Quebral receives 2013 UPAA Lifetime Distinguished Achievement Award

Dr. Nora Cruz-Quebral, professor emeritus, received the 2013 UPAA Lifetime Distinguished Achievement Award from the University of the Philippines Alumni Association (UPAA) during the UP General Alumni-Faculty Homecoming and Reunion held at the Bahay ng Alumni in UP Diliman campus on June 22.

UPLB-CDC presented with CHED-COE plaque of recognition

Dean Ma. Theresa H. Velasco, together with UP Vice President for Academic Affairs Gisela Padilla-Concepcion and College of Development Communication (CDC) department chairs, received, on behalf of UPLB-CDC, the plaque of recognition for being the only Center of Excellence (COE) in development communication during the awarding ceremonies for Commission on Higher Education (CHED) COEs and Centers of Development (CODs) in the humanities, social sciences, and
Meet CDC’s new staff

Lily is a BS Development Communication cum laude graduate of the College of Development Communication, University of the Philippines Los Baños. She majored in development journalism, and later worked as editor and training resource person for various local, national, and international organizations. Her work experience spans more than 25 years, most of which were spent with the Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA) in Los Baños, Laguna, where she rose from the ranks to become head of the Communication and Publication Unit and later special projects coordinator for networks and linkages. Aside from networking and linkages, she also has professional experience in corporate communication, and technical publication, and management. She was previously an adjunct faculty of CDC, and after many years of being away, she is back with the College as a University Extension Specialist at the Department of Educational Communication.

Myra finished BS Computer Science and MS Development Communication at the University of the Philippines Los Baños (UPLB). She previously served as web designer, developer and web master at the UPLB Institute of Computer Science, and in several government offices and private companies. In 2007, she had a brief stint as online lecturer and faculty-in-charge of IT courses offered by the UP Open University. Myra is now with the CDC using her computer and communication expertise as the University Extension Specialist and Systems Administrator at the Department of Science Communication.

Joyce is a BSDC educational communication major. She spent her first five years following her graduation working in government and privately-owned companies outside Los Baños, such as the Armed Forces of the Philippines (AFP) and the Center for Agriculture and Rural Development (CARD), Inc. She did research, writing, and management assignments, and handled community relations as well. Returning to the College to further her knowledge on the field of devcom, she is now the University Extension Associate at the Department of Development Journalism.

(CDC welcomes new freshmen

The College of Development Communication (CDC) held an orientation program for its new freshmen students on June 10 at the CDC Lecture Hall.

About 130 BS Development Communication (BSDC) freshmen attended the orientation, which immediately followed the UPLB campus-wide freshmen convocation held at the lower DL Umali Freedom Park and sponsored by the UPLB Office of Student Affairs (OSA).

In her welcome remarks, Dean Ma. Theresa H. Velasco expressed hope that the first-year students would love development communication and later become world-class practitioners like notable devcom alumni who are

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Dr. Cleofe S. Torres, professor of science communication and former dean of the College of Development Communication (CDC), talked about enhancing communication of crop biotechnology during her professorial chair lecture on June 5 at the DZLB Drama Studio, CDC.

Dr. Torres discussed statistics, debate issues, common constraints, and open opportunities in communicating crop biotechnology in the Philippines, and emphasized that the goal of all communication efforts is public education with lasting impact.

“Why bother communicating about biotechnology crops? Lots of farmers do not know biotechnology, and have negative perceptions about it. We should correct misconceptions and address the doubts,” she told the audience during the opening of her lecture.

She said that current policy and program support have helped biotechnology to progress -

current trends in the adoption of biotech crops show that Filipino farmers who tried biotechnology earn more, produce quality crops, use less labor, and enjoy peace of mind. However, some sectors oppose the technology because of economic cost, social inequity, and political bias.

Since university-based scientists are perceived as the most credible sources of information on biotechnology, Dr. Torres explained that it is important for them to work with communicators so accurate information can reach the public.

In addressing information gaps, she emphasized the use of powerful visuals, formal and informal public education, and training scientists on science communication.

She also mentioned partnerships among the media, academe, research institutions, non-government organizations and farmer groups; and research-based communication planning as crucial steps to address constraints in communicating biotechnology. These constraints include anecdotal knowledge, exaggerated misconceptions, negative media reportage, and political/ideological differences.

(KSG Catapang)
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communication held on June 4 at Diliman, Quezon City.

In her message to the awardees, Dr. Patricia B. Licuanan, CHED chairperson, explained that COEs are being recognized for their outstanding accomplishments in their academic duties that benefit their stakeholders and the community at large. She added that being a COE comes with a serious responsibility to strengthen other higher education institutions (HEIs). Likewise, Dr. Ma. Cynthia Rose B. Bautista, CHED commissioner, stressed that COEs and CODs should help pull a critical mass of HEIs upwards so that the Philippines will regain its status as a center of graduate study in the region.

In this regard, CDC proposes the following projects for its COE grant:

1. Training and Institutional Needs Analyses and Human Resource Development Planning: Towards Strengthening the Competencies of Development Communication Educators in the Philippines

2. Capability-building Program for CDC Faculty Members and Strengthening Competencies of Faculty Members of HEIs Offering Development Communication; and


Forty-one COEs and CODs in the fields of humanities, social sciences, and communication were awarded. CDC was the sole recipient of COE award in development communication. (RPF Francisco)

CDC a recognized COE in development communication. Dean Ma. Theresa H. Velasco (5th from the left) receives the plaque of recognition from Dr. Patricia B. Licuanan (6th from the left), Commission on Higher Education (CHED) chairperson, during the awarding ceremonies for CHED Centers of Excellence (COEs) and Centers of Development (CODs). They are joined by Dr. Ma. Cynthia Rose B. Bautista, CHED commissioner (3rd from right); Dr. Sinfonoso M. Birung, CHED director for Programs and Standards (2nd from right); UP Vice President for Academic Affairs Gisela Padilla-Concepcion (2nd from left); Dr. Madeline M. Suva (leftmost) and Mr. Ramon R. Tuazon (rightmost), members of CHED Technical Panel for Communication; and College of Development Communication Department Chairs Ma. Teresita B. Osalla (3rd from left) and Rosa Pilipinas F. Francisco (4th from left). (Photo by Romel Daya)

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now communication specialists leading developmental projects in global institutions.

Meanwhile, the top 10 BSDC UPCAT qualifiers were awarded certificates of recognition. They are the following:

1. Raymond Martin S. Manahan
2. Natasha Mae P. Arañez
3. Knoll Patrick B. Villanueva
4. Dionelyn E. Servañez
5. Elisha V. Padilla
6. Andrea Coleen V. Tubig
7. Johanna Marie F. Drece
8. Julianne Nicole O. Benitez
9. Essie Sisley M. Manalili
10. Paolo L. Llenado

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Dr. Quebral was recognized for her leadership and achievements in the field of development communication that improved the lives of people in countless communities, concretizing the University’s heritage of service to the people. She will be featured in the 2013 Alumni Yearbook along with other alumni awardees and Jubilarians. Her photo was also featured in the exhibit put up during the UP Alumni Council meeting last June 21.

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