Comm analysis workshop on CDC-UNICEF Project held in Masbate

The College of Development Communication (CDC), together with the United Nations Children’s Fund (UNICEF), facilitated a participatory communication analysis workshop at the Landungan Masbate Youth and Migrants’ Center, Masbate City on March 19-20.

Participants in the workshop were elected local officials and representatives of local government offices in planning and development, agriculture, health and nutrition, and social welfare and development. They comprise the core groups from two municipalities in Masbate, namely, Aroroy and Milagros. The core groups will plan, design, and implement their own communication for development projects in their chosen barangays. 

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DEC turns learning aids over to B.N. Calara Elem. School

The Department of Educational Communication (DEC) entrusted learning materials to B.N. Calara Elementary School (BNCES) during a program held last March 19 in Anos, Los Baños, Laguna.

The learning materials, composed of electronic modules, storybooks, big books, and board games, were about lessons in math, history, English, and values education.

The materials were outputs of DEVC 142 (Production of Educational Communication Media) students who also presented a puppet show, mini skit, and musical play.

In her welcome remarks, BNCS Principal Jeanzjie G. Ilagan recognized the efforts of DEC in providing assistance to BNCS students. Dr. Ma. Theresa H. Velasco, dean of CDC, also expressed her gratitude to the faculty members, staff and students of DEC for their initiative.

Sixth-grade student Rheaelyn Garcia shared that the materials will be very helpful and useful for her studies.

Spearheaded by aProf. Daya, the department has been providing assistance to BNCS under its Adopt-a-School program since June 2012.

(IMSManoles)
Laguna schools gather for DDJ seminar on cartooning, visual storytelling

More than 200 students and faculty members from the College of Development Communication (CDC) and seven other schools in Laguna attended the seminar titled "IMAHEnasyon: Cartooning and Visual Storytelling as Tools for Social Change" on March 10 at the CDC Lecture Hall, University of the Philippines Los Baños.

Raymond “Bogi” Panaligan, freelance photographer, and Manuel “Manix” Luis Lorenzo Abrera, comics artist and writer, served as resource persons for the seminar.

Panaligan shared his works and experiences on his coverage of issues involving the indigenous people in Mindoro. These include the struggle for ancestral land ownership of the Mangyans and the efforts of the people of Tacloban to rebuild their lives after the devastation wrought by typhoon Yolanda. He also emphasized how photography and photojournalism could be catalysts to compel people to make sound decisions and take action.

"Photojournalism acts as a mirror. It bridges the gap, opens us to new information," Panaligan shared.

On the other hand, Abrera shared his works based on his comic strips KikoMachine and GMANetwork.com’s News Hardcore. He also discussed how he draws them based on what he actually sees from his surroundings.


He also talked on the importance of stories and how these can contribute to social change.

“Sa lahat ng gagawin nyo, lalo na ‘pag may mga issue kayo na gustong sabihin, gumamit kayo ng mga kwento, mga kwentong nangyari sa inyo, kwentong naranasan nyo, tapos dun nyo isama sa scene yung mga gusto nyang sabihin casi maganda yung pasok nyo sa reader,” he advised.

Participants from other schools were from the First Asia Institute of Technology and Humanities (FAITH), Polytechnic University of the Philippines (PUP), Laguna State Polytechnic University (LSPU)-San Pablo and Siniloan campuses, Lyceum of the Philippines University (LPU), Trace College, and UP Rural High School (UPRHS).

According to LSPU student Pau Paran, the seminar motivated her to

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IMAHEnasyon. Bogsi Panaligan (left) and Manix Abrera share how visual storytelling and cartooning can be tools for social change during the DDJ seminar on March 10 at the CDC Lecture Hall, University of the Philippines Los Baños. (Photos by Rose Jeanette L. Agustin and Napoleon Ferdinand L. Melendres)

Outstanding devjourn students recognized

The Department of Development Journalism (DDJ) presented awards to three students for their respective achievements in their development journalism courses during the DDJ Seminar Series last March 10.

Recipients of the awards were as follows:

- Outstanding Development Journalist - Arron Lucius B. Herbon
- Outstanding Development Journalist - Christele J. Amoyan
- Outstanding Development Journalist - Paoloregel B. Samonte
- Special Citation for Embodying the Development Communicator through Development Journalism - Paoloregel B. Samonte

It was the first time that DDJ gave a special citation. Meanwhile, there was no winner for the Outstanding Science Story category. Next year, DDJ will be giving another award titled “Most Viral Story” for student publications in Los Baños Times online which will garner the widest reach among netizens. This is to encourage students to practice another function that journalists nowadays are expected to do, that is, to promote their stories online.

The Development Journalism Awards for students, now on its second year, aim to recognize outstanding students and works in development journalism courses; and to motivate and inspire students to excel in development journalism. (RPFFrancisco)
DSC celebrates SciCom Week 2014

The Department of Science Communication (DSC) of the College of Development Communication (CDC) celebrated this year’s SciCom Week themed “SciC4D 2014: SciCom Goes Green” on March 3-8. This year’s celebration focused on environmental, risk, and disaster communication.

Below were the activities featured for the whole week.


March 4: Green Screen: “Busong” with Henry Burgos. A film-showing activity about the environment with the 2013 UPLB Outstanding Alumnus Mr. Henry Burgos.

March 5: Green Speak: Cafe Scientifique. Title: “Evolution, Ecology, and Ethno-ornithology as Tools for Conservation” with Dr. Juan Carlos Gonzales (University of Oxford)

March 6: Green Grooves! Scicounselation: The SciCom Majors Party; Mr. & Ms. SciCom

March 7: Green Minds: Capacity Building for CDC students Seminar on Data Visualization by Ms. Angela Mae Minas (IRRI); and Communicating Science through broadcast media by Dr. Custer Deocaris [2013 DOST Eskriba awardee for radio; Balik scientist [neuroscience], radio broadcaster]


Photos by Hadassah Gabrielle S. Balor
Laguna schools gather... continued from p.3

do her job well as a photojournalist and to be more aware of her surroundings to get vivid and realistic photos. Kevin Amando, editor-in-chief of LSPU San Pablo’s school publication Technology Advocate, shared that they will be applying what they learned from Panaligan and Abrera in improving their school publication.

On the other hand, Jenny Flor Baclor, adviser of UPRHS’ school paper, found the seminar informative, educational, and inspiring. It gave her an idea on what kind of shots should be featured for the school’s next photo exhibit.

She added that she plans to experiment on comics as part of their paper’s Literary Folio section so that their annual compilation of the Literary Folio would not just contain poems and short stories.

Meanwhile, aside from Panaligan and Abrera, students of DEVC 123 (Management and Production of a Community Newspaper) class also shared their experiences in producing the Los Baños Times.

The seminar was organized by the Department of Development Journalism (DDJ), in partnership with the DEVC 80 (Communication and Society) class section Y under the supervision of aProf. Kabzeel Sheba Catapang. (ALBHerbon and CTrieza with reports from RATRuelos).

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The workshop is one of the initial activities in the project titled “Strengthening Local Nutrition and Education Programmes through Communication for Behavior Change and Community Empowerment Initiatives,” a programme cooperation between UNICEF and CDC.

In his opening remarks, Ramon Marcaida III, the provincial planning and development officer of Masbate, expressed his confidence that the workshop would aid in the core groups’ planning and implementation of communication programs in line with the LGUs’ vision of community development. He thanked the CDC for extending much-needed technical assistance for effectively communicating with stakeholders.

In the workshop, the core groups participated in the situation analysis through problem trees, focus group discussions, matrices, and mapping. The results of the analyses were then validated in two barangays through community assemblies facilitated by the core group.

Dr. Ma. Theresa H. Velasco led the CDC team composed of aProf. Rosa Pilipinas Francisco, aProf. Kabzeel Sheba Catapang, Ms. Lily Tallafar, and Romeo Estimado. Ms. Kathleen D. Solis, communication specialist, represented UNICEF.

A similar workshop will be held in the municipality of Bobon in Eastern Samar in May. (KSGCatapang)