Quebral, Maslog honored at PACE anniversary fellowship

Dr. Nora C. Quebral, professor emeritus and pioneer of development communication, was recognized for her leadership and dedication as president of the Philippine Association of Communication Educators (PACE) from 1980 to 1983.

She received a plaque of appreciation from current PACE Pres. Marco M. Polo during the 38th Anniversary Program and Fellowship Night on October 23 at the Eugenio Lopez Jr. Communications Center in ABS-CBN network complex in Diliman, Quezon City. Dr. Crispin Maslog, former professor at the College of Development Communication (CDC), UPLB, was also feted during the affair as one of PACE’s past presidents.

Also present during the program were PACE founding president, Fr. Roberto Ampil, SJ and past presidents: Prof. Elizabeth Diaz of UP Diliman; Prof. Flordeliza Abanto of St. Scholastica’s College; and Prof. Gwenetha Pusta of the University of Sto. Tomas.

Fr. Ampil, Dr. Quebral, Dr. Maslog, and Prof. Diaz are among the 15 founding members of PACE.

UPLB Pahunungod recognizes CDC faculty

A Luminary. This is the recognition bestowed on aProf. Romel A. Daya, chair of the Department of Educational Communication of the College of Development Communication, by the UPLB Ugnayan ng Pahunungod during its 20th anniversary celebration on September 27 at the Student Union Building, UPLB. Themed “Honoring Heritage, Building Legacies,” the celebration recognized the “20 Icons and Inspirations in UPLB Pahunungod’s History.”

The Luminary recognition was conferred on select individuals who are said to have “elevated the spirit of the Oblation to an altogether different level. …They
CDC joins UPLB’s 95th Alumni Homecoming and Loyalty Day Parade

Faculty, staff and students of the College of Development Communication joined the 95th Alumni Homecoming and Loyalty Day Parade on October 10. Adhering to this year’s theme, “UPLB Alumni for Sustainable Community Transformation,” CDC used the concept of metamorphosis to depict the college’s role in transforming communities through development communication. Lower left photo: BSDC students Heron Vallejos (left) wore a twig costume while Josel Devanadera (right) wore a cocoon-butterfly costume during the parade. (Photos by Aira Edduba and Louie Amongo)

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They formed the organization to consolidate their efforts in using communication as a tool for empowering people and communities, and to provide a venue for interaction and learning of communication educators from all over the country.

Moreover, as part of its anniversary, PACE also sponsored a five-day training-seminar for communication teachers held on October 22-26. Three CDC faculty participated in the training, namely, Assistant Professors Romel A. Daya, Mark Lester DM. Chico, and Kabzeel Sheba G. Catapang. They were among the 75 communication teachers from the 40 member-schools of PACE who underwent the training and participated in the faculty development and immersion program.

ABS-CBN served as co-sponsor of the training and provided the venue as well as resource persons for the activity. Laurenti Dyogi, head of TV production, Ging Reyes, head of News and Current Affairs and Ernie Lopez, president of ABS-CBN Publishing, Inc. were among the network’s personalities who delivered the lectures.

PACE is the oldest and the largest organization of communication educators in the country. Founded on October 23, 1975 in Baguio City, it remains a dynamic and proactive union of communication teachers in the Philippines. According to its officers, PACE aims to provide faculty development programs among its members and venues to discuss communication-related concerns that affect not just instruction but also research and public service delivery of its member institutions.

(KSGCatapang)
Burgos, Saret receive 2013 Outstanding Alumni Awards

Henry C. Burgos (BSDC Class ’04) and Dulce Marie Saret (BSDC Class ’94) received the College of Development Communication Alumni Association (CDCAA) 2013 Outstanding Alumni Award during the Alumni Fellowship and Awards Night on October 9 at the Copeland Gymnasium of the University of the Philippines Los Baños (UPLB). Burgos was also a recipient of The Outstanding UPLB Alumni (TOUA) Award for filmmaking.

Burgos was recognized for his sensitive and humanistic application of development communication praxis in filmmaking, and Saret, for her exemplary performance in development communication practice as she worked in private organizations and international development agencies.

The two awardees also served as guest speakers in an interactive forum titled “Communication for Social Change ‘2.0’” at the CDC Lecture Rooms on October 10.

Burgos and Saret discussed the challenges of their respective professions during the forum. They also talked about the role of development communication in their professional accomplishments, and their aspirations as development communication practitioners working for social change.

The alumni fellowship night and interactive forum were part of the 95th UPLB Alumni Homecoming and Loyalty Day celebration themed “UPLB Alumni for Sustainable Community Transformation” held October 9-10. (JMSMaloles)

UPLB Pahinungod

stand as beacons of light in the tempest of poverty and ignorance, bastions of hope and regular acts of benevolence serve as outstanding inspiration.”

UPLB Pahinungod described aProfessor Daya as “a perennial trainer in volunteer development activities, a regular team leader of numerous projects, a liaison to communities and individuals whose lives he has touched and changed, a mentor and brother to the volunteers he has fostered in the cradle of service and sacrifice.”

A flagship volunteer service program of the university, UPLB Pahinungod, also known as the Oblation Corps, is designed to harness the university’s human resources towards public service and, in the process, engender among its constituents the spirit of selfless service.

Over a span of 20 years, aProfessor Daya served as student volunteer, extension associate, information officer, and faculty volunteer of UPLB Pahinungod. He has been involved in Pahinungod’s community development programs in at least 25 provinces, namely: Gurong Pahinungod; affirmative action; youth and women development; technical assistance; immersion-mission; and literacy and numeracy.

Currently, he leads a study on the “Effects of Volunteer Development on the Wellbeing and Sustained Involvement of Volunteers,” a UPLB Pahinungod activity with funding from the UPLB Basic Research Program. The study aims to determine the effects of the volunteer development program of the Ugnayan ng Pahinungod on the wellbeing of student volunteers and their sustained involvement in volunteer activities. (LLTallafer)
CDC trains DSWD staff on facilitation skills

The College of Development Communication (CDC) was tapped by the Department of Social Welfare and Development (DSWD) Region IV-A for resource persons in a series of two-day training workshops on facilitation skills conducted from July to September 2013.

The training in general aimed to equip DSWD Region IV-A's city and municipal links with essential qualities and skills needed in engaging stakeholders of DSWD's Pantawid Pamilyang Pilipino Program (PPPP) or Conditional Cash Transfer (CCT) Program and the community at large. The training workshops were held in various venues in Laguna, Cavite, Quezon, Rizal, and Batangas. Each offering was attended by about 50 participants from different parts of Southern Luzon.

Four CDC faculty and staff members took turns in handling the sessions on andragogy (adult learning theory), namely: aProf. Mildred O. Moscoso, aProf. Jon Paul Maligalig, and Ms. Lily L. Tallafer, University Extension Specialist, of the Department of Educational Communication; and aProf. Aiza M. Balinos of the Department of Development Broadcasting and Telecommunication. In their session, the adult learning cycle, characteristics of the adult learner, challenges in facilitating adult learning, and qualities of a good adult educator were discussed. Workshops and role plays complemented the discussions.

The knowledge and skills on the adult learning sessions were expected to help the DSWD city and municipal links effectively carry out the Family Development Sessions (FDSs) for the parent-beneficiaries of the PPPP. The FDSs are designed to enhance the beneficiaries’ parenting skills and their compliance with the PPPP requirements. (LLTallafer)

BSDC student joins British Council’s social enterprise ideation camp

Mary Joie C. Cruz, a senior BS Development Communication (BSDC) student, was selected by the British Council of the Philippines as a participant in the “I am a Changemaker”, a social enterprise ideation camp held on October 23-29 at the First Pacific Leadership Academy in Antipolo City.

Her proposal on combining the right technology and social marketing skills to help the Agta-Dumagats in Tanay, Rizal improve their abaca-based livelihood earned her a spot in the social enterprise ideation camp.

The seven-day camp featured “training sessions on social enterprise, field visits and case studies of existing social enterprises and talks from social entrepreneurs in the country.”

Cruz is a development journalism major and is one of the senior correspondents for the Los Baños Times – a community news platform produced by the Department of Development Journalism-CDC. She is also the consul general of the UPLB Development Communicators’ Society for the Philippine League and Development Communication Students (PHILDEVCOM).

During last year’s social enterprise ideation camp, the team of BSDC students, composed of Alon Velasquez and Chiara Luz Ongkiko, was one of the recipients of the PhP100,000 seed funding for their social enterprise plan “7 Heaven.” (RBVillar)