interpreted using Pearson’s Product Moment Correlation. With the computed r-value of 1.0, interpreted as a perfect relationship, the instrument was considered reliable.

Table 2. Test-Retest Results of the Performance of Secondary School Publications at Calapan City Division

Variable	Computed r-value	Interpretation	Result
1. Providing information to the students	1.0	Perfect relationship	reliable
2. Providing information to the parents	1.0	Perfect relationship	reliable
3. Providing information to the community	1.0	Perfect relationship	reliable

### Data Gathering Procedure

A letter of request was endorsed by the Campus Administrator and sent to the Schools Division Superintendent of Calapan City, and eleven (11) secondary school heads for permission to conduct the study. Prior to administration and retrieval of the questionnaire, test and re-test were used in determining the reliability of the instrument. The researcher personally administered the questionnaire to the respondents of the study to ensure strict confidentiality of the responses. Finally, the gathered data were tabulated, analyzed and interpreted.

### Statistical Treatment of Data

Data collected were treated using descriptive statistics such as frequency, percentage and weighted mean.

## RESULTS AND DISCUSSION

### Mean Extent of Performance of the Secondary School Publications at Calapan City Division

#### Providing Information to the Students

Table 3. Mean Extent of Performance of the Secondary School Publications at Calapan City Division in terms of providing information to the students

ITEMS	WEIGHTED MEAN	RANK	DESCRIPTION
1. Our publication provides the student's information on the current events inside and outside the school.	4.45	3	High
2. Our publication helps the students to understand and interpret all the issues happening around.	4.41	4	High
3. Our publication informs the students to understand and interpret the impact of all the issues happening around.	4.31	5	High
4. The publication's news sources covered administrative and academic offices, clubs and organizations, athletics, related outside activities, and outstanding personal achievements.	4.52	2	Very High
5. The published articles contain human interest appeal.	4.62	1	Very High
OVERALL MEAN	4.46		High

The mean extent of performance of secondary school publications at Calapan City Division in terms of providing information to the students is gleaned in Table 3. Survey manifests that item number 5 obtained as a very high extent. Item number 3, which garnered a mean rating of 4.31, although described as a high extent got the lowest mean rating.

Collectively, the mean extent of performance of secondary school publications at Calapan City Division in terms of providing information to the students as perceived by the staffers, school paper advisers and school heads is high as indicated by the overall mean rating of 4.46. The study has a similar result to Peralta (2010) that showed that the school publication caters to the needs of its immediate readers – the students. This also conforms to the studies of Ladia, (2015) who stated that campus journalism through editorial commonly discusses budget cuts, tuition fees hike and safeguarding of the college from its inadequacies, irregularity and ineptitude which primarily concerns the students.

It must be the primary concern of the editorial staff with the guidance of the school paper adviser that the contents of the campus paper answer the needs for information of the student body.

### Providing Information to the Parents

Table 4. Mean extent of performance of secondary school publications at Calapan City Division in terms of providing information to the parents

ITEMS	WEIGHTED MEAN	RANK	DESCRIPTION
1. Our publication provides the parent's information on the current events inside and outside school.	4.21	3	High
2. Our publication helps the parents to understand and interpret the impact of all the issues happening around.	4.13	4	High
3. Our publication informs the parents about the latest trends and novelties in life today.	4.03	5	High
4. The publication's news sources covered administrative and academic offices, clubs and organizations, athletics, related outside activities, and outstanding personal achievements.	4.30	2	High
5. The published articles contain human interest appeal.	4.57	1	Very High
OVERALL MEAN	4.25		High

Table 4 presents the mean extent of performance of secondary school publications at Calapan City Division in terms of providing information to the parents. It is seen that item number 5 got the highest mean rating of 4.03, also described as high extent obtained the lowest mean rating. With the overall mean rating of 4.25, described as high, data revealed that all the respondents believed that the campus paper also accommodates the needs for information of the parents. Moreover, it is also noted that the school publication is highly perceived as containing human interest appeal, which might be one of the reasons why the contents are also interesting to the parents.

In addition, since the campus publication also interprets the meaning of news through opinion page, and records the events and worthwhile the student accomplishments and school achievements which the parents are most up to, the secondary school publications of Calapan City Division is significant to the parents likewise. The support of parents to the students plays a significant role

in the academic and extra-curricular achievements of the students. This finding conforms to the study conducted by Kimaro & Machumu (2015) and Levanda (2011) which states that the parental involvement is one of the pillars of the students' academic and extra-curricular achievements achievement.

**Providing Information to the Community**

Table 5. Mean extent of performance of secondary school publications at Calapan City Division in terms of providing information to the community

ITEMS	WEIGHTED MEAN	RANK	DESCRIPTION
1. Our publication provides the community information on the current events inside and outside school.	4.22	3	High
2. Our publication helps the community to understand and interpret the impact of all the issues happening around.	4.18	4	High
3. Our publication informs the community on the latest trends and novelties in life today.	4.11	5	High
4. The publication's news sources covered administrative and academic offices, clubs and organizations, athletics, related outside activities, and outstanding personal achievements.	4.27	2	High
5. The published articles contain human interest appeal.	4.49	1	High
OVERALL MEAN	4.25		High

The mean extent of performance of secondary school publications at Calapan City Division in terms of providing information to the community is reflected in Table 5. Findings showed that the school publication likewise gratifies the community in terms of providing information as reflected by the overall mean rating of 4.25. Item number 5 had the highest mean rating of 4.49 described as high extent. On the other hand, item number 3, which garnered a mean rating of 4.11 also described as high extent, had the lowest mean rating. Rellora (2006) indicated that student journalists assume the role of social responsibility through their media since they are expected to produce work that benefits the school community and the immediate community they are involved in. They identify problems, and through writing, they make meaning and address the problems

they have identified.

With this, it is implied that the campus papers also consider the community as their immediate audience. With the relevance and quality of the articles the staffer include in the school publication, it does not only inform but also educate both the students and the people in the community.

## **CONCLUSION**

The performance of secondary school publications at Calapan City Division in terms of providing information to the students, parents, and community is in high extent. This proves that the school publications in the secondary level publish articles relevant to the reading public. The paramount concern of the school publication, with the guidance of the school paper adviser, is to answer the needs for the information of the student body. On the other hand, the parents are more interested in reading the students' and school's achievement, which the school publication provides accordingly. Lastly, the relevance and the quality of the paper articles does not only inform the student but also gives useful information to the people of the community.

## **TRANSLATIONAL RESEARCH**

The findings of this research will be used in the rendering of the extension services of the college, specifically in a basic literacy program.

## **RECOMMENDATION**

The school should continue honing the students in their writing capabilities not only for the sake of scholastic journalism but also to guide them in their career paths. The school should formulated campus journalism development plan. Teacher-advisers of school publication may attend seminars, pieces of trainings, workshops, and conferences which will allow them to have new ideas, styles, and techniques resulting in a more competent paper-adviser to the students. The students may also attend seminars regarding the integration of technology, tools, and strategies in writing, which will help them to improve their writing skills. Moreover, the community may support the school publication on gathering information and data, which will result in content enrichment of the paper articles. Further studies should also be conducted to confirm the veracity of the findings.

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