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UPLB-CDC partners with CCVC

The College of Development Communication (CDC) has collaborated with the Community Cable Vision Corporation (CCVC) in producing developmental cable television programs for cable subscribers in Los Baños and in Laguna. To formalize their partnership, the two parties signed a Memorandum of Agreement (MOA) last March 25 during the UPLB Flag Ceremony hosted by CDC.

Chancellor Rex Victor O. Cruz, Vice Chancellor for Community Affairs Enrique L. Tolentino Jr., and Dean Ma. Theresa H. Velasco represented UPLB in the MOA signing while CCVC Pres. Romeo Sarabia represented the cable company.

UPLB-CDC will be providing ready-to-air developmental cable TV programs and segments produced by its faculty, staff, and students, including those produced by other UPLB units in collaboration with CDC. The College will also lend its expertise in evaluating programs aired over CCVC.

For its part, CCVC will provide free timeslots for the programs and promote them through announcements and teasers. (JSMaloles)



Partners for a development-oriented Cable TV. (From left to right) CDC Dean Ma. Theresa H. Velasco, CCVC Pres. Romeo Sarabia, UPLB Chancellor Rex Victor O. Cruz and CCVC official Dennis Veneza sign a MOA during the flag raising ceremony on March 25. Vice Chancellor for Community Affairs Enrique Tolentino Jr. (standing behind CCVC President Sarabia) looks on. (photo by Romeo Estimado)

LB Times conducts workshop with stakeholders

Faculty and students behind this year's *Los Baños Times* convened for a consultation with the representatives of different local government offices, barangays, and organizations in Los Baños, as well as advisers of school papers in Laguna last March 11.

The consultation aimed to discuss with the 27 participants their communication needs, from which

opportunities for collaboration may arise. During the workshop, the representatives agreed to serve as correspondents of *Los Baños Times* online (www.lbtimes.ph).

Results of the consultation workshop will also serve as inputs in designing the

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DDJ, DEC honor outstanding students

The Department of Development Journalism (DDJ) and the Department of Educational Communication (DEC) recognized their outstanding students in separate awarding ceremonies held last March 18 and March 25, respectively.

DDJ's Development Journalism Awards for students was launched to: raise the quality of writing and reporting of students on development-oriented issues; honor students who show potential to become good development journalists; and to inspire students to imbibe the qualities of a development journalist.

Awardees were chosen based on their performance in development journalism courses this semester. They are the following:

- Budding Development Journalists: John Paul Omac and Belle Marjorie dela Vega
- Best In-depth Report: Kamille Anne Anarna and Mary Joie Cruz
- Most Outstanding Los Baños Times Editorial Staff: Kathleen Mae Idnani
- Most Outstanding Development Journalist: Gumamela Celes Bejarin

Meanwhile, the DEC's *Cinemaningning*, now on its third year, aims to: recognize the outstanding academic outputs of students enrolled in educational communication courses; motivate students to produce better communication materials in their next DevCom courses; and promote a culture of camaraderie and scholarship among the students. The following were the

recipients of major awards:

- Best MTV: "Laguna"
- Best Developmental Plug: "Social Network"
- Best Short Documentary: "Disabled"
- Best Storyboard: "Huling Sayaw"
- Best Photographers (by section): Jan Karlo Cadang, Alson Villareal, Ruth Veluz, Mungunkhishig Batbaatar, Chemlina Bernardo, Paoloregel Samonte, Marvin Duba
- Best Photographer: Mungunkhishig Batbaatar
- Best Publication Medium: "Si Dante Kamote: Ang batang ayaw maligo"
- Best Electronic Module: "Backyard Botika"

(JDJ Gumatay, with reports from GE Rocafort and PB Samonte)



Best Photographer. Mungunkhishig Batbaatar (center) receives his certificate for Best Photographer from DEC chair Romel A. Daya. They are joined by *Cinemaningning* 2013 organizers. (photo by Mar Maningas)



Outstanding development journalist. Gumamela Celes Bejarin, Los Baños Times editor in chief, receives a certificate from InterAksyon.com editor in chief Roby Alampay, as this semester's Most Outstanding Development Journalist. (photo by Paoloregel Samonte)

DDJ, DEVC 80 class hold seminar on online journ

The Department of Development Journalism (DDJ), in partnership with the DEVC 80 (Communication and Society) class Sections G and V, sponsored a seminar titled "Click and Be Informed: A Seminar on Online Journalism and the Implication of the Anti-Cyber Crime Law on Media Practice," on March 18 at the College of Development Communication (CDC) Lecture Hall.

The activity, which is the second in the DDJ Seminar Series this school year, featured InterAksyon.com editor in chief Roby Alampay and business reporter Likha Cuevas-Miel.

A CDC alumna, Miel talked about the challenges in shifting from print to online journalism, and keeping up with the demands of working for InterAksyon.com. She compared print and online journalism in several aspects, one of which is managing breaking news.

"[Unlike in print], you have only five minutes to break a story online," she said, referring to the challenge

of coming up with a story as an event unfolds, and updating it as often as possible.

Alampay, meanwhile, discussed the evolving online platform, and claimed that online journalism, at this point, is still at what he called an experimental stage.

"We're all experimenting right now; we're all copying from each other. But when we make a presentation, the core value is still journalism, the core value is still news," he said.

He also talked about the cybercrime law, and its implications on journalism and online activities like blogging and information sharing in social networking sites. He stressed that the law is about responsible use of the social media, a communication platform that is increasingly used for story-telling in new and non-traditional ways.

Alampay likewise reminded the students of their accountability for whatever they post on the Internet, and the importance of responsible

and ethical communication. He said many people are sometimes careless and post content without verifying the accuracy of their information.

"If you are doing journalism, you are talking about a process and trying to balance the issues involved. You accept feedback and hold yourself accountable," he added.

Now on its fifth year, the DDJ seminar series aims to supplement and enrich classroom discussions on development journalism with exposure to respected media practitioners and academicians. Last semester's seminar featured Philippine Center for Investigative Journalism (PCIJ) multimedia director, Mr. Ed Lingao.

This semester's DEVC 80 class Section G is handled by Prof. Kabzeel Sheba G. Catapang, while Section V is handled by Dr. Madeline M. Suva. (KSG Catapang and JDJ Gumatay)

LB Times... *continued from p. 1*

extension and research programs of the Department of Development Journalism (DDJ).

The *Los Baños Times* is a community newspaper produced by the DEVC 123 (Production and Management of a Community Newspaper) class under DDJ. (RB Villar and JAR Mariano)

Straight from online practitioners. InterAksyon.com editor in chief Roby Alampay (left) and business reporter Likha Cuevas-Miel (right) discuss how online journalism is evolving and the implications of the Anti-Cyber Crime Law on media practice. (photos by Moresa Barrientos and Paoloregel Samonte)





Levelling up. Members of the Los Baños Sangguniang Kabataan (SK) Federation (left photo) discuss their publication plan during the communication materials development training, while students from the UP Rural High School (right photo) described the features of their newsletter during the development journalism congress. (photos courtesy of *Los Baños Times*)

SK officers, high school students trained on dev't writing

Eleven members of the Los Baños Sangguniang Kabataan (SK) Federation and 33 high school students from all over Laguna underwent trainings on communication materials development and on development journalism, respectively at the College of Development Communication (CDC).

The communication materials development training held on March 3 aimed to equip SK Federation members with the skills in planning, designing, pretesting, editing, and producing quality communication materials.

Dona Alborida, chair of Los Baños SK Federation, said that the training helped them take the first step in bringing their plans for a magazine and other publications to fruition.

The SK officers conceptualized and produced their communication materials as training outputs.

Meanwhile, the first Development Journalism Congress held last March 11 opened the opportunity for high school students to learn writing news and feature articles, layouting, and photojournalism.

Aside from developing skills in various aspects of development journalism, the training was also an opportunity to link high school papers all over Laguna with one another.

Participating schools include the University of the Philippines Rural High School (Bay), Infant Jesus Montessori Center (Cabuyao), Laguna BelAir (Sta. Rosa), and Maranatha Christian Academy (Los Baños).

The DEVC 123 (Production and Management of a Community Newspaper) and DEVC 124 (Advanced Development Journalism) classes under the Department of Development Journalism (DDJ) spearheaded the trainings. (RB Villar and JAR Mariano)

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