

Media and good governance : a case study

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Media & Good Governance: A Case Study

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BEYOND REPORTAGE, OPINION AND EDITORIALS: Provincial Media Experience in Northern Philippines

WHO?

- **Provincial Media Practitioners – individually or collectively, both in government and private media**
- **Government agencies, Civil Society, Business, Children, Prisoners, Schools, Senior Citizens, etc.**

WHERE?

I. BAGUIO CITY:

- **5,000 feet above sea level in the Cordillera Highlands of Northern Luzon Island, Philippines. Land Area: 49 square kilometers.**
- **Built by the American colonial government at the turn of the century for 25,000 to serve as country's Summer Capital. Now with a population of over 300,000.**
- **City of Pines, City of Flowers, Educational, Medical, Commercial, Tourism Center of Northern Philippines.**
- **Coldest Jail in the Country. Average Temperature: 16 to 18 degrees Celsius.**
- **Cultural Melting Pot. – Everybody would like to have a place in Baguio.**
- **Capital of Cordillera Administrative Region**

II. CORDILLERA ADMINISTRATIVE REGION:

- **Rugged mountainous region composed of six provinces and one city – Kalinga, Apayao, Ifugao, Abra, Mt. Province, Benguet and Baguio City. Total land area: 1.8 million hectares. Population: 1.2 million.**
- **Watershed of Northern Philippines -Provides irrigation water and hydroelectric power for lowlands and Metro-Manila. Ironically, many of its villages still without electric power.**
- **Once the world's biggest producer of gold. Although rich in natural resources, all its provinces are among top 20 poorest in the country.**
- **Inhabited mainly by ethnic groups with seven major tribes.**
- **Unconquered despite 400 years of Spanish rule in the Philippines.**
- **Residents speak English better than Filipino.**
- **Supplies 70 percent of country's temperate vegetables.**
- **Established as a region in 1986 after Cordillera rebels' truce with government.**

PUSHING GOOD GOVERNANCE:

WHAT/ WHEN/ for WHOM?

I. TOURISM PROMOTION :

- **Annual BAGUIO LUCKY SUMMER VISITOR (since 1958) - Accents on the city's status as the Philippines' top tourism destination during summer.**

II. HUMANITARIAN DIMENSION (since 1985) :

- **“OPERATION SAYOTE” - Relief operations for victims of calamities (1990 earthquake, 1991 eruption of Mt. Pinatubo, and other calamities). Delivered over 250 tons of highland vegetables and relief goods for victims of volcanic eruption.**
- **FUND DRIVES and other SUPPORT (since 1994) - For indigent and seriously ill medical patients, people in need.**
 1. **“Music for and from the Heart” folk and country music concerts**
 2. **Cockfights, horse races**
 3. **Ambulance transport of patients**
 4. **Arrangements for admission and surgery with hospitals and doctors.**
 5. **Medical/dental/optical missions**
 6. **Organization of medical patients (Kidney Savers Assn.)**
- **“BIGASANG BAYAN” (1989-90) – Rolling stores to sell rice at government price during crises.**
- **PRISON REFORM (1994 –97)- Jailmates' dramatic club; seedling production, formation of cooperative, skills training and education, sports, Christmas programs/contests, etc.)**

III. AWARDS PROGRAM (1999):

- **Musical bands involved in concerts-for-a-cause.**
- **Ordinary people for their acts of honesty**

IV. SPORTS(since 1985):

- **Little League Baseball (since 1994) – organization and training, hosting of regional and national competitions.**
- **Women’s Soccer Football (since 1991) – management of team, fund drive – Team won four national titles.**
- **Kiddies’ Summer Sports Camps (since 1985) – training kids to discover potential talents; produced several national marathon champions.**
- **Horse races/Games on Horseback – conceptualization and implementation. The pony races become crowd-drawing features of Independence Day, Baguio Day celebrations.**

V. PROFESSIONAL GROWTH:

A. For practising journalists (off and on):

- 1.Seminars on Journalism, Ethics**
- 2.Gridiron-in-Reverse (since 1989 – of-and-on) – Newsmakers’ turn to grill media in evening of fun.**
- 3. Cultural Sensitivity in Reportage - Formulation of guidelines in coverage of news events with cultural/traditional governance dimensions (“tribal” wars, return of Mummy Anno.)**

B. For others (since 1985, volunteers on call):

- 1. Outreach journalism seminars for teachers, students. – Helps rural school put up school papers, school children to hone writing skills and record local history, culture, indigenous knowledge.**

VI. ENVIRONMENT:

- 1. “Eco-Walk” Children’s Environmental Awareness Program. – Conceptualization and implementation of program.**
- 2. “Balili River Summit” - Brought government, civil society, children, business to conference for integrated, community-based plan to revive river and tributaries.**
- 3. Endangered Philippine Eagle. – Brought government and villagers to dialogues on how to protect endangered bird while protecting traditional lifestyle of indigenous peoples.**

WHO? (Actors):

- 1. Members of Baguio Correspondents and Broadcasters Club (TV,radio, print media based in Baguio and Cordillera Region)**
- 2. Baguio Regreening Movement (Coalition of Government, Civil Society and Business to address environmental issues.)**
- 3. Children , Teachers, Parents and Schools**
- 4. Athletes, sports organizations**
- 5. Musicians**
- 6. Samaritans (Donors)**
- 7. Prisoners/Jail Guards/Police**
- 8. Jeepney Drivers**
- 9. Doctors**
- 10. Fellow media practitioners in Manila, other places.**
- 11. City Government of Baguio, National Government Agencies**
- 12. Philippine Information Agency**
- 13. Tribal Villages**

WINNING SOME AND LOSING SOME (Results for some patients)

<u>PATIENT /Age</u>	<u>DIAGNOSIS</u>	<u>OUTCOME</u>
1. Shirley Torren, 22	Heart ailment	Successful surgery
2. Juvy Pasking, 3	Heart ailment	Successful surgery
3. Genalyn Simongo, 1	Heart ailment	Died before surgery
4. Nino Joshua Molintas, 10	Heart ailment/ Cleft palate	Successful surgeries
5. Maria Paz Molintas, 46	Slipped spinal disc w/ complications	On-going
6. Ann Ysmael Mary, 7	Heart ailment	Successful surgery
7. Jonathan Pansa, 8	Leukemia	Died
8. Shadrack Dickson, 1	Heart ailment/ Downs syndrome	Died one week after surgery
9. Jennifer Bastian, 20	Renal Failure	Died
10. Jocelyn Bastian, 32	Renal Failure	Coping with dialysis
11. Victor Pasag, 22	Heart ailment	Successful surgery
12. Danilo de Guzman, 16	Heart ailment	Successful surgery
13. Ben Bangcawayan, 50	Brain Tumor	Successful surgery
14. Noregim Gasic, 25	Renal Failure	Died
15. Yolly Baido, 44	Renal Failure	Died
16. Nicklaus Lawilao, 16	Renal failure	Coping with dialysis
17. Abraham Molintas, 49	Liver cirrhosis	Died
18. Rhea Marcelino, 16	Leukemia	Died
19. Margerie Dulay, 24	Renal failure	Died
20. Mrs. Lumbas	Renal failure	Died
21. Tony Guerraro (bandmember)	Heart failure	Died
22. Eddie Corpuz, 60	Heart ailment	Successful medication
23. Jennifer Kamora, 1	Heart ailment	On-going medication
24. Bradley Dulay	Leukemia	Unknown
25. Hans Steven Sebio, 1	Heart ailment	To U.S. for surgery
26. Sid Chammag (newsman)	Renal failure	Died
27. Sophia Joy Ramos, 3	Burns	Died

, a 30-year old Filipino Worker, was jailed last year in Saudi Arabia for accidentally killing Saudi national in a truck accident. Media helped publicize his plight, resulting in cash donations of over P300,000 raised out of the P750,000 “blood money” required. His employer, convinced of his innocence, eventually paid the “blood money”. Amount raised from donors now to be used to help indigent medical patients.

SOME SAMARITANS

- 1. Art Borjal - Columnist, Philippine Star (National Daily)**
- 2. Anonymous Baguio Couple**
- 3. Benguet Electric Cooperative**
- 5. Foggy Mountain Band, Buckstrait Band**
- 6. ACTION ambulance group**
- 7. Overseas Filipino Workers**
- 8. Baguio Mayor Mauricio Domogan**
- 9. Dr. Emerenciana Collado - Pedia-Cardiologist, Philippine Heart Center**
- 10. Governor Raul Molintas – Benguet Province**
- 11. Filipino Communities Abroad**
- 12. Philippine Military Academy Cadets**
- 13. Wild West Music Saloon Management and Habitués**
- 14. Former Governor Max Dalog, Mt. Province**
- 15. Gov. Leonard Mayaen, Mt. Province**
- 16. Barangay Leaders**
- 17. Mayor Nestor Fongwan, La Trinidad, Benguet**
- 18. Benguet State University**
- 19. Cockfighting aficionados**
- 20. Baguio-Benguet Medical/Dental/Optical Societies**

THE “ECO-WALK” CHILDREN’S PROGRAM

I. Program Conceptualization

II. Implementation of Program Features:

A. SOURCING OUT OF FUND AND OTHER SUPPORT.

(Canadian International Development Agency through Canada-ASEAN Governance Innovations Network and Institute on Governance.)

B. TRAINING OF VOLUNTEERS

C. PRODUCTION OF MANUAL FOR VOLUNTEERS

D. PRODUCTION OF CLASSROOM TEACHING MODULES

E. PRODUCTION OF TV AND NEWS PROGRAMS and NEWSLETTER ON PROGRAM.

F. JOURNALISM SEMINARS - For children, students, teachers to enable them to record local history, vanishing culture and indigenous knowledge systems of their villages, set up their own school papers. *(Early training in journalism can be their passport to scholarships and better grades in high school and college.)*

G. EXPANSION/REPLICATION of Program - “Tayan di Muyang”, “Lakbay-Aral”

H. CONCEPTUALIZATION/IMPLEMENTATION OF NEW PROGRAM FEATURES –

1. “Ecol-lege” – Children’s Communal Tree Farms
2. Children’s Communal Mango Farm.

ECO-WALK GUIDEPOSTS:

- **“A child is a message from God that the world must go on.” This is the message of “Eco-Walk”. As it centers on children, the program must continue as long as there are children to take into the living classrooms of our watersheds. And as water is the universal solvent of life, from its watershed should also flow and grow concern for all human development.**
- **Governance is effective if it is shared not only by those in formal government but by all sectors of the community, including the children who will eventually take over GOVERNANCE of the environment and the institutions they will inherit.**
- **Children are a country’s GREATEST resource. They must, therefore, also be HEARD and not only seen, EMPOWERED to prepare how to manage their future.**

WHAT ELSE?

- **Reportage and Documentation of village culture, programs , issues and needs to draw government attention to lack of basic services (farm-to-market roads, footpaths, foot bridges, irrigation, community halls, etc.)**
- **Secretarial/Mail Services – Drafting of resolutions, requests of villages and delivering these to concerned agencies.**
- **Lobbying for government attention to the plight of poor communities.**
- **Lobbying for immediate government action on the return of remains of Filipino Overseas Workers who die.**

HOW?

- **INFORMAL DISCUSSIONS – Program ideas come out during drinking sessions, coffee breaks.**
- **VOLUNTEERISM – Program requirements cut by volunteer work.**
- **NETWORKING – With Good Samaritans, charitable institutions, hospitals, decision-makers, agencies involved in issues.**
- **REPORTAGE - Highlighting the issues and efforts of agencies/individuals instead of work of media. Let others outside media feel they OWN the program.**
- **“MULTI-HAT” APPROACH – Media practitioners’ membership in organizations.**
- **MEDIA LINK-UP – With national and other media outfits to widen coverage of and facilitate action on issues.**
- **FUND ACCOUNTABILITY – Funds raised in drives are handled by community or relatives of beneficiaries, counted in public and immediately given to patients.**

WHY?

- **Self-fulfillment and worth – “Psychic income” instead of material rewards.**
- **Felt need to go beyond reportage, editorials and criticism and transform advocacy journalism into action. (He who suggests what should be done might as well help do it.)**
- **Sense of community and “collective memory”.**
- **Lack of programs for children empowerment, development, environment, humanitarian causes, culture development.**
- **Awareness of the power of media and its potential to make a difference.**

WHAT NOW? (PROGRAM DREAMS)

- **Establishment of a Cordillera Institute of Journalism.**
- **Documentation of the Chico River that straddles the Cordillera mountain region.**
- **Databank on indigenous knowledge systems .**
- **Studies/researches on traditional and formal governance: conflicts between state-imposed laws and indigenous natural resource management and ownership; how other countries resolve such conflicts.**
- **Regional environmental newspaper for the Cordillera**
- **Organization of a Humanitarian Foundation**

CHALLENGES

- **Lack of resources in the face of mounting requests for assistance from patients.**
- **Lack of full-time workers (staff members are all volunteers)**
- **Lack of knowledge and training about issues and programs.**

Lack of resources to pursue other programs.

LESSONS IN GOVERNANCE

- **INVOLVE MEDIA IN GOVERNANCE ISSUES FROM THE START, NOT ONLY AS MEDIUM FOR PUBLICITY AND INFORMATION BUT IN PROGRAM PLANNING AND IMPLEMENTATION.**
- **RALLY AROUND VITAL ISSUES/SYMBOLS EVERYBODY BELIEVES IN – CHILDREN, ENVIRONMENT, HUMANITARIAN CAUSES, SPORTS**
- **ADVOCACY JOURNALISM EXTENDS BEYOND REPORTAGE, EXPOSE, CRITICISM AND OPINION.**
- **CHANNEL NETWORKS/GOODWILL GENERATED BY MEDIA TO HARNESS GREATER PARTICIPATION/RESOURCES IN ADDRESSING ISSUES.**