Biotech crop monograph by CDC faculty, staff launched

The monograph titled “Adoption and Uptake Pathways of GM/Biotech Crops by Small-scale, Resource-poor Filipino Farmers,” written by Prof. Cleofe S. Torres, aProf. Romel A. Daya, aProf. Ma. Teresita B. Osalla, and Ms. Juvy N. Gopela of the College of Development Communication (CDC), was launched on February 6 at the Dusit Thani Hotel, Manila.

The monograph was one of the publications presented to the public during the “Social and Economic Dimensions of Biotech Crop Adoption: Book Launch and Media Conference” event. The monograph presents an analysis of the “dynamics of adoption and uptake pathways of biotech crops among small-scale, resource-poor farmers and the changes these have brought about in the farmers’ lives.”

Understanding biotech crops. (From left to right) aProf. Romel A. Daya, aProf. Ma. Teresita B. Osalla, and Ms. Juvy N. Gopela, together with Dr. Randy A. Hautea, Southeast Asia Center director and global coordinator of ISAAA, and Dr. Mariechel B. Navarro, director of ISAAA Knowledge Center, present their monograph on biotech crops on February 6 at the Dusit Thani Hotel, Manila. (Photo from ISAAA)

BSDC undergrad research places second at nat’l comm research confab

Rikki Lee B. Mendiola, BSDC Class 2013, won 2nd Best Paper during the 3rd National Communication Research Conference on February 7-8 at the College of Mass Communication (CMC), UP Diliman.

Mendiola’s paper titled “Exploring the Notions of an Indigenous Presence in the Public Sphere of Mining Discourse: The Alangan Mangyan’s ‘Enclaved Public’” was her undergraduate research in development communication.

Meanwhile, Stanley Gajete, BSDC Class 2013, also presented his paper titled “Strategic Framework for Communicating Climate Change Disaster Risk Reduction Management Programs and Policies to Communities around Laguna de
Lim attends social media training in The Netherlands

Prof. Aldo Gavril T. Lim of the Department of Science Communication completed a two-week training at the Radio Nederlands Training Center (RNTC) in Hilversum, The Netherlands on January 21-30.

Titled "Mastering Social Media-Social Media for Journalists," the training aimed to develop the participants’ skills in finding, assessing, and using information from social media in the traditional way: balanced, checked, and flexible; methods for using social media to further expand one’s professional network; proficiency in writing for social media and starting a blog; and skills in setting up and administering one’s organization (and one’s own) social media accounts.

The participants were involved in discussions, reportings, and hands-on exercises on story theory and persuasion. For the main project, they were tasked to tell a powerful story integrating story theory and persuasion. The RNTC topics for the two-week training included:

- story theory;
- building successful communities via social media;
- social media case studies;
- formats and media;
- photo detectives;
- shooting video;
- establishing reliability/trustworthiness of sources on the Internet;
- learning and persuasion; and
- judging visual materials.

Prof. Lim shared that the training was helpful in rethinking the way information is related to intended communities via social media to ensure greater impact.

He was the sole Filipino and non-media practitioner among the course participants. The other training participants were from Colombia, Nepal, Pakistan, Palestine, and Zambia.

He attended the training through a partial scholarship from RNTC and with assistance from the University World-Class Fund. (RBVillar)

Mastering Social Media. aProf. Aldo Gavril T. Lim delivers the closing remarks on behalf of the participants of the training on social media at the Radio Nederlands Training Center in Hilversum, The Netherlands on January 21-30. (Photo by Aldo Gavril T. Lim)

CDC again registers highest voter turnout in USC-CSC elections

For the second time in a row, the College of Development Communication (CDC) had the highest voter turnout in this year’s University Student Council – College Student Council (USC-CSC) elections.

Seventy-five per cent of the BS Development Communication student population participated in the elections held on February 19-20. The number of votes increased by 10.87 per cent from last year’s voter turnout (64%).

According to the records of the Central Electoral Board (CEB), this year’s voter turnout from CDC has been the highest since the start of the automated elections in 2011.

Magno Ardenia Jr., a community broadcasting major, was elected as the new CDC-SC chairperson.

“It feels great to know that people trust you and believe in you. At the same time, it feels challenging because you know that a lot of people [will be watching] over the steps that you will be taking since continued on p.4
The Department of Development Broadcasting and Telecommunication (DDBT) of the College of Development Communication, in partnership with the Community Cable Vision Corporation (CCVC), launched its TV program titled *Dito sa Laguna* on the Community Cable Channel 8 last March 1.

The TV program features various developmental and socially relevant topics in Laguna, including arts, culture and development, eco-tourism, rabies, and women’s health. For its first episode, *Dito sa Laguna* featured the 3rd Southern Tagalog Arts Festival spearheaded by the UPLB Office for Initiatives in Culture and the Arts (OICA) in partnership with UP SIBOL (Service, Integrity, Benevolence, Objectivity, Leadership), a socio-civic student organization. Prof. Maria Teresa Arejola of OICA and Bryan Joel Mariano of SIBOL served as guests.

The program aims to highlight good stories, joyful experiences, meaningful conversations (*magagandang kwento, masasayang karanasan, at makabuluhang mga usapan*) in Laguna.

Hosted by aProf. Mark Lester DM. Chico of DDBT and aProf. Mildred O. Moscoso of the Department of Educational Communication, *Dito sa Laguna* airs every Saturday, 10am. (JMSMaloles with reports from MLDMChico)
DEVC 152 class attends
KM seminar-workshop at ILO, ADB

The DEVC 152 (Principles and Development Applications of Knowledge Management) students visited the International Labor Organization (ILO) and the Asian Development Bank (ADB) for a seminar-workshop on the organizations’ knowledge management (KM) practices last February 17.

The students were introduced to ILO’s extensive KM system, as well as its national and international projects. These include their current initiatives in helping the people of Tacloban affected by typhoon Yolanda.

Meanwhile, aside from learning about the KM action plan of ADB, the students were also engaged in analyzing real-world KM cases during a workshop.

Lastly, Anthony Jude Defensor, head of ADB’s “No Impact Week” campaign, discussed how the campaign is working towards its aim of cutting people’s carbon footprint and its positive results. Defensor shared ADB’s plans to involve the youth, schools, and universities in the country to help promote the campaign.

ADB is the first organization in the country to work on this campaign.

The field trip would help the students in doing their KM system design plan for organizations they were assigned to. The students were accompanied by a Prof. Garry Jay S. Montemayor, chair of the Department of Science Communication, and Mr. Winifredo B. Dagli, DEVC 152 laboratory instructor. (MCABernardo and ECCDuque)

KM seminar at ILO. DEVC 152 students flock ILO Philippines Deputy Director Akiko Sakamoto (center) during their field trip on February 17. (Photo from ILO website)

CDC registers...

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you are now representing a bigger group,” Ardenia shared.

Meanwhile, Paoloregel Samonte was elected CDC-SC vice chair and Kim Karol Dy won as CDC representative to the USC. Elected councilors were Mungunkhishig Baatbatar, Isabella Lee, Earl Gio Manuel, Alon Velasquez, Philinne Adrienne Alip, Mary Rose Manlangit, Kathleen Joyce Bondoc, Nico Rastrullo, Raissa Jean Ancheta, and Karina Mao-ien Bundac. (RJL Agustin)

Ardenia