The College of Development Communication (CDC) will recognize its graduating and honor students in a testimonial program to be held at CDC Lecture Room 1 on April 26.

The CDC Class of 2013 is composed of 87 students in the bachelor of science degree, 8 in the master of science degree, and 5 in the doctorate degree in development communication.

In the bachelor’s degree program, two students, namely Amy Christine S. Cruz and Geri Mae A. Tolentino, will be graduating *magna cum laude* while 20 students will be graduating *cum laude*.

Cruz, a science communication major with a general weighted average (GWA) of 1.38, will also receive the Nora C. Quebral Medal for Scholarship in Development Communication. Kinlord P. Serafica, an educational communication major, will receive the CDC Faculty Best Undergraduate Research.

The following is the complete list of awardees:

**Bachelor of Science in Development Communication**
- Highest GWA in their Respective Majors
  - Development Journalism – Dhanicca Amor M. Domingo
  - Community Broadcasting – Niño Alec Matthew C. Nierva
  - Educational Communication – Audrey Mae C. dela Rosa
  - Science Communication – Amy Christine S. Cruz

**UP Pahinungod Service Pin**
- Erica Kaye V. Perez
- Jeanina C. Casusi

NCQ receives 2013 UPAA Lifetime Distinguished Achievement award

The University of the Philippines Alumni Association (UPAA) is awarding Dr. Nora Cruz-Quebral with the 2013 UPAA Lifetime Distinguished Achievement Award in recognition of her leadership and achievements in the field of development communication.

The UPAA honors Dr. Quebral for her contributions to devcom education and practice that embodied the University’s heritage of service to the people, and improved the lives of people in countless communities she has served through the years.

She will receive the award during the UP General Alumni-Faculty Homecoming and Reunion on June 22 at the Bahay ng Alumni in UP Diliman campus. She will also be featured in the 2013 Alumni Yearbook along with other alumni awardees and Jubilarian classes, and in a photo exhibit coinciding with the UP Alumni Council meeting on June 21. (KSGCatapang)
On choosing DevCom
by Amy Christine S. Cruz, magna cum laude

I have a confession to make: DevCom was not my first choice. If the high school senior me had the choice, I would have chosen a course in UP Diliman, or anywhere but here in same old UPLB where I have lived for practically my whole life. I thought I wanted something new, something different, something exciting. This just goes to show that familiar is not always synonymous to boring.

When I first started my college life, I felt like I was a deer facing the headlights of a speeding car. I was suddenly (not so gently) pushed out into the open, and I felt like I was a deer facing the headlights of a speeding car. When I first started my college life, I felt like I was a deer facing the headlights of a speeding car.

Fortunately, I was stubborn enough to stick to my choice, because I learned to love what DevCom has to offer.

It was not easy learning to love something you only recently learned of. DevCom was a new concept to me, and a relatively hard one to grasp. It also opened up a world of development or should I say underdevelopment that I wanted to close my eyes, and go back to the relative safety and ignorance of high school. But the longer I stayed, the more I became familiar with the possibilities it offered. I could hone my writing skills, and at the same time, help others too. I could bring change and help empower the marginalized. I was amazed at all these possibilities found in my backyard. Aside from these, CDC also offered another family, another place I could call home. I also had some pretty good adventures as a DevCom student. DevCom might not have been my first choice, but now I see it was the best one.

On learning to value honor and excellence by Geri Mae A. Tolentino, magna cum laude

I did not take any college entrance exam, except the UPCAT. Not that I am confident that I was going to pass, but because every time I was going to take an entrance exam to other universities, I either got sick or found out that I just missed the exam. That is why I thank the Good Lord for letting me pass the entrance exam and granting me my first choice—devcom.

I took BS Development Communication because I love writing, talking, and designing. My sister who took the same course was a development journalism major. I wanted to take the same major, but the Lord has led me to a different path. Having graduated in a science high school, I was in love with science. Combining the two things that I love, I decided to major in science communication.

I fell in love with studying. I had no idea that I would excel in this university. I just made up my mind before entering UP that I would do my very best to pass my courses. There were many times when studying became very stressful, but my professors, friends, and parents have always reminded me that grades are not everything. Rather, the lessons I learn are more important. Through the years, I have learned to value honor and excellence and, at the same time, enjoy my college days.

Cruz: “CDC also offered another family, another place I could call home.”

“I’ve actually passed UPCAT with a course from UP Diliman - BA Political Science - but because of some responsibilities back then I chose to switch campuses and waitlist under BS Development Communication. Sometimes I ask myself, why did I not choose another course because of some deadlines were very stressful. DevCom life is not a walk in the park, but it is definitely worth pursuing.” - Dhanica Amor M. Domingo

“While filling out my UPCAT form, a high school friend told me to pick DevCom. She said, ‘O eeto na lang, maganda pakinggan.’ Five years later, I realized that it was the best choice someone else had chosen for me. I couldn’t thank her enough. My DevCom years – because of the lessons and experiences I had in between – were the most meaningful years of my life, so far.” – Mark Vincent Aranas

Tolentino: “Through the years, I have learned to value honor and excellence and, at the same time, enjoy my college days.”

“Before, I really had no idea what Development Communication is all about. Minsan nga ang hirap kapag tatanungin ka ng: ‘Anong course mo?’ Sa case ko, binabanggit ko lang yung DevCom definition (dumugo ilong nila). Also, during my first year, I was all set to transfer pero ang DevCom ay parang quicksand, patagal ng patagal di mo na makakayaan umalis. 和 you won’t even notice that you already spent 4 years. I must say that sticking with DevCom was, by far, the best decision that I’ve ever made. :)” – Darwin Dalmacio

“For me, DevCom is LOVE. Habang tumatagal mas lalo mo s’yang mamahalin. Habang mas nakikilala mo s’ya halatang emosyon, luma, lumpog mararamdaman mo... Pero mas angat pa rin ang Happiness! very fulfilling ang activities at outputs. Challenging? Pero mas piliin mong magtagal sa pagtahak sa landas ng DevCom kase alam mong sa dulo may mararating kang masakaysayan hindi lang mayo kundi pati na rin sa ibang tao (stake holders, target audience).” – Judey Mae C. dela Rosa

“The Devcom Life
In pictures and words!

In DevCom, the community was my classroom. I was able to learn and at the same time, involve with the stories of my audience. ‘Putting oneself in others’ shoes’ made more sense, thanks to DevCom and my org, UP CommBoard!” - Nino Nierva

“I won’t forget the big moments (PMC, thesis, internship), but I’ll remember more vividly those small things (chatting with my devcom friends, seeing CDC people again after the breaks, talking about random development-oriented issues in class). Thanks, CDC!” – Amy Cruz

“Devcom taught me to always consider the greater good in making decisions. That, I think, is pivotal in my development from an aloof and carefree teenager to a responsible young professional.” – Gelo Arboleda

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Meet our world-class testimonial program speakers

Dulce Marie Saret is among the recipients of the 40 Under 40 International Development Leaders of 2013. She currently works for the Australian Agency for International Development.

As a BS development communication student in the early 1990s, Ms. Saret has already started her career in writing. She served as associate editor of the UPLB Perspective and the editor in chief of Los Baños Times.

Her early career involved writing for a marketing magazine and book editor. She then worked as senior communications specialist for the Philippine Journalists, Inc. from 1995 to 2001. By 2001, Ms. Saret was chief operating officer and editor in chief in VIP Communications Inc., where she developed the magazine called Mind, the only education magazine in the Philippines; and Wealth, the only Philippine business magazine that deals with economic issues in-depth.

Six years later, in 2007, she moved to become the corporate communications manager of the East-West Banking Corporation and headed its Corporate Communications Department. Ms. Saret also finished her Master’s degree in Business Administration from the Ateneo de Manila Graduate School of Business in 2007.

In 2008, she joined the United Nations as the National MDG Campaign and Advocacy Specialist. She represented the Philippines in the United Nations Millennium Campaign.

Currently, Ms. Saret is a communications specialist at the Australian Agency for International Development, where she is introducing a program-based approach to maximize aid delivery effectiveness.

Kathleen D. Solis has over 15 years of experience as a development communication specialist. She is currently the communication for development specialist of the United Nations Children’s Fund (UNICEF).

Ms. Solis, a science communication major, graduated cum laude in 1997. After graduation, she worked as a communication assistant at PhilRice. Soon, she became editor in chief of PhilRice’s News Online and Science and Technology Magazine.

After seven years at PhilRice, she became the head of the Development Communication Division which provides communication support to PhilRice management, other units, and partner institutions, including participatory research, training support, project documentation, and corporate events.

In the course of her career, Ms. Solis has already received several awards. Among the most notable of which are DA-PhilRice’s Executive Director’s Award and Philippine Association of Agricultural Journalists, Inc.’s (PAJ) Best Agricultural Information Campaign.

As the UNICEF communication for development specialist, Ms. Solis manages the communication for development component of projects under maternal health, child nutrition, and HIV/AIDS and provides technical assistance to government counterparts in the development and implementation of strategies including community-based interventions.

CDC to hold... continued from p. 1

CDC Faculty Medal for Academic Excellence
1st semester 2012-2013 (Cum Laude)
1. Niño Alec Matthew C. Nierva
2. Marissa G. Fortes

2nd semester 2012-2013 (Magna Cum Laude)
1. Amy Christine S. Cruz
2. Geri Mae A. Tolentino

(Cum Laude)
3. Dhanicca Amor M. Domingo
4. Kim Isabelle V. Dimaano
5. Mark Vincent P. Aranas
6. Faith P. Ocampo
7. Audrey Mae C. Dela Rosa
8. Jeannina C. Casusi
9. Maria Clarise B. Villadiego
10. Erica Kaye V. Perez
11. Abigail A. Mercado
12. Noel Angelo S. Arboleda
13. Fatima M. Moncada
14. Chenier Nicu V. Villanueva
15. Ana Dominique M. Consulta
16. Darwin P. Dalmacio

17. Lodigario A. Rigor Jr.
18. Tristan Daine B. Zinampan

Nora C. Quebral Medal for Scholarship in Development Communication
• Amy Christine S. Cruz - magna cum laude

Master of Science in Development Communication and Doctor of Philosophy in Development Communication

Academic Excellence
Joane V. Serrano, PhD in Development Communication

Academic Achievement
1. Ricardo B. Villar, MS in Development Communication
2. Zandra O. Maningas, PhD in Development Communication
3. Ludito V. Ramirez, PhD in Development Communication (JMSMaloles)