



# devcomm@il

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## CDC holds 2nd Comdev workshop in Bangladesh

Three faculty from the College of Development Communication (CDC) headed a training-workshop at Khulna, Bangladesh last September 15 to 17. CDC Dean, Dr. Ma. Theresa H. Velasco, Dr. Ma. Stella C. Tirol, and aProf. Hermilea Marie C. Castillo served as the resource speakers.

The three-day workshop is the second installment of a training series under the project, RRI-CCRIP or the Rural Radio Initiatives under the Coastal

Climate Resilient Infrastructure Project. Dubbed “Design of Communication Strategy and Development and Production of Communication Materials”, the event focused on the second and third steps of the planning process. These are: developing strategic design, and development and production of communication materials.

### Comdev Framework

CDC provides technical assistance, through workshops, to RRI-CCRIP, a project that aims to address acute poverty and vulnerability caused by climate

change in coastal areas. CDC trains RRI members to use the Communication for Development (Comdev) framework in their radio initiatives.

Comdev is a participatory communication approach that uses community media. One example is rural radio with ICTs that aims to improve access to information and knowledge sharing. Through this, rural stakeholders can make informed decisions and actively engage in local development.

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## CDC students, faculty join UN-Rappler summit 2015



CDC students join UNDP's fun booth at the Social Good Summit 2015 where participants are asked to match the logo with the labels of the 17 Sustainable Development Goals. (Photo by Clarisse Abao)

Students and faculty members, Dr. Madeline M. Suva, aProf. Liza A. Cabrera, and aProf. Trina Leah T. Mendoza, of the College of Development Communication (CDC) participated in the Innovation + Social Good Summit at the Newport Performing Arts Theater, Resorts World Manila last September 26.

Organized by Rappler and the United Nations Development Program (UNDP), the summit was composed of a series of talks about the importance of internet and social media in promoting social good and its application in choosing candidates for the 2016 elections.

Speakers who were present during the summit were Senator Paolo Benigno “Bam” Aquino IV, Chief Justice Maria Lourdes Sereno, and UN Philippines Resident Coordinator Ola Almgren. Rappler CEO, Maria Ressa, facilitated the discussions.

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## CDC students ...

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CDC students and faculty, Dr. Madeline Suva (4th from right), aProf. Liza Cabrera (3rd from right), and aProf. Trina Mendoza (2nd from right) pose in front of UNDP's informational materials on the newly-released Sustainable Development

According to aProf. Mendoza, "...the topics during the [Social Good] Summit were timely, educational, relevant, and very useful, especially for us, Devcom faculty and students. The speakers were experts in their field ... to have them in one event is a rare opportunity that Devcom students should grab everytime they get a chance."

aProf. Cabrera supports this. She shares that "[Devcom] students need exposure, not only to community or field work but also to conferences/seminars that tackle socially relevant issues."

### Internet connectivity, social media, and social enterprises

Sen. Bam Aquino mentioned the importance of reliable internet connectivity in helping small medium enterprises (SMEs). He discussed the role of microenterprise in promoting inclusive growth.

He further promoted the Go Negosyo Act or R.A. No. 10644 which supports the establishment of micro, small, and medium enterprises in the country. "We

have economic growth. It's inclusive growth that we have to work on", shares Aquino.

### On digitizing judicial processes

Chief Justice Maria Lourdes Sereno of the Supreme Court talked about the application of technology in judicial procedures like the "eCourt" or the automated hearing. She also discussed the implications of digitizing judiciary processes through social media.

"If we were to use social media as a platform for an internal information and education campaign, I would surmise that the resulting problems could be somehow manageable. But, I hesitate to give my blessing on making the social media platform a regular mode for engaging the external public. The difficulty has to do with the culture that the Chief Justice needs to preserve if the judiciary is to discharge its constitutional role."

### Making the SDGs go "viral"

"Tell everyone about the Global Goals. We are the first generation that can end extreme poverty. But we may also be the last generation that

“ We are the first generation that can end extreme poverty. But we may also be the last generation that can save the planet for future generations. ”

*Ola Almgren  
UN Philippines Resident  
Coordinator*

can save the planet for future generations. Use your phones, laptops, computers to do social good," shares Ola Almgren, UN Philippines Resident Coordinator.

Almgren discussed the Philippines' achievements in meeting the Millennium Development Goals and the shift to UN's Sustainable Development Goals (SDG) that will be implemented until 2030. The SDGs were launched last September 25, one day before the Social Good Summit 2015.

There are 17 SDGs, namely: (1) no poverty, (2) zero hunger, (3) good health and well-being, (4) quality education, (5) gender equality, (6) clean water and sanitation, (7) affordable and clean energy, (8) decent work and economic growth, (9) industry, innovation, and infrastructure (10) reduced inequalities, (11) sustainable cities and communities, innovation, and infrastructure, (12) responsible consumption and production, (13) climate action, (14) life below water, (15) life on land, (16) peace, justice and strong institutions, and (17) partnerships for the goals.

*(CNAbao, CAlejandro,  
RAGMariano, MRFSRolle)*

## aProf. Chico talks on online comm platform

aProf. Mark Lester DM. Chico from the Department of Development Broadcasting and Telecommunications (DDBT) presented his paper on online communication platforms at the 2nd International Congress on e-Learning organized by the Philippine e-Learning Society last September 16 to 18 at the Asia and the Pacific College (APC) and InterContinental Manila, Makati City.

His paper, which is also part of his professorial chair lecture on interactive communication platforms, is entitled “Enhancing Interactivity between the University and the Student Leader: The Use of Online Communication Platforms among student organization members in the University of the Philippines Los Baños”. It presents the experiences of the Student Organizations and Activities Division (SOAD) of the UPLB Office of Student Affairs in using OrgsUP, “an online communication and knowledge management system that allowed students to interact with the office 24/7”.

### An avenue for students

Using their University-issued accounts, students use OrgsUP’s *Magtanong* (literally, “to ask”) or the chat feature to discuss student organization-related concerns. These include processing of activity permits, clarifying organization recognition guidelines, and identifying organization advisers and point persons.

To address the questions, SOAD uses *Magtanong’s*

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## CDC-SC Batch rep elections held

The College of Development Communication Student Council (CDC-SC) held the batch representatives elections for A.Y. 2015-2016 last September 8 to 9.

The CDC-SC officers and project heads, Councilors Paulo Luis Zipagan and Jio Baldesimo, also led a General Plan of Action Presentation of the nominees a day before the elections at the CDC Lecture Room 1. The election results were announced online last September 20 through the council’s official Facebook page.

Ivan Philip Cadorna won as Freshman Batch Representative with a total of 69 votes. Darla Mae Hasan, garnering 68 votes, is hailed as the Sophomore Batch Representative. Marielle Chico joins Cadorna and Hasan in the line-up with a total of 38 votes as the Junior Batch Representative. Meanwhile, Armund Arguelles is elected as Senior Batch Representative. **(MSRMYruma)**

## CDC holds 2nd Comdev ...

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CDC Dean Ma. Theresa Velasco (2nd from right), DDBT Chair Dr. Ma. Stella Tirol (right), and aProf. Hermilea Marie Castillo (2nd from left) served as resource persons at the second training-workshop for RRI-CCRIP held at Khulna, Bangladesh last September 15-17.

### Key topics and outputs

Thirty-three participants attended the training-workshop. They comprised of staff from rural radio stations in Bangladesh, agriculture officers, project staff from RRI-CCRIP, and members of the local government engineering department. For their own community radio stations, the participants developed a communication plan, strategy design, and developmental posters.

Dr. Velasco and aProf. Cabral discussed topics on developing a strategic communication plan, prioritizing stakeholder groups, objective setting, message development, and design and production of communication materials.

Dr. Tirol reviewed and discussed the participants’ Situation Analysis Report, the first step in the Comdev process. The report was the output from the first

installment of the training-workshop series held last June 29.

### Next in the pipeline

The third training-workshop in the pipeline is set to tackle topics on implementation and management as well as monitoring and evaluation.

RRI-CCRIP is funded by the International Fund for Agricultural Development (IFAD) in collaboration with UPLBFI through CDC-UPLB and agencies of Bangladesh. These include the Agriculture Information Services of the Ministry of Agriculture (AIS-MoA) and the Local Engineering Department, an implementing agency of CCRIP. **(MRFSRolle)**



CDC-SC officers take a snap with the first-ever *Mukha ng Kaunlaran 2015* winner, Margaret Anne Quesido (center right), and first runner-up, Princess Kate Pabor (center left). (Photo by UP Photographer's Society)

## CDC-SC holds Freshmeet 2015

The College of Development Communication Student Council (CDC-SC) held *Freshmeet 2015*, an annual gathering of first year students, last September 10 at the UPLB Seniors' Social Garden.

CDC-SC, led by the Event Head and Councilor Paulo Luis Zipagan, organized two contests for Batch 2015 freshmen: a 5-minute development-oriented presentation and a pageant entitled, *Mukha ng Kaunlaran*.

The CDC faculty who served as judges were DEC Chair Edmund G. Centeno, College Secretary Hermilea Marie C. Castillo, and Dr. Mildred O. Moscoso.

The other judges coming from the CDC organizations were Director Leigh Ginette Fuentes of the UP Alliance of Development Communication

Students (UP ADS), Primary Source Jan Pauline Albat of the UP Development Communicators' Society (UPLB Devcomsoc), and Chief Anchor Kathreen Racell Maneja of the UP Community Broadcasters' Society (UP Combroad-soc).

Bloc CD2 received the Best Development-oriented Presentation award. Margaret Anne Quisido from bloc F1 brought home the *Mukha ng Kaunlaran 2015* title. Quisido also received the People's Choice Award as her photo entry in CDC-SC's official Facebook page garnered the most number of likes.

Meanwhile, Bloc WX2's Princess Kate Pabor was hailed as *Mukha ng Kaunlaran 2015* first runner-up.

CDC organizations gave special awards as well. Aurney Shane Atienza from bloc WX1 bagged the

*Modelling Pak* award sponsored by UP Devcomsoc. Bloc WX2's Jerome Canlas received the *Witty Mo Dun* award from UP ADS. Joining them is Meela Rixsa Alfad from bloc F1 for winning the *Bibo Kid* award from UP Combroad-soc.

According to Zipagan, Freshmeet's objective is to provide an avenue for first year students to get to know their fellow batch-mates. "This [gathering] also serves as our welcoming event for the freshmen," Zipagan furthered. **(MSRMYruma)**

### *aProf. Chico ...*

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counterpart feature which is *Magsagot* (literally, "to answer"). The answers are sent via e-mail and Short Message Service (SMS). According to aProf. Chico, "This makes communication possible and more open beyond time and distance constraints. This also entails lesser cost as OrgsUP could be accessed online via students' mobile phones or computer, which students almost always use."

### **Observations and recommendations**

aProf. Chico's paper further expounds that the use of OrgsUp created a demand from the students for a faster and more reliable response time. "More concrete guidelines and stable funding shall be in place to ensure continued development and success. Likewise, it is recommended that other student service-oriented offices use such platform," he said. **(MRFSRolle)**

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