



# UPLB DEVELOPMENT COMMUNICATORS' SOCIETY, INC.

49 years of Dedication, Camaraderie, and Service!

DECEMBER 28, 2021

THE EXECUTIVE COMMITTEE  
A.Y. 2021-2022

**Patricia Ellaine A. Banaag**  
Primary Source

**Anne Janine D. Ayapana**  
Secondary Source

**Jacob Immanuel L. Gando**  
Documentor

**Adelle Louise R. Tined**  
Feedback Gatherer

**Janelle A. Macuha**  
Message Carrier

**Maybeline P. Andres**  
Noisemaker Internal

**Janelle Louise G. Deducin**  
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**Lynde B. De los Reyes, Jr.**  
Social Channel

**Shaina Ariane L. Masangkay**  
Editor-in-Chief

ADVISERS

aProf. Olga C. Lomboy

aProf. Rosario V. Tatlonghari, Ph.D.

**Estela L. Cariño**  
Regional Director  
Department of Education, CAR

Greetings from UPLB DevComSoc!

The UPLB Development Communicators' Society, Inc. is a duly recognized academic organization that has been a venue of harnessing academic excellence, independence of thought, and leadership since 1972. For 49 years, the organization continues to put premium in serving the people, encouraging social change, and promoting the practice of development communication.

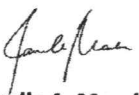
In light of our 49 years of service as an academic organization, the UPLB DevComSoc will be organizing an online conference entitled **PANIMULAT: MAGSULAT. MAG-ULAT. MAMULAT!** With the year's theme of *"Sipat-siyasat sa mga Piraso ng Komunikasyong Pangkaunlaran"* Formerly known as Sulyap, the organization decided to improve and widen its reach to further uphold and achieve our goals. The event aims to introduce the students to the field of Development Communication and encourage them to consider themselves as one of the Development Communication practitioners in the future.

The said event will include two activities: 1.) a two (2) category competition which are: **CATEGORY 1:** News script writing and news video presentation through the TikTok and **CATEGORY 2:** Infographic-making about Covid-19 that will be held from **January 5, 2022 until January 12, 2022**, where prizes will be given to the winning participants; 2.) an online conference on Development Communication as a field of study that will be held on **February 5, 2022 via ZOOM**. The event will be limited to Grade 11 students of any strand from different schools in the country

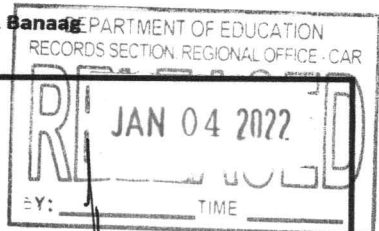
As such, UPLB DevComSoc would like to invite you and help us achieve the success of this event by giving us the seal of endorsement of your good office and aid us in disseminating this information to various schools in the region.

Further guidelines for the event are enclosed herewith. For inquiries, you may email us at [uplbdevcomsoc.inc@gmail.com](mailto:uplbdevcomsoc.inc@gmail.com)

Thank you and we hope for your favorable response. God bless!

  
**Janelle A. Macuha**  
Head Organizer

  
**Patricia Ellaine A. Banaag**  
Primary Source



January 03, 2022

To: **All Schools Division Superintendents**  
**All Others Concerned**

For information, dissemination, and compliance.

**ESTELA LEON-CARIÑO EdD, CESO III**  
Director IV/ Regional Director

By Authority of the Regional Director:

  
**FLORANTE E. VERGARA**  
OIC-Assistant Regional Director

CLMD/RCA/ttd



Address: Wangan, La Trinidad, Benguet, 2601  
Telephone No: (074) 422 - 1318 | Fax No.: (074) 422-4074  
Website: [www.depedcar.ph](http://www.depedcar.ph) | Email Address: [car@deped.gov.ph](mailto:car@deped.gov.ph)



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DE-50500784 QM15



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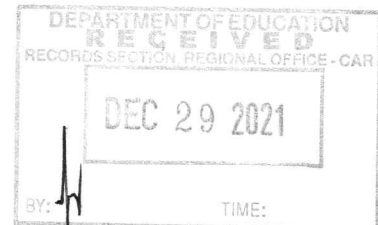
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*Paninulat*  
2022

**Sipat-siyasat sa mga  
Piraso ng  
Komunikasyong  
Pangkaunlaran**

UPLB Development  
Communicators' Society





*Panimulat*  
2022

**Sipat-siyasat sa mga Piraso  
ng Komunikasyong  
Pangkaunlaran**



# Executive Commiteee

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*Editor-in-Chief*



*forty-nine years*

## About Us

The UPLB Development Communicators' Society, Inc. is a duly registered organization by the Securities and Exchange Commissions (SEC). Since 1972, the organization has served as a venue for channeling the intellect and capabilities of development communication students. The UPLB DevComSoc continues to uphold its principles in serving the people, advocating for social change, and promoting the practice of Development Communication.

*dedication. camaraderie. service*



PANIMULAT



*Komunikasyon  
pangkannlaaran*

*sumulat.*  
*mamulat.*

# Panimulat



Formerly known as "Sulyap", Panimulat is an event that aims to introduce the students to the field of Development Communication and encourage them to consider themselves as one of the Development Communication practitioners in the future.

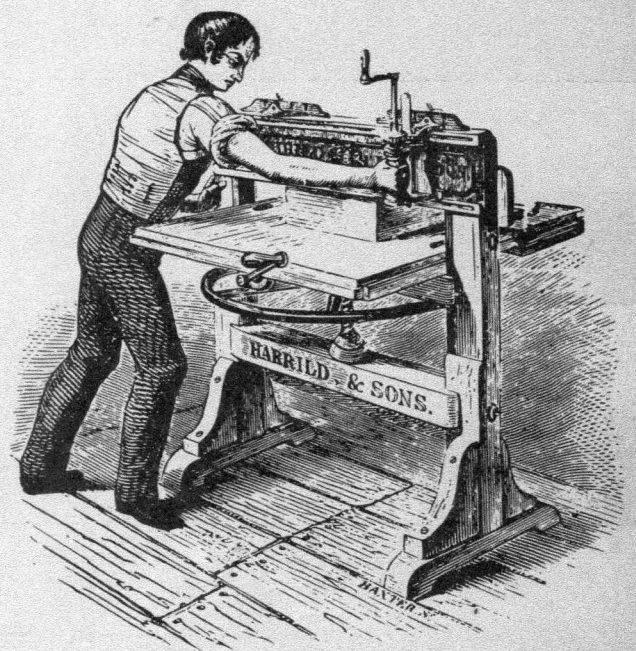


*Panimulat 2020.*



*panimula + pagmulat.*

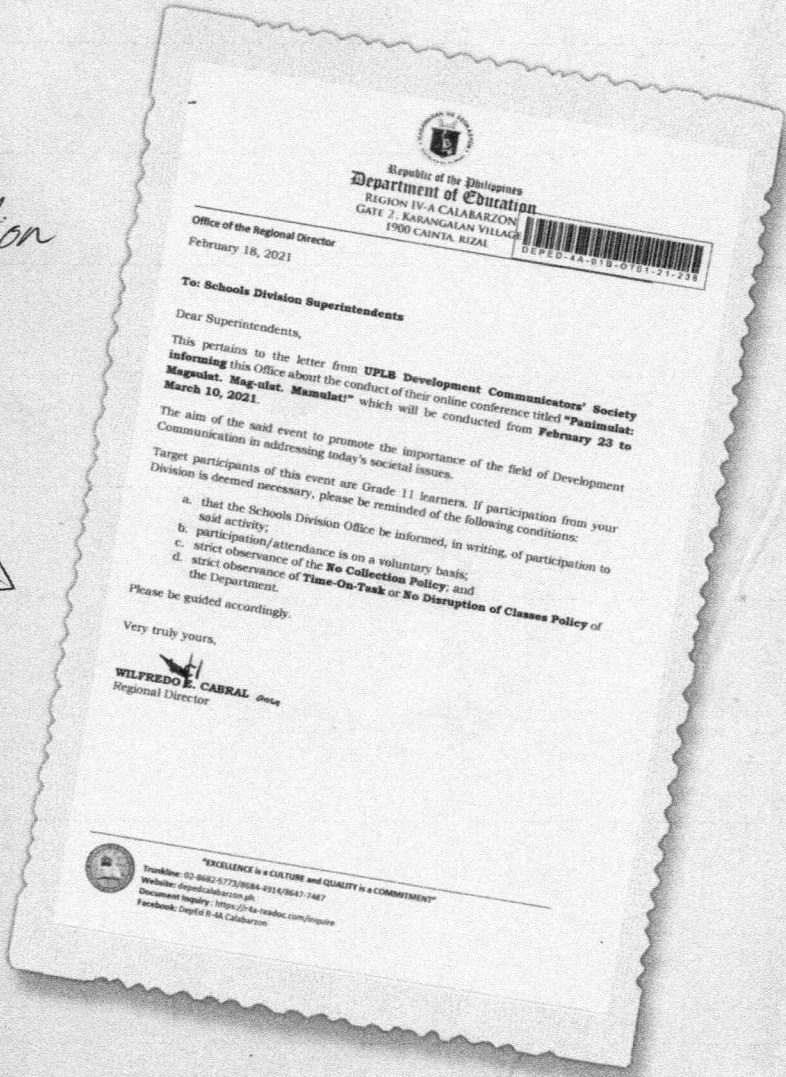
**Panimulat** is a term derived from the phrase "Panimulang Pagmulat" that literally translates to initial awakening. Panimulat allows the students to make their first steps into the path of understanding the study of Development Communication. The main goal of the event is to let the participants understand the essence of giving importance to writing and reporting in order for them to educate not only themselves but also the community.



03-17-2020

Panimulat's first installment in 2020 was a success with over 300 participants coming from 27 different schools nationwide. The event was also endorsed by the Department of Education Region IV-A CALABARZON.

seal of recommendation



*Sipat-siyasat sa mga Piraso ng  
Komunikasyong Pangkaunlaran*



For the second installment of Panimulat in 2022, the theme is "Sipat-siyasat sa mga Piraso ng Komunikasyong Pangkaunlaran" meaning that together, we will all try to discover and understand the different areas of Development Communication, still staying true to the objectives from the start.

This year instead of having one competition, we added a new category. Both category will tackle the different areas of the program.

*talakayan*

# Devcom Conference



Besides the competition, Panimulat involves a comprehensive discussion about what development communication really is. Together with major speakers composed of DevCom professors, and alumni, they will tackle devcom concepts, values, and its importance when it comes to raising awareness about societal issues especially those that concerns the marginalized. Grade 11 students will be introduced on how we put premium on amplifying the voices of the underrepresented and repressed sector of the society and will be .

*ano ang devcom?*



**Competitions**



# General Guidelines



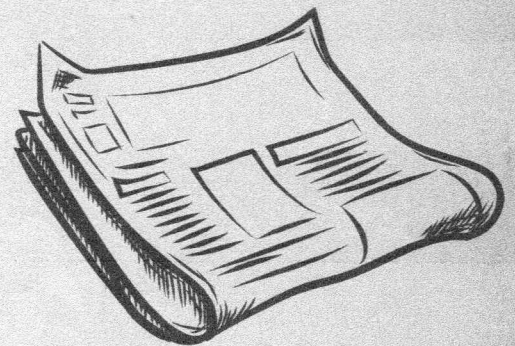
1. Hindi kinakailangan ng entry o submission fee sa pagsali.
2. Maaaring sumali ang lahat ng High school, Colleges, o Universities na may Senior High school programs.
3. Ang mga kalahok ay dapat mag-aaral ng Grade II ng mga paaralang nagkumpirma ng partisipasyon sa Panimulat 2022.
4. Maaaring sumali ang mga estudyanteng senior high school galing sa kahit anong strand.
5. Ang mga mekaniks sa bawat kategorya ay kinakailangang mahigpit na sundin ng mga lalahok na mag-aaral.
6. Ang pagpapasa ng mga entrada ay magsisimula sa ika-5 ng Enero at magtatapos sa ika-12 ng Enero, 2022.

# Category 1

## News Scriptwriting & News Video Presentation

Since we wanted the students to get the glimpse of what Development Communication has to offer, we created the first category to be the News Scriptwriting and News Video Presentation.

This category can be classified under the Department of Development Broadcasting and Telecommunication, and Department of Development Journalism, the two areas of Development Communication.



# Para sa News Scriptwriting



1. Ang magiging paksa ay National Elections (ang mga kalahok ay malayang pumili ng kanilang sariling anggulo).
2. Ang mga paaralang kalahok ay kailangang may isang pangkat na may tatlong mag-aaral.
3. Ang tatlong mag-aaral sa isang pangkat ay maaaring magtulungan sa pagbuo ng news script isang entrada lang ang tatanggapin bawat pangkat.
4. Ang organisasyon — Devcomsoc — ang magbibigay at magpapadala ng format ng news script sa email ng tagapagturo ng pangkat.
5. Maaaring kumuha ang mga kalahok ng mga sanggunian mula sa internet para sa kanilang mga istorya, ngunit kailangang nakatukoy ang mga pinagkunan nilang ito.
6. Isang hiwalay na pahina ang gagamitin para sa sanggunian gamit ang APA Format.
7. Ang pinal na output ay kailangang nasa PDF format na may pangalan sa ganitong format: CATEGORY 1\_Paaralan\_Apelyido ng Representative



# Para sa News Video Presentation



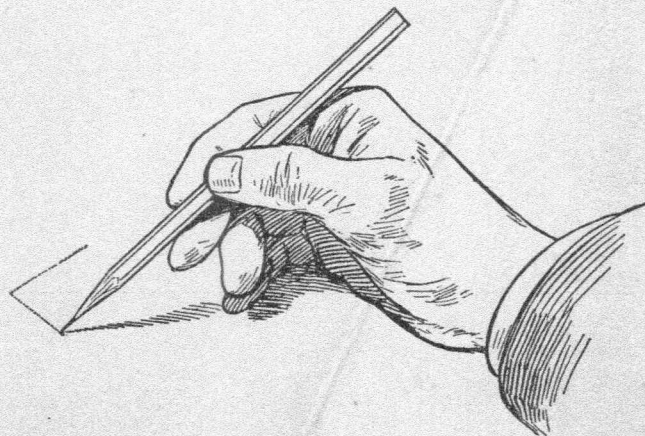
1. Gagamitin ng mga kalahok ang Tiktok app.
2. Isa lamang sa mga tatlong kalahok ng isang pangkat ang mag-uulat ng balitang binuo sa news script. Maaari ding magdagdag ng isang kalahok na gaganap bilang mga kinakapanayam o ekstra.
3. Tatlong minuto lamang ang ilalaan sa bidyo.
4. Ang pangkat ay malayang tumuklas ng kanilang pagkamalikhain sa paggawa ng bidyo.
5. Ang pinal na output ay kailangang nasa MP4 format na may pangalan sa ganitong format:  
CATEGORY            1\_Paaralan\_Apelyido            ng  
Representative.

# Category 2

## Infographic Making

Since Development Communication puts premium on sharing information to its intended audience, we also created the second category which is the Infographic making about COVID-19 that is aligned to our goal.

This category can be classified under the Department of Educational Communication, and Department of Science Communication, the other two areas of Development Communication.



# Para sa Infographic Making



1. Ang paksa ay tungkol sa COVID-19.
2. Ang mga paaralan ay kailangang may pares ng mag-aaral na magtutulongan sa paggawa ng infographic tungkol sa pandemya gamit ang mga quantitative data.
3. Ang infographic ay maaaring nasa kahit anong oryentasyon ngunit kailangang nasa A4 ang sukat. Kailangan din ng pahina para sa sanggunian.
4. Ang pares na mag-aaral ay malayang tuklasin ang kanilang pagkamalikhain.
5. Ang pinal na output ay kinakailangang nasa JPEG format na may pangalan sa ganitong format:  
CATEGORY 2\_Paaralan\_Apelyido ng mga Representatives

# Submissions



Ang mga output ay isusumite sa email na  
uplbdevcomsoc.inc@gmail.com gamit ang format na:

Category 1

Pangalan ng Paaralan:

Pangalan ng Tagapagturo:

Email address ng Tagapagturo:

Buong pangalan ng mga kalahok:

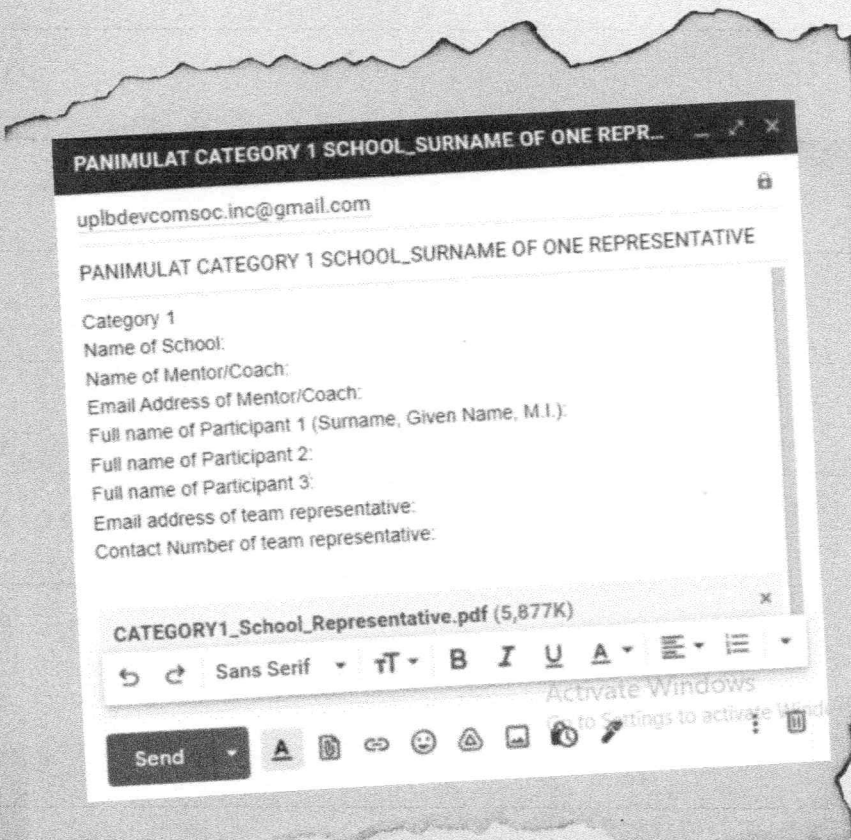
(1)

(2)

(3)

Email address ng representative ng pangkat:

Contact number ng representative ng pangkat:



*halimbawa*



—  —  
**Schedule**  
—  —

# Mga importanteng araw

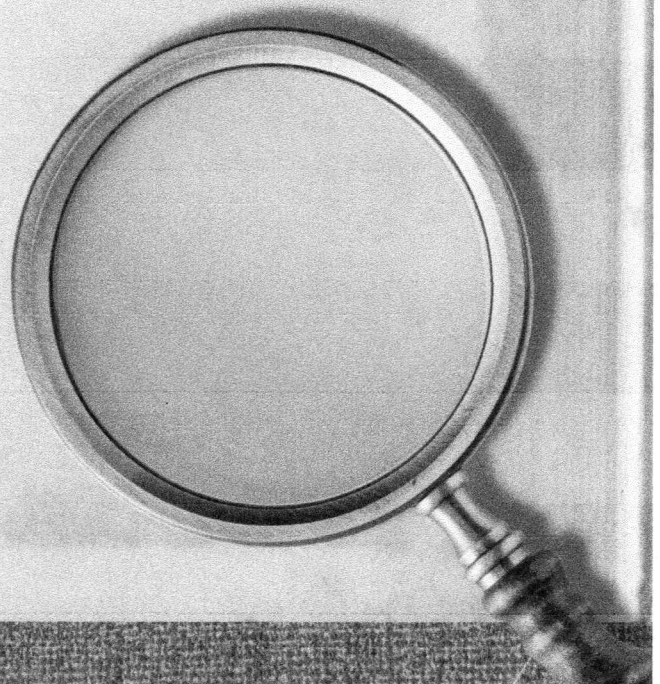
Unang araw ng pagtanggap ng mga  
entries: Enero 5, 2022

Huling araw ng pagtanggap ng mga  
entries: Enero 12, 2022

Panimulat Conference: Pebero 5, 2022



If you have questions or concerns, message us through our FB page @UPLBDevComSoc or email us at [uplbdevcomsoc.inc@gmail.com](mailto:uplbdevcomsoc.inc@gmail.com)





# Dedication Camaraderie Service