

<b>Name of Extension/Public Service</b> (The name of the service being offered)	Production and Airing of the Cable TV Program, <i>Dito sa Laguna</i>
<b>Objective</b> (Description of the service being provided; History of service provision)	<i>Dito sa Laguna</i> is a weekly cable TV program that serves as venue for discussion of development-oriented topics. It has aired 133 episodes on various topics on CCVC Channel 8.
<b>Duration/Date</b>	March 2014 to present
<b>Target Beneficiaries</b>	Cable TV subscribers in the Municipalities of Los Baños, Bay, Calauan, Nagcarlan, Liliw, Majayjay
<b>Cost of Participation</b>	None
<b>Office in Charge</b>	Department of Development Broadcasting and Telecommunication (DDBT) College of Development Communication University of the Philippines Los Baños
<b>Office Profile</b> <b>Degree granting or non-degree granting</b> <b>Purpose of creation</b> <b>Location in the hierarchy</b> (Background of the office providing the service i.e. Number of personnel and Key personnel providing the service)	<p>The Department of Development Broadcasting and Telecommunication, a degree-granting department, hones the students' skills in the creation, design, and testing of innovative techniques and approaches in using radio and television as educational media in support of planned social change. It manages Radyo DZLB and the College's cable TV program, <i>Dito sa Laguna</i>.</p> <p>Eight personnel are involved in the production of each episode of <i>Dito sa Laguna</i>—the executive producer, episode producer, writer, host/s, technical/creative director/graphics, videographer, video editor, and production assistant.</p>
<b>Awards/recognition received by the office</b> (The awards given by or received by the office offering the service, if any)	

<b>Official website and Social media accounts</b> (The link to the official website of the service)	<a href="https://fb.com/DitoSaLaguna">fb.com/DitoSaLaguna</a>
<b>External links for documentation</b> (The external links featuring the service [for the electronic copy, e.g. features in newspapers etc.])	
<b>Contact details</b> (The contact details of the head of the unit offering the service: fax, telephone, email, snail mail, map)	<p>Dr. Ma. Theresa H. Velasco Dean College of Development Communication University of the Philippines Los Baños Tel. nos.: (049) 536 3356, (049) 536 2511 loc. 404</p> <p>Dr. Ma. Stella C. Tirol Chair Department of Development Broadcasting and Telecommunication Tel. nos.: (049) 536 2433, (049) 536 2511 loc. 311</p>
<b>Other Remarks</b>	