



PEMSEA/MC/2002/01

GEF/UNDP/IMO Regional Programme on
Partnerships in Environmental Management
for the Seas of East Asia

**Proceedings of the
National Conference on
Media as Key Partners
in Environmental
Sustainability**



23 October 2002
Manila, Philippines

NATIONAL CONFERENCE ON MEDIA AS KEY PARTNERS
IN ENVIRONMENTAL SUSTAINABILITY

December 2002

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MISSION STATEMENT

The Global Environment Facility/United Nations Development Programme/International Maritime Organization Regional Programme on Building Partnerships in Environmental Management for the Seas of East Asia (PEMSEA) aims to promote a shared vision for the Seas of East Asia:

"The resource systems of the Seas of East Asia are a natural heritage, safeguarding sustainable and healthy food supplies, livelihood, properties and investments, and social, cultural and ecological values for the people of the region, while contributing to economic prosperity and global markets through safe and efficient maritime trade, thereby promoting a peaceful and harmonious co-existence for present and future generations."

PEMSEA focuses on building intergovernmental, interagency and intersectoral partnerships to strengthen environmental management capabilities at the local, national and regional levels, and develop the collective capacity to implement appropriate strategies and environmental action programs on self-reliant basis. Specifically, PEMSEA will carry out the following:

- build national and regional capacity to implement integrated coastal management programs;
- promote multi-country initiatives in addressing priority transboundary environment issues in sub-regional sea areas and pollution hotspots;
- reinforce and establish a range of functional networks to support environmental management;
- identify environmental investment and financing opportunities and promote mechanisms, such as public-private partnerships, environmental projects for financing and other forms of developmental assistance;
- advance scientific and technical inputs to support decision-making;
- develop integrated information management systems linking selected sites into a regional network for data sharing and technical support;
- establish the enabling environment to reinforce delivery capabilities and advance the concerns of non-government and community-based organizations, environmental journalists, religious groups and other stakeholders;
- strengthen national capacities for developing integrated coastal and marine policies as part of state policies for sustainable socio-economic development; and
- promote regional commitment for implementing international conventions, and strengthening regional and sub-regional cooperation and collaboration using a sustainable regional mechanism.

The twelve participating countries are: Brunei Darussalam, Cambodia, Democratic People's Republic of Korea, Indonesia, Japan, Malaysia, People's Republic of China, Philippines, Republic of Korea, Singapore, Thailand and Vietnam. The collective efforts of these countries in implementing the strategies and activities will result in effective policy and management interventions, and in cumulative global environmental benefits, thereby contributing towards the achievement of the ultimate goal of protecting and sustaining the life support systems in the coastal and international waters over the long term.

Dr. Chua Thia-Eng
Regional Programme Director
PEMSEA

PROCEEDINGS OF THE NATIONAL CONFERENCE ON MEDIA AS KEY PARTNERS IN ENVIRONMENTAL SUSTAINABILITY

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GEF/UNDP/IMO Regional Programme
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PROCEEDINGS OF THE NATIONAL CONFERENCE ON MEDIA
AS KEY PARTNERS IN ENVIRONMENTAL SUSTAINABILITY

Manila, Philippines
23 October 2002

A. INTRODUCTION

- i. The National Conference on Media as Key Partners in Environmental Sustainability was organized by the GEF/UNDP/IMO Regional Programme on Partnerships in Environmental Management for the Seas of East Asia (PEMSEA), in collaboration with the United Nations Development Programme, Department of Environment and Natural Resources, Environmental Broadcast Circle, Manila Bay Environmental Management Project, Batangas Bay Demonstration Project and BIGKIS-Bataan Project.
- ii. The Conference was conceptualized to:
 - enhance partnerships with media and other communication practitioners in the Philippines in working for environmental sustainability; and
 - identify ways and mechanisms of strengthening media coverage of environmental issues in the Philippines, including those tackled by the Manila Bay Environmental Management Project, Batangas Bay Demonstration Project and BIGKIS-Bataan Project.
- iii. Sixty-four media and communication practitioners, and representatives/staff from national and local governments, international organizations, project management offices and the Regional Programme Office, participated in the activity. (A list of conference participants is attached as Annex 1.)

B. CONFERENCE PROGRAM

The conference program is attached as Annex 2.

1.0 OPENING PROGRAM

- 1.1 Dr. Chua Thia-Eng, PEMSEA's Regional Programme Director, welcomed all the participants. He iterated that in the context of environment, sustainable development implies a planned and strategic use of the communication process and media products to support effective policymaking, public

participation and project implementation geared towards environmental sustainability. Dr. Chua noted that the hundreds of partnership initiatives generated at the World Summit on Sustainable Development (WSSD) in Johannesburg, which included governments, private sector, civil society organizations and international organizations, were a clear sign that the era of fragmentation is over. He emphasized that sustainable development could not be achieved without multi-stakeholder cooperation.

- 1.2 Dr. Chua stated that the role of media is crucial both at the strategic and operational levels of sustainable development. Accordingly, the media can certainly contribute in a substantive way in achieving the common objective as "environmental watchdogs", by closely monitoring and tracking changes in the environment. The media can also serve as "communicators for development" by giving people hope through information that there is still time to reverse the negative trends, and that there are national and international efforts being made to improve the environment. He added that the media could start from the collective efforts in Batangas, Bataan and Manila Bay, and join the governments, the NGOs, the private sector, scientists and other stakeholders, to accelerate the pace of change towards a better and cleaner environment and sustainable use of our natural heritage.
- 1.3 In thanking the media's participation in the Conference, Dr. Chua said that having them around creates the feeling that environmentally sustainable projects have much greater chances of success with the active involvement and participation of various stakeholders-- the media being as important as the other stakeholders. Finally, Dr. Chua expressed his gratitude to the Philippine Government through the Department of Environment and Natural Resources for providing facilities to the PEMSEA Regional Office, as well as to the United Nations Development Programme for its continued support.
- 1.4 In his opening statement, Mr. Terence Jones, UNDP Resident Representative, pointed out that close ties between human activities and the environment are often misunderstood because of inaccurate or insufficient information. He added that finding solutions for environment and development problems would require a much-heightened increase in people's sensitivity and involvement. He had the following suggestions in respond to the above concern:
 - More active debate on the environment must be promoted through the media, theater groups, entertainment and the advertising industries.
 - Further capacity for sustainable development must be created to enable the citizens to act in accordance with sustainable development principles.
- 1.5 Mr. Jones believed that the media forum was an effective means to further impart the outcomes of Johannesburg Summit to the greater majority of the Filipino people. He presented a few of the targets made during the Johannesburg Summit emphasizing on sustainable fisheries, conservation and management of oceans, maritime safety and protection of marine environment. Referring to the PEMSEA Project Sites in Bataan, Batangas and Manila Bay, Mr. Jones said that most of what have been done in the Philippine sites are activities in the right direction towards the achievement of the WSSD targets.

- 1.6 Mr. Jones concluded that the national media conference was another move in the right path towards building partnerships among various stakeholders for a stronger nation. He thanked PEMSEA, the DENR and the media partners for their efforts to spread the vision and action towards sustainable development.
- 1.7 The Undersecretary for Local Government, Indigenous Peoples and Media Affairs of DENR, Atty. Manuel Sanchez, highlighted the power of media in influencing attitudes and behaviors. He said that the media and the press have the power to bring into focus the various concerns regarding the environment.
- 1.8 In the official statement provided by the Office of DENR Sec. Heherson Alvarez, the environment chief reiterated the following roles of media:
 - Media plays a key role in ensuring the free flow of information and in promoting free exchange between policymakers and the public.
 - As it educates the public and facilitates exchange of ideas, media can be a powerful tool for promoting consensus. Hence, it must heighten its role as consensus builder. It must be proactive rather than reactive in reporting environmental issues.
- 1.9 Sec. Alvarez disclosed studies showing the destruction of Philippine coral reef ecosystems in the last two decades and outlined how media can help reverse this trend by promoting conservation and protection programs. He also presented DENR's Department Administrative Order (DAO) 17, which addresses the threat of overfishing in coastal and marine resources. DAO 17 declares 15 kilometers of shallow municipal waters, where marine life is abundant, off limits to commercial fishers and their hi-tech fishing gears. As a final note, Sec. Alvarez urged members of the media to compel public officials to change policies, pressure companies to reverse harmful corporate practices, and call on them to become environment friendly.

2.0 VIDEO SHOWING

- 2.1 The 9-minute video on "The PEMSEA Story" described how the regional programme's "shared vision" and partnerships contribute to regional and global concerns, such as poverty alleviation, improved sanitation and public health, reduction of multiple-use conflicts, enhancement of food security and navigational safety.

3.0 PROJECT PRESENTATIONS

- 3.1 **Public-Private Partnership (PPP): Key to Sustainable Coastal Development in Bataan**
 - 3.1.1 Mr. Orlando Alparce, Jr., Vice President for General Affairs of Philippine Resins Industries and Vice President of Bataan Coastal Care Foundation, introduced the integrated coastal management (ICM) activities in Bataan. Lessons learned from the project's experience and its IEC efforts, emphasizing public-private partnership and the corporate responsibility of industry and the business sector in Bataan, included the strong support of the local government

unit and the municipal-based organizational structure as a contributing factor to the successful implementation of various project activities.

a) The lessons learned from the Bataan experience include:

- clear directions;
- effective leadership;
- active partnership and enthusiasm of stakeholders;
- direct personal involvement;
- appropriate systems and structure; and
- personal growth opportunities/people empowerment.

b) It was also emphasized that the Bataan ICM Project is the first in the Philippines, which is actively implemented by the local government in partnership with the private sector. The program structure provided the venue for consensus building and awareness among the various sectors and not simply as a management body overseeing the implementation of ICM.

c) Media provides an effective medium for advocacy and a vehicle to foster volunteerism and empowerment among the public. Good relations with media usually translate to a healthy relationship between stakeholders.

3.1.2 Various information-education-communication (IEC) programs were also presented. It was recognized that the media is a strong and dependable partner in coastal governance because of its capacity to reach a great number of target audiences.

3.1.3 Overall, the presentation provided the participants with increased awareness and understanding on the ICM program in Bataan, the partnership between government and the private sector, and opportunities for further collaboration with the media.

3.2 Manila Bay Environmental Management Project (MBEMP)

3.2.1 Mr. Renato Cruz, Project Director of the MBEMP, expounded on the project's coastal strategy development and advocacy channels. The Manila Bay environmental problems and issues were illustrated, focusing on water pollution, inadequate solid waste management, overexploitation of resources and multiple use conflicts.

3.2.2 The MBEMP coastal strategy, which was endorsed by the President of the Philippines in October 2001, provides key and active roles for all sectors of society within one framework. Thus, partners were identified in each of the strategies. The process of developing the coastal strategy required a high degree of consultation and participation among stakeholders and linked economic planning & development programs to environmental and resource management goals.

3.2.3 The finalization of the Manila Bay Communication and Advocacy Plan and the organization of the Project Coordinating Committee are under way. The

active participation of media in drafting the sectoral communication and advocacy plan was encouraged.

3.3 Integrated Coastal Management in Batangas Bay

3.3.1 Engr. Evelyn Estigoy, Officer of Batangas Provincial Government's Environment and Natural Resources Office, enumerated the project's ICM program and activities as well as its achievements and areas of partnership with media.

3.3.2 The problems to be addressed to ensure sustainable development of Batangas Bay include waste generation, collection and disposal/ pollution, municipal fishing, mining and quarrying, shipping and port development, human settlements and population growth.

3.3.3 The presentation emphasized on the project's Strategic Environmental Management Plan (SEMP), along with its components, in which the ICM is anchored. The SEMP provides a comprehensive approach to Batangas Bay region management through the active participation of its stakeholders.

3.3.4 The project's key lessons learned were also featured:

- local government commitment is critical;
- institutional arrangements are not only for problem identification and plan formulation, but also for implementation, hence, they must be legally and formally constituted;
- the private sector and civil society (NGOs and communities) must be actively involved in discussing solutions, which may eventually provide collaboration of efforts and investment opportunities for both;
- public awareness and participation of all sectors must continually be pursued; and
- efforts must be exerted to continue to build local capacities to ensure project sustainability.

3.3.5 Potential areas for collaboration with the media were presented, including bay tours, TV and radio programs and provision of IEC materials to the media.

3.4 **Open fora.** An open forum was held after each project presentation to give way to the questions and reactions of participants. Some of the reactions and questions raised after the presentations were:

- a) Mr. Blas Ople Tiangco (Batangan News Services) asked about the hydro tour, one of the suggested media activities, which involves a tour around the different sites (Manila Bay, Bataan and Batangas Bay) so the media will see for themselves actual situations.
- b) Mr. Gerry Duwin Dela Zerna (Knowledge Channel) committed to air environmental related audio-visual production materials prepared by PEMSEA.

- c) Rev. Jose "Pepz" Cunanan (Radyo Bahay-Kubo and EBC) reiterated that it is time for lawmakers and local government units to pass an enabling act to support Manila Bay. In response to this, Mr. Renato Cruz (MBEMP) said that more than a hundred case studies have been conducted about Manila Bay and each of these has policy implications.
- d) Ms. Lulu Levera (Bataan Chronicle) emphasized that Bataan's local media are doing their share in promoting the Bataan Project. However, she added that there are various instances of overfishing and pollution in Manila Bay affecting Bataan. She also asked about existing mechanisms to confirm data of the reports that they get. Mr. Renato Cruz (MBEMP) replied that for such queries, they may contact him directly.
- e) Gov. Leonardo Roman (Provincial Government of Bataan) raised the concern that responsible agencies must be held accountable for their actions and inactions regarding environmental management of Manila Bay. For example, he noted that much of the marine litter found in Bataan coastal areas comes from sources outside of Bataan.

4.0 MEDIA PRESENTATIONS

4.1 Promoting Environmental Sustainability through the Broadcast Media

4.1.1 Ms. Elizabeth Roxas, Executive Director of Environmental Broadcast Circle, noted that the broadcast media and other forms of media, for that matter, have not been too enthusiastic about covering the environment due to the ordinary way it is being seen by media. Oftentimes, only when a major disaster or environmental controversy occurs do the media take note of the event. This is exacerbated by the fact that broadcast media have sub-classifications, such as:

- commercial (high tech, high budget, high profile)
- government (mid tech, mid budget, mid profile)
- alternative (low tech, low budget and low profile)

4.1.2 It seems that at present, only the alternative media extend more coverage about the environment.

4.1.3 For the media to play a more active role, the speaker presented the following proposals:

- Organize a green media group in all the forms of media.
- Invite media not only to cover events but also to be part of the event.
- Organize a regular orientation/education sessions/exposure trips.
- Provide regular releases/reports/materials to media.
- Promote interaction of experts with the broadcasters.
- Get the owners/top management of media organizations involved.
- Enhance multi-stakeholders or multisectoral interaction with the media.
- Develop integrated or holistic approach in the coverage.

- Let the broadcast media people realize that they are not only there to report, but are also stakeholders, therefore whatever they do have a corresponding impact on them.
- Through this particularly gathering, forge partnerships and set commitments for a continuing promotion of environmental sustainability

4.1.4 Some of the issues raised after the presentation were:

- **Change of assignments.** The issue that editorial management exercises prerogatives to change reporter's assignments, thus preventing them from tracking down or following up stories on the environment, was raised. According to the discussion, the sudden shift sometimes prevents the reporters from further investigating and verifying sources. Hence, there must be a way to make the environment a regular beat of reporters. It would also be best to institutionalize coordination by dealing directly with the editorial management rather than with the beat reporters.
- **No program on the environment.** Some NGOs working for the environment do not seem to be interested when the media try to pursue a story. The NGOs sometimes say there is no time to respond to media queries. Oftentimes, the NGO staff resort to their own initiative just to respond to the media. There should be a more definitive partnership between the media and the sources of information (e.g., NGOs, environmental initiatives), and the NGOs should have a clear program of information regarding the environment.

4.1.5 Full paper is attached as Annex 3.

4.2 Community-based Radio: Media for the Masses

4.2.1 Fr. Francis Lucas, President of Catholic Media Network, informed the Conference that community-based media have always been the conduit of development-oriented reporting and information access to many in the rural sectors. This is in direct contrast to the mainstream media, which provide mainly entertainment on a large scale.

4.2.2 In the case of community-based radio, certain characteristics of this medium allow the rural folks to gain community ownership, identify with the production, participate in production and utilize the programme to access support for community projects or activities.

4.2.3 In order to be effective environmental broadcasters, the following were suggested:

- Know the audience and the environment, and generate programs together.
- Ensure two-way communication and interaction to develop a sense of ownership.
- Practice cultural and situational sensitivity.
- Create tools for a people's program.
- Highlight people's issues in the programs.

4.2.4 An issue raised after the presentation involved:

- **Air time.** Radio spots on the environment (e.g., PEMSEA) should be developed to be part of the news in community-based radio. These could be 15-20 seconds in duration.

4.2.5 Full paper is attached as Annex 4.

4.3 **The State of the Environment in Print Media: Current Trends in Promoting Environmental Sustainability**

4.3.1 Ms. Alexandra Prieto-Romualdez, President/CEO of The Philippine Daily Inquirer (PDI), stated that there is no doubt that the environment is in its worst state ever and media should do something to help stop the destruction that is inimical to the continued existence of life on the planet. Environmental issues can be so overwhelming that it can leave people with feelings of immobility.

4.3.2 The PDI, as a representative of the print media, has done its share and will continue to do its share to underscore the importance of the environment in the people's daily lives.

4.3.3 The speaker emphasized the PDI's role as regards the environment by including this theme as one of its corporate values and in its editorial policy.

4.3.4 The print media can increase its promotion of environmental sustainability through the following:

- regular articles about the environment;
- roundtable discussions on environmental issues;
- environmental education; and
- literacy campaign to raise environmental consciousness.

4.3.5 The following issues were raised after the presentation:

- **Assistance from the PDI.** Ms. Romualdez expressed the PDI's readiness to help publicize environmental issues.
- **Asian Institute of Journalism and Communication (AIJC).** Dr. Cora Claudio (AIJC) invited the conference participants in the development of the AIJC's environmental journalism curriculum. The program should include environment issues as well as social and economic issues.

4.3.6 Full paper is attached as Annex 5.

5.0 **WORKSHOP**

5.1 To set the tone for the workshop portion of the Conference, Dr. Chua presented the accomplishments in Xiamen's Yuan Dang Lagoon, giving the participants an idea on what could be achieved through successful partnerships.

- 5.2 He then briefly talked about PEMSEA's current and potential partnership activities with different sectors-- the business communities, the media and other sectors.
- a) In his presentation, "Towards Sustainability: Building Partnerships", Dr. Chua emphasized that intergovernmental, inter-agency and inter-sectoral partnerships are key solutions to most environmental management problems encountered.
 - b) He also expounded on the definition of partnership and on the "ideal" participation of a partner.
 - c) Dr. Chua concluded by reiterating what media can do as a partner through communication:
 - Raise public awareness and understanding of coastal and marine environmental management issues and processes.
 - Utilize science and traditional knowledge in decision-making processes.
 - Mobilize governments and civil society utilizing innovative communication methods.
- 5.3 For the workshop proper, participants were divided into three groups. Each group, which was composed of participants representing various sectors, handled one project site. A facilitator and a documenter were assigned to each group.
- a) The Manila Bay Project Workshop Group was composed of: Dante Pasia (Manila Baysavers); Nilda Baling (MBEMP); Gerry Dela Zerna (Sky Foundation); Virginia Galgana (Haribon Foundation); Carlo Gonzaga (PIA-Region IV); Norbert Maligaya (STV-6 Batangas); Huming Yu (PEMSEA); Bresie Gervacio (PEMSEA); and Diane Facture (PEMSEA). The group discussion was facilitated by William Azucena (BIGKIS-Bataan) and documented by Sylvia Inciong (PEMSEA).
 - b) The Batangas Bay Project Workshop Group was composed of: Evelyn Estigoy (PG-ENRO); Loreta Sollestre (PG-ENRO); Jayari Javier (PG-ENRO); Elizabeth Guzman (PIA); Raul Bicol (Batangas Coastal Resources Mgmt. Fdn.); Cynthia Manalo (Batangas State University); Joenald Rayos (DWAM/Dyaryo Veritas); Edgar Catalan (STV-6); Vicky Florendo (Sun Star Batangas People's Courier); Vida Florenda (Center on Communication for Development); Blas Tiangco (Batangan News Services); Pedro Aguirre (Batangas PIO); and Alex Guintu (PEMSEA). Allan Victorino (Petron Foundation) facilitated the discussion while Loreta Sollestre documented the outputs of the group.
 - c) The BIGKIS-Bataan Project Workshop Group was composed of: Orlando Alparce, Jr. (BCCF); Fr. Francis Lucas (CMN); Robert Jara (DENR); Rene Molina (Radyo ng Bayan); Rev. Jose Cunanan (Radyo Bahay-Kubo Bataan); Lulu Levera (Bataan Chronicle); John Pete Agcaoili (UNDP); Samuel Umandap (International Marinelife Alliance- Philippines); and Alex

Maaliw (PEMSEA). Irma Paulme (DENR-PAO) served as the facilitator, while Ramon Fernan (EBC) documented the group discussion.

6.0 WORKSHOP PRESENTATIONS AND DISCUSSION

- 6.1 After an hour of group discussion, the outputs of each workshop group were presented in the plenary session.
- 6.2 The groups further agreed on some key messages, which need to be communicated to various stakeholders to promote marine and coastal resources sustainability. They also listed possible areas of partnership and future activities with the media.

a) MANILA BAY

Vision

"Manila Bay – reflective of God's glory – is a clean, safe, wholesome and productive ecosystem, a center of socio-economic development, a natural heritage nurtured by genuine Filipino values with regard to better quality of life for the present and future generations."

Key Messages

- **Leadership.** The government's leadership is critical to sustainable development. Environment-related initiatives will not have any impact if efforts from various sectors remain fragmented and sporadic. Programs for sustainable environmental development should be problem-based, with both long-term and short-term strategies developed and implemented to operationalize programs.
- **Commitment.** This is a key factor to ensure that government places a priority on sustainable development. The commitment and full involvement of local governments, coupled with institutional arrangements on an interagency, multisectoral, and multi-stakeholder basis are key to effective and sustainable marine and coastal development.
- **Passion.** The environment should be everybody's concern. Such concern should further filter to the consciousness of each member of the Philippine population. Any program without the citizens "heart" and support would be difficult to implement.
- **Partnership.** Recognizing that no entity can do the task alone, partnerships are essential in developing and forging opportunities towards a systematic identification of priority environmental concerns and implementation of any associated interventions.

Proposed Areas of Partnership

The group agreed that any form of partnership should be sustained and consistent with the overall vision of Manila Bay. The areas of partnership, suggested

below, are aimed to bridge any information gaps between the MBEMP, media, civil society, and various stakeholders:

- **Organization of communicators for the environment**
 - The MBEMP and PEMSEA can tap the workshop participants to start the group
 - The group can be expanded as more people share and communicate the vision of Manila Bay
- **Sustained communication of information from MBEMP and PEMSEA**
 - Info briefs preferred (can be read within 30-60 seconds for radio broadcasters)
 - Written in popular/layman's language (for the print media)
 - Can be used immediately by media
- **Establishment of a Media Resource Center by PEMSEA, to include:**
 - A data base of media practitioners/communicators on the environment; data base to be regularly updated by PEMSEA
 - A list of experts in coastal and marine resource management
 - Releases/info briefs which media can use (preferably focused on the project and less of the personalities involved; balanced; concise; and with accompanying photos)
 - Discussions/sharing on environmental sustainability, lessons learned, success stories, etc.
 - Links to the website of MBEMP
- **Media orientation on environmental sustainability**
 - PEMSEA is encouraged to organize a two-day training/seminar on this topic
- **Continuing media education on the environment**
 - Media practitioners, would, on their own, explore formal and informal avenues for expanding their knowledge about the environment
- **Development of a communication plan for the MBEMP**
 - Messages to be communicated should be problem-based/program focused
- **Special events**
 - With MBEMP taking the lead, hold a Media Coastal Clean-up for Manila Bay and involve media from planning to implementation
- **Allocation of budget for media relations**
 - For consideration by MBEMP and PEMSEA

b) BATANGAS BAY

Vision

"The Batangas Bay Region will serve as a model for the attainment of the socio-economic objectives of the people, together with the conservation of its natural resources and the protection of the environment."

Key Message/Objective

The group aimed to develop comprehensive information, education and awareness strategy/ devices to build up collaborative commitment from the media to participate in ICM through different means of communications. In the process, the citizens could be more actively involved in program implementation and sustainability.

Proposed Activities and Strategies for Enhancing Media Coverage

- Bay Tours – to be expanded
- Provision of IEC materials to media –to be continued
 - press releases
 - photo releases
 - advertisements
 - publications
 - jingles
 - regular programs
- Participation of the academe (school papers, campus organizations, etc.)
- Participation in meetings, trainings and workshops
- Community mobilization down to *barangay* (village) level
- Ecological learning experiences (e.g., eco-camps)
- TV and radio programs
- Batangas Environmental Library expansion
- Exhibits in strategic places, e.g. international port, bus terminals etc.
- ICM billboards and banners
- Newsletters
- Incorporate ICM initiatives into the Batangas Province website (www.batangas.gov.com.ph)

c) BATAAN

Vision

"A well-developed community with abundant natural resources, clean environment and a responsible citizenry committed and empowered to care for nature and its bounty."

Key Message

The vision for Bataan is realistic, but needs to be brought down to the local level, as well as broadened to include the whole of Manila Bay.

Proposed Activities and Strategies

- Operationalizing the vision
 - needs a "*kiliti*" (tickle)
 - realize true partnerships and include other areas of partnerships which can work

- PEMSEA can:
 - provide materials to media in timely manner
 - build database/ mailing list of media resources
 - actively seek media support
 - certify media as "official partners"
 - get *Kapisanan ng mga Brodkaster sa Pilipinas'* (KBP) support for institutionalization

- The media can:
 - help clarify issues and resolve conflicts and misunderstanding
 - provide air time and space
 - provide venue for "other voices"
 - sponsor dialogues among contending sectors
 - highlight the fact that partnerships work

7.0 CLOSING REMARKS

- 7.1 As part of the closing program, Rev. Jose "Pepz" Cunanan, a broadcaster and writer, shared his insights on the Conference, on behalf of all the participants.

- 7.2 Mr. Adrian Ross, PEMSEA's Senior Programme Officer, concluded the activity by thanking all the participants of the Conference, as well as the offices and organizations, which collaborated in organizing the event.

ANNEXES

National Conference on Media as Key Partners in Environmental Sustainability
Lush Life, Orchidarium; 23 October 2002
Directory of Participants

Name	Position	Organization	Address	Phone	Mobile	Fax	E-mail
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Orly C. Alparce, Jr.	Vice President	Bataan Coastal Care Foundation, Inc.	Bataan Coastal Care Foundation, Inc. c/o BIGKIS-Bataan ICM Program- Project Management Office, Balanga, Bataan	047-2371012	0917-8736419	7515284	ocalparce@prii.com.ph
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National Conference on Media as Key Partners in Environmental Sustainability

PROGRAM

0830	-	0900	REGISTRATION
0900	-	0945	OPENING PROGRAM
			<ul style="list-style-type: none"> • Dr. Chua Thia-Eng, Regional Programme Director Partnerships in Environmental Management for the Seas of East Asia (PEMSEA) • Mr. Terence Jones, Resident Representative United Nations Development Programme • Hon. Heherson Alvarez, Secretary Department of Environment and Natural Resources
0945	-	1000	VIDEO SHOWING: "THE PEMSEA STORY"
1000	-	1030	Break
			PROJECT PRESENTATIONS
1030	-	1050	PPP: Key to Sustainable Coastal Development in Bataan Mr. Orlando Alparce, Jr., Vice President Bataan Coastal Care Foundation, Inc.
1050	-	1110	Manila Bay Environmental Management Project Mr. Renato Cruz, Project Director Manila Bay Environmental Management Project
1110	-	1130	Integrated Coastal Management in Batangas Bay Engr. Evelyn Estigoy, Department Head Environment and Natural Resources Office Provincial Government of Batangas
1130	-	1300	Lunch
			MEDIA PRESENTATIONS
1300	-	1315	Promoting Environmental Sustainability through the Broadcast Media Ms. Elizabeth Roxas, Executive Director Environmental Broadcast Circle
1315	-	1330	Community-based Radio Strategy: Media for the Masses Fr. Francis Lucas, President Catholic Media Network
1330	-	1345	The State of the Environment in Print Media: Current Trends in Promoting Environmental Sustainability Ms. Alexandra Prieto-Romualdez, President Philippine Daily Inquirer

WORKSHOP

1350 - 1400 **Building Partnerships**
Dr. Chua Thia-Eng, Regional Programme Director
PEMSEA

1400 - 1500 **Workshop Proper**

- All participants
- Ms. Marie Sol Colocado, Facilitator
Information Officer, PEMSEA

FACILITATORS & DOCUMENTERS

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Mr. William Azucena
Ms. Sylvia Inciong

Group 2- Batangas Bay Demonstration Project
Mr. Allan Victorino
Ms. Loreta Sollestre

Group 3- BIGKIS-Bataan Project
Ms. Irma Paulme
Mr. Ramon Feman

1500 - 1600 **Presentations and Discussion**

1600 - 1630 **CLOSING REMARKS**

- Participants
- S. Adrian Ross, Senior Programme Officer
PEMSEA

1630 - 1730 **COCKTAILS**

Ms. Chin-Chin Gutierrez, Member
Environmental Broadcast Circle
Emcee

PROMOTING ENVIRONMENTAL SUSTAINABILITY THROUGH THE BROADCAST MEDIA

by Ms. Elizabeth C. Roxas
Executive Director
Environmental Broadcast Circle (EBC)

The Alarming Conditions of the Environment

At the recently launched World Development Report 2003 of the World Bank, certain environmental excerpts are really worth pounding about as they seem to be very alarming. Trends associated with past development strategies contributed to the deteriorating state of the environment. Such environmental conditions will worsen if the current trends continue. You maybe surprise to know that--

Urban air pollution is several times the WHO standards

Carbon dioxide emissions are up to two-thirds since 1970

One-third of people live in countries with moderate to high water shortage

One-fifth of farm land is degraded

70% of fisheries are fully or over exploited

20% of tropical forests have been cleared since 1960

Two-thirds of coral reefs have been destroyed, critical or threatened

One-third of terrestrial bio-diversity is in threatened hotspots

Responding to the Alarming Conditions of the Environment

Let me just quote this very popular slogan "Think Globally, Act Locally". We maybe overwhelmed by the very alarming conditions of the environment in the whole world, but we at the country level and most especially at the community level can do our modest share to somehow mitigate the situation before it is too late to take any action.

But how could anyone take any action if he or she is not familiar with the issues. Some of the mandates or initiatives that are already in place are:

The Clean Air Act

The Ecological Solid Waste Management Act

The NIPAS Act

The Water Code

The Fisheries Code

And there are appropriate agencies and multi-sectoral bodies who are spearheading the implementation of these policies and undertaking different projects to make sure that environmental problems are being addressed accordingly. May I refer you to the Philippine Council for Sustainable Development (PCSD), the Partnership for Clean Air, The Philippine Water Partnership. The National Solid Waste Management Commission, and more...

Why am I sharing all of these very important information or data to you? Because being most of us part of the media, we ought to know and we have an obligation to do. And since environment is a very complex topic or issue and very much interrelated, the way out is to cover it half-baked or the so-called "toppings" approach.

Any Coverage from the Broadcast Media?

For sure there would be. But for how far, or how wide, or how long, or how many, that is still a great debate. Environment has never been a very sexy nor a very interesting subject for the broadcast media and even in other forms of media for that matter, unless something highly controversial and seriously destructive happens. Who would ever forget Ormoc or Payatas. Or the illegal logging and mining spills, the dynamite fishing and other destructive fishing methods, the muro-ami, floods and fishkills, drought, el nino and la nina, wastes and garbage, different forms of pollution. These were all covered by the broadcast media and even by the other forms of media but sad to say only for a limited period of time. The coverage is so limited that even before the rehabilitation or substantial responses be done, the public is left hanging on continuing development of events. Very seldom that the coverage is sustained to make sure that sad realities never happen again. Or learning, knowledge, initiatives, and technologies are shared and transferred to other people particularly the vulnerable groups to prevent or even warn them.

The role of the broadcast media is very important primarily because of its immediacy and flexibility. It is around us. Whatever is happening now you can broadcast immediately right on the spot and at the very moment such event is taking place.

Unfortunately, because of the earlier reasons I mentioned this is not the way it is happening. Moreso, when we started classifying the broadcast media into three:

The Commercial Media

Hi-tech

Hi-budget

Hi-profile

e.g., Magandang Gabi Bayan

Bantay Kalikasan

The Probe Team

The Government Media

Mid-tech

Mid-budget

Mid-profile

e.g., Ulat ng Pangulo

Radyo Peryodiko

The Alternative Media

Lo-tech

Lo-budget

Lo-profile

e.g., Radyo Kalikasan
Radyo Green Forum
Kalikasan Vigilante
Para sa Inang Kalikasan
The Global Family Series
The Green Video Library
The Community Radio

I maybe biased, but despite deficiencies, alternative media tend to cover and promote environment to the fullest they could extend. Why because they do not worry much about advertisers, competition, rating, need for more information or data to share, expertise, commitment and more. Take note, this is very important, what happened is that on the onset, the environmentalists are doing the broadcasting themselves.

Suggested Ways to Ensure Promotion of Environmental Sustainability Through the Broadcast Media

Organize a green media group in all the forms of media

Invite media not only to cover events but be part of the event

Organize a regular orientation/education sessions/exposure trips

Regular releases/reports/materials

Interaction of Experts with the broadcasters

Get the owners/top management of media organizations involved

Multi-stakeholders/or multisectoral interaction with the media

Integrated or holistic approach in the coverage

Let the broadcast media people realized that they are not only there to report but they are also stakeholders and therefore whatever they do has a corresponding impact on them

That through this particularly gathering, we can forge partnership and set commitment for a continuing promotion of environmental sustainability

COMMUNITY-BASED RADIO: MEDIA FOR THE MASSES

by Fr. Francis B. Lucas
President
Catholic Media Network (CMN)

INTRODUCTION

Mr. Chairperson, ladies and gentlemen, greetings from the Catholic Media Network, a network of Community Based Radio stations, dedicated among others to Environmental Protection and Conservation, and likewise to the Development of Peoples.

I appreciate the invitation to present a paper in this forum for possible partnership. The challenging and magnanimous task of taking care of Mother Earth for the survival of all life forms toward sustainable development would indeed need all the partners it can get. The recently concluded Earth Summit in Johannesburg, South Africa and other summits have portrayed that our planet is in great danger. The Summit also admitted that the targets to reduce poverty by half and to eradicate hunger in the world for all at all times might not be met in the time targeted. Violence and destruction of life and property is in the upswing worldwide. I wonder what role mainstream mass media and communication contributed to this sordid and depressing situation?

I will be presenting the Community Based Radio (CBR) strategy, its rationale, what it is all about, its guiding principles and praxis. CBR to be CBR has to be relevant to and should cater to the needs of rural communities. The strategy presupposes a multi-stakeholder and multi-sectoral participatory approach and intends to create a progressive force for social change and as a crucial means of democratic empowerment through people's access to the power of media.

Mainstream Massive Media oftentimes do not cater to the needs of rural people, due to its massive size and reach. Oftentimes, Mainstream Media as contrasted to Community Based Media, do not provide development programs wherein ordinary rural poor can benefit from, except, the entertaining value.

The process and output targets of the community based radio program are:

- Community ownership of project and / or activity

- Identification of listeners with the program

- Participation of audience partners through representation in the concept, production, promotion and utilization of the program (interactive-two-way process)

- Follow through of the program concept on the ground through an organization implementing organized action

- Building, strengthening, and making capable organization to support the on ground program, activity or project with the radio program.

RATIONALE OF THE COMMUNITY BASED RADIO

Mass Media is the strongest force ever to befall humankind. Its power penetrates the sinews and marrow of one's being leading the person where it wills. They who control the content and technology of mass media and communication, rule the world. They can format the thinking, the tastes, the way of speaking, the desires and dreams of the unwitting target audience. Technological advancement in mass media has created a myriad of medium barraging the human person exposed to media with an unspeakable number of stimuli. This situation has pummeled the person into confusion and is more liable to be deprived of rationale thinking and behaving. As mass media technology advances, as the flitting images of aural and audio visuals increase in sophistication and penetration, (computers and computer programs) the more the general public have become alienated and abstracted from the "real". The power of "VIRTUAL REALITY" is fast taking over the "AUTHENTIC CONCRETE REALITY"

Whoever wields political and or economic power has to wield an effective, efficient media, replete with professional PR think tanks and expert producers to package messages that can convince, influence, or at least provide ticklish questions to disturb or sway the public to its own way of thinking and ends. Mainstream Media is Massive Media. Its massive force is the power to lead and direct masses of people, the public. Mass Media spells massive reach, massive technology, massive cost to pay the most popular and lucrative personnel with image recall and seductive entertainment.

There are some questions, which can be posed to mainstream media: Whose interest is at stake? Whose interest is being promoted? Are people's needs really and truly addressed? What slant in the packaging of the information is expressed? Who participates in the choice of issue, data and information for broadcast? Who will finally benefit from media?

Development communication was introduced to Third World countries in the 1960s as part of the "modernization" package. It was founded on the belief that lack of communication is a barrier to development and that, if developing countries are given access to the right kind of information (e.g. technology developed in industrialized countries), their economy would get the needed boost and put them on track for modernization. Massive investments were then made to install technologies and train personnel for the media industry.

Decades have passed but the much-awaited "take-off" has yet to happen. Poverty, hunger injustice and inequity are worse than ever. Obviously, the problem is not the lack of communication, but the prevalence of structural imbalances. After all communication technology was developed to enhance the preeminence of certain countries while perpetuating the dependency of the rest. These technologies are merely an extension, and a logical outcome, of the globalize system.

Must we then eschew all technology and revert to traditional ways of communicating? Not necessarily. Efforts to rethink communication approaches are underway. Parallel to these is an emerging movement promoting alternative communication to reverse the lopsided development process.

The people-centered development as promoted by NGOs worldwide is at the center of this movement. People-centered development is intended to build personal and institutional capacities to mobilize and manage resources to produce sustainable and justly distributed improvements in their quality of life consistent with their own aspirations. One step in this direction is the community-based approach to radio (CBR).

CBR is not new to NGOs/POs, the organized sector of Civil Society and development practitioners. It was promoted at the same time that Community-based Natural Resource Management (CBNRM) was being revived. CBNRM is a strategy to restore community or local stewardship of natural resources. Closely linked to this is the preservation and restoration of indigenous knowledge, principles and practice. To transform radio into a community-based medium, it must reproduce this knowledge stock of ties as against those of a few vested interest groups, big businesses and rich or influential families. It should contribute to the redistribution of power and the dismantling of structural imbalances. Also, it should refocus the work of Civil Society on the communities' needs rather than on fragmented development projects.

The just concluded World Summit in Johannesburg had declared the community-based approach to development as a viable and effective strategy.

It is the people in the communities who know best what they need and what they can do. They are the ones who will suffer the brunt of a development program that fails. They can best promote their own development given the chance, the structure and the resources. Community Based Media is one of the responses to the people-centered paradigm.

THE COMMUNITY-BASED APPROACH TO MEDIA

Access to media is access only to information. But access to the POWER of media is access to LIFE.

If the targets of development get a chance to participate in the utilization of this powerful tool, then they will be able to contribute to the formulation of a development agenda, which can appropriately and adequately respond to needs and aspirations of their community.

To better serve the underprivileged, mass media have to create the conditions and mechanisms that will give people genuine access to media and its power. These mechanisms offer ways in which people can express their sentiments, opinions, views, dreams and aspirations; their fears and insecurities; their strengths and capabilities; the development of their Human Potential. The CBR approach tries to respond to this need.

GUIDING PRINCIPLES OF THE STRATEGY FOR BROADCASTERS

Start Where the People are. Know your audience and environment. Exposure to the community develops awareness and sensitivity in a broadcaster and producer. As you enter a community, clear your mind of any fixed program ideas, which are based

on your assumptions about development. Topics and issues are generated from the people, and programs are produced together with them.

Maximum Participation of the People Being Served. Ensure two-way communication and interaction with the audience in the process of development broadcasting. This will provide the door for the audience to own the program/project.

Sensitivity of the Broadcaster. Attend to the needs and culture of the target audience. A producer who is not well grounded in the situation in the community will be less oriented and committed to the community he or she serves. Be sensitive to the changing perspectives of the community. Cultural specificities are important to create impact.

Encourage the creativity of participants. Develop tools to bring out the imagination of participants in producing interesting and location-specific programs. Some tools are multimedia techniques (i.e. recorded group discussions and debates) and area folk media.

Situate Programs on Peoples' Issues. Issue-based programs raise awareness among the people and trigger collective action towards change. Issues reveal their needs, which need to be acted upon.

There is a growing movement among those who refuse to play by the rules of the prevailing development model, in general, and of mainstream media, in particular. This new engagement is being played out in the community.

COMMUNITY BASED RADIO PRAXIS

The Catholic Media Network, a 50-station strong (pls. Refer to Annex 1) has promoted and aired different types of environmental and development programs. A list of network programs is herewith provided (Annex 2). Indigenous and area specific programs have been and are being aired in many of our network stations using the CBR approach on environment, agriculture and other topics related to development. The best test of success for a station using the CBR is if and when people have identified themselves with the station and its programs as their own and as such can mobilize people for development.

The example I am presenting is a community based health program aired in 21 radio stations nationwide. It uses the CBR strategy. It is mass media but the strategy is community based making it media for the masses.

SAGIP BUHAY
(*Saving Lives*)

Objectives of Sagip-Buhay

1. Provide mass education opportunity in 20 areas in the Philippines on "Preventive Health Education "

2. Assure the basic understanding, appreciation, and proper handling of 82 illnesses;
3. Provide listeners ample room for response to the program by an interactive framework;
4. Provide alternative to mainstream responses to illnesses using natural medicine, and technique i.e. herbal medicines, acupressure, reflexology, cultural practices found to be reliable and effective;
5. Sharing and discovery of effective and reliable health preventive and curative practices in the communities;
6. Come up with a health organization/movement

Duration: one year

Frequency: weekly

Support program:

Organized training of trainers for specialization and for follow up of constituents;

NGO with staff to coordinate activities beyond the radio program. The staff is in charge of follow up and organizing the groups;

Mini-manuals /reading materials for trainers

FORMAT (Annex 3)

PROCESS

Feedback process is the most important aspect of the program. Phone-ins, letters, station visits, inter-network calls, are encouraged by the anchorperson. He is in charge of reporting the listeners' feedback on the issues, acceptability of the program, comments and suggestions. Having a community-based attitude, he empowers the communities to learn and teach them how to be self-reliant.

A. CBR Broadcast Flow (Annex 4)

B. ELEMENTS OF CBR FRAMEWORK (Annex 5)

Program Output

1. Active organized group taking care of community health at community level
2. Graduates of the CBR radio school program
3. Cooperation and coordination of Barangay Health Workers and other health volunteers doing community health care.
4. Improvement and further education of Barangay Health Workers
5. Fast and immediate feedback on health condition of the area with the use of radio links and broadcast
6. Lessons on mass education using CBR

7. Volunteer trainers coming from local communities to train local constituents in the praxis of preventive health as well as community medicine.

Program Impact

Organized constituency

Health knowledge and health care demythologized

Discovery that majority of illness can be managed by the family

Recognition of rural health workers as dependable and qualified

Self-confidence built amongst the poor to respond to common sickness without the need of professional doctors

Production of herbal medicines

Community service i.e. reading of vital signs, trained health workers provide assurance and advise to panicky village constituents regarding observable illness. Proper referral given

Coming up with a health network of contacts due to recognition of health workers by professional doctors otherwise impossible without the help of the radio.

CONCLUSION

Access to information enables people to make decisions that will promote their development. Unfortunately, despite a Constitutional guarantee, the right to information can hardly be taken for granted. For decades, an elite class, leaving the majority out of the loop, has controlled vital information. Marginalized sectors in developing countries have no access to, let alone control of, media resources.

Is it because the "powers that be" fear the wrath of a suddenly enlightened populace? Not really. But the reason is no less sinister: it is because participation in the power of media has the ability to democratize power and wealth. Once power is distributed, the rich and powerful few are less likely to get opportunity to take whatever they want from the many. Information can liberate people from poverty and social injustice. For far too long, people have been forced to accept a kind of development that is removed from their cultures and needs. Today, their situation is worse than ever. "We are living in a world where few countries are able to guide the destiny of many." **Can Community Based Radio make a difference.**

The community based radio strategy continues in its arduous work of promoting development of communications itself for the people. Radio in itself is both a catalyst and a promoter of development.

UNDP may try to test this strategy in the promotion and implementation of its programs and projects.

THE STATE OF THE ENVIRONMENT IN PRINT MEDIA:
CURRENT TRENDS IN PROMOTING ENVIRONMENTAL SUSTAINABILITY

by Ms. Alexandra P. Romualdez
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Dr. Chua Thia-Eng, Regional Program Director of PEMSEA, fellow environment lovers, good afternoon. I am honored to have been chosen by your group to give a presentation on behalf of the print media. You who have been reading the Philippine Daily Inquirer must know that the environment is a concern that is very close to the heart of the Inquirer people.

Since we will be talking about the environment, let's define what it is. A scientist once gave a very simple definition of the environment: he said that it is everything that is not you or me. In other words, everything in this world is the environment except the people in it.

No other person or entity has the capacity to teach us about the environment except nature itself. We can all play deaf and blind to the abuses being done. But time and again, nature reminds us of its vast power. And when we are reminded of it, that's the only time that we realize that we have been amiss at our duties as caretaker.

Unfortunately, with our greed, negligence, carelessness and wasteful ways, we are inflicting serious damage on the Earth. Deforestation, soil erosion, rising ocean levels and global warming are causing the biggest scale of destruction of life since the time the dinosaurs vanished from the face of the earth.

We have to do something because we are putting in jeopardy the continuation of all life on this planet. We should be able to strike a balance between our use of the natural resources and its preservation.

Our PDI Chair mentioned before that environmental issues can be so overwhelming and can leave us with feelings of immobility. We can overcome this by starting to take responsibility for our own actions. We can take small steps for us to be 'part of the solution, instead of the problem'. Media's role is to constantly open our senses so we can do our part.

The media can help, and indeed are already helping a lot in promoting environmental sustainability. Let me talk in particular about what we in the Inquirer have done and are doing.

1. We have been publishing investigative reports and special reports on various environmental problems. One of our earliest investigative series was on the deforestation in Samar which caused floods that destroyed crops and caused famine and widespread misery and hunger among the poor people. It won for Danny Petilla the first prize in the Ongpin Awards for Investigative Journalism in 1989.

Last year, we featured several stories on the Laguna Lake pollution problem. We also came out with an article about the lake's entry to the Living Lakes network on May 2001.

On September 2002, Laguna de Bay was hailed in the Living Lakes confab as a "Best Practice Example" of lake sustainability initiatives.

We published many stories about endangered marine species such as the whale shark (butanding) and the dolphin (lumba). On March 1998, the Inquirer reported about the systematic slaughter of the whale sharks. Subsequent stories spurred a campaign to protect these species. They also prompted local governments to enforce strictly laws prohibiting the catching and the slaughter of whale sharks and dolphins. Community conservation and protection projects were initiated. Now these species are a tourist attraction in Southern Luzon. But we still need to be vigilant as there are reports that the slaughter of whale sharks has started again.

We have also been publishing serial articles as well as occasional stories about:

- Water pollution, including the pollution of watersheds, seas, rivers and lakes.
- Air pollution, not only in Metro Manila but in other parts of the country such as Baguio and Cagayan de Oro City.
- Endangered species such as the Philippine Eagle, the Tamaraw, the tarsier, giant clams and the spotted deer.
- Deforestation in various parts of the country, such as Mindanao, the Mountain Provinces and Southern Luzon.
- Illegal fishing.
- The destruction of corals in the Philippine Seas
- The destruction of mangroves.

In Metro Manila, we have focused on the problem of air pollution and the garbage problem. We did not just state the problem but presented solutions proposed by various environmentalists and experts on solid waste management. For example, we wrote about the advantages of using "happy soil," a composting hastener that would convert household waste to organic fertilizer.

In most of the cases, the stories we published prompted government agencies to take action to stop the destruction or degradation of the environment or the extinction of endangered species.

We at the Inquirer practice what we preach and we put our money where our mouth is. One of our corporate values is Responsibility – "We work for the betterment of our nation and environment and strive to preserve and conserve resources in all our undertakings." (Emphasis supplied)

Our Basic Statement of Editorial Policy has a section titled "For Nature": "The Inquirer is for the preservation and conservation of the environment. While it recognizes that the use of natural resources is necessary for national development, it believes that such development should benefit all the people and be sustainable in the long run."

Because we want to save trees, we are using recycled paper. The use of recycled paper means a tremendous savings in terms of trees. Studies also reveal that when paper is recycled, upto 70 percent less energy is used than if paper is made from virgin wood fiber. Recycling one ton of paper can substitute for three tons of virgin wood fiber and can save energy equivalent to 380 gallons of 1,440.2 liters of oil.

Last year the Inquirer went one step farther and began a "New Paper" drive – a campaign to recycle old newspapers. We undertook the campaign to help stop the denudation of the country's rainforests.

Last year, with the support of about 200 parishes, civic and private institutions and companies, we collected about 100,000 kilos of old newspaper, which was equivalent to saving about 1,700 trees. We are doing it again this year. So, we hope to collect even more. We are buying paper at P3/kilo which is higher than we would normally get from recyclers.

The Inquirer managers and editors took yet another step in the campaign to save the trees when they redesigned the paper, making it narrower. The redesigned paper uses 6.3 percent less newsprint, which is equivalent to saving six trees a day.

The Inquirer was the first in the country to use soy-based ink. Unlike the petroleum-based inks normally used by newspaper, soy-based inks do not emit toxic fumes when recycled. They are non-toxic, water-washable and are thus safe for the reader as well as the printing staff. Soy inks do not rub off on the hands of the readers. The printing is better and the ink usage has gone down.

Just on the basis of the its use of recycled newsprint, soy-based ink and the redesign of the paper, the Inquirer may rightfully be called the most environmentally conscious newspaper in the country. But there's more. The Inquirer has been a corporate partner of the environmental group Kabang Kalikasan ng Pilipinas, also known as the World Wildlife Fund-Philippines, for the past three years. As a partner the Inquirer is promoting environmental awareness and concern in the country.

Recently the Inquirer conducted an information and fund-raising campaign with WWF Philippines called "Environment Fund for Legal Action" The campaign seeks to raise funds to undertake legal action against such violations of the environment as poaching and illegal fishing. The first campaign with WWF was "Wildlife Alive" in 2000 and the second, "Fish for Survival" in 2001.

Last year, we gave more than P3 million in aid in kind to such organizations and campaigns as "The Tour of the Fireflies", "Lakbay Tribo, "Clean and Green Foundation, "Piso para sa Pasig" and "Bantay Usok." The Inquirer also launched the Environmental Website for the Philippine Schools Cyberfair.

These are some of the activities, campaigns and advocacies that the Philippine Daily Inquirer has undertaken in the past five years or so to promote environmental awareness. Yet, I think we can still do more. Here are some other things newspapers and other print media can do to promote the cause of environmental sustainability:

1. Articles about the environment should be regularly published in appropriate sections of the paper and must be followed up periodically.
2. Sponsor roundtable discussion on environmental problems at which experts and representatives of various sectors of society can agree on feasible solutions to these problems.
3. Undertake an environmental education campaign together with the schools. The campaign should explain to the people the details of their own environment and include a sensitivity training to develop a sensory awareness and a feel of the environment.
4. Conduct a campaign to promote reading. Increased literacy is needed to raise environmental consciousness. A literate population can make possible knowledge-intensive agriculture (as distinguished from chemical-intensive), ecosystem management, family planning, and the adoption of new technology. A campaign to promote reading, undertaken by the print media could thus indirectly also promote environmental consciousness.

The encouraging development for the print media is that there appears to be clear signs that the world is experiencing a major shift in environmental consciousness. This should make the work of the media easier. Lester Brown, president of the globally respected Worldwatch Institute based in Washington DC, said the clear signs include CEOs of big corporation who are beginning to sound like spokespersons for Greenpeace, political leaders who are adopting policies championed by ecologists and thousands of environmental NGOs springing up, mobilizing millions of people for change.

I believe this conference is one such manifestation of the increased awareness of the need to promote environmental consciousness. I commend the organizers for their laudable efforts and pledge that the Inquirer will help in whatever way it can to help push this worthy campaign.

Before I close I would like to read an excerpt from science writer Lewis Thomas' "The World's Biggest Membrane":

"Viewed from the distance of the moon, the astonishing thing about the earth, catching the breath is that it is alive. The photographs show the dry, pounded surface of the moon in the foreground, dead as an old bone. Aloft, floating free beneath the moist, gleaming membrane of bright blue sky, is the rising earth, the only exuberant thing in this part of the cosmos. It has the organized, self-containing look of a live creature, full of information, marvelously skilled in handling the sun."

It is this Earth that we all seek to conserve, preserve and sustain. All life on Earth is interconnected and when we preserve the environment we are ensuring the continuity and perpetuation of all life.

Thank you.