



21 September 2018

Dr. Gregorius Sri Nurhartanto, SH. LL.M.
President
Universitas Atma Jaya Yogyakarta
Jl. Babarsari No. 44
Yogyakarta, Indonesia

Thru: **F.X. Bambang Kusumo Prihandono**, S.Sos., MA
Faculty of Sosial dan Political Sciences

Dear **President Nurhartanto**:

Good day!

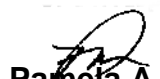
We would like to invite Ms. **Olivia Lewi Pramesti**, MA, to the First International Conference and Eighth Annual Scientific Meeting of the Association of Development Communication Educators and Practitioners (ADCEP) on 30 November to 02 December 2018 at the University of the Philippines Los Baños, Laguna, Philippines.

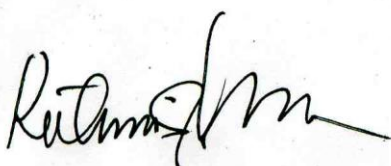
Her paper, titled ***Social Media in Disaster Risk Management for Mount Merapi, Yogyakarta, Indonesia: A Case Study of Social Media in Balai Penyelidikan dan Pengembangan Teknologi Kebencanaan Geologi (BPPTKG) Yogyakarta***, has been accepted for oral presentation at the conference.

The conference this year features keynote speeches by international scholars of development communication (DevCom), which is also known in other parts of the world as communication for development (C4D) and communication for social change (CFSC); academic paper presentations by educators, practitioners, experts, allies, and other scholars of DevCom/C4D/CFSC from various countries; plenary sessions and informal group discussions on communication and development; and socio-cultural presentations. The conference's theme this year is "DevCom in borderless societies." For more information on the conference, kindly visit our website: <https://adcepphilippines.org>.

Thank you, and we hope to see Miss Pramesti at the conference later this year!

Truly Yours,


Pamela A. Custodio, PhD
Head, Conference Organizing Committee
& Member, Board of Trustee, ADCEP


Rotacio S. Gravoso, PhD
President, ADCEP



1st International Conference and 8th Annual Scientific Meeting

29 November-2 December 2018
University of the Philippines Los Baños (UPLB)
College, Laguna

PROGRAM

Day 0 - 29 November 2018 (Thursday): Arrival & Registration

Venue: College of Development Communication lobby

Day 1 - 30 November 2018 (Friday)

8:00 – 9:00 AM Registration
Venue: College of Development Communication lobby

9:00 AM – 2:00 PM TOUR

2:00 PM **OPENING CEREMONIES**

Welcome Remarks (Conference)

Dr. Rotacio S. Gravoso
ADCEP President

Welcome Remarks (UP Los Baños)

Dr. Fernando C. Sanchez Jr.
Chancellor, UPLB

Opening Message (CDC)

Dr. Ma. Theresa H. Velasco
Dean, College of Development Communication UPLB

**Overview of the ADCEP 1st International
Conference and 8th Annual Scientific Meeting,
and Introduction of Participants**

Prof. Romel A. Daya
Member, ADCEP Board of Trustees

Introduction of the Opening Plenary Speakers

c/o Rm. 209B, 2nd Fl., College of Development Communication
Building,
University of the Philippines Los Baños, College Laguna 4030
PHILIPPINES

Dr. Pamela A. Custodio
Member, ADCEP Board of Trustees

Opening Plenary

Dr. Guy Bessette
Consultant, International Development Research
Centre
Quebec, Canada

Dr. Srinivas Melkote
Professor, School of Media and Telecommunication
Bowling Green State University, USA

Mr. Rafiqul Islan Khokan
Founder & Executive Director, Rupantar NGO
Bangladesh

Dr. Ataharul Chowdhury
Assistant Professor, Department of Capacity
Development and Extension
School of Environmental Design and Rural
Development
University of Guelph, Canada

Welcome Dinner

Day 2 - December 1 (Saturday)

8:00 – 9:15 AM **Parallel Session 1**
Venue: College of Development Communication, UPLB

9:15 – 10:30 AM **Parallel Session 2**
Venue: College of Development Communication, UPLB

10:45 AM – 12:00 NN **Parallel Session 3**
Venue: College of Development Communication, UPLB

1:00 – 2:15 PM **Parallel Session 4**
Venue: College of Development Communication, UPLB

2:15 – 4:15 PM **Plenary Session II: International Partnerships in**
DevCom

Dr. Cleofe S. Torres
Professor and Former Dean
College of Development Communication, UPLB

4:15-5:30 PM **Parallel Session 5**
Venue: College of Development Communication, UPLB
c/o Rm. 209B, 2nd Fl., College of Development Communication
Building,
University of the Philippines Los Baños, College Laguna 4030
PHILIPPINES

5:30 – 6:30 PM
DevCom for Faculty and

**Business Meeting & Networking in
Practitioners**

Venue: College of Development Communication, UPLB

Day 3 – December 2 (Sunday)

9:00 – 11:00 AM **Plenary Session III: Strengthening the
Discipline and Practice:
Challenges and Opportunities**

Dr. Felix Librero
Former Chancellor
UP Open University

Dr. Alexander G. Flor
Dean, Faculty of Information and Communication
Studies (FICS)
UP Open University

Dr. Maria Celeste Habito-Cadiz
Former Dean, College of Development
Communication, UPLB
& Knowledge Management Specialist, SEARCA

Dr. Rex L. Navarro
Consultant
CGIAR Research Program on Climate Change,
Agriculture and Food Security for Southeast Asia
(CCAFS-SEA), & Pacific Rim Innovation and
Management Exponents, Inc. (PRIMEX)

11:00 AM

Closing Ceremonies

Summary of Activities

Date	Time	Activity	Venue (tentative)
November 30	9:00 AM- 12NN	General Registration	CDC
	2:00 PM	Opening Program	REDREC
	2:30 PM	Opening Plenary	REDREC
December 1	8:00 – 11:30 AM	Parallel Sessions I and II	CDC Graduate Rooms
	11:30-12:30 PM	Lunch Break	CEM Function Hall
	12:45-2:15 PM	Parallel Session III	CDC Graduate Room
	2:30 – 4:00 PM	Plenary Session II	REDREC or CEM Function Hall
	4:00 – 5:30 PM	Parallel Session IV	CDC Graduate Rooms
	6:00 – 8:00 PM	Business Meeting	CDC Lecture Hall
December 2	9:00-11:00 AM	Plenary Session III	REDREC or CEM Function Hall
	11:00 AM	Closing of Conference	REDREC or CEM Function Hall
	12:30 PM	Tour	Laguna Towns

Institutions and Organizations

1. Adventist University of the Philippines
2. Ateneo de Naga
3. Atma Jaya Catholic University of Indonesia
4. Benguet State University
5. Bukidnon State University
6. Central Luzon State University
7. Children International (Manila) Inc.
8. DOST-PCAARRD
9. Isabela State University
10. Marinduque State College
11. Nueva Viscaya State University
12. Occidental Mindoro State College
13. Palawan State University
14. PHILRICE

15. PHIVOLCS
16. Universitas Atma Jaya Yogyakarta
17. Universitas Pembangunan Nasional Veteran Yogyakarta
18. University of Eastern Philippines
19. University of the Philippines Cebu
20. University of the Philippines Los Baños
21. Visayas State University
22. West Visayas State University
23. Xavier University-Ateneo de Cagayan

December 1

Parallel Session I
8:00-9:30

A Constructions and Identities

Representation of the Locals in a "Development-oriented Community-based" Cable TV Program: The Case of Dito Sa Laguna Season 16

Mark Lester Chico

University of the Philippines Los Baños

Communication in the Knowledge Transfer of Baki Knowledge: The Case of Mumbaki and their Apprentices in Kiangnan and Lagawe, Ifugao

Alexis Sarmiento

Nueva Viscaya State University

Shattering Nene's Silence: A Hermeneutic-Phenomenological Analysis On Filipinas' Narratives Of Survival (Pagbangon) From Our Incestuous Rape Experiences

Ana Dominique Pablo and Jyasmin M. Calub-Bautista

University of the Philippines Los Baños

C Media and Technologies

Social Media In Disaster Risk Management For Mount Merapi Yogyakarta (Indonesia) (Case Study Social Media in Balai Penyelidikan dan Pengembangan Teknologi Kebencanaan Geologi (BPPTKG) Yogyakarta

Olivia Lewi Pramesti, MA

Universitas Atma Jaya Yogyakarta

The Perceived Effects of Agri-Pinoy Cordillera Radio Program as a Development Communication Medium to the Farmers in Benguet

Nora C. Sagayo

Benguet State University

Communicating Taiwan's History And Culture Through A Storybook: Perception Of The Digital Generation

Shiela Mae Quero

West Visayas State University

Krokey's Journey in the Northern Sierra Madre Natural Park: Testing and Evaluation of a Media-Based Learning System
Myrna C. Cureg | Antonia. M. Bagunu | Merlijn Van Weerd
College of Development Communication and Arts and Sciences (CDCAS), Isabela State University | College of Development Communication and Arts and Sciences (CDCAS), Isabela State University | Institute of Environmental Sciences CML, Leiden

Paste - To - Face - It: An Analysis Of A Needs Assessment Tool
JoahnaJoy Aroyal , Ricky P. Becodo, Francesca Beatrice Marie Dadole, Colyn Gomez and Bengie Panes

West Visayas State University

Technology Acceptance As Design And Domestication: The Case Of Swinecart

Rikki Lee Mendiola | Katrina Joy H. Magno | Charlene Mae B.

Arkaina | Judith Clarisse Punzalan

	University of the Philippines Los Baños
B Trends and Theorizing in Development Communication Key Signifiers and Meaning Potentials in Quebral's DevCom Discourse: Some Implications for Theorizing in DevCom Romel A. Daya University of the Philippines Los Baños Beyond functionalism: Future directions for theorizing at the DevCom Los Baños School Rosa Pilipinas F. Francisco University of the Philippines Los Baños Emergent Avenues For Theorizing Philippine Development Communication Glenn S. Lubuguin University of the Philippines Los Baños The Search for "I" in "I Am A Development Communication Researcher" Cecilia Fe L Sta Maria-Abalos University of the Philippines Baguio	D Environmental Communication Communication Policy for Eco-Bricks Project in a Selected Village in Iloilo, Philippines Ella Jean A. Medianista Ricky P. Becodo West Visayas State University Suggested Strategic Communication Campaign Plan for Wildlife Conservation in Los Baños, Laguna Marie Therese Penelope Medina-Iglopas University of the Philippines Los Baños Communication Network in Delivery of Saline-Tolerant Rice Varieties among Salinity Affected Farmers in Amtali, Bangladesh Mohummad Kamrul Hassan Women's Environment and Development Organization (In)Convenient Trash Bins: Constructs On Waste Disposal Of Lower ACCI Dormitory Residents Parsons N. Hail Central Luzon State University The Construction of the Sustainability in the Daily Life: CSR Message Projection, Consumer's Narrative and Identification. Natalia Widiarsari Atma Jaya Catholic University of Indonesia

Parallel Session II

9:45 – 11:15

A Politics, Gender, and Emerging Gender Fluid Societies A study of gender and career choice as male hotel public relations practitioners in Yogyakarta Nobertus Ribut Santoso Universitas Atma Jaya Yogyakarta Kuwentong Positibo: Unfolding Identities and Human Potentials of Selected People Living with HIV (PLHIV) Through Their Counter Narratives Edgar D. Bagasol Jr. and John Mervin L. Embate University of the Philippines Los Baños Gender Snapshot of the Marawi Conflict Sorhaila Latip-Yusoph Mindanao State University	C Policy and Governance Purging The Tunnels: Decision-Making Process Of Kabayan Indigenous Peoples Community On Hydroelectric Power Project (HEPP) Aurita S. Budikey Paul Joseph A. Nuval Benguet State University Responding To A Perception Crisis: An Analysis Of Government Press Releases On Inflation Jyasmin M. Calub-Bautista University of the Philippines Los Baños When Rice Becomes News: An Analysis Of Media Coverage On Bukbok Rice Jaime A. Manalo Iv Mary Grace Nidoy Donna CrisCorpuz PhilRice
B Media and Technologies The Perceived Effects of Agri-Pinoy Cordillera Radio Program as a Development Communication Medium to the Farmers in Benguet Nora C. Sagayo Benguet State University Communicating Taiwan's History And Culture Through A Storybook: Perception Of The Digital Generation	D Development Journalism Challenges Of A Community Journalist's Coverage Of An Asean Issue: A Descriptive Introspection: Towards the Development of a Community Media Guide in Reporting ASEAN Stories Walter I Balane Bukidnon State University

<p>Shiela Mae Quero West Visayas State University</p> <p>How and why adolescents experience digital stress: The case of senior high school students in Eastern Visayas, Philippines Raymund Pastoril Jed Asaph Cortes Visayas State University</p> <p>Effectiveness Of A Mobile Game In Improving Children's Intention To Eat Vegetables Dionard Mendova Jed Asaph Cortes Visayas State University</p> <p>Media Consumption Patterns And Development Agenda Of Millennial Undergraduate Students Of The College Of Development Communication, UP Los Baños, Laguna, Philippines Miguel Victor T. Durian SerlieBarroga-Jamias University of the Philippines Los Baños</p> <p>Technology Acceptance As Design And Domestication: The Case Of Swinecart Rikki Lee Mendiola Katrina Joy H. Magno Charlene Mae B. Arkaina Judith Clarisse Punzalan University of the Philippines Los Baños</p>	<p>Applying The Methods Of Communication Development Into The Program Of Protection Of Journalists In Vietnam Doai Tran center@red.org.vn</p> <p>Self-Reflexive Inquiry On The Conduct Of Learning Sessions For Los Baños Times Community Collaborators Kabzeel Sheba G. Catapang Jyasmin M. Calub-Bautista Catherine S. Bucu-Flores University of the Philippines Los Baños</p>
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Lunch Break
11:30 – 12:30

Parallel Session III

12:45 – 2:15

A Disaster and Risk Communication

Motivational Factors Affecting the Intention of Junior High School Students to Participate in Disaster Risk Reduction Programs and Activities in the City of San Jose Del Monte, Bulacan

Clarisse Mae Abao

University of the Philippines Los Baños

What drives innovations in climate change-ready schools?
Jaime A. Manalo, Anna Marie F. Bautista, Jayson C. Berto, Rommel T. Hallares, Teofilo C. Paulino, Fredierick M.

Saludez, Reuel M. Maramara

Philippine Rice Research Institute

Towards An Integrated And Integrative Framework For Examining Community-Based Disaster Risk Communication

Glenn S. Lubuguin

University of the Philippines Los Baños

Framing Of Natural Disasters By Video Posts On Youtube: A

C Science Communication

Community-Based Participatory Approach In The Development Of The Communication Plan To Promote Hiv Prevention Among College Students Of Palawan State University

Mark Joshua O. Arista | Paul Joseph A. Nuval

Palawan State University | Benguet State University

Popularizing Agricultural Information: Development Communication Strategies Used by the Provincial Agricultural Office of Northern Samar

Salvie Magtanao

University of Eastern Philippines

Children's Understanding Of Healthy And Unhealthy Foods Based On Packaging Content

Angenette R. Jugan¹ and Editha G. Cagasan²

Viayas State University

<p>Case Of Typhoon Urduja Mary Grace P. Tariao and Editha G. Cagasan Prime FM, Ormoc City; VSU, Visca, Baybay City, Leyte</p>	
<p>B Devcom in post colonial and post development conditions</p> <p>Metaphors of development: reflections on the development discourse through visual representation John Mervin Embate DEVC 144 FG-2L 1st sem 18-19 University of the Philippines Los Baños</p> <p>Material culture and the practice of popularization of technical information: a reflexive examination Pamela A. Custodio University of the Philippines Los Baños</p> <p>Disassembling the "Breast is Best"/"Fed is Best" Dichotomy: Exploring the Potentials of Haraway's Notion of Cyborg in Infant Feeding Discourse Lynette B. Carpio-Serrano University of the Philippines Los Baños</p>	<p>D Environmental Communication</p> <p>Designing Food Security: The Applications of Permaculture in Sustainable Agriculture--Case Studies in the Philippines Jabez Joshua M. Flores School of Environmental Science and Management, University of the Philippines Los Banos</p> <p>Ating Bahay, Ating Buhay: A Cepa Strategy for the Conservation of the Northern Sierra Madre Natural Park Myrna C. Cureg Merlijn Van Weerd Antonia. M. Bagunu M. G. Balbas J. T. Acay L.C. Tumaliuan College of Development Communication and Arts and Sciences (CDCAS), Isabela State University Institute of Environmental Sciences CML, Leiden College of Development Communication and Arts and Sciences (CDCAS), Isabela State University Mabuwaya Foundation, ISU Garita Mabuwaya Foundation, ISU Garita Mabuwaya Foundation, ISU Garita</p> <p>The Environment on Television: An Analysis of "G-Diaries" Salvie Magtanao University of Eastern Philippines</p>

	<p>Extent and Framing of Community Newspapers Coverage of Environment Stories Walter I Balane Bukidnon State University</p> <p>Exploring Voice And Silence In A Natural Resources Management-Based Grassroots Organization Mae Claudine Gica Editha Cagasan Visayas State University</p> <p>Communication And Adoption Of Drip Irrigation Among Vegetable Farmers In Cabintan, Ormoc City Ria A. Micate Dr. Monina M. Escalada Visayas State University</p>
<p>E Media and Technologies</p> <p>Level of Outcomes of Farmers' Participation in the School on the air on Organic Agriculture in the Two Provinces of Eastern Philippines Christina A Gabrillo Visayas State University</p> <p>Appropriating transmedia storytelling in communicating social issues: the case of the Future Coast project Rosa Pilipinas F. Francisco University of the Philippines Los Baños</p> <p>"Wildfire" as simulation: Reflections on designing a learning experience on HIV prevention for NSTP 1 facilitators and students Rikki Lee Mendiola Catherine S. Bucu-Flores Renz Frances D. Abagat Charlene Mae B. Arkaina Dr. Rossana A. Ditangco Joseph Lydio R. Roble University of the Philippines Los Baños</p>	<p>F Disaster and Risk</p> <p>Communication Factors And Perceptions Affecting Relocation Intention Of Household Heads Living Along THE WEST VALLEY FAULT IN FOUR BARANGAYS OF MAKATI CITY Darla Mae L. Hasan Rosario V. Tatlonghari Department of Science and Technology University of the Philippines Los Baños</p> <p>Examining Disaster Risk Reduction and Management (DRRM) through the Lens of Local Knowledge and Collective Behavior: The Case of Community-Based Flood Early Warning System (CBFEWS) Rechelle Ann T Barraquias Xavier University-Ateneo de Cagayan</p> <p>Risk Perceptions Of Stakeholders In Landslide-Prone Communities In The Philippines: Hints For Risk Communication Carla Alyssa Cabrera Melody Teodoro Pauline Pagaduan </p>

<p>Audience Reception Analysis of the Messages and portrayals of Mental Illness in the Eat Bulaga! TV Movie "Love is..." by Individuals Diagnosed with Mental Illness</p> <p>Mikhail T. Alba</p> <p>University of the Philippines Los Baños</p>	<p>Sonny Pasiona Renato Solidum Jr.</p> <p>PHIVOLCS</p> <p>Assessment Of Ground Data Submission For Early Warning Information For Landslides: The Case Of PHIVOLCS-DYNASLOPE Project</p> <p>Pauline Pagaduan Sonny Pasiona Renato U. Solidum Jr., PHIVOLCS, DOST</p>
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Parallel Session IV

4:00 – 5:30

<p>A Environmental Communication</p> <p>Communication Policy for Eco-Bricks Project in a Selected Village in Iloilo, Philippines</p> <p>Ella Jean A. Medianista Ricky P. Becodo</p> <p>West Visayas State University</p> <p>"Do-ocracy": Fulfilling Public Participation in the Philippine Environmental Impact Statement (EIS) System of DENR Region VI</p> <p>Alan S. Hablo Quennie M. Dellosa Hannah Joy B. Undar </p>	<p>C Constructions and Identities</p> <p>Making Storytelling in DevCom More Grounded: Repackaging the News Story</p> <p>Romel A. Daya Elijah Jesse M. Pine</p> <p>University of the Philippines Los Baños</p> <p>Beyond Lenses: A Semiotic Analysis of Empowerment and Disempowerment Constructs of Community Youth Journalists in Urban Poor Areas of Novaliches, Quezon City</p> <p>Katrina R. Guanio</p>
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<p>Ricky P. Becodo West Visayas State University</p> <p>Most Significant Changes Experienced From Participating In The Climate Smart Farm Business School Program: The Case Of Ormoc Farmers Danica R. Acebedo Visayas State University</p> <p>Understanding, Use And Perceptions Of Seasonal Climate Forecasts Among Key Decision-Makers In A Dengue-Prone Community Ian Kim Gahoy & Rotacio Gravoso Visayas State University</p>	<p>Children International (Manila) Inc.</p> <p>Talaw: Role of Indigenous Films in Shaping the Kankana-ey Identity in Benguet Cordillera Peter P. Dalocdoc, Jr. Benguet State University</p> <p>Finding the Essence on the Lived Experiences of Filipino Expats on their Encounters with Rascalism in Port Moresby, Papua New Guinea: A Phenomenological Inquiry Joan Santiago (no affiliation indicated)</p>
<p>B Sustainable Living and Livelihoods in a Neoliberal World</p> <p>Making Both Ends Meet: Stories of Landless Farmers in the Philippines Bana, Ma. Filipinas H. (et al.) Ateneo de Naga University</p> <p>"Wat Ta Iman Supsuplay" (We Are But Supplied Farmers): Understanding The Practice Of Pasuplay System On Vegetable Production In Madaymen, Kibungan, Benguet Nora C. Sagayo Benguet State University</p> <p>Development Communication Strategies In The Sustainable Livelihood Program Of Dswd For Effective Partnership In Luba, Abra And Baguio City. Ivy Jane V. Miguel Benguet State University</p>	<p>D Trends and Theorizing</p> <p>Status And Trends In Development Communication Research From 2008-2015: A Rejoinder To Past Reviews Of Devcom Studies Emely M. Amoloza Marife R. De Torres Anna Roffel O. Lozada Marielle J. Pasuquin Crina E. Tañongon University of the Philippines Open University Central Luzon State University, Philippines Marinduque State College, Philippines DOST-PCAARRD, Los Baños, Laguna, Philippines University of the Philippines Cebu</p> <p>The Place Of Rhetoric In Devcom Practice: Reconciling The Issues And Concerns Samuel Ayodele Ojurongbe University of the Philippines Los Baños</p> <p>Empirical Analysis of the S-M-C-R-F+N Communication Towards Developing a Holistic 21st Century Communication Theory</p>

	<p>Dr. Romeo M. Barrios Adventist University of the Philippines</p> <p>Religion In Development Communication: An Inexorable Concept STANISLAUS Irudayaselvam University of the Philippines Los Baños</p>
<p>E Media and Technologies</p> <p>Assessment and Upgrading of Social Media Utilization for Agri-tourism Marketing by La Trinidad, Benguet Farmers Through Participatory Communication Research Action Jennyline Tabangcura Benguet State University</p> <p>Digital Inequalities Beyond Access among Marginalized Groups in the Philippines Benjamina Paula Gonzalez-Flor University of the Philippines Los Baños</p> <p>Development as power: How Jokowi's Facebook account mediated power representation thru discourse on development RenyTriwardani Universitas Pembangunan Nasional Veteran Yogyakarta</p> <p>Pakikinig, Pakikibagay, At Pakikibahagi: Reflections Of A Production Class On Storytelling Through Community Television Elijah Jesse M. Pine Christine M. Reyes Ma. Katrina C. Tungol Bernice N. Gonzales CheskaGlorianne B. Folgo Kinessa Denise T. Chispa University of the Philippines Los Baños</p>	<p>F Science Communication</p> <p>Public engagement in science as interface: Reflections from Siyasik PH's science communication initiatives Rikki Lee B. Mendiola Pamela A. Custodio University of the Philippines Los Baños</p> <p>Science Communities For Development: History And Prospects RhodoraRamonette M. de Villa-Custodio University of the Philippines Los Baños</p> <p>Trending rice: Communicating agri information on social media Mary Grace Nidoy Floper Gershwin Manuel Allan Biwang Philippine Rice Research Institute</p> <p>Juan F. Jamias and the Beginnings of Science Communication as an Academic Field in Development Communication Garry Jay S. Montemayor University of the Philippines Los Baños</p>

<p>iTEACH: A Cloud-Based e-Learning Module for Technopreneurship Education Maricris M. Usita Marichu G. Castro Occidental Mindoro State College</p>	
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