Burgos, Saret named 2013 CDCAA Outstanding Alumni

Henry C. Burgos, Class ’04 and Dulce Marie Saret, Class ’94, have been recognized as Outstanding Alumni of the College of Development Communication Alumni Association (CDCAA) for 2013.

Burgos is given recognition for his sensitive and humanistic application of development communication praxis in film-making. Saret is being cited for her exemplary performance in the practice of development communication in various private organizations and international development agencies.

**Burgos: Communicating development through indie films**

Since he earned his bachelor’s degree in Development Communication (cum laude) from the University of the Philippines Los Baños, Burgos has actively explored alternative and critical interpretations of the Filipinos’ historical and social realities. He looks beyond faces and places when writing stories about life and the struggle to live.

As a young writer in the independent film industry, he has already managed to receive recognitions from both local and international critics. In 2012 and

CDCAA: Communication for Social Change “2.0”

The College of Development Communication Alumni Association (CDCAA) is one of the youngest member-organizations of the University of the Philippines Los Baños Alumni Association (UPLBAA). Founded in 2000, its membership has already grown to 1,374 as of 2012.

The association recognizes CDC alumni who have made their mark in their respective fields of DevCom practice. These recognized alumni are actively involved in global and local (“glocal”) communication projects and activities in the context of development. Some have worked in world-class research institutions, foreign universities, and international development organizations, like the United Nations (UN) and its agencies and programmes. Many have devoted their time locally to help build a nation of productive and progressive Filipinos, integrating communication and making it work in agriculture, forestry and natural resources, environment, health and nutrition, disaster risk reduction and management, and other areas of development.

This year, CDCAA honors international communication specialist Dulce Marie Saret and indie film maker Henry Burgos as its distinguished alumni.
ERDB taps CDC faculty for IEC training

aProfessors Sherwin Joseph C. Felicidario of the Department of Development Broadcasting and Telecommunication and Aldo Gavril T. Lim of the Department of Science Communication served as resource persons during the skills enhancement training on the production of information, education, and communication (IEC) materials for environment and natural resources for the Ecosystems Research and Development Bureau (ERDB) staff.

Held on September 10-13 at the Tagaytay International Convention Center in Tagaytay City, the training was attended by 25 ERDB staff from the Ecosystems Research and Development Service-Technology Transfer and Information Division (ERDS-TTID).

aProfessors Felicidario and Lim discussed the basics of video production, composition techniques, and publication design and layout through lecture-discussions, games, plenary sessions, hands-on activities, and one-on-one consultations. The participants were tasked to produce a video on an environment and natural resources topic, and a publication about a technology, project, or activity of their respective offices.

This training was the second leg of the ERDB-TTID Skills Enhancement Workshop, with most of the attendees coming from Visayas and Mindanao. The first leg was held on June 25-28, 2013, with participants from the Luzon ERDS-TTID staff. (RBVillar)

Towards effective IEC materials. Left photo: aProfessor Lim (rightmost) guides the participants in doing a video during the skills enhancement training for ERDB staff in Tagaytay International Convention Center on Sept. 10-13 while (Right photo) aProfessor Felicidario conducts a lecture on the basics of producing IEC materials. (Photos by Ricardo B. Villar)

Felicidario, Chico serve as mentors

aProfessors Sherwin Joseph C. Felicidario and Mark Lester M. Chico from the Department of Development Broadcasting and Telecommunication served as resource persons for the Global Alliance for Rabies Control (GARC) - Philippines, and the 3rd Alternative Classroom Learning Experience (ACLE), respectively.

As member of the Media Advocacy Mentorship program, aProfessor Felicidario discussed with media practitioners the importance of a science-based approach in producing effective communication tools to promote responsible pet ownership and disease elimination and prevention. Together with his team, aProfessor Felicidario conducted a series of talks in Brgy. Balogo, Sorsogon City on July 25 and in San Fernando, Pampanga on September 9.

The campaign aims to engage community media practitioners, and to educate and empower them on rabies prevention and elimination, in line with the vision for a rabies-free Philippines by 2020.

On the other hand, aProfessor Chico gave a talk titled “Effective Communication Skills: Towards a Better Selfie” as part of ACLE at the College of Arts and Sciences (CAS) Building of the University of the Philippines Los Baños (UPLB) on September 16.

During his talk, aProfessor Chico stressed the importance of good listening in improving one’s oral communication skills. He said that a good listener also knows how to bring out the best in communicating with others. He also discussed the importance of knowing one’s self, having confidence, and knowing the environment - including the audience - when preparing for public speaking.

ACLE was organized by the CAS Department of Social Sciences in partnership with the UP Model United Nations. (JMSMaloles, with reports from Roman A. Moreno)
DDJ conducts training on campus journalism, newsletter critique

Faculty and staff from the Department of Development Journalism (DDJ) served as resource speakers during the campus journalism training at the Los Baños Community National High School (LBCNHS), and newsletter critique session with students from Calamba Bayside National High School (CBNHS) at the College of Development Communication on Sept. 2 and Sept. 9, respectively.

Sixty-one high school students from LBCNHS in Brgy. Timugan and Los Baños Integrated School (LBIS) in Brgy. Bayog attended the campus journalism training on news writing, feature writing, and photojournalism.

Meanwhile, 21 high school students from CBNHS attended the newsletter critique session with students from Calamba Bayside National High School (CBNHS) at the College of Development Communication on Sept. 2 and Sept. 9, respectively.

Ruralians. Students and advisers from CBNHS review the Los Baños Times community paper during a newsletter critique session at CDC on Sept. 9. (Photo by Ricarda B. Villar)

Burgos, Saret

2013, respectively, he won the Metro Manila Film Festival’s Best Original Story Award and the Gawad Pasado’s Pinakapasadong Istorya for “Thy Womb,” which starred the country’s Superstar, Ms. Nora Aunor. The film, directed by Cannes’ Best Director Brillante Mendoza, also bagged other awards, such as Best Film in various national and international award-giving bodies. In 2010, he won Best Screenplay in the Skip City International Digital Cinema Festival in Japan for “Bakal Boys.”

His other films, “Busong,” “Bakal Boys,” and “Painted Reality,” were also critically acclaimed in various international film festivals, including Cannes, Brussels, Seoul, Thessaloniki, Vancouver, Barcelona, Valencia, Formentera, and Guanajuato, among others.

Now, as a film narrative teacher at the De La Salle College of St. Benilde, he encourages a learning environment of profound humanism for creative media arts and going beyond the telling and re-telling of theories and techniques in film making. Henry embraces a process of writing and telling stories that shares similar principles with development communication practice – construct stories, programs, campaigns, and other development-initiatives “from the point of view of the audience or participants.”

Saret: From theory to practice of devcom

Saret is one of the most influential development leaders aged 40 and under, and a young trailblazer in using communication to push forward the development agenda. She is among the 40 Under 40 International Development Leaders of 2013 recognized by Devex, an international organization that facilitates development aid or foreign assistance.

From being associate editor of the UPLB Perspective and editor-in-chief of the Los Baños Times during her student days, Ms. Saret has consistently applied her development communication skills in coming up with “firsts” in her field: editor-in-chief of VIP Communications Inc.’s “Mind” magazine, the only education magazine in the Philippines; editor-in-chief of “Wealth,” the only Philippine business magazine that deals with economic issues in-depth; and editor of “E-Connect,” the first issue of which was hailed as the “best issue ever” by East-West Banking Corporation’s management.

The Millennium Campaign, of which she was National MDG Campaign and Advocacy specialist, was recognized at the U.N. Stand Up 2009 Campaign in New York and the 2010 Philippine Quill Awards for Communication Management for the MDG+10 Campaign. A project she conceptualized and oversaw earned the 2011 Liberal Project Award from the Friedrich Neumann Foundation for Freedom for its innovativeness and impact on democratic processes and the “giving of voices to the voiceless.”

Joining the Australian Agency for International Development in 2012 enabled her to introduce a program-based approach to aid delivery in highlighting the role of devcom to maximize aid effectiveness. (MLMChico and PACustodio)
Multi-awarded journalist talks about the Supreme Court

Ms. Marites Vitug was the speaker in a seminar titled “Exposed: Facing the Pressures of Journalism in the Philippines” on September 9 at the College of Development Communication (CDC) Lecture Hall, University of the Philippines Los Baños.

Ms. Vitug, editor-at-large of Rappler and chair of the Board of Newsbreak / Public Trust Media Group, Inc., talked about her experiences as a journalist covering the Supreme Court for a long time.

More than 200 participants attended the seminar, including students and faculty members from: Laguna State Polytechnic University (Siniloan); Colegio de Los Baños; Lyceum of the Philippines University (Calamba); First Asia Institute of Technology and Humanities (Batangas); and Calamba Bayside National High School.

Ms. Vitug is a recipient of the Ten Outstanding Young Filipinos Award (in the field of journalism).

The Department of Development Journalism (DDJ), in partnership with the DEVCS 80 (Communication and Society) class Section G, organized the seminar.

Book signing. Vitug writes a personal message on her bestselling book titled “Shadow of Doubt: Probing the Supreme Court” after the DDJ seminar series at the CDC Lecture Room 1 on Sept. 9. (Photo by Romeo C. Estimado)