CDC holds workshop on graduate curriculum

Devcom alumna is one of ‘40 Under 40’ development leaders

Ms. Dulce Marie Saret, a BS Development Communication graduate, was recognized as one of the “40 Under 40 Development Leaders” in the Philippines during Devex Manila’s awarding ceremony on February 19 at Makati City.

A communications specialist at the Australian Agency for International Development (AusAID), Ms. Saret was recognized for her leadership in Devcom education and practice.

The discussions centered on the revision of course description, course goals and course content. Some courses were merged, while a few will be instituted, taking off from existing courses, to better address the needs in Devcom education and practice.

There were also discussions on the proposals for other College projects in the offing, such as: Philippine Journal of Development Communication; meta-analysis on Devcom research and practice in the country; training needs analysis to strengthen the competency of faculty members of state universities and colleges (SUCs).

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GEARING TOWARD A WORLD-CLASS CURRICULUM. Dr. Pamela Custodio, (standing, left photo) and Dr. Madeline Suva (in floral shirt, right photo) discuss with CDC faculty the proposals for the new MS and PhD courses. Suva and Custodio are the CDC Graduate Program Committee Chairs. (photo by Romeo Estimado)
The UPLB Development Communicators’ Society (UPLB DCS) held Star in Carillon, an annual university-wide singing competition open to University of the Philippines Los Banos (UPLB) students, during the February Fair week at the UPLB Freedom Park.

According to Licelle Varias, the socio-cultural committee head, this activity provides a venue for students to showcase their talent in an atmosphere of friendly competition.

Rafael Canillas (BS Human Ecology) took home the grand cash prize of PhP15,000 while second placer Lorelame Ramirez (BS Nutrition) and third placer Heinnette Villapando (BS Agricultural Economics) received cash prizes of PhP5,000 and PhP3,000, respectively.

Canillas and Ramirez also received gift certificates from John Robert Powers worth PhP5,000 each.

The winners were selected based on the judges’ scores, which carried a 60-per-cent weight of the final score, and the “Piso votes” from the audience, which carried a 40-per-cent weight.

The five competing teams were present to witness the torch relay, which started from the Carillon tower and ended in the assembly area in front of the stage. CDC Dean Ma. Theresa H. Velasco handed the torch to Chancellor Rex Victor O. Cruz, who then lit the ‘flame of unity.’

In her welcome remarks, Dean Velasco stressed the importance of keeping fit. She encouraged the students to keep an active lifestyle, and the faculty and staff to make time for physical exercise despite their heavy workload.

Chancellor Cruz, on the other hand, looked at the event as an opportunity for UPLB faculty, staff and students alike to exercise “the will and determination as a team,” pointing out that the “key to success is the drive to compete.”

The events started immediately after the program. The awarding ceremony was held last February 8 at the Copeland Gym.

The UPLB delegation was composed of 22 students from the four CDC departments, as well as faculty members.

The three-day event featured activities geared toward greater appreciation of the Philippine media landscape, construction of cultural messages, and media law in the age of the Internet.

The UPLB Development Communicators’ Society (CDC) organized this year’s university-wide sportsfest, which was formally opened February 6 at the UPLB Grandstand.

The five teams were composed of different units in UPLB campus. Red Griffins was made up of the College of Development Communication; College of Economics and Management, College of Public Affairs and Development, School of Environmental Science and Management, Office of the Vice Chancellor for Administration, and Office of the Vice Chancellor for Community Affairs. The Green Hunters was composed of the College of Agriculture and the Office of the Vice Chancellor for Research and Extension, while the Yellow Raptors was composed of the College of Forestry and Natural Resources.

The Royal White team was the overall champion, followed by the Blue Wapakels as runner-up. The Yellow Raptors was in the third place, while the Green Hunters placed fourth, and the Red Griffins, fifth.

CDC hosts Palarong UPLB 2013

The College of Development Communication (CDC) attended the 8th Pinoy Media Congress held January 31 to February 2 at the ABS-CBN Studio and the Trinity University of Asia (TUA) Auditorium.

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The UP Alliance of Development Communication Students (UP ADS) held Classified ADS (CLADS): The UP ADS Symposium Series with the theme “Be Notified: Social Media in Communicating Development” at the New College of Arts and Sciences (NCAS) Auditorium February 4.

The activity was held to heighten awareness on the potential of social media in advocating for social development.

Speakers of this year’s symposium were: renowned blogger, filmmaker, producer, and UP Diliman College of Mass Communication professor, Ramon Bautista; YouTube sensation, Marco “Bogart the Explorer” Ho; blogger and media writer, Katrina Stuart Santiago; and RockEd volunteer and Peryodiko band frontman, Vin Dancel.

The speakers talked about various topics, such as the Filipino identity online, blogging for a living, advocacy through social networking, and youth involvement in national development.

Dancel, being a lawyer, narrated his experience in dealing with false and malicious accusations online. Santiago, meanwhile, shared her experience of being threatened with libel charges by a prominent media personality, and how this threat affected her desire to continue writing online for a stretch of time.

On the other hand, Ho encouraged the audience to explore and grab the countless opportunities for personal and professional development available in the Internet, while Bautista asked students to be more productive and proactive inside the campus, and in their respective communities.

Classified ADS was launched in 2009. Through the years, it has featured devcom themes in developmental nongovernment organizations, independent filmmaking, popular culture, and original Filipino music. (JARMariano)

Devcom alumna Dulce Saret continues to advocate for development through communication, in this file photo taken during a workshop in Tacloban, Leyte. (photo by Bernabe Remoquillo)

UP ADS holds sympo on social media and development

ILLUSTRATING DEVELOPMENT THROUGH ROMANTIC LOVE. Ramon Bautista likened the pursuit of development to the progression of real and reel romantic relationships. He advised the audience to maximize social media and the Internet to for personal, professional and social development. (photo by Dr. Pamela Custodio)

ADMIRABLE LEADERSHIP. Devcom alumna Dulce Saret continues to advocate for development through communication, in this file photo taken during a workshop in Tacloban, Leyte. (photo by Bernabe Remoquillo)

The other 40 Under 40 awardees chosen from more than 200 nominees include: Paulo “Bam” Benigno Aquino IV, co-founder of Microventures, Inc.; Natalie Christine Jorge, executive director of