CDC trains Sarawak public officials on comdev planning

Upon the invitation of the Sarawak Development Institute (SDI), the College of Development Communication (CDC) sent two of its faculty to the State of Sarawak in Malaysia to train 67 public officials on Communication for Development (ComDev) planning on August 12-14.

The participants came from 27 government agencies. This was in line with the state’s goal to

ComDev Planning. Dr. Torres discusses one of the participants’ outputs during the communication for development planning workshop at Sarawak in Malaysia on August 12-14. (Photo by MSCTirol)

Dean Velasco represents Asia in int’l confab

Dean Ma. Theresa H. Velasco of the College of Development Communication (CDC) represented the various academic institutions offering development communication programs in Asia in the international conference of postgraduate studies on communication, development, and social change “Luis Ramiro Beltran” on August 25-30 in Bogota, Colombia.

Dean Velasco served as the resource person in the third panel of the masters’ meeting and participated in discussions on

UPLB-CDC signs MOU with UH-Manoa

The University of the Philippines Los Baños College of Development Communication (CDC) and the University of Hawai’i at Manoa’s College of Social Sciences and the School of Communications (CSS) signed a Memorandum of Understanding (MOU) that will pave the way for exchange of students, faculty and staff, and academic information and materials, and research collaborations.

Dr. Francis Dalisay, assistant professor of the School of Communications, visited CDC last July 31 to further discuss opportunities for exchange and collaboration. He expressed their School’s enthusiasm about the MOU. Dean Ma. Theresa H. Velasco, on the other hand, shared that the program is very timely as UPLB is strengthening its internationalization. (RPFFrancisco)
Montemayor talks on risk comm

aProfessor Garry Jay S. Montemayor, chair of the Department of Science Communication, talked about risk communication during the briefing workshop on climate change and rice production at the PhilRice Central Experiment Station in Muñoz, Nueva Ecija on August 28.

Attended by the Regional Information Officers of the Department of Agriculture, the talk highlighted how information officers should communicate El Niño risks to farmers appropriately.

aProfessor Montemayor specifically discussed the challenges and basic principles of risk communication and how media can help in communicating risks. He also shared the importance of thorough situation and audience analysis for a successful risk communication initiative.

“...Since every risk is contextual, the very basic principle of risk communication is to ‘know thy audience,’ a principle that we have been teaching and applying for the past 60 years. This is a glaring evidence that Devcom praxis will be more and more relevant in the future,” shared aProfessor Montemayor.

The briefing workshop was organized by the Development Communication Division of PhilRice. (JMSMaloles with reports from GJSMontemayor)

CDC welcomes new freshmen

“You made the right choice.”

This is what Dean Ma. Theresa H. Velasco articulated in her welcome remarks during the orientation program for the new freshmen students of the College of Development Communication (CDC) on August 11 at the CDC Lecture Hall.

Challenging the new freshmen, Dean Velasco shared the important role of development communication practitioners in nation building and how “right information, right timing, and right stakeholders” can mean so much in facilitating development.

Meanwhile, Alyssa Micah A. Macasied was given a certificate of recognition during the program for being the top BSDC UPCAT qualifier.

The orientation program immediately followed the UPLB campus-wide freshmen convocation held at the UPLB Copeland Gymnasium and sponsored by the UPLB Office of Student Affairs (OSA). (JMSMaloles)

Chico attends PACE-MTRCB MOU signing

aProf. Mark Lester M. Chico of the College of Development Communication (CDC) and assistant secretary of the Philippine Association of Communication Educators Foundation, Inc. (PACE) witnessed the signing of a Memorandum of Understanding (MOU) between PACE and the Movie and Television Review and Classification Board (MTRCB) on August 18. The signing ceremony was held at the De La Salle University-Dasmariñas in Cavite where a forum titled “Rated MTRCB: Para sa Matalinong Panonood ng Pamilya ni Juan at Juana” was also held.

The MOU seeks to establish the public-private sector coordination in promoting and protecting the overall well-being of the youth and family when it comes to responsible viewing. It also aims to develop initiatives and activities relating to public information and

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Lim serves as resource person on comm campaign

aProfessor Aldo Gavril T. Lim of the Department of Science Communication served as one of the speakers during the workshop/writeshop for the localization of communication campaign to promote the Rice Mechanization Program on August 19-21 at the Sequoia Inn in Davao City.

The training aimed to: enhance the knowledge of the participants on the Rice Mechanization program and technologies; enhance the skills of participants on the popularization of technologies to layman’s term and on the conduct of localized campaigns; and generate a style guide that would be commonly used for the localization of the communication campaign for the rice mechanization program.

aProfessor Lim guided the participants in development writing, science writing, and popularization/localization campaigns. He also discussed the guidelines and tips in coming up with a style guide which was the main output of the participants.

The training was organized by the Philippine Center for Postharvest Development and Mechanization (PHilMech), in collaboration with the Department of Agriculture (DA). It was attended by 28 Information Officers of the Regional Field Offices of DA and staff of the Applied Communication Division of PHilMech. (JMSMaloles with reports from AGTLim)

CDC trains...

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strenthen its communication efforts in support of the Sarawak Corridor of Renewable Energy (SCORE). The latter is the government’s arrowhead program targeted to transform Sarawak into the wealthiest state in Malaysia by 2030.

“We need a ComDev plan to be able to make S’wakians knowledgeable and supportive of SCORE,” said Chief Minister Tan Sri Adenan Satem during the opening program. He further noted that inconsistencies in communication content, irregularity of information provided, lack of transparency, delays in response to community’s needs, and poor preparation of communities to face impending changes were some of the issues and challenges arising from poor communication planning.

Dr. Cleofe S. Torres and Dr. Ma. Stella C. Tirol served as resource persons during the two-day workshop. Major topics covered the ComDev planning framework, situational analysis, strategic design, implementation and management, and monitoring and evaluation. An important issue that came out to be an urgent need for an appropriate ComDev strategy is the current project on human resettlement as a result of hydro dams construction in certain parts of the state. Hence, examples of how similar issues were handled through communication using the Philippine experience were also shared with the participants.

The workshop was co-organized by the Food and Agriculture Organization (FAO), Rome, Italy as part of its Collaborative Change Communication program, of which CDC is a partner. SDI is a non-profit research institution that provides independent and objective inputs for policy makers through policy research. (CSTorres)
BSDC student represents UPLB in Leaders Summit

Earl Gio N. Manuel, a senior BS Development Communication student represented UPLB in the 9th Aboitiz Future Leaders Business Summit held on August 14-16 at the Marco Polo Plaza Hotel in Cebu City.

Manuel, together with UPLB BS Civil Engineering student Kale Ashley, was among the Philippine top college student leaders and honor students selected to attend the summit. Themed “Significantly Changing My Philippines,” the three-day nationwide gathering aimed to develop the leadership and management skills of the delegates through various team building activities, workshops, and small group and plenary discussions.

Top executives across the Aboitiz group of companies served as resource persons and facilitators in enhancing the business potentials of the participants through sharing their knowledge about business and leadership. (EGNManuel)

Chico attends... continued from p. 2

education campaigns to empower the public, especially the parents, toward having informed decisions on the choice of motion pictures or television programs that children may watch.

Together with aProfessor Chico were BSDC students Kim Karol Di, Kate Bondoc, Bianca Caugma and Aira Kissa Edduba.

According to its official website, PACE of which CDC is an institutional member, is “considered to be the oldest, biggest and most dynamic national organization of teachers of communication, broadcasting and journalism.” (JMSMaloles with reports from MLMChico)

PACE-MTRCB MOU. aProfessor Chico (second from left, standing), assistant secretary of PACE, witnesses the MOU signing between PACE and MTRCB on August 18 at the De La Salle University-Dasmariñas in Cavite. (Photo courtesy of MLMChico)

Dean Velasco represents... continued from p. 1

postgraduate instruction, research and extension undertakings. Communication-for-development/social change scholars and practitioners from various parts of the world were present during the conference. The programs of CDC were also shared with the international participants, faculty, and students of Corporacion Universitaria Minuto de Dios (UNIMINUTO). According to Dean Velasco, CDC was repeatedly acknowledged throughout the conference as the oldest program in the world that offers communication for development and social change.

Dean Velasco also had the chance to participate in the dialogue with Latin and North American faculty teaching postgraduate courses in communication for social change/development communication. She shared with participants the CDC-led and managed learning and sharing platform on devcom praxis (www.cccomdev.org). This inspired the body to create one for the Spanish-speaking countries. Thus “Redecambio” was born.

The conference was organized by the Facultad de Ciencias de la Comunicacion (Communication Sciences Faculty), UNIMINUTO.