In celebration of Radyo DZLB’s 50th Anniversary, the Department of Development Broadcasting and Telecommunication (DDBT) hosted Kapihan sa DZLB last February 13 at the Abelardo G. Samonte Hall.

UPLB Chancellor Fernando C. Sanchez Jr., CDC Dean Ma. Theresa H. Velasco, CDC faculty and staff, and DZLB partners participated in the Kapihan during which plans for Radyo DZLB were unveiled. According to aProf. Ma. Teresita B. Osalla, chair of DDBT, the future of Radyo DZLB hinges on efforts to blend the community radio with various multimedia interfaces such as LBFM, DZLB on the net, DZLB Link, and Los Baños Times. Plans include establishing the LBFM Web Portal and Teleradyo; rehabilitating and upgrading the facilities of Radyo DZLB; and enhancing TV production facilities. These developments entail partnership with the local government, civil society, and private enterprises.

aProf. Osalla added that all of these improvements will ultimately benefit the students as Radyo DZLB provides them with hands-on experience in community broadcasting.

In this regard, Chancellor Sanchez Jr. expressed his commitment in the rehabilitation and upgrading of Radyo DZLB as it provides opportunities for students to be at par with other students in Asia.

Meanwhile, former broadcasters of Radyo DZLB shared their experiences working for the radio station. Aloma Abrantes of On-Air Barangay Wellness Center and Binoy Flores of Tinig ng Agrikultura sa Barangay expressed their love for DZLB and how audience participation became the key for the success of DZLB. (WLBJunio)
Established in 1964, Radyo DZLB, known as “Ang Tinig ng Kaunlaran” (The Voice of Development), is the oldest existing educational radio station in the country. The radio station has served as an “extension arm of UPLB and laboratory and training center for development communication students.” It was established through a grant given by the USA Agriculture Development Council. In its early years, Radyo DZLB broadcast agriculture-related programs and was used by agriculture communication students majoring in farm broadcasting.

DZLB is one of the pioneers when it comes to public service and radio broadcasting about food, agriculture, biotechnology, environment, women, health, and human resources.

Through the years, DZLB has continued to design and create innovative radio formats and programs. The School-on-the Air (SOA) or Paaralang Panghimpapawid was introduced in 1967. SOA programs focused on topics such as rice production, health care, poultry raising, environmental protection, cooperatives, nutrition, and other topics catering to the information needs of the community. The SOA format served as a model for other broadcasting stations in the country and it is still practiced and produced by development communication students until now. Likewise, DZLB has produced and conducted Instructional Broadcast Series (IBS) which aims to facilitate learning among elementary and high school students through feature and dramatized radio segments.

Aside from these, DZLB is a pioneer of participatory radio broadcasting in the Philippines where community members, serving as partners, produce and host their own radio programs.

DZLB was also a part of the establishment of community radio stations in and outside the country through the UNESCO-DANIDA-TAMBULI Project. DZLB personnel served as broadcast consultants or trainers of the volunteer broadcasters of these community radio stations.

Through the years, DZLB’s equipment and facilities, particularly its transmitter, have deteriorated, affecting its listenership and the quality of learning resources of students. In line with this, DZLB also lost majority of its clients. For the past years, efforts to upgrade DZLB have been in the works.

Meanwhile, although DZLB ceased from airing, it did not stop from providing students with a good quality platform for learning in the broadcasting field. Aside from radio programs, DZLB ventured in the production of participatory development Cable TV program. One of their current programs, Dito sa Laguna, caters to the information needs of Los Baños and Laguna. In order to revive UPLB’s leadership role in community broadcasting, DZLB is moving towards designing and developing a new broadcasting model interfaced with other multimedia platforms (See story on Radyo DZLB plans).
First of many nexts: An exchange student’s journey

First plane ride. First travel out of the country. First five-month separation from family and friends. First taste of authentic Asian cuisine meals. First half-a-million-peso worth of education and semestral allowance. First set of international friends. First grade rendered in alphabet. First volunteer experience abroad. First love for a foreign country. My experience as an exchange student at the National University of Singapore (NUS) could indeed be summarized as a series of firsts.

I am always at a loss for words whenever people ask me how the whole exchange experience was; most of the time, I would just shrug off and say “It was alright – the weather was humid, the food was great, the university facilities was amazing, the living cost was a lot more expensive” and all that trivial stuff, but the truth is that I want to say so much more. So much more that I don’t want to end up babbling too much, or worse, fail to capture the feeling and the experience with mere words and descriptions.

First meeting

I love our university – the University of the Philippines, premier university of the country, my home and my comfort zone – but going on exchange in Singapore is a totally different ride. I felt new, strange and awkward in an English-speaking country of diverse nationalities, high rise buildings, and asam laksa, but it gave me a wonderfully different experience, a new kind of high, a fresh new take on learning and culture of people. Take the quality of their education, for instance. You enter their five-storey library and immediately know you’re going to be lost if you try to search the whole place for a book, so you login to their 100-plus mb/hr wifi and find all the references you need – every online journal subscription there is – in their library portal. A 24-hour computer library of Macs or Windows? You choose. Both have a number of soundproof meeting rooms inside, where you could have one all by yourself if you wish to. Every room in their residential college has their own LAN connection, and a lobby where most students stay up late for days to study. And as if the resources were not motivation enough to do good in your studies, they give you goody bags – complete with food, notebooks, pens, and gift certificates – almost regularly to keep you going during exam weeks. To quote a former UPLB Arts and Humanities Professor, and now NUS professor Dr. Gene Navera, “They have it all here, students would have no reason not to study and pass their subjects.”

A look on their culture

Now take their culture and lifestyle as another example. You enter the free NUS shuttle and find an empty seat in the crowded transport vehicle, just because some students prefer standing. They are mostly fit because most of them go to the gym; unlike here, where people with good physique stand out, a nice body there is the norm. You go to the school cafeteria – which serves various cuisines as Indian, Western, Chinese, and Malay – and find that almost everyone eats at least three viands for their meals, because as they all know, a balanced diet is important.

There is a scarcity of cars – they are very expensive, and there’s no need for it anyway because there’s the MRT; everyone takes the MRT! You go to the campus

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CDC, DA-BAR strengthens partnership for agricultural development

A Php10-million project that aims to establish sustained agricultural enterprise through the strategic transfer of commercialized technologies in remote areas was initiated in November 2014.

The Technology Commercialization on Wheels (TCOW) is being carried out by the College of Development Communication, with support from the Department of Agriculture-Bureau of Agricultural Research. The project will be piloted in eight municipalities in Quezon and five (four municipalities; 1 city) in Albay.

As Dr. Nicomedes P. Eleazar, DA-BAR director, explains, “The project hopes to improve local agricultural conditions and enhance the social marketing appeal of agricultural commodities by introducing Package of Technologies (POTs) and knowledge products to knowledge products to normally inaccessible areas using mobile earning vehicles (one for each province). The vehicles will also be used to showcase DA-BAR products.”

According to Dr. Ma. Theresa H. Velasco, CDC dean and project leader, the two-year project will also serve as a catalyst for local development through the establishment of a working partnership between LGUs, NGOs, POs, and private sector.

The potential adopters of the POTs include farmers, fisherfolk, agriculture graduates, retirees, OFWs returnees and their housewives, and the youth.

Currently, CDC is preparing the ICT-equipped TCOW vehicles before it hits the road this year. (KACAnarna)

First of... continued from p. 3

As I have already said goodbye to Singapore, and that single semester I was able to spend in there. Now, as I am back here in the University of the Philippines struggling to finish my remaining units, I know deep in my heart that indeed, the five months spent in there was all worthwhile.

This exchange experience may be a string of firsts, but this would definitely not be the last. (PRSamonte)