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CDC conducts comm skills training for NRCP staff

The College of Development Communication (CDC) conducted a communication skills training for 27 staff members of the National Research Council of the Philippines (NRCP) on August 7, 8, and 12 in Bicutan, Taguig City.

The training-workshop sought to enhance the participants' communication competencies in technical writing and editing, publication design and layout, oral presentation, video documentation, and PowerPoint presentation.

The training signals the start of the collaboration between NRCP and CDC in further enhancing the



Enhancing communication competencies. NRCP participants polish their news stories during the communication skills training held in NRCP, Bicutan, Taguig City. (Photo by RBVillar)

communication skills of the NRCP staff, and in strengthening the efficiency of

communication processes within NRCP. (RBVillar)

CDC faculty reviews PCAARRD training for goat farmers

aProf. Garry Jay S. Montemayor, chair of the Department of Science Communication (DSC), was tapped to evaluate the communication component of the training program of Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development's (PCAARRD)

"Rural Enterprise Development through Innovative Goat Production System" or RED program.

The communication component of the training program is being evaluated using reflective and participatory approaches, such as After Action Review and Most Significant Change method.

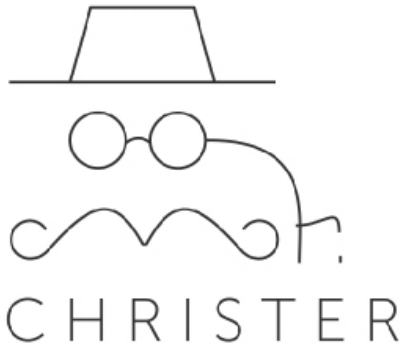
aProfessor Montemayor is part of the five-member study team that is looking into the economic and social impacts of the RED program, which was conducted in Regions I, II, III, and VIII from 2007 up to 2009. The team is

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BSDC student tops 2013 Philippine Logo Design Awards

Christerbert de Silva, a senior BS Development Communication student, bagged the first place in the Philippine Logo Design Awards 2013, an online logo design contest.

Besting 165 designers with his vintage-inspired logo (see logo below), De Silva was chosen by an international panel as the winner of the first-ever Philippine Logo Design Awards.



“The logo is my personal logo. I made this one represent me and

not another entity. In joining the contest I would not only want to show what I can do but (also) who I am,” explained de Silva in his submission. He added, “Since people cannot pronounce my name properly-they call me Kristen, Chester, Christopher and names far from my own –I decided to use the word Mister to help them. I want to be called Mister Christer.”

De Silva, who hails from Balanga, Bataan, said that he did not expect to win the contest because other contestants were already professionals. De Silva won a cash prize and received several offers and opportunities internationally. His victory affirmed his skills as a designer and inspired him to work harder and bring pride to our country.

The Philippine Logo Design Awards, launched May this year, aims to discover the best graphic designers in the Philippines. The participants were composed of student designers,



De Silva

freelance graphic artists, and professionals.

The names of winners and their respective submissions are posted at the DesignCrowd website (<http://blog.designcrowd.com.ph>). (KGJungco)



Oplan Sagip. In coordination with Gawad Kalinga Los Baños, the Student Council of the College of Development Communication joins the University Student Council in collecting and repacking relief goods for the victims of typhoon Maring. The relief operation was held on Aug. 13 at the LB Baker Hall. (Photo by Arthur Holt)

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UP ADS conducts sympo on BSDC Generalist Curriculum

The UP Alliance of Development Communication Students (UP ADS) held a symposium on the new BS Development Communication (BSDC) Generalist Curriculum on July 29 at the College of Development Communication (CDC).

The symposium, titled DEVCOM 2.0 Promoted: Majors to Generals, discussed the implications of the new BSDC generalist curriculum and the employment opportunities awaiting BSDC graduates.

CDC alumnae Julienne Bariuan, communication manager at the Economy and Environment Program for Southeast Asia (EEPSEA), and Dulce Marie Saret, communication

specialist at the Australian Agency for International Development (AusAID), were invited as speakers.

Both Bariuan and Saret discussed the important role of communication in development and corporate work, and in consensus building among stakeholders. They also talked about employment opportunities for devcom graduates.

“Whatever major [field of specialization] you take, you have to write, visualize, and talk... You have to critically analyze the best modes of sharing your message with your beneficiaries,” Bariuan said about the usual challenges in devcom work.

Meanwhile, a recipient of the “40 Under 40 Development Leaders Award” for

2013, Saret spoke about her experience in facilitating and communicating the Millennium Development Goals (MDGs) and climate change, and in advocating Freedom of Information (FOI) for the United Nations (UN). She explained that one vital part of being a development communicator is knowing what to communicate. Highlighting the relevance of technical courses in the BSDC program, she noted that “knowing what to communicate” is what sets development communication graduates apart from other communication graduates. (With reports from CTRieza)

CDC faculty reviews... *continued from p.1*

headed by aProf. Normito R. Zapata Jr. of the College of Economics and Management (CEM).

The study started last March 2013 and will be completed in February

2014. In the first phase of the study, the team visited goat farmers in Muñoz City, Nueva Ecija and Isabela province last Aug. 8-10 and Aug. 12-18, respectively.

According to PCAARRD’s website, the RED program is a development package

that introduces integrated goat management practices to transform traditional goat raising practices into profitable enterprises. (JMSMaloles, with reports from GJSMontemayor)



Most Significant Change. (Standing) aProfessor Montemayor facilitates a workshop with goat farmers in Nueva Ecija on August 10 as part of assessing the social impacts of PCAARRD’s RED program. (Photo by CAAREyes)

BSDC student attends 8th Aboitiz Future Leaders Business Summit

Kamille Anne C. Anarna, a senior student from the College of Development Communication, participated in the 8th Aboitiz Future Leaders Business Summit on August 16-17 at the Marco Polo Hotel in Cebu City.

She was part of the four-member student delegation from UPLB composed of Mark Angelo Alcaide (BS Economics), Leona Kathleen Andaya (BA Communication Arts), and Gerard Jericho Ronquillo (BS Civil Engineering).

Ninety top-ranking students from the country's finest universities participated in the two-day summit. The student gathering served as venue for discussions on leadership and management concepts and how these could guide future leaders in



Future leaders. (From left to right) Kamille Anne C. Anarna, Leona Kathleen Andaya, Gerard Jericho Ronquillo and Mark Angelo Alcaide attend the 8th Aboitiz Future Leaders Business Summit on August 16-17 at the Marco Polo Hotel in Cebu City. (Photo by KACAnarna)

developing their ideals and high hopes for the country.

Delegates took part in plenary discussions, engaged in team building

exercises, and learned from top Aboitiz executives from different business industries. (KACAnarna)



News in Brief

Exploring Media Congress. CDC sponsored nine BSDC students to the Student Media Congress in De La Salle University-Manila on July 26-27. The two-day congress aimed to gather and unite campus journalists, media practitioners, and communicators for the development of student media. Accompanied by a Prof. Mark Lester M. Chico from the Department of Development Broadcasting and Telecommunications, and Ms. Aletheia G. Canubas, instructor at the Department of Development Journalism, the UPLB delegation was composed of the following students: Karina Bundac; Christine Marie Flor de Lis; Kezia Grace Jungco; Hazel Perez; Elijah Jesse Pine; Nicole Prieto; Ellaisa Ruth Veluz; Levi Verora; and Marah Valerie Villanueva. (KGJungco, with reports from AGCanubas)

Marah Valerie Villanueva, a senior BS Development Communication student, raises a question during one of the open fora in the two-day congress. (Photo by MLMChico)