

3rd Lambakan to push through in 2009

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White & Blue will mark its 3rd Lambakan Press Conference —a Cultural and Journalism Gathering on March, 2009 carrying the vision of uniting journalists all over Luzon, enhancing journalism skills and bridging cultural gaps.

Lambakan 2009 centers on the advancement of students' journalism skills and the promotion of the role of the press in history and cultural acceptance and unity.

To adhere to its theme and its objective of enriching the skills of budding journalists, seminar-workshops about print, broadcast journalism, and media ethics will highlight the event. There will be parallel discussions on photojournalism, cartooning, copy-reading and headline writing.

Plans for the gathering are still in progress. Invitations will be distributed this December.

Baguio's Amazing Race

The Lambakan Race is counted as one of the featured activities of the gathering which started from the second Lambakan. It tours participants to famous and historical places of Baguio City while they solve puzzles at every station. Lambakan Race '08 showcased Camp John Hay, Botanical Garden, Lourdes Grotto and Diplomat Hotel.

This year's Lambakan Race is planned to be added with more spots excluding the already-toured places in Lambakan Race '08.

Lambakan's Birth

Lambakan, asserted as the "Cultural-Journalism Gathering of Saint Louis University", was conceptualized on 2006 under Xenia Emperador's term as White & Blue's editor-in-chief.

"Lambakan" was adopted from the Kankaney term for "big feast", a whole-day celebration of brotherhood and humanity.

White&Blue's Lambakan aims to discover and develop campus writers' skills in journalism. Furthermore, it envisions the unity of students from Luzon through the appreciation of different cultures and acceptance of those differences.

The first Lambakan was held in the SLU main campus with 49 delegates on March 2007. Isagani Yambot, Marisol Abduraman and Leia Estonilo were among the speakers. It had the theme "Kumpas ng Pluma, Ukit sa Panibagong Kasaysayan at Kultura".

With the success of the first, a second Lambakan was conducted at Sta. Catalina Spirituality Center last March 29-31, 2008. It carried the theme "Mamamahayag: Binuo ng Malayang Diwa, Hinulma ng Kasaysayan at Kultura". Invited speakers were Manix Abrera, Marisol Abduraman, Jogrin Rey Tamayo, Atty. Delmar Cariño among others.

Lambakan does not only focus on journalism skills development of the participants but also on their exposure to different cultures of Cordillera and other parts of Luzon.

In addition, the activity is a good venue for different publications to exchange copies of their issues improving communication and brotherhood. Ideas are also shared to develop writing styles.

The event welcomes all student writers from High School and College schools and universities, campus press advisers, Mass Communications students, and AB English students and school officials.