Faculty, students present paper at int’l confab

Twelve CDC faculty and students shared their research results with communication scholars and practitioners in the Asia-Pacific region during the 22nd Asian Media Information and Communication Centre (AMIC) Annual International Conference held in Yogyakarta, Indonesia, July 4-7.

CDC’s delegation was one of the biggest from one university as more students had their undergraduate theses accepted for presentation. The theme for this year’s conference was “Transformational Communication in the ‘New’ Asia.”

Describing her experience as a student presenter, Josa Marie Salazar said that presenting a paper in an international conference has broadened her perspective.

Similarly, another student presenter, Dana Rosa Salonoy, realized that her undergraduate thesis is more than just a degree requirement. “You write because it is an opportunity to become your ideal self, an agent of change. Someday, your paper may contribute to a better world—even by just a tiny bit. It is definitely worth giving your everything,” she explained.

Student paper presentations are as follows:
• Communication for Early Health Science Literacy Development: The Systematic Metaphor Analysis of Mga Kuwento ni Tito Dok Children’s Storybook Series by Dana Rose J. Salonoy;
• Comparative Analysis of Isang Bagsak Southeast Asia (IBSEA) and Enabling Education Communities (EEC) as Participatory Development Communication Approaches by Jerome Cayton C. Barradas;
• Understanding Messages and Themes Emerging from Stories of

CDC conducts comm training for community volunteers in Banaue

Sixty-four participants composed of village officials, community leaders, public school teachers, students, and farmers took part in a training on business writing and communication materials development in Barangays Poitan, Kinakin, and Amganad in Banaue, Ifugao on June 8, 9, and 10, respectively.

Most of the trainees were members of the Barangay Information and Communication for Development (BICD) teams organized in the three barangays. The BICD is a volunteer core group formed as part of the National Research Council of the Philippines’ (NRCP) project titled “Communication, Evaluation, and Policy Brief Formulation of Research-Based Information on Nutrient-Water Dynamics, Biodiversity, and...
New appointments

Castillo named new college secretary

aProf. Hermilea Marie C. Castillo was appointed as the new college secretary of the College of Development Communication (CDC), effective July 1, 2013.

In her 11 years of service to UPLB, aProfessor Castillo has been an asset to the College. She has taken on various leadership positions, serving as chair of the Department of Science Communication (DSC) from 2009-2011 and 2012-2013. She has also headed the College Instruction Committee since 2008.

Recently, aProfessor Castillo has been tapped as communication consultant in the NEDA-funded project titled Integrating Disaster Risk Reduction (DRR) and Climate Change (CCA) in Local Development Planning and Decision-Making Processes and project leader in the development of IEC materials for the Lead Poisoning Prevention project of the Blacksmith Institute.

As the new college secretary, aProfessor Castillo plans to improve on student services, strengthen instruction-related programs, and offer more capacity building activities for students.

aProfessor Castillo took over the position vice aProf. Rhodora Ramonette DV. Custodio who went on study leave to pursue her doctorate in community development at UPLB.

Montemayor appointed new DSC chair

aProf. Garry Jay S. Montemayor is the new chair of the Department of Science Communication, effective July 1, 2013.

aProfessor Montemayor recently finished his graduate studies in Communication (Communication Research) at the College of Mass Communication in UP Diliman. His thesis titled “Dissecting the Genius behind the White Lab Coat: Constructing the Images of Filipino Scientists in Film and Biographies” was awarded Best Thesis for the Master of Arts in Communication program.

For his exemplary performance as an instructor in the last seven years, aProfessor Montemayor was nominated by CDC in the 2013 and 2014 Search for UPLB Outstanding Teacher (junior category). Students have also recognized his outstanding teaching performance. He was named Most Outstanding Junior Faculty, Most Inspiring Mentor, and Best Thesis Adviser during the 2013 CDC Faculty and Staff Awards given by the UPLB Development Communicators’ Society, a student organization based in CDC.

aProfessor Montemayor has also served as the administrator of the CDC Reading Room for which he received commendations in his efforts to: increase its collection; improve its client services and overall management; and upgrade its systems.

As the new chair of DSC, aProfessor Montemayor is looking forward to teaching the newly instituted courses (DEV C 153 and 154) and the approval of one RGEP course (Science and the Media) and one PhD course (Public Communication of Science and Technology). He also hopes that while he is DSC chair, the department will be more visible in the conduct of the College’s research and extension activities.

BSDC student named [P] EIC

Chancellor Rex Victor O. Cruz appointed John Paul M. Omac, a junior BS Development Communication student, as the new Editor-in-Chief of UPLB Perspective for Academic Year 2013-2014.

Omac topped the editorial examinations held last June 24. The exam was composed of editorial writing, news writing, and front page layout.

Omac was recognized as a budding development journalist by the Department of Development Journalism, College of Development Communication during the Development Journalism Awards for students held last March 18, 2013. Omac is a member of The Graphic Literature Guild, a UPLB-based student organization.

The UPLB Perspective is the official student publication of the University of the Philippines Los Baños since 1972.
BSDC students attend Student Media Congress, Philippine Model Congress

Nine students from the College of Development Communication (CDC) attended the first ever Student Media Congress (SMC) on July 26-27 at the De La Salle University (DLSU) in Manila while 14 students participated in the 2nd Philippine Model Congress (PMC) on July 27-28 at the Philippine Senate Building in Pasay City.

With its theme “Exploring Media Congress,” SMC featured experts from the fields of journalism, broadcasting, print, and digital media who conducted workshops and talks on media as a platform and its different potentials.

According to Joanna Queddeng, SMC Project Head, what sets SMC apart from other media congresses is the gathering of traditional media practitioners and the digital natives to look into different media convergence and changing landscape.

The SMC aims to gather and unite campus journalists, media practitioners, and communicators for the development of student media. More than a thousand students all over the Philippines gathered for the first ever SMC. The next SMC will be in 2015.

On the other hand, PMC was participated in by 450 student leaders from different high schools and colleges in the country. The 14 BSDC participants, who were part of the 41-student delegation from the University of the Philippines Los Baños, simulated congressional debates, engaged in workshops, and listened to several established individuals from both the public and private non-profit sectors.

Sen. Bam Aquino served as the Keynote Speaker for this year’s PMC while Mr. Leon G. Flores III, chairman and CEO of the National Youth Commission, delivered the State of the Youth Address.

The PMC aims to give participants the opportunity to be heard by our country’s leaders, help them increase their awareness on national issues, and create a community of young people committed to nation-building.

The congress was opened to all currently enrolled high school and college students. It also accommodated out-of-school or non-schooling youth and last year’s congress delegates. (With reports from KG Jungco)

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Productivity in Muyong and Payoh Systems in Three Barangays in Banaue, Ifugao.” This core group plays an essential role in ensuring that their community will benefit from the results of the previous NRCP research conducted in their barangay.

The training, designed based on the identified needs of the participants, aimed to enhance the BICD team members’ skills in communicating development-oriented messages with their community members, as well as other sectors in the community.

Reden Tig-ong, one of the participants from Kinakin, shared that the training helped them further improve their skills in writing and designing communication materials.

Poitan farmers Elena Mangili and Erma Guinyang shared that they felt good about themselves because of what they learned in the training. Rafael Menen, a farmer-leader from Amaganad, reiterated that the farmers learned a lot -- from drafting business letters to planning communication materials for their community.

AProf. Ma. Stella C. Tirol of the Department of Development Broadcasting and Telecommunication (DDBT) and aProf. Ricarda B. Villar from the Department of Development Journalism (DDJ) served as resource persons. (RB Villar)
Faculty, students... continued from p. 1

Selected Participants about the Facebook Campaign on *It's More Fun in the Philippines* by Steffi Allison A. Villa;

- Youtube for the Environment: Content and Framing of Philippine Biodiversity Videos to Promote Conservation among the Youth by Josa Marie L. Salazar and Dr. Serlie Barroga-Jamias;
- KM4C: A Proposed Sustainable Knowledge Management Ecology Framework for the City Government of Calamba by Yna Mari Isobel M. Alihan;
- [Re]Creating the Lived Experience of Women in a Struggle for Agrarian Reform in Hacienda Luisita by Lodigario A. Rigor and aProf. Romel A. Daya; and
- Framing of Typhoon News Stories: A Baseline Study on the Philippine Media Coverage of Storm Incidences by Kim Isabelle V. Dimaano (presented by aProf. Garry Jay S. Montemayor, research adviser).

Faculty papers presented, on the other hand, are as follows:

- Constructs of “Devcom” in Teaching Development Communication in Selected Philippine Tertiary Education Institutions by Dr. Pamela A. Custodio and aProf. Garry Jay S. Montemayor;
- Training in Participatory Program Development: Knowledge, Perception, and Skills of Researcher-Broadcasters in Radyo DZLB in Los Baños, Laguna, Philippines by aProf. Aiza Marcos-Balinos;
- The Empowered Consumer: An Exploration of Consumer Empowerment Modes in the Social Enterprise (The Case of Shoreline Kabalikat sa Kaunlaran, Inc. in Cavite, Philippines) by aProf. Ricarda B. Villar;
- Mobile Phone Appropriation among Coffee Farmers of Amadeo, Cavite, Philippines by aProf. Aldo Gavriel T. Lim; and
- Mad, Nerd, and Comical: Constructing the Image of Scientists in Films and Biographies by aProf. Garry Jay S. Montemayor.

The AMIC annual conference gathers communication researchers from around the globe and invites seasoned internationally recognized communication scholars to exchange ideas, form linkages, and collaborate on various scholarly endeavors. (RB Villar)