



THE OFFICIAL NEWSLETTER OF  
DE LA SALLE UNIVERSITY-MANILA

2401 (twe'n'fē fōr'ō, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University-Manila, home to outstanding faculty and students, and birthplace of luminaries in business, public service, education, the arts, and science. And 2401 is now the new name of the official newsletter of DLSU-Manila, featuring developments and stories of interest about the University.

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# CBE faculty gets re-elected in economists' org

Two De La Salle University-Manila professors were re-elected to the Board of Directors of the Philippine Economic Society (PES) during its 43<sup>rd</sup> Annual Meeting held at the Asian Institute of Management Conference Center in Makati on November 23.

They are Dr. Michael Alba, dean of the College of Business and Economics, and Dr. Ponciano Intal Jr., executive director of the Angelo King Institute for

Economics and Business Studies. Both are members of the faculty of the Economics Department. Meanwhile, Dr. Winfred Villamil, chair of the Economics Department is now on his second term in office as board director.

The PES is the only organization of professional economists in the country with a broad membership consisting of economists in the academe, private business, and government. It is recog-

nized by the international community of professional economic associations and is a founding member of the Federation of ASEAN Economic Associations. The organization provides venue for the discussion of a wide range of policy and development issues and performs a leading role in the advancement of economic research and education in the country.

# Call for entries to La Salle's annual lantern-making contest



Lasallians are enjoined to send in entries to the annual lantern-making contest of DLSU-Manila. The theme of this year's competition is "Kalinga sa Kapwa sa Kapaskuhan." The contest is open to all sectors of the community – students, faculty, administrators, co-academic personnel, Brothers, alumni, parents, and in-house and maintenance contractors – individual or in groups of five either from the same unit or a combination of the different sectors. The following are the guidelines for the competition:

1. Lanterns may be of any shape or design (star, animals, plants or geometric figures, etc.) as long as it follows the theme - "Kalinga sa Kapwa sa Kapaskuhan."
2. Lanterns may be single or cluster-type; the maximum number of clusters should be five (5) figures.
3. Lanterns should be colorful, sturdy, waterproof, lightweight,

and combined with recycled or indigenous materials.

4. Lanterns should have at least two (2) incandescent bulbs or decorative Christmas lights for illumination.
5. The size of single lanterns should be 36 inches or bigger (in height or width or diameter). For cluster-type should have a minimum size of 20 inches.

The criteria for judging are creativity, 30%; originality, 30%; concept, 30%; and impact, 10%.

Winners will receive P10,000 (first prize), P7,000 (second prize), and P5,000 (third prize).

Entry forms are available at the Office of Architect Cely Gonzales, who will also receive the entries at L-160. The deadline of submission is on December 12, 5 p.m. The entries will be displayed on December 13 at the Central Plaza. Judging of entries is scheduled on December 15.

# La Salle exhibit promotes youth and education issues

To help direct the attention of the general public to issues concerning the Filipino youth and their education, De La Salle University-Manila in cooperation with Shangri-La Plaza Corporation and Figaro Coffee Company mounted "Re-write the Headline: A Lasallian Scholarum Awards Exhibit" at the 3<sup>rd</sup> Level of the Shangri-La Plaza Mall in Mandaluyong City from December 1 to 4.

With the concept Re-write the Headline, the exhibit marked the launching of the 2006 Lasallian Scholarum Awards, an annual journalism competition established by DLSU-Manila in 2003.

The Lasallian Scholarum Awards aims to encourage media to increase coverage of youth and education issues and thus, motivate sectors and individuals to contribute to youth development.

The exhibit featured accounts of people, places, and events related to youth and education.

In the exhibit, panels were used to present stories on exemplary youth devel-

opment initiatives of other individuals and institutions, aside from Lasallian projects. Included in the exhibit were stories on the Ten Outstanding Students of the Philippines of RFM Foundation; Center of Excellence in Public Education by Ayala Foundation; Mobile Library of Museo

Pambata; Science and Technology Scholarships of the Department of Science and Technology; and exposé on erroneous textbooks by Antonio Go.

Meanwhile, the La Salle programs featured in the exhibition were the Lasallian Schools Supervision Services Association, Inc. and DLSU-Manila Student Council's outreach programs H.E.L.P. and the Lasallian-

Gawad Kalinga Village Project.

A prototype of the glass sculpture for the Awards winners was also displayed during the exhibition. It was designed and crafted by glass artist Ramon Orlina.



# On the prospect of retiring from full-time teaching

By Dr. Cirilo F. Bautista

*By the end of this year, I shall have retired from full-time teaching in the Literature Department of De La Salle University. I have been living the academic life for thirty-eight years now and have enjoyed it immensely. It has not only disabused me of certain preconceptions about my fellow human beings but also provided me with lessons that have served as my moral guideposts in what John Milton called “the dark world and wide.” Those years shaped my attitudes and consciousness, establishing the foundation for what I am now, with all my strength and frailties. Recalling them drives little nails into my heart, yet gives me also a surge of happiness.*

Right after graduation from the University of Santo Tomas in 1963, I was accepted as an instructor in Saint Louis College in Baguio City. I was twenty-two years old and sure of myself and righteous then, and I thought I held all the answers to the riddles of the universe. My Belgian dean gave me different subjects – from grammar to sociology – when in fact all I wanted was to teach Literature. I was very strict with my students and demanded quality performance from them. Later, I got my Master of Arts degree, I taught Poetry and Creative Writing in the Graduate School. My four years of stay in Saint Louis were highlighted by my marriage, the publication of my first book of poetry, the begetting of two daughters, and the grant of a fellowship to the International Writers Workshop at the University of Iowa, U.S.A.

The American Midwestern landscape gave me almost a year’s respite from the teaching life. I worked on finishing my epic poem, *The Archipelago*. Paul Engle, the Workshop director, and George Starbuck, the Beat poet who was a faculty member there, gave me encouraging prais-

es when I showed them parts of the epic. My short poems also appeared in three American magazines. From Iowa, I wrote a letter of resignation to the Rector of Saint Louis in Baguio City. I told him my salary there could no longer support my family and myself. I was hoping he would offer me a raise, but he did not, so I had no more job to return to the Philippines.

But Far Eastern University and the University of the East offered me positions when I came back to Manila. On the first day of classes, I was eager to meet my classes in FEU, but I changed my mind about teaching there when I saw what looked like hordes of students moving all over the campus ground. In Iowa, I hardly met students in the hallways and greens, but in FEU, they seemed to emerge from everywhere. I had the same disorienting experience when I went to UE. So I went back home and pondered my situation. Eventually, my former teacher in UST, who was now Chair of the Literature Department there, told me she had a place for me in the faculty. There was plenty of space in the Dominican school and the classes were not large. However, because



FIELD NOTES. What in the world is going on? We ask our faculty members to make sense of what we need to know, understand, and reflect upon. They agree to share insights and observations about their respective fields or special interests. Field Notes serves as a window to different worlds where we all belong.



of unsatisfactory salary rate and class schedule, I could not remain there for a year.

Then I was accepted for a full-time position in De La Salle College in Manila in 1970. I liked everything I saw in the place – the small male student population, the spacious campus grounds, the excellent qualifications of the faculty members, and the philosophy of the Christian Brothers who ran the school. I found the learning and teaching atmosphere I had been looking for, and decided to span my teaching career there. At the same time, De La Salle was sympathetic to my excursions into the field of imaginative writing. The school recognized the importance of literary creativity in the over-all scheme of tertiary education. In 1986, the Academic Vice President needed only a little prodding to establish the Writer-in-Residence program for the encouragement of the production of literary works from both the students and the faculty members. I was fortunate to be the first grantee of the program, a position I held for close to ten years. Later, with the establishment of the University Press and the Bienvenido N.

Santos Creative Writing Center, the literary activities in the school were rationalized and centralized.

I do not exaggerate when I say that I gave my best years of my life to De La Salle University. I tried to be a good teacher to the young men and, later on, young women who got into my classes. Also, I like to think that through my writings, I have done my share in the University's literary development. I do not exaggerate also when I say that De La Salle University has given me so much in return. I have been right in deciding to make it the locus of my working life. Through the years, it has supported me financially, morally, and physically. It was kind to me even in times when I did not deserve it, and tolerated my eccentricities and shortcomings when others would have given up on me. I might have criticized the faults of this University, but I never regret putting my academic career in its care.

Now that I am retiring from De La Salle after thirty-three years of service, people ask me what I plan to do. They say with envy that life is much better for the retiree. For teachers who are also writers,

retirement is not really a full stop from the usual work; rather, it is just a pause to smell the flowers, or to read that extra book, to visit those dreamed of places. Or to meditate on the mysteries of the living to take stock of one's achievements and failures. As a teacher and writer, I do not have the luxury of time, no matter how much I would like to heed Horace's *carpe diem*. I am a teacher twenty-four hours a day, whether I am in the classroom or not. Only between the breaks in these hours do I have the chance to finish that poem or that story. With full-time teaching over, I can have more time for my writing. There are still some novels I would like to finish. As to whether the grass is greener on the retirement ground, I do not know. Perhaps it depends on the quality of life you will

*University Fellow Dr. Cirilo F. Bautista is a prolific poet, fictionist, essayist, literary critic and theorist, columnist and educator. He is described as a genius in language and imagination by National Artist for Literature (1973) Jose Garcia Villa.*

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# DLSU-Manila, PCIJ reveal results of newscast probe

Television news executives, media practitioners, and university students were among the attendees of De La Salle University-Manila's media forum *Issues Café* held on December 1 at the Figaro Store, Level 3 of Shangri-La Plaza Mall in Mandaluyong City. Titled "Decoding the Headlines: TV News in Focus," the event showcased the results of the first research partnership of De La Salle University-Manila and the Philippine Center for Investigative Journalism (PCIJ).

Early this year, the Marketing Communication Office partnered with PCIJ to work on a study that would seek to evaluate the newscasts of top television news programs in Metro Manila. The joint research partnership consisted of a content and audience analysis of *TV Patrol World* by ABS-CBN, *Sentro* of ABC 5, and *24 Oras* of GMA 7. DLSU-Manila researchers handled the data analysis while PCIJ conducted interviews with news executives of the top three networks.

Faculty members of the College of Liberal Arts (CLA) spearheaded La Salle's part of the study. Behavioral Sciences Department Chair Cristina Rodriguez conducted the audience analysis, while the content analysis was handled by Communication Department Assistant Professor Gary Mariano.

Mariano's study reviewed the early-evening newscasts of above mentioned programs for 10 weekdays for the purpose of determining whether these programs follow an independent definition of news. During the forum, Mariano said that in terms of frequency count and story length, the top 4 categories of news stories in these programs were the economy, police, politics, and show business.

He added that the economy received



From left: Gary Mariano, Cristy Rodriguez, Luz Rimban, Sheila Coronel, and Luchi Cruz-Valdes

the most coverage from *Sentro* in terms of number of stories (31%) and story length (two minutes and five seconds). Police Stories topped *24 Oras* (19%) and *TV Patrol* (23%) in frequencies. Stories on politics averaged close to two minutes on *TV Patrol* while *24 Oras'* showbiz reports averaged 1:45 minutes long.

Meanwhile, Rodriguez's study focused on examining the television viewing patterns and habits of viewers and describing and explaining their viewing preference in terms of news program choice as well as the content and format of the preferred news program. A series of focus group discussions was conducted in selected barangays in Singalong, Malate, Manila in April.

According to Rodriguez, as claimed by the participants, Channel 2 and Channel 7 are the most popular networks in their community. Channel 7 is favored by its viewers because the shows not only have good talents but are more original,

and interesting. Fair reporting of news was also mentioned. On the other hand, viewers say they like Channel 2 teleserye and public service show/s segments.

The PCIJ report was discussed by Luz Rimban. She revealed that though TV newscasts had been criticized for focusing on crime and entertainment in their reports, for sensationalizing and "dumbing down" news content to suit public taste, TV news executives still say that their news lineup just reflects what the audience finds relevant to their daily lives.

ABS-CBN's Head of Current Affairs Luchi Cruz-Valdes served as one of the reactors in the forum while PCIJ Executive Director Sheila Coronel was the forum's moderator.

The Philippine Center for Investigative Journalism (PCIJ) is an independent, nonprofit media agency that specializes in investigative reporting.

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# Academic supervision book released by DLSU Press

The De La Salle University Press, Inc. marked its 11<sup>th</sup> anniversary last November with the release of *Supervision of Instruction: The Philippine Perspective* by Dr. Adelaida Bago.

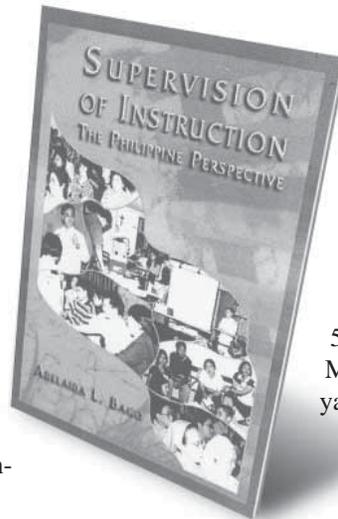
The volume discusses the various dimensions—both in-class and off-class—of supervision that heavily impact the quality and effectiveness of instruction.

In seven insightful chapters, the book specifically tackles various supervisory concerns such as the changing thrust and conceptual framework of supervision, instructional supervision and evaluation, legal issues, staff development, and organizational structure of supervision in the local educational setting. It becomes a valuable reference book for educational stakeholders – admin-

istrators, faculty, students, and community members – as it shows how a strong and enlightened instructional leadership spells a school’s effectiveness and success.

Bago is a professorial lecturer at the Educational Leadership and Management Department of the College of Education. She has previously authored two other books, namely, *Curriculum Development: The Philippine Experience*, also published by DLSU Press, Inc., and *Guide for Thesis and Dissertation Writers*.

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# Institutional Christmas card and 2006 calendar



You may now place your order for institutional calendars and Christmas cards at the Marketing Communication Office.

The calendar costs P50. Christmas cards are priced at P25 per card.

## *DLSU-Manila, from page 6*

Started in 2001, Issues Café is a forum which serves as a venue for DLSU-Manila faculty researchers to share their breakthrough research projects to the public, through the media. Last year, Issues Café took a new format as the University’s faculty researchers partnered an external agency to conduct a collaborative study on a particular area of concern.

# St. La Salle Pre-school opens its new home to volunteers, teachers-in-training

The College of Education's St. La Salle Pre-school in Leveriza recently welcomed support from organizations and individuals as it offered a series of training not only for its teachers but also for the teachers of Jaime Hilario School-La Salle in Bataan.

St. La Salle Pre-school Coordinator Lilet Bautista said the school has held several major activities since its transfer to its new location at Barangay Hall 718 in August. The school is now near the DLSU-Manila gate facing Leveriza.

The area is double the size of the previous classroom at Barangay Hall 713. With the complete renovations initiated by DLSU-Manila, the barangay offered free use of the hall.

The school has two full-time teachers, namely Rina Balagbis and Evelyn Besante. Elaine Mascardo serves as teacher assistant. There are currently 91 students enrolled, divided into three sections. Their tuition is still pegged at P50.00 per school year.

In August, the Department of Social Welfare and Development sponsored a weighing program at the school, to determine who among the children were malnourished. Also in the same month, students from DLSU-Manila's College of Computer Studies taking the course Principles of Teaching and Strategies and Instructional Technology observed and held microteaching in the classroom.

Another school partner, the Colegio de San Agustin Pre-school Department, sponsored St. La Salle Pre-School's feeding program, including provision of bis-

cuits for the children last September. Also during the same month, Bautista proposed a project called Reading Program where funds will be coming from the La Salle Endowment Fund if approved.

According to Bautista, a new reading program would be undertaken for the next two years. The project involves the training of teachers. Meanwhile, she has already conducted training for the teacher volunteers of the JHS-La Salle, Bataan.

In October, the Rotary Club of Uptown Manila, where Bautista is an active member, also sponsored a de-worming and feeding program. It also provided assistance in the distribution of instructional kits. During the period, Genevieve Asenjo of the Literature Department volunteered to conduct storytelling sessions together with her college students.

In November, the school conducted an in-service training on curriculum re-engineering and on the preparation of instructional materials and visual aids for its own teachers.

