CDC-DDJ conducts KAP research on biodiversity, validates results in national workshop

Faculty and staff from the Department of Development Journalism (DDJ) headed by Dr. Serlie B. Jamias conducted a three-day national validation workshop on the Knowledge, Attitude, and Practice (KAP) baseline study on biodiversity conservation and development of an Information-Education-Communication (IEC)/advocacy strategy on May 15-17 at the El Cielito Inn in Makati City.

The workshop, organized with the Department of Environment and Natural Resources (DENR) through the Protected Areas and Wildlife Bureau (PAWB), aimed to validate the results of the nationwide KAP survey on biodiversity and protected area (PA) management conducted by the Resources, Environment and Economics Center for Studies, Inc. (REECS, Inc.) in partnership with DDJ from June 2012 to April 2013. Dr. Jamias served as its project leader. Participants in the said workshop were 30 stakeholders from DENR and environmental NGOs from different parts of the country.

This is the first KAP study on biodiversity among key stakeholders.

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Bantay Halalan 2013: A showcase of multi-platform journalism

The College of Development Communication, through the Department of Development Broadcasting and Telecommunication (DDBT), tapped various media -- cable television, websites, and social media -- in its coverage of the May 13 local elections.

Titled Bantay Halalan 2013, the election coverage was aired over Channel 8, a community cable channel in Los Baños and made available via web streaming through www.uplb.edu.ph/streaming and www.ustream.tv/channel/itcstreaming. At the same time, news reports and comments from viewers were posted on the Bantay Halalan Facebook page (https://www.facebook.com/bantayhalalan2013) and Twitter (@bantayhalalan13). In addition, local election results updates were uploaded on the Los Baños Times website (http://www.lbtimes.ph).

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Communication Plan Review. Participants work on their proposed communication plan for biodiversity conservation during the national workshop. (photo by DENR IV-A)
Faculty and staff from the Department of Development Broadcasting and Telecommunication (DDBT) and Department of Development Journalism (DDJ) were tapped as resource persons during the district-wide Elementary Schools Press Conference Summer Training held at Biñan Central Elementary School on April 22.

The training was attended by 112 school paper advisers from 26 public elementary schools in Biñan. The training aimed to prepare the new school paper advisers on school papering and to enhance their journalistic competence on areas, such as news writing, feature writing, online writing, copyediting and headline writing, photojournalism, desktop publishing, and radio performance and scriptwriting.

The participants were hopeful that the training would increase their chances of qualifying in this year’s regional and national schools press conference.

CDC faculty members, headed by Dean Ma. Theresa H. Velasco (7th from left), pose with GMA Network chairman and CEO Atty. Felipe L. Gozon (8th from left), and UPLB Chancellor Rex Victor O. Cruz (9th from left). Atty. Gozon was the guest speaker during UPLB’s 41st Commencement Exercises on April 27.

Hands-on Training. School paper advisers practice their newly acquired skills in school papering during the Elementary Schools Press Conference Summer Training in Biñan. (photos by Joyce Marie S. Maloles)
CDC faculty, grad students named Rappler ambassadors

Mark Lester Chico, instructor at the Department of Development Broadcasting and Telecommunication (DDBT), Josa Marie Salazar, a recent graduate of the College of Development Communication (CDC), and Ulderico Alviola, a CDC PhD student were among Rappler’s 20 ambassadors who underwent a training on citizen journalism on April 29-30 at the Richmonde Hotel in Ortigas.

They were chosen from among 200 aspirants who signified their intent to be part of Rappler’s Ambassador Program. Many of those chosen were part of Rappler’s Move.PH campaign either as organizers or participants. Move.PH was at UPLB last year through the efforts of the CDC Graduate Students Association (GRADSA).

In the training, Maria Ressa, Rappler CEO and host of its banner newscast program, expressed her appreciation of development communication as a discipline, as well as its practitioners. She said that she never realized Rappler was doing devcom until she got acquainted with the field during the Los Baños leg of Move.PH.

The training aimed to equip the civil society, specifically citizen journalists, on how to effectively cover the midterm elections by providing an orientation on election-related issues and lectures on the basics of news writing and reporting, use of social media, and cellphone video production. (MLM Chico)

or those who decide and hold policymaking positions in promoting biodiversity, and a strategic step by the DENR-PAWB to use evidence-based information to plan a strategic advocacy plan.

The project is funded by the DENR-PAWB’s project on “Expanding and Diversifying National System of Terrestrial Protected Areas System in the Philippines” or the New Conservation Areas in the Philippines Project (NewCAPP). The NewCAPP aims to conserve and sustain the rich biodiversity of the country through different management models beyond the National Integrated Protection Areas (NIPAS). The Philippines is one of the 18 megadiverse countries in the world with about 60 to 70 per cent of the world’s biodiversity.

Among those present during the workshop were: REECS, Inc. Executive Director Mark Ramirez; NewCAPP Project Manager Ms. Floradema C. Eleazar; DENR-PAWB Chief for the Biodiversity Management Division Norma M. Molinyawe; DENR-PAWB Chief of the Nature Recreation and Extension Division Meridien E. Maranan; and Gesellschaft für Internationale Zusammenarbeit (GIZ) Senior Adviser Andre Jon Uychiaco.

The research team from CDC was composed of: Dr. Jamias, Dr. Pamela A. Custodio, and Dr. Madeline M. Suva; Juvy Gopela; Aletheia Cabubas; Jenny Maloles, graduate assistant under the Graduate Mentoring and Apprenticeship Program (GMAP) of UPLB; and former instructor Juan Teodoro Katigbak, with the assistance of CDC PhD student Ulderico Alviola. (With reports from Dr. SB Jamias)
CDC faculty receives UP CMC Best Thesis Award

Garry Jay S. Montemayor, instructor from the Department of Science Communication (DSC), received the Best Thesis Award for the Master of Arts in Communication program of the UP College of Mass Communication during recognition ceremonies held last April 28.

His thesis, titled “Dissecting the Genius behind the White Lab Coat: Constructing the Images of Filipino Scientists in Film and Biographies,” is a textual analysis of eight Filipino films produced between 1970 and 2009 and six biographical books of Filipino scientists published from 1975 to 2007. The study used the Draw-a-Scientist Test and Focus Group Discussion as methodology tools to surface how films and biographies portray and describe scientists.

Bantay Halalan... continued from p. 1

Prior to the May 13 election coverage, a voters’ education program was aired on May 10, with guests from the Commission on Elections, Parish Pastoral Council for Responsible Voting (PPCRV) - Laguna, National Citizens’ Movement for Free Elections (Namfrel); Philippine National Police Los Baños, and College of Public Affairs (CPaf) - University of the Philippines Los Baños (UPLB).

CDC faculty, staff and volunteers worked on different assignments for the televised news coverage. They took turns serving as host, floor director, telephone operator, news writer, social networking sites coordinator, and field reporter.

Twenty-nine volunteers from socio-civic organizations served as news correspondents. Among the participating groups were Kabalikat Civicom Los Baños, Bayeños Action for Safety and Emergency (BASE Inc.), COPS Los Baños Laguna, and Junior Chamber International Los Baños. Students from UPLB were also among the volunteers.

Bantay Halalan 2013. (Rightmost) P Supt. Conrado Masongsong, chief of Philippine National Police Los Baños, joins Prof. Mildred O. Moscoso (leftmost) and Prof. Aiza Balinlos (middle) in one of the segments of the voters’ education program aired over CCVC Channel 8. (photo by ML DM Chico)