

# Sikat Pinoy, Sikat!

## DLSU-D wins 2<sup>nd</sup> place at national PR students competition

Thirteen AB Communication students from the University emerged 2<sup>nd</sup> place in this year's 6<sup>th</sup> National PR Students Grand Prix Competition sponsored by the Public Relations Society of the Philippines (PRSP) held at the University of Santo Tomas (UST) on Sept. 12.

DLSU-D, De La Salle University-Manila, St. Paul's University, Colegio San Juan de Letran, Pamantasan ng Lungsod ng Maynila, Southville International School and UST are the seven finalists of the said competition. Among the teams, DLSU-D's "Sikat Pinoy, Sikat!" formulated by the Page 100 Society greatly impressed the judges and was considered as one of the outstanding communication plans, following the PRSP's case study theme for the competition, "Repositioning the Brand Philippines in the 21<sup>st</sup> Century."

According to the group, "Sikat Pinoy, Sikat!" focuses on the promotion of national pride. "The campaign

endeavors to brand Filipinos as excellent in fields [like] arts, leadership, academics, sports and even in everyday living." *Sikat* is an acronym for the following attributes: *Sipag*, *Inisyatibo*, *Kakayanan*, *Adbikain*, and *Talento*. Moreover, key messages of the campaign include "Sikat Ako, May Angking Talino, Kakayahan at Talento" and "Sikat Ako, Maka-Diyos, Maka-Kalikasan, Maka-Pilipino."

Under the tutelage of Communication Arts Department faculty Roel Ramirez, Page 100 Society is composed of Junvie Alabado, Ian Borromeo, Marie Joy Critica, Mary Rose Denzon, Hannah Galido, James Gempis, Karina Leal, Gerielle Amor Pacleb, Patrick Roel Quintos, Arny Ross Roque, Cathlea Rosas, Crystal Saban and Mervin Wenke.





## VCMEAD attends ASEACCU

The Association of Southeast and East Asian Catholic Colleges and Universities (ASEACCU) organized its 18<sup>th</sup> annual conference at the Assumption University in Bangkok, Thailand on Aug. 26-28 where Vice Chancellor for Mission, External Affairs and Development Myrna Ramos represented the University. The conference seeks to promote Catholic higher education and support the local churches.

In his keynote address, H.G. Archbishop of Bangkok Francis Xavier Kriengsak Kovithavanij talked about this year's conference theme "Caring in Truth: Catholic Perspectives on Challenges in Education." He discussed the "educational challenges or realities and situations" and the cardinal points of Catholic Faith such as "*Deus Caritas Est*" (God is Love), Word of God, Will of God, Jesus crucified and forsaken and Unity, that face the field of education.

Delving deeper into the theme, Dr. Channarong Monthienvichienchai talked on "The Pastoral Challenges to Youth and Catholic Education in the Age of Globalization," Rev. Dr. Amnuay Yoonprayong, f.s.g. on "Catholic Education and Educational Challenges," Rev. Dr. Augustinue Sugiyu Pitoyo, S.J. on "Catholic Education and Democracy," and Rev. Dr. Nghi Van Dinh, O.P. on "The Challenge of Education and Youth: Catholic Perspective." Aside from these discussions, the participants engaged in panel presentations, workshop with student presentations, multicultural performances and a visit to the Emerald Buddha Temple and Grand Palace.

ASEACCU is a regional association of Catholic universities in countries within Southeast and East Asia which aims to contribute to the enrichment of educational dialog on an international level beyond these regions.

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## DLSAA inducts new BOT officers

The De La Salle Alumni Association (DLSAA)-Dasmariñas Chapter, Inc. recently held its first general assembly and induction of officers of the board of trustees, executive council and collegiate associations with the theme, "ONE Association. ONE La Salle." at the Bahay Pag-asa, Dasmariñas Pavilion.

Joel Espedido, DLSAA-Dasmariñas Chapter Inc. president, gave his opening remarks and introduced the officers for the induction ceremony led by Henry Atayde, DLSAA president. Atayde shared, "The Philippine Lasallian Alumni are everywhere, [with 42 Alumni Associations (Philippine District) today]. Yet, we are part of an even bigger

community of Lasallian alumni with over 35 chapters globally," he added. Atayde also invited everyone to participate in celebrating "ONE Vision. ONE World. ONE La Salle!" by joining the upcoming events of the association.

The new BOT officers are: Joseph Dinglasan, chairman; Deodoro Abiog II, Dr. Sonia Atienza, Dr. Alvin Crudo, Dr. Alrien Dausan, Joel Espedido, Nathaniel Golla, Wilson Jacinto, Dr. Olivia Legaspi, Rosalinda Legaspi, Leo Manansala, Brenda Martinez, Wiziel Napod, Joel Refuerzo, Jose Restrivera and Neil Villanueva.



### the PR boom

In addition to motivation research and the advent of television, the two most important changes that took place in advertising in the post-war era were:

1. the public relations boom
2. the penetration of advertising into politics

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# SSD commemorates Nationalism Month

In commemoration of the Nationalism Month, the Social Sciences Department (SSD) spearheaded DLSU-D's celebration of Buwan ng Nasyonalismo which officially opened with a short program on Sept. 6.

The event paved way for the lecture “Ang Ergonomiya ng Edukasyon: Ilang Bahagi sa Karanasan at Metapisika ng Isang Buhay-Guro” conducted by SSD faculty Segundo Sim. In his lecture, Sim shared to the DLSU-D faculty that in the physical, intellectual and spiritual components of a teacher's daily tasks, from the seemingly irrelevant act of commuting to and from school to his communications with students and colleagues, lies the key to his effectiveness to his profession and to the society he belongs to. Through this, he mentioned, there is a strong possibility for teachers to indeed affect change.

Sim further drove his points home by encouraging the participants to use their imagination as he illustrated his own personal life experiences as a teacher. Meanwhile, Hugo Yamson III, director for Public Affairs of the Department of Agrarian Reform, discussed the laws of implementation and other issues pertaining to agrarian reform on a lecture titled “Agrarian Reform Towards Nation-Building” held on Sept. 15.

One of the activities slated for the commemoration of *Buwan ng Nasyonalismo* includes a Cultural Show on Sept. 22 where different student organizations from the Performing Arts Group rendered special numbers that gave tribute to Filipino culture. On Sept. 29, high school students from DLSU-D feeder schools will compete in *Tagisaysayan* that will focus on Philippine history in general with emphasis on local Cavite history.

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## DLSU-D receives Centennial Star from DLSZ

In celebration of the 100 years of Lasallian presence in the Philippines and of the unity and special bond among La Salle schools, the De La Salle Santiago Zobel (DLSZ) School presented a Centennial Star to DLSU-D at the De La Salle Health Sciences Institute-Angelo King Medical Research Center on Sept. 7.

DLSZ commended the University for its achievements and continuous dedication to its vocation of forming “God-centered, people-oriented and patriotic persons” who follow the footsteps of St. John Baptist de La Salle.

The Centennial Star, a brass sculpture in green patina and dull gold finish sculpted by Sandro Castrillo, features the Star of Faith, the distinguishing mark of the Brothers of the Christian Schools. The five vertices of the star represent benevolence, civility, humanitarianism, service-oriented goals and scientific pursuit.





## ICT Week at DLSU-D

Through the efforts of the Information and Communications Technology Center (ICTC), the University experienced its first-ever ICT Week on Sept. 7-9. Themed “ICT @ DLSU-D: Creating, Innovating, Evolving,” the event showcased the services that the Center has spearheaded throughout the years.

Restructured, redesigned and reborn, the new website and the Center’s new logo were unveiled during the opening activity held at the Severino de las Alas Hall Auditorium. The event also featured an exhibit mounted at the College of International Hospitality Management Building grounds, highlighting the centerpiece projects of the different units under the ICTC. The exhibit also featured booths from the University’s technology partners and a scavenger booth for broken IT gadgets in a bid to promote social awareness on the value of proper waste disposal.

Orientations on the online enrollment system for freshmen and trainings for the use of the Zimbra email for the faculty and staff were held on the second day. It was followed by a workshop on the disassembly and assembly of computers along with OS installation for COMTECH students. Simultaneous seminars were conducted by expert resource persons on the topic of data security and a troubleshooting contest was also held during the event. The Online IT Quiz challenged all students through their individual portal accounts with questions pertaining to networks, the web and other systems, among others.

The ICT week was made possible through the help of the University’s IT partners, Globe Telecommunication, Creative Technologies, Inc., Brother International Philippines Corporation, Solutions Partner Incorporated, Integrated Computer Systems, Inc.,

Insight Systems International Corporation, Kaizen Internetworking, MEC Networks Corporation, Philcom, PLDT Business Solutions, and Slid Innovative Infrastructure, Inc.

## BeSD promotes mental health

The Behavioral Sciences Department (BeSD) inspired the community to live life well through its celebration of the Mental Health Awareness Week (MHAW) 2010 with the theme “Live Your Life Well” from Sept. 14 to 18.

In cooperation with the Psychology Program Council and Community Development Student Council, students’ schedules from the said programs were packed with various activities promoting health and well-being and seminars sharing relaxation techniques and mental exercises. A Holy Mass was held at the University Chapel during the kick off on Sept. 13. Among the seminars conducted were “Neurobics, Are You Feeling Stressed Out?,” “Organic Farming for a Better Living,” “Basics of Organic Farming and its Benefits,” and “Healthy Lifestyle

for Students.”

MHAW also became a venue for the Psychology and Community Development students to show off their singing and dancing talents through *Katarsis*, a dance and band competition for groups from the said programs. BeSD students strutted the stage on Sept. 17 at the Severino de las Alas Multipurpose Hall with their recycled apparels at the “Recycled-to-Wear @ Modelong BeSD.” On the last day, a mini Olympics at the University Oval was held where students demonstrated their psychomotor skills and competitiveness. As a culmination of the week-long celebration, the mini Olympics was followed with gift-giving to the children of Fishgate Foundation in Alfonso, Cavite.

# CAD faculty presents paper at int'l conferences

Sharing the Philippine higher education experience and the practices and lessons learned about social development and the United Nations millenium development goals (MDGs), Communication Arts Department (CAD) faculty and University Development Office Director Marco Polo recently presented his papers at two international conferences held at Malaysia and Singapore.

For the 3<sup>rd</sup> Annual National Higher Education Conference organized by Asia Executive Programs held at Kuala Lumpur, Malaysia, Polo presented his paper "Achieving Relevance and Responsiveness: The Philippines Higher Education Experience (Trends, Perspectives and Responses)." He shared the 10 megatrends shaping higher education in the new century. Further, Polo discussed the ways and means that the Philippine Higher Education sector performs to deal with these megatrends. He also presented implications and recommendations for higher education institutions.

Moving to the International Conference in Learning and Community Enrichment held in Singapore, Polo presented another paper "Social Development and the UN Millenium Development Goals: Best Practices and Lessons Learned from a Philippine University." Organized by the Planet, Economy, Community and Self-Center, the conference's theme dwelled on "Sharing of research, innovative programs and ideas that encourage greater involvement, especially by young people in sustainable development activities and lifewide learning." Polo's paper discussed his experiences in integrating social development and the UN MDGs in the college course "Introduction to Development Communication" taught to AB Communication Arts students in DLSU-D. Highlights of the paper include the techniques and strategies used to raise awareness among the students about MDGs, critical and creative outputs of the students' interpretations of the MDGs, and the popularization of MDGs on campus through various information and education campaigns. Polo also presented recommendations on how to replicate the approach in other courses as a subject or even as a field of study.

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## Myx Slam Jam rocks DLSU-D

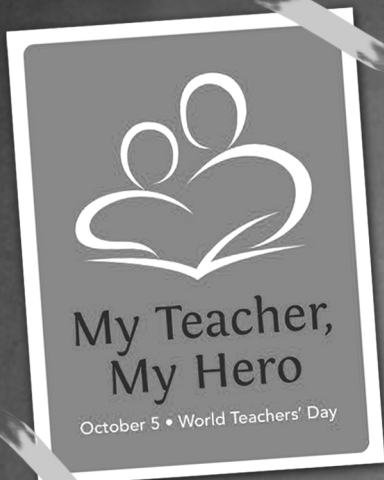
It was held 2:30 pm but there was no afternoon slump for DLSU-D students when Myx Slam Jam rocked the campus during the College of Business Administration (CBA) General Assembly at the University Grandstand last Sept. 15.

Hosted by no other than Myx VJs Chino Lui Pio, Robin Nievera, Bianca Roque, and Janine Ramirez, the event was constantly filled with loud cheers of the students who came not only from CBA but from other colleges as well. Myx Slam Jam featured infectious rock band performances from Rivermaya, Spongecola, and Urbandub.

The event, which also showcased special numbers from student organizations like GLaM!, Pointes n' Flexes, and Necessary Noise, among others, ended at 8:00 pm with the crowd still bursting with energy.

With the initiative of the CBA Student Council, Myx Slam Jam 2010 was sponsored by Chalk, Hero, C2, Oishi Ridges, Nivea, Ever Bilena, Happee, Ph Care, Nescafé 3 in 1, and Centrum.





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DLSU-D celebrates Teachers' Month 2010 Sept. 14–Oct. 5, 2010

Kick-Off Ceremony  
September 14, 2010

Collegiate Activities  
and Kapihan

September 16 to October 4

A Concert for My Teacher, My Hero:  
An evening with Ms. Marissa Sanchez  
Oct. 5, 4 pm, Ugnayang La Salle

Want to tell your teachers how much you appreciate them? Write your messages at the message boards located at the CIH and Administration buildings.

[www.dlsud.edu.ph](http://www.dlsud.edu.ph)

## Oops!

In the article “Kayo ang Boss Ko: USC promotes nation building” of Newsette issue vol. 20 no. 5, Ralfhee Blake Barrios is a Political Science student and not a Psychology student as stated. Newsette regrets this error.



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