CDC awards governor of Sarawak

The College of Development Communication (CDC) presented the Head of State of Sarawak, Malaysia, Governor Abdul Taib Mahmud, with a special award for his staunch advocacy of development communication as a contributory factor to the development of the State of Sarawak.

Dr. Cleofe S. Torres, former CDC dean, represented CDC during the awarding ceremony at the Hilton Hotel Kuching in Malaysia during the 20th Anniversary Dinner of the Sarawak Development Institute (SDI).

In 2014, CDC was invited to work with SDI on helping Sarawak develop its Communication for Development (ComDev) plan. The ComDev plan is used in implementing SCORE or the Sarawak Corridor of Renewable Energy. The latter is the state’s arrowhead programme aimed at transforming Sarawak as the wealthiest state of Malaysia by 2030. (MRFSRolle)

College red guards named

Donning red vests and their familiar smiles, nine personnel from the College of Development Communication (CDC) were introduced as the official Devcom “guards-on-duty” last November 18. Dean Ma. Theresa H. Velasco shared that the initiative is part of the College’s move to strengthen security measures in the building.

The guards-on-duty are James M. Almazan, Rodolfo C. Atayan, Ahieser T. Cadapan, Niel M. Centeno, Venancio P. Escobin, Romeo C. Estimado, Mario B. Maningas, Bernabe M. Remoquillo, and Bhaji C. Tamis. As volunteers, they each spend one hour a day manning the building’s entrance from 7:00 AM to 7:00 PM. They remind students and staff to wear UP IDs within CDC’s premises and ensure that visitors log in.

This initiative has been implemented in the College since August 2015. With the recent launch of Devcom Can, a communication campaign on solid waste management, the guards-on-duty will also help enforce responsible waste segregation and disposal in CDC. (MRFSRolle)

DDBT profs, REPS present papers in AP confab

The Department of Development Broadcasting and Telecommunication (DDBT) faculty members and REPS presented their research at the 13th Asia Pacific Conference held on November 7 to 8 at the Ritsumeikan Asia Pacific University in Beppu, Oita, Japan.

With the theme, Societal Transformation in Asia and the Pacific: Charting the Waves of Change, the conference aimed to understand, explore, and manage the process of societal transformation in the region.

Dr. Ma. Stella C. Tirol, chair of the Department of Development Broadcasting and Telecommunication presented her study about e-learning as cont’d on p. 2
Dagli talks on field instruction

aProf. Winfredo B. Dagli presented his paper on academic field instruction at the 1st Public Service Conference (CUPSCon1) last November 26 to 27 held at the University of the Philippines Open University (UPOU).

With the theme, From the Ivory Tower to the Communities: Engaging Society with Commitment and Expertise, the two-day conference featured sessions on programs, policies, and projects of Higher Education Institutions (HEIs) that benefit civil societies; micro, small and medium enterprises (MSMEs); underserved communities; and the general public.

A total of 152 faculty and students from HEIs attended the conference. Organized by the University of the Philippines, CUPSCon 1 was also endorsed by the Commission on Higher Education in support of R.A. 7722 or the Higher Education Act of 1994.

Lessons in field instruction

aProf. Dagli is the coordinator of the Academic Field Instruction Committee (AFIC) of the College of Development Communication (CDC). His paper is entitled Towards A New Model of Academic Field Instruction in Development Communication. It outlined the lessons that CDC learned from institutionalizing its field instruction program as a distinct component in its generalist curriculum.

Dagli also tackled the place of community engagement in Devcom education. He enumerated pilot activities on field instruction in CDC. He further shared good practices and key takeaways in field coordination, field work activities, and ensuring the project’s sustainability and social inclusion.

Elements of an AFI model

According to aProf. Dagli, “the lessons learned from the first run of our field instruction enabled us to conceptualize a model of academic field instruction that is characterized by [four elements].”

These are as follows: outcomes-based instruction and evaluation; composed of medium- to long-term Devcom projects with its own budget and manpower; managed by faculty and staff with strong capacity in participatory communication approaches and outcomes-based instruction; and participatory evaluation of outcomes and impacts.

AFIC in CDC

CDC’s AFIC was formed in 2014 to attend to fieldwork-related concerns of the students. The committee oversees the conduct of field-based activities, from partnership building, participatory planning, to monitoring and evaluation. (MRFSRolle)

DDBT profs ...

cont’d from p. 1

a vehicle for social transformation: evidence-based results from the Philippines.

Ms. Juvy Leonarda N. Gopela, university researcher, presented a paper on the adoption of genetically modified corn technology and the economic changes among farming families in Iloilo, Philippines.

Dr. Benjamina Paula G. Flor discussed her study on exploring the potential of community media for climate change resilience through societal transformation towards the new normal in the Asia Pacific region. Dr. Flor’s study was awarded as Best Paper during the closing ceremonies. (JLN Gopela)
Journalist of the Year graces DDJ seminar series

(LEFT) Nancy Carvajal (extreme left) joins the student awardees of the 2015 Best Los Baños Times issue together with aProf. Kabzeel Catapang (second from left), aProf. Rosa Francisco (third from left), and aProf. Ma. Teresa Osalla (sixth from left). (RIGHT) High school and college students from Laguna and Batangas listen intently to Carvajal as she shares her experience in writing investigative news reports for the Philippine Daily Inquirer. Photos by MBManingas

"Read, ask, then validate."
These were the words of the Metrobank Journalist of the Year awardee for 2015, Nancy Carvajal, during the seminar on investigative journalism last November 16 at the CDC Lecture Hall.

Carvajal graced the forum entitled "Siyasat: A seminar on investigative journalism in the context of reporting about governance and politics."

A senior reporter at the Philippine Daily Inquirer (PDI), Carvajal is known for her stories exposing issues related to the Philippine Development Assistance Fund (PDAF) or more commonly known as the pork barrel scam. "The biggest challenge in investigative journalism is validating information... We have to assure that everything is correct," Carvajal said. She added that being an investigative journalist is a risky job. Once a journalist writes a story, he or she might be accused of libel especially in gathering information and in writing controversial stories.

Moreover, Carvajal urged the students to "read, read, and read" before reporting any issue. She emphasized that before conducting any form of 'investigation', a journalist should have read everything about the issue.

The seminar was attended by college students and teachers from Colegio de Los Baños, University of Perpetual Health – System Delta, and Malayan Colleges of Laguna. High school participants who also attended were from Los Baños National High School, Los Baños Community National High School, South Hill School, Inc., Maquilling School Incorporated, and First Asia Institute of Technology and Humanities in Batangas.

The seminar also served as venue for the awarding of the Development Journalism Awards (DJA). Now on its third year, DJA recognizes exemplary work of BS Development Communication students in developmental storytelling and reportage as featured in The Los Baños Times print and online edition.

This seminar was organized by the Department of Development Journalism with DEVC 80 students. (EBagasol with reports from HLTabios)

5 faculty present papers at CDCEPP confab

Five CDC faculty members discussed five different issues and concerns during the 5th national conference of the Consortium of Development Communication Educators and Practitioners of the Philippines (CDCEPP) on 3-5 December 2015 at Central Mindanao University, Bukidnon.

Five topics, one field of study, and diverse discourses of social change
aProf. Lynette B. Carpio-Serrano presented her critical feminist study on breastfeeding; aProf. Garry Jay S. Montemayor, (un)intended outcomes of a goat production system project; Mr. Elijah Jesse M. Pine, Mangyan students’ understanding of discrimination against them; aProf. Liza A. Cabrera, reflections on managing the collaborative communication online platform; and aProf. Romel A. Daya, students’ view of nationalist writing in DevCom.

Another CDC faculty member, Dr. Pamela A. Custodio, served as moderator in a plenary session and chaired a parallel session.

Eighty devcom educators, students, and practitioners from 15 higher education institutions (HEI) and several government agencies in the country participated in the conference. They discussed a wide range of issues affecting Filipinos, especially those in vulnerable sectors, as the country embraces for ASEAN integration.

Daya and Dr. Editha G. Cagasan of the Visayas State University (VSU) cont’d on p. 4
CDC profs join talk on info sharing projects

aProf. Aldo Gavril Lim and aProf. Sherwin Joseph Felicidario attended the Roundtable Discussion on Information Sharing in Science, Technology, and Innovation at the New World Manila Bay Hotel last October 29.

The discussion explored how the Philippines’ information sharing initiative, dubbed EXPLORE, can be developed and linked with an ASEAN-wide project, the Southeast Asian Research Repository (SARR).

Pool of science and knowledge management specialists

aProf. Lim and aProf. Felicidario joined fellow academicians from the Far Eastern University, Mapua Institute of Technology, Ateneo de Naga, UP Diliman, and UP Los Baños. Members from the committee on science and technology of the House of Representatives and R&D institutions, such as DOST agencies, also attended in the event.

Research repository in the Philippines and ASEAN

Dr. Lydia Manguiat talked about EXPLORE or the Exchange of Probes, Learnings and Outputs of Researches in the Philippines. Headed by the Department of Science and Technology (DOST) Region IV, EXPLORE is an online database of the country’s research and development (R&D) projects. At present, contributing R&D units hail from the CALABARZON. A need to further expand the project’s scope nationwide is at hand. Dr. Manguiat is the chief science research specialist of DOST IV-A.

Meanwhile, SARR is a database of R&D projects in the ASEAN region. Dr. Petchara Sungkhaworn discussed how Thailand’s National Research Repository (TNRR) can be used as a model in further developing the Philippines’ information sharing initiatives. Dr. Sungkhaworn is a former director of the Research Information and Data Management Center of the National Research Council of Thailand (NRCT).

Best student paper award

This year’s CDCEPP organizers introduced a new event in the conference, the best student paper competition. CDC’s Pine won the silver medal award for best student paper. His presentation is based on his undergraduate research about discrimination against Mangyans from the vantage point of Mangyan students. No one won the gold and bronze medals.

ADCEP Philippines, Inc. unveiled

Another highlight of the conference was the launch of CDCEPP’s new name: Association of Development Communication Educators and Practitioners (ADCEP) Philippines, Inc. Former CDCEPP president Pamela A. Custodio explained that the change in name was in line with the organization’s goal to establish a network of DevCom educators and practitioners in Asia and the world.

Daya and Custodio, two of the four founders of CDCEPP from UPLB, helped organize the conference. The next one will be held at the Benguet State University, La Trinidad, Benguet. For details, visit the following website: cdcepp.org.ph. (RADaya)