Exploring the Potentials of Community Media for Climate Change Resilience through Social Transformation towards the New Normal in the Asia Pacific Region

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In the Asia-Pacific Region…
How should this be communicated to every Maria and Juan

Just like the “boy who cried wolf”

How do we make them climate change resilient?
Social Transformation through Community Media

The Response...
Objectives...

- Identify factors for a sustainable CRS;
- Assess existing system of operation; and
- Develop a CRS model that would ensure sustainability.
Why social transformation?

“Transformational Communication Model forwards that environmental communication requires a more comprehensive and holistic paradigm”
The Transformational Communication Model

- Integration of: DSC, IEC; social marketing; and social mobilization
- Inclusion of the cultural dimension
- Focuses on normative instead of behavioral change
- The environmental field is complex.
An integrative operational framework (Flor, 2004).
What is social mobilization?

- is bringing together all stakeholders to raise people’s awareness
- assist in the delivery of resources and services
- strengthen community participation for sustainability and self-reliance
- act of rallying together as many social allies
- THROUGH a platform
Social mobilization has 6 components…

- Advocacy
- Networking and alliance building
- Monitoring and evaluation
- Capability building
- IEC
- Community organizing
Why community radio?

• CRS requires a two-way process;
• CRS allows members to gain access to information, education, and entertainment;
• Communities participate as planners, producers, and performers; and
• Means of expression of the community.
In the context of the Philippines, the most potent community media tools are...

COMMUNITY

+ [Image of radio equipment] + [Image of smartphones] + Fire chat
Existing Models

- Academe-National Government-Local Government Partnership-DXNQ
- Public-Academe Partnership-DXVL
- Academe-LGU Partnership-DWTG/RL
- Religious-Ecumenical Private Partnership-DYMI
- LGU-Private Partnership-DYYM
Roles that CRS played

- Facilitative and catalytic roles in these social transformation processes.
- Sets social agenda, facilitates governance communication, enables changes in norms, and moves people to action.
Based on the Local Government Code

LGUs (as stated in Chap 2, Sections 17 & 23):

- shall provide basic services and facilities including telecommunication services subject to national policies and guidelines; and
- They have the authority to negotiate and secure grants or donations in support of these basic services from local or foreign assistance agencies.
Objective of CRS is to mainstream social processes that involve education, collective pressures, and shifting people’s worldview, attitudes, and values towards climate change resilience;

- CRS must be fully-funded either by public or private;
- Flat organization with lean staff;
Community Radio Council and the Philippine Federation of Rural Broadcasters to oversee operations;

Work collaboratively with relevant agencies for networking and information access thru ICT (AEC+3);

Localized programming and relevant contents;

Municipalities without CRS to establish one; and

Station managers to engage the community into action
In conclusion...

- CRS requires a lean organizational structure
- Should be complemented by worthy and relevant contents;
- Localized programming to sustain listenership; and
- CRS, as the last mile linkage in times of disaster may be the only resort to save people’s lives.