

DEVELOPMENT COMMUNICATION LOS BAÑOS STYLE: A STORY BEHIND THE HISTORY

By

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Introduction

I'm to make a presentation on the history of development communication, which I agreed to do since I have had the opportunity to speak and write about the meaning of development communication as well as the directions toward which we should be moving in this academic field, from my own personal perspective.

The history I'm going to share with you was not distilled through the trained eyes of a professional historian, but from the field notes, as it were, of one who was an active participant observer. This presentation, therefore, contains information you'll not find in the formal literature about devcom because many events have not been written about by those who may have enough knowledge about them. What you're going to hear from me will be more of a personal account, which means that you can check out if I'm telling you tall tales by talking to the people mentioned as most are still alive, and that my narration may include a little subjective treatment of content.

This personal account is only one of many stories behind the history of devcom, and so I'm not claiming that my story is THE story behind the history of devcom.

As personal accounts normally go, however, the interpretation and appreciation of historical events are really in the eye of the beholder even as these can be easily factually confirmed. That, thankfully, puts me at least on safe ground.

Those interested in a less personal view of the historical developments of devcom worldwide, and how devcom Los Baños style was viewed from outside the Philippines, might want to read Dr. Linje Manyoso's massive article in the ***Asian Journal of Communication*** published in March 2006. This article was titled *Manifesto for Development Communication: Nora Quebral and the Los Baños School of Development Communication*. There are loose ends in this article, no doubt, but they are not so crucial as to change drastically the hue of the history of development communication, the Los Baños variety. The article, in fact, reflects in general terms what transpired then.

Now, from the personal historical point of view, I shall try my level best to be as accurate, objective, and faithful to events as I can in presenting to you certain narratives about people and events that form part of what could be a significant historical footnote to development communication the way it unfolded in the Philippines, based on my own personal involvement and observations. You'll have to excuse me when I say that I had some involvement at some point. You see, I was an active participant observer until I relinquished the position of Director of the then Institute of Development Communication in 1990. After that, I simply became *dakilang miron*.

At the outset, I would like to offer a disclaimer. At my age, many things have become a little fuzzy, particularly those that deal with specific dates. Hence, I may not be able to recall accurately all that I would actually want and need to include in a complete account of events, particularly specific dates, that have transpired within the time frame of my story. That doesn't make them less important, just that I'm too old to recall an accurate chronology of them. What I'm certain of is that to a large extent I'll be describing events with substantial accuracy in relation to the approximate time frame that they transpired.

UPCA: The Root and Stock

In the beginning, there was the UP College of Agriculture or UPCA, established in 1909, with its first offices and classrooms under military tents at Camp Eldridge in Los Baños. UPCA is now known as UP Los Baños or simply UPLB. The UPCA was the first and most prestigious agricultural school in Southeast Asia then. Those who came to the portals of UPCA in those times until the mid-1960s, were either entrance scholars (comprising of valedictorians and salutatorians in high schools) who were initially enrolled under UPCA's honours' curriculum until the late 50s and exempted from paying tuition fees, or ordinary students (mostly the honourable mentions in high schools) who were enrolled in the general curriculum and paid full tuition fees. The honours curriculum was discontinued toward the end of the 1950s because anyway all UPCA students were then considered intellectual elites by those who couldn't make it to UP.

There was no UPCAT then, but UPCA was admitting only those who belonged to the top 5% of graduates from high schools in various parts of the country.

I came to UPCA as an entrance scholar in 1963, a year before the start of the World Bank-funded Five Year Development Program of UPCA. At that time, all the buildings on this campus were made of the traditional Philippine hardwood, similar to the materials used in the front building now occupied by the College of Human Ecology, which used to be the Department of Entomology. Most of the buildings you see today were non-existent then. The buildings of the Student Union, Auditorium, and the current Women's Dormitory, for example, were not there yet when I came to Los Baños. The only dormitories existing that time were the old Men's Dorm, the YMCA Dorm, and the old Women's Dorm, which is now occupied by the IMSP across from the St. Therese Chapel.

The UPCA Administration building used to be where the UPLB Library stands today, the SEARCA building now occupies the area where the building for Math-Physics used to be, what is now known as the CAS building was then the UPCA Library. The BioSci building now stands where the Department of Agricultural Botany used to be, the PhySci Building is where the Plant Breeding building was, which was also the home of the UPCA Secretary's Office; the Post Office is now occupying the place where the Department of Humanities used to stand. At the corner near the CAS building, across from Palma Bridge, used to be where the SBO building was located. The SBO refers to the Student Body Organization, which was the forerunner of today's Student Council. In those times, the SBO had its own building.

Today's UPLB Administration Building stands where the Department of Plant Pathology used to be, and across from it near the site of Devcom building was where the building of the Department of Agricultural Education was then located. What's now being occupied by the Vice Chancellor for Community Affairs used to be the UP Rural High School.

The building that's now occupied by CEM but was until a few years back the Department of Agricultural Education and Rural Studies used to be the Department of Soils. Where the OVCRE holds office now was the place where the old RETELCO building used to stand (Republic Telephone Company previously owned the telephone system of UPCA before PLDT took over in the late 70s), and along the road near BioSci, across from the Y-intersection fronting SESAM was the spot where a small building, almost like a small hut, used to stand. That was the house of the only electron microscope hereabouts at that time. Where the SESAM building stands today used to be where the Philippine Sugar Institute was.

Beside Baker Hall was the Infirmary building, which is now occupied by the DMST. And there used to be a small foot bridge made of GI pipes connecting the slope beneath the Seniors' Social Garden across to the slope beneath the Baker Hall. This bridge was destroyed and carried away by the floods of typhoon Ruping, one of the strongest

typhoons that hit UPCA in 1967. That typhoon rendered all Royal Palms on campus look like candlesticks.

More than 90% of the UPLB buildings you see today were constructed between 1965 and 1975. Some were constructed later.

And, of course, the Man and Carabao statue used to stand very close, in fact only about five meters inwards of the main gate so that it controlled whatever little vehicular traffic there was at that time. Actually, at the main gate two vehicles couldn't pass simultaneously. Only one vehicle could pass at any given time. Just imagine that the width of the entrance/exist lane fronting the statue was just about enough for the traditional *kalesa*, which was the form of transport from Crossing to the campus in the early years. Practically all of the students then just walked to their classes around campus, and the campus then was much more forested than it is today.

So now, you have some partial familiarity with your general geographical and physical bearings. I could do this in much more detail for all of the sites on campus, but that will be for another symposium another day.

UPCA as Socio-Intellectual Haven

Structurally, UPCA as an educational institution was patterned after the land grant colleges of the US, which were mandated to perform the trilogy of functions, namely: instruction, research, and extension. In the early years of UPCA, from its establishment in 1909 until before the outbreak of World War II, faculty members of UPCA focused their attention to research and instruction. They comprised the elite group of Filipino and Southeast Asian scientists who were very productive researchers then. They were also well-known, in fact they were legendary, as terrorists, or terrors in the classrooms at least until the 1960s.

I recall, for example, in my second semester as freshman at UPCA, our class in Elementary Psychology from 8-9 MWF was at the Department of Agricultural Education near the main gate, and our next class was in Animal Husbandry from 9-10 am of the same days.

In those days, there were probably only five jeepneys in Los Baños, and us poor students actually didn't like to pay the fare of P0.10, which we all considered a hefty amount during those times. The Central Bank then just began floating the Philippine Peso so that the exchange rate had just fallen from P2.00 to P2.50 per US\$1. Jeepneys in those times were small – *pang-walohan lang* – otherwise they wouldn't fit the narrow lane of the main gate.

So we had to walk briskly, actually run sometimes, to our next class in animal husbandry, or worse run to our lecture class in agricultural engineering in the old

Department of Agricultural Engineering, fronting today's AMDP building near the Experimental Station going to IRRI.

At the main door of the lecture room of the Department of Animal Husbandry, which is still existing, by the way, our professor, Professor Lourdio Clamohoy, would be standing guard. Once his watch strikes 9 a.m., even if you're just five meters away, he'll close the door to begin his lecture. Many of us would frequently be late so we would no longer be permitted to enter the lecture room anymore. Instead, what we used to do was to stand by the windows of the lecture room to listen to his lectures. We took down notes, but we were marked absent. This actually forced us to run faster to class next time in order to avoid being dropped from the course due to many absences.

It was only after the Second World War that the UPCA began disseminating the technical information it has generated over the years to farmers in Laguna and other provinces in an effort to teach farmers modern farming practices so that they may be able to increase their production. Until today this is still being done with a new twist – agricultural extension is being done mainly by the Department of Agriculture, and Los Baños has become less involved in it.

The Seed of What is Now Devcom

In those early, heady years of extension in the Philippines, the Office of the Dean of UPCA created the Office of Extension and Publications (OEP) in October 1954 under the Dean's Office. It was mandated to prepare popular articles and extension materials such as leaflets and brochures designed to teach farmers modern farming practices.

When in 1982 I co-wrote with Maricel Cadiz and directed the first and, so far, the only multimedia presentation on the history of the College of Agriculture, I had only an annual report to go by. It contained a short paragraph mentioning that the OEP was created under the Dean's Office, and there were no other details. I had to depend on interviews with older colleagues. At that time, everyone knew everyone else in Los Baños so getting the information I needed wasn't as difficult as I thought.

In this regard, and before I continue, I wish to offer one major lesson for everybody:

Always document whatever you do and keep that document on file. Such document must contain the dates, subject matter, names of people involved, and matters discussed and agreed upon. On the top left-hand corner of the paper, indicate whether the document is a set of notes regarding a meeting or perhaps a concept paper, the title, your name as author, and the date that you prepared the document. Provide your office a copy, perhaps another copy in the Library or reading Room, and another copy in your own personal files. Who knows, this document may be a very significant piece of document that shall have been

unearthed by historians and archaeologists and perhaps even presented to the public in the second UPLB Centennial Celebrations a hundred years from today.

Anyway, when the UPCA Dean's Office created the OEP, it also co-opted a faculty member who just came back from abroad for his master's degree in agricultural education, major in audiovisual techniques to head the OEP. He was Thomas Flores, a BSA *cum laude* graduate of UPCA, who majored in animal husbandry and got hired as Instructor in agronomy. Tom sought and got permission from the UPCA Dean to transfer Nora Cruz, who was then editor of the *Philippine Agriculturist* which was based at that time in the Department of Plant Pathology, to the newly organized OEP. Nora was an English major who graduated *magna cum laude* from Diliman. Shortly after that, Juan Jamias, also an English major from Diliman, joined OEP as writer. Later, Nora, and about a year later, Johnny, were sent to the US for their Master's degrees.

When Nora and Johnny came back, Tom was sent back to the US for his PhD in agricultural journalism at the University of Wisconsin. About a year later, Nora left for her PhD at the University of Illinois at Urbana-Champaign, and Johnny also went for his PhD at Michigan State University. When Tom came back to Los Baños, he continued running the affairs of the OEP. Then when Nora and Johnny came back, the three pioneers were given the go signal to reorganize the OEP. What came out of this effort was an academic department known as the Department of Agricultural Information and Communications (DAIC), which was mandated to teach subjects in agricultural journalism, audiovisual techniques, and extension media production. Tom became the first department Chair, and the new Department was housed at the basement of the UPCA Library, which is now the CAS.

Tom, Nora, and Johnny developed basic courses in agricultural journalism, audiovisual materials production, and print materials production. This triumvirate tried to formulate a more generic nomenclature for their courses and not merely echoing the nomenclatures in US universities, hence they thought of calling their courses communication courses, which were to become major courses under the BSA curriculum.

Agricultural Communications by Necessity

In those years, there was only one university council at UP, and this was based in Diliman. Any course offering in Los Baños would never pass the university council unless such course offering was predicated by the adjective ***agricultural***. Hence, all of the courses in communication were labelled ***agricultural***, so the major area under the Bachelor of Science in Agriculture was called ***agricultural communications***.

The latter part of the 1950's on to the early part of the 1960's was the growth decade for DAIC. Remedios Orozco migrated from Silliman University (where she majored in English and graduated *cum laude*) and joined her husband in Los Baños. She also joined DAIC as writer. A researcher by the name of Gloria Feliciano who had just came

back from the US for her PhD also joined DAIC as researcher. Ely Gomez joined DAIC from the UP Rural High School, where she was teaching Tagalog and history. At DAIC she was the Tagalog writer. Ely went on to the University of Michigan for her doctorate, while Remy pursued her graduate studies, both MS and PhD, right here in Los Baños, finishing much later. During the early part of the 60s as well, Dr. Virginia Samonte, who just came back from the US after she and her husband finished their PhDs, joined DAIC. Higinio Ables, Cesar Mercado, and Ponciano de la Paz (who had just came back from the US for his master's degree in extension education) also joined DAIC. Others who joined DAIC about the same period included Romeo Gecolea, Sabina Fajardo, Wilfredo Bugia, Sinesio Mariano, Ignacio Pagsuberon, Tomas Claudio, Zacarias Sarian, Maximo Pabale, Soledad Agreda, and later Remedios Rola.

The first batch of transferees in 1962 from the various major areas under the BSA to agricultural communications included Alexis Tan, Antonio Frio (who was then SBO President), Nestor Pestelos (the only student at that time who got published in the *Philippines Free Press*), Carlo Magno, Thor Orig, Pedro Bueno, and a few more. Perhaps what could be referred to as the second batch of agcom students, who came in either in 1963 or 1964 included Milagros Hidalgo and Alicia Agudo (both of whom eventually joined DZLB), and some others who left Los Baños after graduation).

Toward the middle of the 60s, Wally Bugia, Chabeng Fajardo, Romy Gecolea, Tom Claudio, Zac Sarian, Sol Agreda, and Max Pabale left for the proverbial greener pastures elsewhere. A few years after, Remy Rola left as well, while Nes Mariano transferred to the College of Forestry.

I joined DAIC as a major student in the latter part of 1965 (when I took my first course that was AgCom 10) and as DAIC student assistant collating mimeographed farm news releases in 1966, then as DZLB student assistant serving as student announcer and news writer in 1967, and then finally as Station Supervisor in June 1968, after I graduated from UPCA.

How I started to work with DZLB was a strange story by itself. When I finished my thesis in the summer of 1968, Emma Henry, then Station Supervisor of DZLB, was planning to resign. I waited for her to resign so I could apply for the vacated position. When she finally resigned, the department could not immediately hire me because Emma had taken all her leave credits in cash, which was about equivalent to three months. So I decided to work with DZLB, without salary, for three months to make sure that I would get the position. And I did get hired after three months, that's why I officially started with DZLB as full-time employee in June 1968.

The then Department of Agricultural Information and Communications was the first academic unit to offer courses in communication in the Philippines. Only, these courses were called agricultural, which actually provided the rationale for those who claimed that we were just concerned about agricultural problems.

In the early 60s when Carlos Romulo was President of UP, he plucked out Gloria Feliciano from DAIC to organize the Institute of Mass Communication in Diliman. IMC later became the College of Mass Communication. Dr. Gloria Feliciano started out as researcher in the Department of Agricultural Information and Communications. Candidly, therefore, UP Diliman's College of Mass Communication should be referred to as the child of the College of Development Communication, although as far as I'm concerned I'd rather not make that a problem. Anyway, a few years after IMC was established, Ces Mercado, and later, Gino Ables, joined Dr. Feliciano there.

The people running the affairs of DAIC in those times were quick thinkers. First, they said that the name Department of Agricultural Information and Communications was redundant because of the terms *information* and *communications*. You'll have to consider the fact that the people in DAIC then were all editors and writers in English, although in later years some, like Nora and Johnny, became theorists. So, they were particular about the economy of word usage and the message that their words were conveying. DAIC was renamed twice. About the latter part of 1967 or early 1968, DAIC became DAC (Department of Agricultural Communications), then it became Department of Development Communication in 1973.

Final Transformation to Devcom

In early 1970, the Department transferred from the basement of the UPCA Library to its new building, the same building it occupies today. This building was constructed as part of the initial 5YDP of UPCA under Dean Dioscoro Umali. This wing of the building we're in today was constructed when I was Director of IDC, while the ground floor was renovated to be classrooms when Ely Gomez was Director.

In December 1971, a symposium in honour of Dr. Umali, former Dean of UPCA and UP Vice President for Agriculture and Forestry Affairs, who had just been appointed FAO Deputy Director-General for Asia and the Far East, was held at UPLB. The theme of that symposium was *In Search of Breakthroughs in Agricultural Development*. One of the paper presenters was Dr. Nora Quebral, then Chair of the Department of Agricultural Communications. Her paper was titled *Development Communication in the Agricultural Context*. That was the first time that the term development communication was used. Nora made it clear in that paper that development communication was to be treated as science, so all the tasks associated with communicating development-oriented issues were based on the rigors of scientific inquiry. This was a strong argument for undertaking rigorous research in the field of communication even if it was, at that time, limited to agricultural and rural development efforts.

Elsewhere in the world, the term development support communication was being used in UNDP programmes under the leadership of Erskine Childers, who was operating from his UNDP office in Bangkok together with his co-author of significant development support communication papers and wife Malicca Vajrathron. This brand of

communication was clearly focusing on the support functions of communication in promoting agricultural and development programmes of the United Nations. Clearly, therefore, development communication, Los Baños style, was, from the beginning, an academic field of study rather than just techniques program.

Earlier in 1968, an article titled *The Meaning of Development* written by Dudley Seers appeared in the newsletter of the Institute for Social Development at the University of Sussex in England. This article was instantly a hit among development-oriented planners and decision-makers, including academics, in the Third World and so it became a required reading for all of us in agricultural communications. Another significant publication in 1968 that influenced us in agricultural communications was Gunnar Myrdal's two-volume book titled ***Asian Drama***. A third book that we found useful, but which was completely heavy reading for us undergraduates, was published earlier in 1967 by the Club of Rome, titled ***The Limits to Growth***.

During the decade of the 60s, we were producing extension materials, newspaper articles and reports, broadcasting radio programs for a rural audience, and our faculty members were pounding into the heads of our students the fact that we were really dealing not only with mere agricultural problems but disseminating information needed to solve problems beyond agriculture such as malnutrition, rapid population increase, economic development and the like.

In other words, we knew we were communicating information and knowledge about issues beyond agriculture, but we were pigeon-holed by Diliman's parochialism when it did not permit Los Baños to drop the term *agricultural* in its communication courses. Of course, agriculture was always there, but we had to relate agriculture to other issues. We realized that we were dealing with the problems of much wider significance that was called human development and not agriculture alone. We also realized that development problems were not limited only to rural areas but were as pronounced in urban areas as well, even in rich countries of the world. Dudley Seers' article became the most cited article by both undergraduate and graduate students of agricultural communications in Los Baños.

When Nora Quebral presented her paper in the symposium of December 1971, the meaning of development as espoused by Seers became a major point of argument in favour of a new term that she coined. That was the term development communication, as opposed to Childer's development support communication. That was the first time the term development communication was used in public and in the scientific literature. And all of us in agricultural communications in Los Baños agreed with Nora. Of course, our colleagues from the field of mass communication in Diliman, and more so from other countries notably in North America, didn't agree completely, although years later they ultimately accepted development communication, even if in the beginning they also focused on the concept of it being agricultural. Today, development communication is as acceptable to them as mass communication is.

Early the following year 1973, President Marcos issued Proclamation No. 53 reorganizing the University of the Philippines into a System, with the UPCA as the first autonomous campus of the UP System. This became effective immediately and UPCA became the UP Los Baños on March 5, 1973. UPLB then immediately organized its own University Council because this was the most visible symbol of academic autonomy from Diliman.

The DAC worked immediately on two major initiatives. First, it prepared a proposal to rename the department to Department of Development Communication. It also formulated the Bachelor of Science in Development Communication curriculum. Toward the middle part of 1973 during the first meeting of the UPLB University Council, DAC became DDC and a little later, during the second University Council meeting toward the end of 1973, the BSDC curriculum was approved and became effective in June the following year.

Also during 1974, the existing MS major in agricultural communications was renamed MS major in development communication. It was during those times that many joined the department to pursue their master's degrees in development communication. Young professionals like Madeline Mug-Uyon (who is now Dr. Suva), Patricia Sto. Tomas, Rosita Valencia, the late Esther Manigque, and Teresa Habito (now Stuart) joined us at devcom as graduate students. All of them eventually became faculty members of devcom. Later on another batch of future development communicators joined us, too. This group included people like Alexander Flor, Antonio Moran, Orlando Magistrado, Delfin Laforteza, Lolita Vega, and the late Mary Ebitha Dy.

It was about this period, too, when undergraduate students began flocking to devcom. We started seeing young faces in devcom who eventually joined DDC. These included, among others, Rex Navarro, Mariechel Jamias, Maria Celeste Habito, Victor Juliano, Luningning Aquino, Maria Stella Casal, Cleofe Torres, and others. Many of the first two batches of devcom graduates have joined private industry and other higher education institutions.

When the master's degree program called Master of Science, major in agricultural communications, was renamed MS major in development communication, I was probably the most affected. I started my MS degree under the MS major in agricultural communications program, but the MS major in development communication program got approved when I was preparing to defend my Master's thesis in the first quarter of 1974. There was a long and heated debate in the UPLB University Council in March 1974 regarding whether or not I should graduate with the degree of MS major in agricultural communications or MS major in development communication. After a long debate that lasted an hour and ended way past lunch time, I was permitted to graduate in 1974 with the degree of MS major in development communication.

The PhD in development communication was approved in 1974. And so, the then Department of Development Communication became the first communication unit in any

university in the world that was offering the three levels of BS, MS, and PhD in development communication. I believe this phenomenon remains until today.

Parallel Developments in Los Baños

What were the associated events that took place as development communication grew in Los Baños?

1. In 1962 Radio DZLB was conceptualized as an experimental rural broadcasting station for the UP College of Agriculture with the help of a Visiting Professor, Bob Rounsavell, from Cornell University. It began broadcasting on August 2, 1964, and the voice first heard on DZLB was that of Thor Orig, a DZLB student assistant, who had a good radio voice.

DZLB's history deserves a separate treatment. Some of the people who joined devcom in the early years made names while working with DZLB. These included Romy Gecolea, Ning dela Paz, Chabeng Fajardo, Max Pabale, Agie Tetangco, Alysh Arejola (nee Agudo), Tony Frio, and Pete Bueno, among others.

I joined DZLB as Student Assistant in 1967, then as Station Supervisor in 1968, then later as Station Manager in 1975. I claim authorship for the tag name *Tinign Kaunlaran*, which we started using in 1975 when I took over as Station Manager. In 1969, Glenn Paje joined DZLB as Student Assistant, then about 1970 Lolit Vega came in from the Department of Entomology. Many joined DZLB in the succeeding years. Some of these included people who have just graduated from masscom like Lynn Santos (later Malillin), and people who were already working in advertising agencies like Paul Manalo. A couple of fresh devcom graduates like Eppie Calatrava and Mila Sandoval also joined DZLB. Many have left DZLB, but younger faces joined when they graduated from devcom.

2. In 1973 DDC conceptualized and published a four-page weekly tabloid called *Sandiwa*. I recall that the first brainstorming session for this tabloid was held among Lenie Moral (instructor in development journalism and Editor), Ning dela Paz (instructor in rural educational broadcasting and DZLB Station Manager), Pete Bueno (Instructor in rural educational broadcasting), Tony Frio (instructor in audiovisual communications), and myself (rural educational broadcaster and DZLB Station Supervisor). That's when we decided to use the coined term *Sandiwa* from the Tagalog words *isang diwa* or one soul. In this tabloid, I wrote a regular column called *Balitang Pambukid*, the print version of my radio program of the same title. In 1974, after a huge regional conference on development communication sponsored by the then Ministry of Public Information under Kit Tatad of the Marcos Years, the Regional Office in Region IV of the then Ministry of Public Information took over the publication of *Sandiwa*. That was the

beginning of a series of problems and set backs for development communication as President Marcos began allocating to his government the right of discovery of development communication. That's when the critics of development communication began claiming that devcom was nothing more than government propaganda that was best practiced in the Philippines.

Having said that, I'd like to immediately add a significant footnote here. I mentioned earlier that our friends in mass communication didn't believe in devcom initially. This was actually the influence of mass communication scholars in the West who were pleased with what Marcos was doing because it justified their claims that devcom was nothing but really a government propaganda program from the Third World. Remember that at about that period there was widespread and serious discussion at the international level of the issue of balanced information flow, under the auspices of UNESCO. Many from the Third World saw devcom as part of the answer to the problem of one-sided reporting focusing on disasters, backwardness, underdevelopment, poverty and general condescension profusely done by Western journalists regarding the developing world.

It didn't come as a surprise to us then that American and European mass communication scholars and journalists were discrediting devcom as mere propaganda. However, the concept persisted because journalism and communication scholars from the Third World, few as they were, continued to defend devcom as an appropriate way of addressing Third World development phenomena. Years went by and increasingly younger mass communication scholars from the West began noticing that devcom, in fact, was addressing what they claimed mass communication was unable to address – that was, offering appropriate solutions to Third World development problems from the point of view of Third World culture, needs, and resources.

One of the first individuals in the United States who chose to write positively about devcom was Dr. Christine Ogan, who happened to have been my professor in the School of Journalism at Indiana University in the late 70s. She borrowed from me the book edited by Johnny Jamias titled ***Readings in Development Communication*** which was largely the basis for a paper she presented in a national journalism education conference in the United States sometime in 1978. By the way, she never returned the book to me so I had to buy another copy when I came home.

When the senior theoreticians of mass communication such as Wilbur Schramm, Daniel Lerner, and Everett Rogers began seeing what was happening, they reversed gears and wrote about how development communication started out as an idea that they were espousing when they wrote about the role of mass communication in furthering national development. Then in a span of a very short time, they appeared to have fully claimed authorship to development communication. In fact, when Everett Rogers died a few years back he was

referred to by some American scholars as the “father of development communication” even if he wrote mostly about extension communication. Many communication experts, mostly Westerners, have openly argued that Rogers should not have been given such honour in the face of the fact that it was Nora Quebral, still living, who coined the term and first defined and used it in both academic and practical communication programs in the Third World.

It has taken a young African development communication scholar by the name of Linye Manyoso, to begin clearing this issue. His article in the ***Asian Journal of Communication*** was based on his doctoral dissertation at La Trobe University in Australia four years back. Manyoso is now teaching development broadcasting at the London School of Economics and Social Development.

Perhaps the UPLB College of Development Communication might want to pursue a special research and publication program to clear up the confusion in the birth, growth, and development of development communication in the Third World, with Nora Quebral as the conceptualizer and founder. It’s an advocacy that’s worth pursuing while Nora is still around to appreciate the effort.

3. In 1973 also, on a Sunday while I was on Stand By duty at DZLB, Mang Pol, a staff of the then UPLB Five Year Development Program or FYDP, dropped by DZLB together with a visitor from the World Bank who was in Los Baños on an inspection tour of WB projects. The person he was with was Dr. Shigero Futagami, an educational broadcasting expert from the World Bank. We discussed the operations of DZLB and I briefed him on our activities. He was so impressed that he asked me what our concerns were. I just mentioned to him that we would simply want to have better pieces of equipment. He asked me to prepare a simple proposal that I could submit to him. The following day, Monday, and for the next two days, together with Ning dela Paz, who was then DZLB Station Manager, and our technician at that time, Dexter Cosca, we prepared a proposal that included a network of educational broadcasting stations based in state universities. DZLB was to become the nucleus of the network that included CLSU in Central Luzon, ViSCA in the Visayas, and CMU in Mindanao. We sent the proposal to Dr. Futagami, and he included it in a proposal to extend the Fourth Educational Development Loan Package for the Philippines. It was eventually included except for the radio station at CLSU because the then President of CLSU said they did not need a radio station.

The new equipment of DZLB were installed in 1975, and we started operating at 5KW, which was about 20 times more powerful than its original transmitting power of 250 watts. During that year, we trained the broadcasting staff of ViSCA and CMU.

About 1976 when the radio stations in ViSCA and CMU were up and operating, CLSU came to DZLB and inquired if they could still become part of the network, but it was already too late to have access to the loan package. However, on the

request of CLSU and the National Irrigation Administration in Central Luzon, we at DZLB agreed to have the radio staff of five individuals from the National Irrigation Administration in Central Luzon undergo a three-month intensive training at DZLB. They were the staff of the radio station that NIA established, which also served the interests of CLSU.

4. In 1974, DDC helped prepare the briefing sound slide set on the creation of the Philippine Council for Agricultural Research (PCAR) for presentation to President Marcos. I was at that time on study leave and a part-time Graduate Assistant at PCAR, and co-editor of the maiden issue of the *PCAR Monitor*, together with Soseng Pablico. I was the one who came up with the name and design of the *PCAR Monitor*. I was also who conceptualized the first PCAR Media Conference in Baguio City during that year.

It may be worth pointing out also that PCAR, which is now known as PCARRD, took over some of the projects of DDC which began when the department was still DAIC. For example, the annual Rice Production Manual was transferred to PCAR, and the Radio Farm News Service, a packet of farm news scripts for radio stations, was also transferred to PCAR. DDC was also beginning to assert its role and function as an academic unit rather than a mere service unit, as defined by its Chair, Dr. Quebral.

It was also about this time that DDC ceased producing the laboratory manuals of different courses in the different departments of UPLB. Therefore, most departments then had to put up their respective printing units to produce their laboratory manuals and other printed instructional materials.

How the UPLB administrators that time reacted to this development is something I would not comment on as this has been commented on by Dr. Quebral herself in the past. However, I have no doubts that such development enhanced development communication as a field of study during that time.

5. It was also in 1974 that Tom Flores and Pete Bueno formulated a new communication curriculum that was supposed to be offered by DDC. It was a communication arts oriented curriculum, but it was vetoed by Nora Quebral who was then the department chair. She argued that the department should offer only the Bachelor of Science degree program in development communication and not a Bachelor of Arts degree.

At that time UPLB was expanding and the then Department of Humanities being chaired by Dr. Edelwina Legaspi became the College of Arts and Sciences, with Dr. Legaspi as Dean. Dean Legaspi took in as one of its curricular offerings the comarts curriculum prepared by Tom and Pete. That's when Nora and Tom, and Nora and Edel had falling apart. This is something I would not like to comment on because all of them are my friends.

6. In 1981, Dr. Crispin Maslog joined DDC as Visiting Professor, from Silliman University, where he was Director of the School of Journalism. He had established himself there as the top expert in community journalism in the Philippines at that time.
7. When I came back from graduate school at Indiana University in 1982, I immediately conceptualized and organized the Educational Communication Office under DDC. This became the laboratory of Devcom in educational communication. I was also member of DDC's Academic Personnel Committee. That's when Nora invited Cris Maslog to join DDC as full-time faculty member.
8. In 1983, PCARRD provided funding for the Development Communication Research, Training, and Research Utilization Program, which was conceptualized by Nora Quebral, and finalized in a workshop participated in by DDC and PCARRD. I was appointed Program Leader of this program, which was responsible for conceptualizing and publishing the low-cost journal, Devcom Quarterly, from 1983-1987. I believe it was about this time, too, when a young, pretty *cum laude* graduate from the then IMC in Diliman, who was working in the Office of the UPLB Vice Chancellor for Academic Affairs, transferred to devcom as faculty member in devjournal. She was Maria Theresa Hembrador (who you know now as Dr. Tere Velasco)
9. In 1984 I served as Acting Chair of DDC, when Dr. Quebral went on full-time consultancy with the International Institute for Rural Reconstruction in Silang, Cavite. It was about this time that the then Director of Instruction, Dr. Tina Padolina, formulated a program for faculty development under the auspices of the International Development Program of Australia, based on an idea that was originally described by Dr. Quebral the previous year. Originally, Dr. Quebral thought of this was a faculty development program for devcom, but it was expanded to include other faculty members from other disciplines under the plan prepared by Dr. Padolina.
10. I served as full-time Chair beginning in 1985. During that time, among other things, I conceptualized and proposed the elevation of DDC to the Institute of Development Communication, which was approved around the first month of the last quarter of 1987. I became the first Director of IDC in November 1987. It was when I was Director of IDC that I got funding from the Friedrich Ebert Stiftung to begin publishing a monograph series out of graduate students' theses. We were able to publish only two, those of Prof. Teya Tirol (she was still Casal then) and then Serlie Barroga (now Dr. Serlie Jamias). In both cases, Dr. Ely Gomez was the thesis adviser.

It was about this time, too, that Nora passed on to me a note from Dr. Tito Contado who was at FAO in Rome inquiring if there was a vacancy for her daughter who had just finished her Master's degree from Oklahoma State University in the US. I knew Ivy Contado well as an undergraduate student of devcom so I didn't have to ask too many questions. We invited her to join us. A few years later, I also invited Mia Alcantara to join devcom after she graduated *cum laude*. These young people were good. Unfortunately Ivy Ongkiko (nee Contado) passed away, and Mia migrated to the United States.

I take pleasure in mentioning that during my term as Director of IDC, I made it a point to nominate six young devcom faculty members to UPLB's slots under Australia's International Development Programme so that they would pursue their respective PhDs in Australia. People we sent there included Glenn Paje (for information economics), Tony Moran (for the sociology of communication), Maricel Cadiz (for educational communication), Tere Velasco (for anthropological techniques in communication research), Teya Casal (for educational technology), and Ningning Matulac (for distance education).

Just before we became an Institute, we had the strongest faculty of communication in the Philippines then. We had 20 full-time faculty members, 12 of whom had PhDs and 8 with Master's degrees. In fact, this was one of the strongest justifications for elevating the then department into an Institute, which was not easy at that time because of the perception that devcom was ultimately going to declare independence from the College of Agriculture – which it did eventually.

In the succeeding years, many of us have joined other organizations, while some have retired. Sandy Flor joined SEARCA and later UPOU, Glenn Paje migrated to Canada, Tony Moran joined UP Mindanao, Maricel Cadiz is now with SEARCA, Ningning has migrated to the US, Tere Velasco is out on full-time consultancy, and Teya Tirol is Director of Public Affairs of UPLB.

There is a side light to the elevation of DDC to IDC. Around 1974, I wrote in my diary for that year my office address as IDC, UP at Los Baños. I still have that diary to prove it. It was as early as 1974 that I thought we were going to become an Institute, but this happened only in 1987, about 13 years after. By the way, the original logo of IDC, from which the current logo of CDC was patterned, was the work of Rex Navarro, who earlier on transferred from the Cotton Research Development Center in Batac, Ilocos Norte, to take the place of Orly Magistrado, who had transferred to IRRI.

About 8 months before the end of my term as IDC Director, I resigned and started refocusing my academic career. I drifted towards distance education, where I am today.

Concluding Statement

Today, Tom, Nora, Remy, Ely, Cris, Gino, and I have retired. Ning dela Paz, Pete Bueno, Tony Frio, Agie Tetangco, Alysh Arejola and others including Lolit Vega (who joined DZLB from the Department of Entomology much later) have long ago joined other institutions here and abroad, or are now retired, too. Johnny Jamias passed away some years back. Indeed, this is probably a metaphor for Daniel Lerner's *The Passing of the Traditional Paradigm*.

We now have young men and women in the College of Development Communication comprising devcom's fourth, and fifth generations. The people at CDC are creative and skillfull in contemporary communication phenomena. That helps quite a bit. It will, however, provide more exciting challenges if you of the younger generation try to appreciate how your field grew and develop in those times when the pioneers, so to speak, carved out the niche for development communication in a rather hostile environment.

None among us in the initial years ever thought of anything beyond simply doing the job we were remunerated by the university to do. It was only later when, lacking in material remunerations, we consoled ourselves with the psychic income we derived from being creative and committed disciples of development communication as an academic discipline and vocation. We are happy that the younger generation of development communicators are proudly carrying the torch.

Having said all that, I think I've earned the right to make an observation, with all due respect to the present administration of the CDC. This symposium is part of what is billed as the 10th Anniversary Celebration of the College of Development Communication. There's some kind of a historical oversight here somewhere, a twist that changes the flavour of development communication. The College of Development Communication did not really start out right away as the College of Development Communication, but as the Office of Extension and Publications in 1954. If you reckon with the creation of the OEP as the beginning of the CDC, then today the CDC should be celebrating its 54th anniversary.

Perhaps you might want to take a cue from the UPLB. The UPLB will celebrate its Centennial next year, and yet UPLB was officially created only in 1973, which makes it only 36 years old, while it was the UPCA that was created in 1909, which makes it 100 years next year.

Just the same, carry on. The best is yet to come. Thank you.

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