CDC launches solid waste management campaign

The College of Development Communication (CDC) launched a college-wide solid waste management (SWM) program in support of the UPLB SWM Program, January 10, 2013 at the CDC Lecture Hall.

According to Dr. Ma. Theresa H. Velasco, CDC Dean, the program, and the campaign in particular, aims to create greater awareness on proper trash segregation and disposal within the college and university premises, and to encourage the practice of proper solid waste management.

“We are doing this (campaign) for the university, for the community, and for the entire nation. Through this campaign, we hope to develop advocates among CDC students, faculty and staff,” Dr. Velasco said.

The campaign is based on the recommendations of the University-level committee on SWM headed by Prof. Rex Demafelis. It is also grounded on the results of a CDC-wide baseline survey on students’ level of awareness on proper solid waste management. Results of the said research were presented by Mr. Garry Jay Montemayor, instructor from the Department of Science Communication (DSC).

The CDC developed an audio-visual presentation (AVP) on SWM, copies of which were turned over to Vice Chancellor for Community Affairs, Dr. Enrique L. Tolentino, Jr. The copies will be distributed to the different UPLB colleges and units.

The AVP was produced by the CDC Ad Hoc Committee on SWM AVP Production and Campaign. It gives an overview of and discusses the rationale of the University SWM Program. It also teaches proper segregation of solid waste, in accordance with the DENR guidelines.

Dr. Mildred O. Moscoso of the Department of Educational Communication (DEC) wrote the script for the AVP. Collaborating with her in the production were Prof. Olga C. Lomboy, Prof. Kabzeel Sheba G. Catapang, Mr. Louie Amongo, and Mr. Mar Maningas.

Vice Chancellor Tolentino discussed the policies on solid waste management in accordance with RA 9003, or the Solid Waste Management Act of 2001. These policies include: Municipal Ordinance No. 2001-08 (Kautusan Hinggil sa Pangangalaga ng basura at ang mga Karampatang Pataw Ukol Dito); Office of the Chancellor (OC) Memorandum No. 2011-064 (Regulating the Use of Plastic Bags, Cups and Styrofoam in the Campus); Office of the Vice Chancellor for Community Affairs;

CDC alumnus wins international paper award

A cum laude graduate of the College of Development Communication won the Best Qualitative Conference Paper Award in the recent International Conference on Communication and Media ‘12 (i-COME ’12) in Penang, Malaysia.

Jaime Manalo IV, a Development Journalism major who graduated in 2006, is a communication researcher at the Philippine Rice Research Institute (PhilRice).

His paper, co-authored with Assoc. Prof. Elske van de Fliert of the University of Queensland, is entitled “Beyond Facebook: The undocumented experiences on ICTs of young rural Filipinos.” It highlighted issues that hindered the youth of Aurora and Albay provinces from serving as infomediaries for farmers.

LET’S CLEAN UP

CDC Dean, Dr. Ma. Theresa Velasco, turn over copies of the solid waste management video to Vice Chancellor Enrique Tolentino (Photo by Mar Maningas)
The teams were challenged to come up with creative group names and group continued on page 3

CDC holds grammar smackdown for freshmen

Ten teams competed during the Grammar Smackdown held at the College of Development Communication (CDC) Lecture Hall on January 21, 2013. The teams were composed of four to five students representing their respective DEV 11 (Introduction to Mass Media Writing) laboratory class sections.

The Grammar Smackdown aims to test students’ proficiency in the English language, through challenges, like spotting grammatical slips, and applying principles of clear and effective writing. It also aims to foster camaraderie among students taking the course, explained Prof. Hermila Marie Catral-Castillo, DEV 11 lecturer.

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Candy’s Angels from section UV-10L handled by Ms. Candy Villar was recognized for having the best group cheer. The team composed of Shyla Allah Abatan, Arron Lucius Herbon, Jeremy Manalo and Markus Antonio impressed the judges with their knowledge of ICTs. Their part was handled by Ms. Candy Villar was recognized for having the best group cheer. The team composed of Shyla Allah Abatan, Arron Lucius Herbon, Jeremy Manalo and Markus Antonio impressed the judges with their knowledge of ICTs.

When asked where social media figures in the evolving models of communication, Dr. Tan said that social media are “a powerful tool and instrument of transaction when they are available and accessible and when users are socially literate and able to use them properly – not just for connecting with people socially but more importantly for delivering information accurately and when users are socially literate and able to use them properly – not just for connecting with people socially but more importantly for delivering high-quality and accurate information”.

The DEVIC 299 students of Prof. Pamela A. Custodio organized the seminar. (Nicole Lorraine R. Prieto)

Manalo’s informediary project is a campaign that mobilizes the youth to look for rice farming information that their parents can use. It encourages active youth participation in rice farming, and in agriculture in general.

The “L-O-ME (12) was organized by the International Communication Association and the Universiti Sarawak Malaysia. It drew researchers, members of the academe, and practitioners from 25 countries. It aimed to address communication and media issues, like challenges in socio-economic and political agenda, cultural integration, and social reengineering.

According to Manalo, issues hindering the youth from maximizing ICTs include computer anxiety, computer illiteracy, and inadequate computer access points. These, he said, need government attention to make the youth active partners in agriculture.

While the Filipino youth is often portrayed as technology-savvy, Manalo called attention to the ICT experience of the rural youth, which is different from that of their urban counterparts.

Manalo hopes that policymakers will provide ICT infrastructure and a conducive environment for students to use and maximize ICTs, and later serve as informediaries for farmers. (Katzeb shearina G. Catapang)

Tan speaks to CDC students on evolving comm models

Dr. Alexis S. Tan, professor of communication and provost marshal at the Washington State University (WSU) spoke on the evolving communication models in the context of social change during a seminar on January 17, 2013 at the Operations Room, A. G. Samonte Hall (Old Administration Building).

An alumnus of the University of the Philippines College of Agriculture (UPCA) Class ’64, he graduated with a BS in Agriculture major in Agricultural Communication. He belongs to the first group of students to specialize in communication for agriculture.

The National Congress served as a venue for DevCom students to learn the basics of social entrepreneurship, and to discuss the role of DevCom students in promoting and strengthening social enterprises.

Each CDC department was represented by a student, whose questions were sent by the UPLB DevComSoc. CDC Department of Educational Communication Chair Prof. Romel Daya, served as quiz master.

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Community Affairs (OVCCA) Memorandum No. 2012-26 (Waste Segregation at Source); and Office of the Vice Chancellor for Planning and Development (OVDPD) Memorandum No. 2012-005 (Pangangasaw na Basura sa UPLB).

Meanwhile, Dr. Fernando C. Sanchez, Jr., Vice Chancellor for Planning and Development, presided over the UPLB Trash Recovery System Project, in support of the UPLB SWM Program. Dr. Sanchez talked about retrofitting the trash receptacles in the campus to be consistent with the coding scheme of the Program.

Activities lined up for the CDC SWM Campaign include poster- and jingle-making contests open to all CDC students. Winning entries will be the official campaign materials and activities.

The CDC Student Council and the three CDC-based organizations (Alliance of Development Communication Students or ADS, Community Broadcasters’ Society or ComBroadSoc, and Development Communication Students or DevComSoc) are participating in the campaign as compliance monitors. Their task is to ensure proper waste segregation in their assigned bins, and to call the attention of and report students caught violating the SWM guidelines. (Danielle C. Buenaventura, Joy Dianne J. Gumataotao, and Noelia M. Magatsamba)

CDC alumnus wins… from page 1

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The UP Community Broadcasters’ Society (UP ComBroadSoc) held Gandingan 2013: The 7th UPLB Isko’t Iska’s Broadcast Choice Awards, January 26 at the D. L. Umail Auditorium.

A brainchild of the ComBroadSoc, Gandingan is the first broadcast-based award-giving body in the entire UP system. It recognizes outstanding broadcasters, programs, and materials. At the same time, it challenges media stations to produce quality content and thereby contribute to social development.

This year’s Gandingan introduced the Core Awards, intended to recognize quality and development-oriented community- and schools-based broadcast stations, programs, and practitioners. Recipients of the Gandingan Core Awards are the following: “Biyaya ng Langit” by Adventist University of the Philippines - Most Development-Oriented Radio Broadcast Material; “Salamat Po” by Radyo Lucena - Most Development-Oriented Community Plug; “Pulso Publiko 4Ps” by DWLC - Most Development-Oriented Community Program; Ka-Barangay DZJV 1458 KHz - Most Development-Oriented Community AM Station; and Daniel Castro of DZJV - Best AM Announcer.

The Gandingan also recognized excellence in the four guiding principles of development communication: empowerment; equity; entrepreneurship; and environmentalism. The Gandingan 3rd Special Awards went to the following: Radyo Negosyo (DZMM) - Best AM Program; Anong Meron? (Tambayan 101.9) - Best FM Program; Matanglawin (ABS-CBN) - Best Educational Program; Kuya Kim Atienza for Matanglawin (ABS-CBN) - Best Magazine Program; Jessica Soho (GMA News TV) - Best News Anchor; Jiggy Manicad for Failon Ngayon (ABS-CBN 2) - Best Investigative Program; Ted Failon for Failon Ngayon (ABS-CBN 2) - Best Investigative Program Host; I Witness (GMA 7) - Best Documentary Program; and Kara David for I Witness (GMA 7) - Best Documentarist.

The following were also recognized: Rated K (ABS-CBN) - Best Magazine Program; Korina Sanchez for Rated K (ABS-CBN) - Best Magazine Program Host; State of the Nation with Jessica Soho (GMA News TV) - Best News Program; Jessica Soho (GMA News TV) - Best News Anchor; Jiggy Manicad for Failon Ngayon sa UNTV - Best Field Reporter; Wish Ko Lang (GMA 7) - Best Public Service Program; and Vicky Morales of Wish Ko Lang (GMA 7) - Best Public Service Program Host.

Other winners were the following: Us Girls (Studio 23) - Best Women-Oriented Program; Us Girls hosts (Studio 23) - Gandingan ng Kababaihan; I Juander (GMA News TV) - Best Youth-Oriented Program; I Juander hosts (GMA News TV) - Gandingan ng Kabataan; The Bottomline with Boy Abunda (ABS-CBN) - Best Development-Oriented Talk Show Host; Boy Abunda for The Bottomline with Boy Abunda (ABS-CBN) - Best Development-Oriented Talk Show Host; and Daniel Castro of DZJV - Best AM Announcer.

Outstanding broadcasters and programs with different formats and content were likewise recognized through the general awards. These are the following: Umagang Kay Ganda (ABS-CBN 2) - Best Morning Show; Umagang Kay Ganda hosts - Best Morning Show Hosts; Reporter’s Notebook (GMA 7) - Best Investigative Program; Ted Failon for Failon Ngayon sa UNTV - Best AM Station; and Daniel Castro of DZJV - Best AM Announcer.

Gandingan Awards is inspired by the Gandingan, a series of gong-like instruments used in Maguindanao as part of the kulintang ensemble. Used solo, it allows people to communicate through music. (Kabzeel Sheba G. Catapang)