

The background of the slide features two vintage microphones on stands, one on the left and one on the right. In the foreground, the word "RADIO" is written in large, 3D, red letters with a white outline. The title text is overlaid on this background.

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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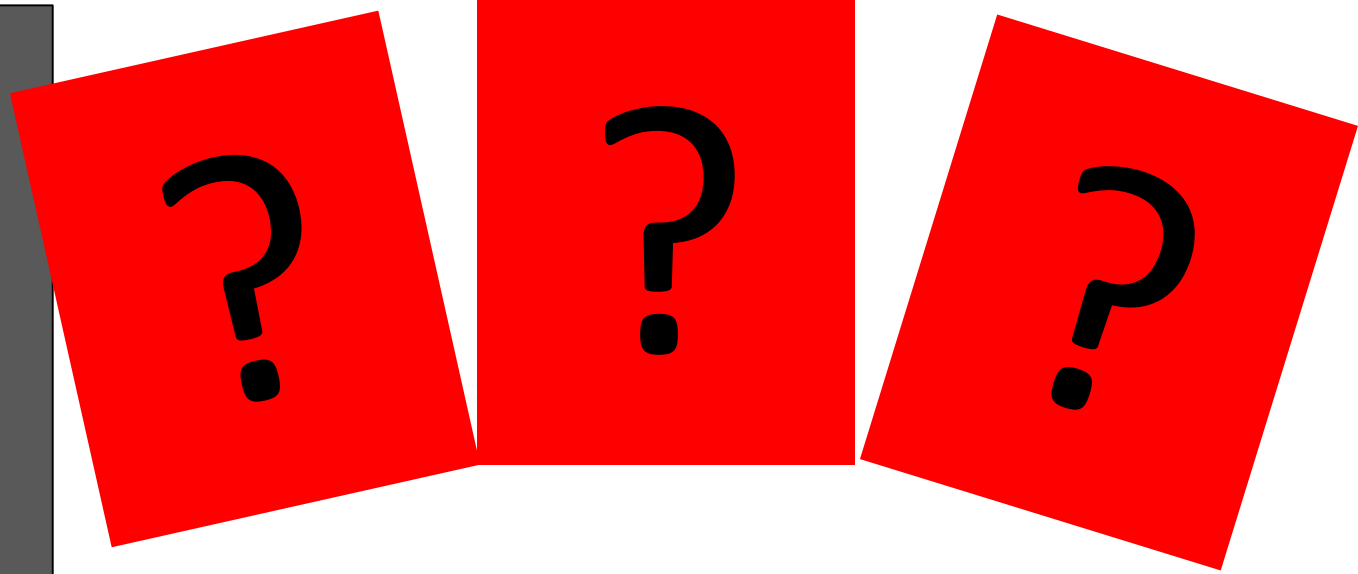
In the Asia-Pacific Region...



*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?***



The Response...

**Social Transformation
through
Community Media**

Objectives...

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



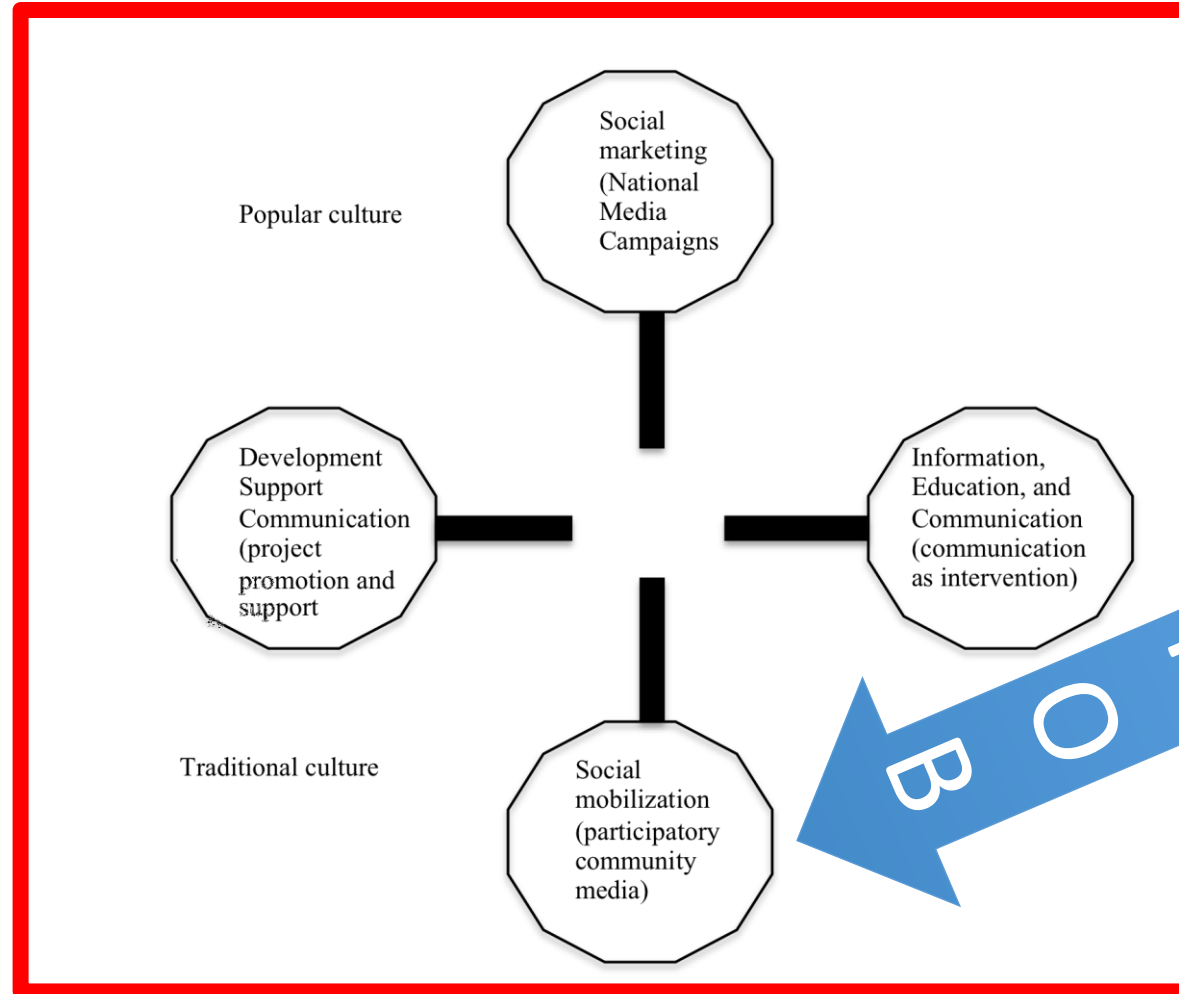
Why social transformation?

“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.

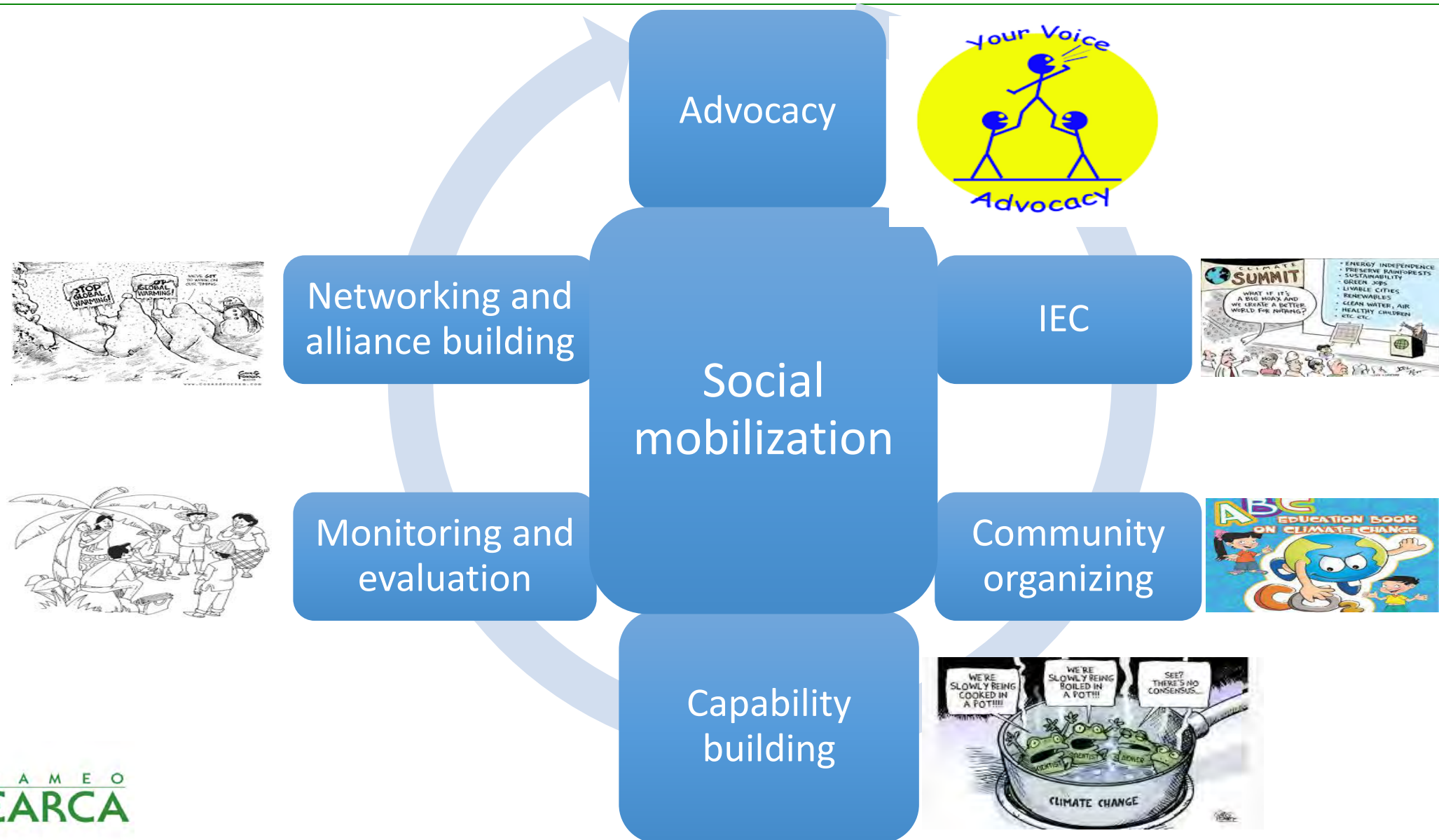
An integrative operational framework (Flor, 2004).



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...



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



+



+

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.

Proposed CRS Model

- ❖ 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;**

Proposed CRS Model

- ❖ **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.

