

TAU Department of Development Communication Empowers NGOs with Multimedia Skills

December 15, 2023 - The TAU Department of Development Communication hosted the Multimedia Materials Production Workshop at Rehoboth Children's Home, Inc. The workshop aimed to enhance content creation skills for print and digital media among participating NGOs.

DevCom faculty members Princess S. Fernando and Lorendel G. Silvestre led discussions on Content Writing, while Hasmine Arielle G. Mariano focused on multimedia layout and design. Nelmar A. Mallari, Department Chair, delved into Social Media Management strategies.

Amelia L. Tuquero, RCHI Executive Director, expressed gratitude for the department's expertise in generating impactful content for organizational promotion.

“Salamat po sa inyong tulong. Noong una akala ko mahirap, pero sa tulong ng ating mga magagaling na kasama mula sa Development Communication Department ng TAU, mas naunawaan [natin] ang kahalagahan ng integrated content sa mga channels ng RCHI...” Tuquero added.

In attendance were two NGOs, Rehoboth Children's Home Inc. from Camiling, Tarlac, and Humanity4Orphans based in Paniqui, Tarlac.

The Multimedia Materials Production Workshop is an extension program of the TAU Department of Development Communication.

Reference: <https://www.facebook.com/share/p/PFuufJJnUe4ottDn/>