Climate change reporting for rural broadcasters

Engaging rural media for community mobilization on climate-smart agriculture in the Philippines

Working Paper No. 177

CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS)

Amy Christine Cruz
Rex Navarro
Louie Tabing

CGIAR
RESEARCH PROGRAM ON Climate Change, Agriculture and Food Security
CCAFS

Working Paper

Climate change reporting for rural broadcasters

Engaging rural media for community mobilization on climate-smart agriculture in the Philippines

Working Paper No. 177

CGIAR Research Program on Climate Change,
Agriculture and Food Security (CCAFS)

Amy Christine Cruz
Rex Navarro
Louie Tabing

Citation:
Cruz AC, Tabing L and Navarro R. 2016. Climate change reporting for rural broadcasters: Mobilizing the Philippine media for climate change awareness. CCAFS Working Paper No. 177. Copenhagen, Denmark: CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS). Available online at: www.ccafs.cgiar.org

Titles in this Working Paper series aim to disseminate interim climate change, agriculture and food security research and practices and stimulate feedback from the scientific community.

The CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS) is a strategic partnership of CGIAR and Future Earth, led by the International Center for Tropical Agriculture (CIAT). The Program is carried out with funding by CGIAR Fund Donors, the Danish International Development Agency (DANIDA), Australian Government (ACIAR), Irish Aid, Environment Canada, Ministry of Foreign Affairs for the Netherlands, Swiss Agency for Development and Cooperation (SDC), Instituto de Investigação Científica Tropical (IICT), UK Aid, Government of Russia, the European Union (EU), New Zealand Ministry of Foreign Affairs and Trade, with technical support from the International Fund for Agricultural Development (IFAD).

Contact:
CCAFS Coordinating Unit - Faculty of Science, Department of Plant and Environmental Sciences, University of Copenhagen, Rolighedsvej 21, DK-1958 Frederiksberg C, Denmark. Tel: +45 35331046; Email: ccafs@cgiar.org

CCAFS Working Paper no. 177

Photos:

Abstract

To kick off a pilot rural radio campaign on climate smart agriculture (CSA), three seminar workshops titled “Climate Change: iBroadkas Mo!”, for rural broadcasters in the Philippines were organized by the Philippine Federation of Rural Broadcasters (PFRB), with the support of the CGIAR Research Program on Climate Change, Agriculture and Food Security in Southeast Asia (CCAFS-SEA). Participants for these seminar workshops were member broadcasters of the PFRB in strategic regions of the Philippines. Moreover it was also attended by other media practitioners and government information officers from around the area. Participants to the workshops were familiarized with climate change concepts to improve their capacities in broadcasting climate-related issues and concepts to their audiences. The total number of participants for the whole series was 180 which included 147 practicing broadcasters, 19 government information officers and five staff members from the PFRB. Presentations and discussions during the workshops focused on CSA and techniques and practices for broadcasting climate-related issues effectively. Participants were asked to produce prototype scripts and radio programs, which may include two radio spots, a short interview or voice clips of experts, on CSA as their output for the workshops. The PFRB campaign on climate change, which was launched during the workshops, will engage the services and programs of 150 rural broadcasters in the Philippines in mobilizing the rural sector (particularly farmers, fisherfolk and rural women) and advocating the practice of climate smart agriculture. Members of the PFRB and their network of community radio practitioners will be provided with ready-to-be-aired interviews and scripts on climate-smart agriculture. The broadcast materials will be produced in the languages of selected pilot regions. To motivate broadcasters, a reward and incentive system based on listenership and impact shall be put in place.

Keywords

Media engagement, Philippines, rural broadcasters, communication

About the authors

Amy Christine Cruz is a communications consultant with the CGIAR Research Program on Climate Change, Agriculture and Food Security in Southeast Asia (CCAFS-SEA) and a junior communications specialist with the World Agroforestry Centre (ICRAF) Philippines.

Rex Navarro is a consultant with CCAFS-SEA and formerly the Director of Strategic Marketing and Communication at the International Crops Research Institute of the Semi-Arid Tropics (ICRISAT).

Louie Tabing is the National Chairman of Philippine Federation of Rural Broadcasters, and a practicing development broadcast journalist of ABS-CBN, the Philippines largest radio-TV network.

Acknowledgements

The authors acknowledge the support of the CGIAR Research Program on Climate Change, Agriculture and Food Security for Southeast Asia (CCAFS-SEA), the Philippine Federation of Rural Broadcasters (PFRB), the International Rice Research Institute (IRRI), CGIAR Centers and national partners.

Contents

Acronyms

CC	Climate change
CCAFS	CGIAR Research Program on Climate Change, Agriculture and Food Security
COP21	21st Conference of Parties
CSA	Climate-smart agriculture
CSV	Climate-Smart Village
DA	Department of Agriculture
DOST	Department of Science and Technology
GHG	Green House Gases
IPCC	Inter-Governmental Panel on Climate Change
IRRI	International Rice Research Institute
NGO	Non-Government Organization
PAGASA	Philippine Atmospheric, Geophysical and Astronomical Services Administration
PFRB	Philippine Federation of Rural Broadcasters
PhilRice	Philippine Rice Research Institute
PSA	Public service announcement
SEA	Southeast Asia

Introduction

Technology has jumped in a way that many channels and media for communication are available to the public. People have access to print media, television, mobile phones and the internet nowadays, but radio is still recognized as the "most pervasive, persuasive, and credible medium" in the Philippines (Tuazon 2015). In 2012, the National Commission on Culture and the Arts reported that 85% of the households in the Philippines have access to radio, while almost 60% have television. Rural communities in the country rely heavily on radio, especially those that do not have a stable access to electricity.

With 659 stations across the country reaching more than 97% of rural households, radio is the most pervasive medium of mass communication in the Philippines especially in the grassroots. Radio has advantages over the other mass media like television and newspapers in terms of being handy, portable and cheap. It is the most popular companion medium being easily accessible virtually anywhere and everywhere at any time. With the internet, radio now has a global reach and has converged with television.

Radio is used not only for entertainment and listening to music and soap operas, but also for staying up to date with current events and listening to development programs. Since the 1950s, development broadcasting and farm programs started in the country, as pioneered by the Philippine Broadcasting System (Rosario-Braid & Tuazon 1999). These farm programs may include information on agriculture, fisheries, animal husbandry, environment, livelihoods, cooperatives, health and other subjects relevant to communities.

Currently, rural broadcasting groups, such as the Philippine Federation of Rural Broadcasters (PFRB), also help raise awareness on environmental issues and concerns through the radio programs of its members. Climate change, one of the foremost environmental issues worldwide, threatens agriculture in the Philippines, where the rural communities mostly rely on agriculture for their sustenance and livelihoods (Bautista 1994; Briones 2013; IFAD n.d.). Climate-smart agriculture (CSA) is one of the practices that could help communities address climate change issues.

CSA, the concept of which was introduced by the Food and Agriculture Organization (2010), is not a set of practices that could be universally applied. It instead aims to enhance food security, climate resilience and mitigation of greenhouse gas emissions from agriculture through practices appropriate for the specific contexts of communities. Therefore, aside from being an effective information, education and entertainment medium, radio may also be a powerful vehicle for

social mobilization towards climate change mitigation and adaptation.

More often than not, however, rural broadcasters do not have and adequate science background on climate change, and hence have difficulty popularizing technical materials in their programs. In addition, usually based in the provinces, rural media practitioners and development broadcasters are the less recognized media practitioners who spend their time running rural programs on top of their other assignments. As a result, little time could be spent to prepare for these rural programs than is ideal.

Much could still be done to improve rural broadcasting, especially in the face of climate change. It is thus necessary for rural broadcasters and media practitioners to familiarize themselves with the concepts and issues relating to climate change, agriculture and food security. They should also know how to package specific messages in an understandable and interesting manner to be accommodated in existing rural broadcasting programs. In addition, canned materials which are ready to be utilized by the broadcasters could also help them in preparing the programs.

Towards this end, the PFRB is piloting a radio campaign on climate change, titled "Climate Change: iBroadkas Mo!". The campaign is supported by the CGIAR Research Program on Climate Change, Agriculture and Food Security in Southeast Asia (CCAFS-SEA). As a first step, PFRB conducted three seminar workshops in the Philippines to familiarize rural broadcasters with the climate change issues and CSA practices, which could help rural communities adapt to and mitigate climate change.

These rural broadcasting workshops complemented the regional seminar workshops on reporting climate change, agriculture and food security conducted by CCAFS-SEA in Philippines, Vietnam, Laos and Cambodia. The regional seminar workshop series aimed to "enable journalists to appreciate and understand the science of climate change and agriculture in order to write better, more informative stories" (Navarro et al 2015).

Objectives

The seminar workshop series aimed to familiarize rural broadcasters with climate change, agriculture and food security, so that they may be better capacitated to broadcast such issues to rural communities in the Philippines.

More specifically, the seminar-workshops aimed to enable the participants to:

1. Appreciate and understand climate change, its meaning, including its concrete manifestations as well as science innovations for its mitigation and adaptation in the context of agriculture and food security;

2. Produce prototype broadcast materials on climate change and climate-smart agriculture;
3. Map out a work plan on broadcasting climate change, agriculture and food security in their respective provinces.

Approach and Methodology

Participants

A total of 180 participants attended the three seminar workshops – 70 in Luzon, 50 in Visayas and 60 in Mindanao. Majority of these are practicing broadcasters, with a number of information officers from government agencies also attending. Table 1 shows the breakdown of the number of participants per leg.

Table 1. Participants of the rural broadcasting seminar workshops in the Philippines

Number of Participants	Broadcasters	Information officers	Resource persons	PFRB staff	Guests	TOTAL
Luzon	56	2	5	4	3	70
Visayas	38	2	5	4	1	50
Mindanao	47	3	5	4	1	60

Learning Process

Short formal opening and closing programs for the workshops were attended by the highest ranking officers of the Philippine Department of Agriculture (DA) in the respective regions – Dr. Calixto Protacio, Executive Director of PhilRice, Nueva Ecija, for the Luzon leg; Mr. Peter Sobrevega, Regional Technical Director of DA VI, for the Visayas leg; and Dir. Amalia J. Datukan of DA Reg. XII for the Mindanao leg.

Dr. Rex Navarro, Consultant of CCAFS-SEA, presented the contextual framework for the seminar workshop and discussed media campaigns on climate change. He also gave a presentation "Climate Change, Agriculture and Food Security: Challenges in the Philippines" on behalf of Dr. Leocadio Sebastian, the regional program leader of CCAFS-SEA.

The first half of the seminar workshops consisted of presentations on climate change and broadcasting practices, with open forums after each one. For the Luzon leg, the participants were given an hour-long tour of the facilities of the Philippine Rice Research Institute (PhilRice) and

were also introduced to research projects of PhilRice related to climate change adaptation. A technical resource person for the workshop, Dr. Ricardo Orge of PhilRice gave a presentation on CSA and rice production. A farmer leader also discussed farm mechanization and modernization during the workshop.

Figure 1. The field trip of the broadcasters to the PhilRice experiment station. Photo: PFRB

The technical resource persons for the Visayas and Mindanao legs were Dr. Paterno Rebuelta, an agriculturist from Aklan State University, and Mayor Rolando Distura of the municipality of Dumangas in Iloilo province. Dr. Rebuelta has extensive personal experience on CSA and studies on climate change. On the other hand, Mayor Distura discussed how Dumangas came to receive several awards for instituting climate change adaptation measures for the farmers. Dumangas, which is adjudged as a "climate-smart municipality", has its own weather station and has trained hundreds of farmers in CSA. A farmer from the municipality also shared his experience with the participants.

After the presentations, the participants were then divided into mixed groups to discuss, brainstorm, plan and produce prototype radio programs on CSA. The 10-minute programs produced by each group were presented, extensively discussed and openly critiqued.

Figure 2. A production and discussion group at work. Photo: PFRB

At the end of the workshop, national and regional officers of the PFRB discussed the campaign plan on climate change for the organization and encouraged the broadcasters to participate in this. The schedules for each of the legs of the workshop series may be found in the Annex.

Workshop outputs

Luzon leg

Participants for the workshop held in Muñoz, Nueva Ecija province were randomly divided into five groups. Each group was asked to produce two short radio spots of any format agreed by the group. The plugs would be inserted in a short program that should include interviews, reports, discussions or dramatizations. When combined, the whole program, which was produced from scriptwriting to recording and editing, should not exceed eight minutes for each group.

The first group produced a radio drama, an interview and a public service announcement (PSA) centred on pest management and CSA. Mr Tyrone Francisco, the information officer of DA Region 3, was invited as the guest for the interview on the Asian corn borer and climate change. On the other hand, the second group talked about pest management, rice hull utilization in

mushroom production and climate change through a drama, PSAs and a jingle. Their jingle was about climate change and its effects, and how people can work together to address this issue.

The third group used interviews and PSAs to talk about water conservation, proper waste management and dry seeding, while the fourth group had PSAs and plugs on mushroom substrates and waste management. In a different twist, the fifth group reported on climate change and agriculture in the different regions of the country. They included a live report on a rally of farmers opposing full farm mechanization in Mindoro province.

Figure 3. Brainstorming and production session in Muñoz, Nueva Ecija. Photo: PFRB

Dr. Rex Navarro, Dr. Frisco Malabanan and Dr. Karen Barroga served as the judges on the programs and spots produced by the groups. They chose the programs and spots by Groups 1 and 2 as the best. Mr Louie Tabing and the judges also gave comments on the participants' work.

Their comments were mostly related to the production and framing of the messages for broadcasting. The participants were told to ensure the accuracy of information, and to get the two sides of an issue (as with the live report on the rally). Messages should also be direct to the point and focused on a specific topic. Clarity, especially in defining the terms and concepts, should be ensured by the broadcasters. Framing of the messages is quite important. They could also introduce new concepts by using concrete examples or references, increasing the relatability for

the audiences. One important reminder for them was to stick to the time limit of the program. All these would help to capture the attention of the people.

Figure 4. Participants interacting with the experts during the field trip. Photo: PFRB

Visayas leg

Participants were randomly divided into six workshop groups, with each group adopting a name. Each group had to produce two broadcast materials from scriptwriting to recording and editing. Like the Luzon leg, the topics for these materials came from those discussed during the workshop, and the materials when combined should not exceed eight minutes. The two best group outputs were awarded. Dr. Rex Navarro, Mr. Rogelio Matalang and Dr. Paterno Rebuelta served as the judges for the workshop activity. Outputs were judged according to two main criteria: content (technical accuracy) and form (production quality).

A variety of plugs were produced by the participants, although many of the groups used a news report format for their programs. The first group reported on climate change, agriculture, rice-straw burning, minimum tillage and hybrid rice through interviews and plugs. News reports and plugs on the PFRB media workshop, youth and climate change, climate field school, waste segregation and food were produced by the second group. The third group talked about climate change, mitigation, the three Rs (reduce, reuse and recycle), waste management and water conservation in their plugs and flash reports.

Figure 5. Brainstorming and production session in Kalibo, Aklan. Photo: PFRB

Illegal means of fishing, Typhoon Yolanda, CSA and hybrid rice was incorporated into the radio drama, news stories, commercials and plugs of the fourth group. They won the second prize because their output was quite entertaining with good production quality. The fifth group focused on the effects of El Niño on agricultures in the region, the highest temperatures experienced in the Philippines, climate change, agriculture and how the private sector is helping to spread the word about climate change. Group 6 was awarded the first prize, as their output had the clearest and most coherent message. They produced a news program, a plug, an interview and a jingle on integrated pest management, rice farming and related PhilRice services, and CSA.

Figure 6. Mayor Rolando Distura of Dumangas, Iloilo presenting the climate field school to the broadcasters. Photo: PFRB

The following were some of the comments from Mr. Louie Tabing and the judges. The participants should ensure that their facts are accurate, and that they would do impersonation in their programs. Broadcasters should also have enthusiasm in reporting their stories. In explaining the concepts, it would be helpful to use descriptions and make sure the messages would have clarity, conciseness and coherence. Long introductions should be avoided, and the programs should focus on one or two messages, to fully capture the audience's attention. At the end of the program, the messages could also be summarized.

Mindanao leg

Like the previous legs of the workshop series, participants were randomly divided into six workshop groups, with each group adopting a name. Each group had to produce two plugs that should be part of an eight-minute program to be produced from scriptwriting to recording and editing. The materials came from the topics discussed during the workshop, and the materials when combined should not exceed eight minutes. The two best group outputs were awarded.

The first group produced spots, interviews and news reports on climate change, agriculture, organic farming and CSA. On the other hand, the second group talked about climate change, agriculture, food security and the need for sharing information on climate change through their news reports, interviews and plugs. With a news program, the third group produced reports and plugs on Typhoon Pablo, climate change, agriculture, livestock, COP21 (21st Conference of Parties, also known as the 2015 Paris Climate Conference), CSA and global warming.

Figure 7. Brainstorming and production session in Koronadal, South Cotobato. Photo: PFRB

News reports and plugs on weather updates, El Niño, climate change, agriculture and CSA were produced by the fourth group, while the fifth group talked about CSA, climate-smart rice varieties and the CCAFS-SEA projects through news reports, interviews and plugs. The sixth group produced spots and interviews on climate change, agriculture, CSA and the ABC (Adaptation, Biodiversity and COP21) of climate change. Aside from these, most of the groups inserted plugs or reports of the ongoing seminar workshop for rural broadcasters.

Dr. Rogelio Matalang, Mr. Chito Morante and Dr. Paterno Rebuelta served as the judges for the workshop activity. Groups 4 and 2 were awarded the first and second prizes respectively. The following were the judges' comments for the participants' improvement. The messages should be

straightforward, and the pacing not too fast for the audiences. The participants should also avoid long introductions and sound effects or music that would distract from the message. In addition, an interesting teaser at the start of the program could attract attention from listeners. Anchors should not stutter while on air.

Figure 8. Dr. Paterno Rebuelta being interviewed for the DA television show. Photo: PFRB

Achievements of the workshops

Through the workshop, broadcasters became familiar with the main concepts and issues on climate change, agriculture and food security, making them better equipped with effective formats and treatment that can be used on climate change radio campaign. In producing spots and programs, the participants gained more ideas on how to prepare effective programs and how to be more cautious in giving information on climate change.

Initial engagement has been established among the agencies, technical experts and rural broadcasters through the workshop. The event also helped foster the spirit of camaraderie among the rural broadcasters.

PFRB was able to prepare a general work plan for their campaign on climate change, including the distribution and airing of produced prototype broadcast materials on CSA. The next step is to produce scripts on CSA using the major Philippine dialects, Ilocano, Tagalog and Bisaya.

Towards this, three production groups have been assigned to complete at least 36 programs in three major dialects. It was targeted that the programs would be ready for distribution by the first week of May 2016.

Some of the prototype programs prepared by the groups during the workshops would also be polished and reproduced professionally in the studio for distribution to members.

Launching of the PFRB campaign on climate change

Overall, the rural broadcasters showed eagerness to participate in the national campaign for providing farmers information on how to adapt to and mitigate climate change. All of them pledged to use the materials that will be sent to them. Many have said they will follow up with discussions localized for their situations. They would also involve available local experts in their programs.

All those who will participate in the campaign will be given a certificate of participation. Outstanding participants would receive plaques and the best ones will receive trophies, audio recorders and other prizes such as field trips.

Outstanding climate change rural broadcasters will be determined based on the following:

a. Consistency in airing the materials sent out by PFRB
b. Airing of materials outside of the canned interviews and plugs
c. Follow up discussion done by the broadcasters
d. Feedback received by the station.
e. Feedback received by text in a central text number.
f. Verification and evaluation by a team of judges
g. Other creative and special activities and project initiated by the broadcasters

Conclusion and recommendations

Radio broadcasting is an important means for reaching, informing and engaging rural communities in the Philippines. Many households in fact rely on radio for their information and communication needs. Media practitioners are therefore important actors in the communication process, especially in communicating to communities about climate change, agriculture and food security. Most of the times, however, media practitioners and rural broadcasters do not have the skills and technical knowledge to report effectively and efficiently about these subjects.

The PFRB initiative to hold seminar workshops on reporting climate change and related issues for rural broadcasters and information officers of government agencies in the Philippines aimed to address this gap. As one of the outcomes from the media seminar workshop series conducted by CCAFS-SEA in the Philippines, Vietnam, Laos and Cambodia, the PFRB workshop series discussed climate change and agriculture in the context of the communities wherein the broadcasters work. It also enhanced their skills in packaging technical information in messages that appeal to their audiences, the rural communities.

To bring about wider public awareness, engagement of both the media practitioners as well as the rural communities needs to be a sustained process, as Navarro et al (2015) point out. The next step for the PFRB campaign would be to distribute canned materials, such as scripts, ready-to-use plugs and interviews, regarding climate change to the broadcaster-members of PFRB. These materials could be used in climate change information programs for the community audiences of the broadcasters.

Overall, the participants found the media workshops useful in their work. They expressed their eagerness to join the PFRB campaign on climate change in the Philippines for the year 2016. All of them pledged to use the materials that will be sent to them. Many have said they will follow up with discussions localized for their situations. This is a welcome development, as different communities should have different approaches to adaptation and mitigation of climate change.

The broadcasters also indicated they would involve available local experts in their programs. In relation to this, one recommendation for the broadcasters would be to cultivate their initial connection with the technical experts and agencies that attended the media

workshops. These technical experts could be the sources of further stories and broadcast materials for the media practitioners. Broadcasters could also invite these experts to their programs to further talk about climate change, agriculture and food security.

Researchers could also actively seek out partnerships with local media practitioners, to disseminate information on climate change to the concerned communities. Platforms for such interactions, like the media workshops, should be made available to them.

It is hoped that all these efforts would result in communities' greater adoption of CSA, which would enhance their food security, climate resilience and mitigation of greenhouse gas emissions.

References

Bautista RM. 1994. Dynamics of Rural Development: Analytical and Policy Issues. *Journal of Philippine Development* 38(21):93-134.

Briones RM. 2013. Agriculture, Rural Employment, and Inclusive Growth. *Philippine Institute for Development Studies* Discussion Paper Series No. 2013-39.

Farm Radio International. 2011. *Participatory Radio Campaigns and food security: How radio can help farmers make informed decisions.* Farm Radio International. http://www.farmradio.org/wp-content/uploads/farmradio-prcreport20111.pdf

[FAO] Food and Agriculture Organization. 2010. "Climate-Smart" Agriculture: Policies, Practices and Financing for Food Security, Adaptation and Mitigation. Rome, Italy: Food and Agriculture Organization.

[IFAD] International Fund for Agricultural Development. N.d. Rural Poverty in the Philippines. http://www.ruralpovertyportal.org/country/home/tags/philippines (Accessed 05 April 2016).

Infoasaid. 2012. *Philippines: Media and telecoms landscape guide*. Available at: http://infoasaid.org/sites/infoasaid.org/files/philippines__guide_final_030812.pdf

Navarro R, Joven B, Cruz A. 015. Mobilizing Science for Climate Change, Agriculture and Food Security: Engaging the Southeast Asian Media. CCAFS Working Paper No. 157. Los Baños, Laguna, Philippines: CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS).

Rosario-Braid F, Tuazon RR. 1999. Communication Media in the Philippines: 1521-1986. *Philippine Studies* 47(3):291-318.

Tuazon RR. 2015. Radio as a Way of Life. http://ncca.gov.ph/subcommissions/ subcommission-on-cultural-disseminationscd/communication/radio-as-a-way-of-life/ (Accessed 05 April 2016).

Annex

Schedule for the Luzon seminar workshop, held in Muñoz, Nueva Ecija province

DAY 00		
Time	**Activity**	**In-Charge**
16:00 – 19:00	Registration/check-in of Participants	PFRB Staff
19:00 – 22:00	Dinner/fellowship/introduction of Participants	Participants
DAY 01		
Opening Program **Emcee**: PFRB Host		
08:00 – 09:00	Opening Remarks	Dr. Calixto Protacio Executive Director of PhilRice Dr. Rex Navarro CCAFS Consultant Dr. Candida B. Adalla, Former UP-CA dean & DZMM radio volunteer Louie Tabing *(Chair, PFRB)*
	Workshop Overview	Rex Navarro (*CCAFS-SEA Consultant)*
Session 01: Understanding Climate Change Agriculture & Food Security **Moderator**: Rex Navarro **Documentors**: Ryan Angelo Celis (Communication Specialist, CCAFS-SEA) / PFRB staff		
09:00 – 09:30	Climate Change , Agriculture & Food Security: Challenges in the Philippines	Leo Sebastian (presented by Dr. Rex Navarro)
09:30 – 10:00	Climate Change Impacts in the Region	Andrew Villacorta DA RED (presented by Felicito Espiritu, Jr.,Info Officer)
10:00 – 10:30	**Coffee Break**	
10:30 – 11:00	Climate Smart Agriculture: Concepts and practices	Ricardo Orge *(Program Leader, Climate Change Program, PhilRice)*
11:00 – 11:30	Climate Change: A Farmers' Perspective	Mr. Romeo Vasquez Farmer leader, San Mateo, Isabela
11:30 – 12:00	**Open Forum**	

12:00 – 13:00	**Lunch Break**	
Session 02: Radio Broadcasting for Climate Change Mitigation & Adaptation **Moderator**: Rogelio Matalang (President, PFRB) **Documentors**: Ryan Angelo Celis / PFRB staff		
13:00 – 13:30	PFRB – CCAFS-SEA Pilot Radio Campaign on CC Mitigation & Adaptation	Louie Tabing
13:30 – 14:00	Communicating Climate Change: Opportunities & Challenges for Broadcasters	Rex Navarro
14:00 – 14:30	Radio Broadcasting for Climate Change & Agriculture	Louie Tabing
14:30 – 15:00	**Open Forum**	
15:00 – 15:30	**Coffee Break**	
Workshop 01: Identifying Topics in Broadcasting Climate Change and Agriculture **Facilitator**: Louie Tabing/PFRB Staff **Documentors**: Ryan Angelo Celis / PFRB staff		
15:30 – 17:30	Workshop mechanics	Louie Tabing
	Group Workshop (4 workshop groups)	Workshop Groups
	Presentation of outputs by group*	Group Leader
19:00 – 21:00	**Dinner/Fellowship**	
DAY 02		
Workshop 02: Writing Scripts in Broadcasting Climate Change and Agriculture **Facilitator**: Louie Tabing/PFRB Staff **Documentors**: Ryan Angelo Celis / PFRB staff		
08:00 – 12:00	Workshop mechanics	Louie Tabing
	Group Workshop (4 workshop groups)	Workshop Groups
12:00 – 13:00	**Lunch Break**	
13:00 – 15:00	Continuation of workshop	Workshop Groups
15:00 – 15:30	**Coffee Break**	
15:30 – 16:30	Presentation of outputs by group*	Group Leader
	Judging /Critiquing	Dr. Rex Navarro, Dr. Frisco Malabanan, Dr. Karren Barroga
Synthesis & Closing Program **Emcee**: Rogelio Matalang **Documentors**: Ryan Angelo Celis / PFRB staff		
16:30 – 17:00	Synthesis	Rex Navarro
	Workplan for the pilot radio campaign	Louie Tabing
	Closing Remarks	Workshop Host

Schedule for the Visayas seminar workshop, held in Kalibo, Aklan province

DAY 00 (08 November)		
Time	**Activity**	**In-Charge**
16:00 – 19:00	Registration/check-in of Participants	PFRB Staff
19:00 – 22:00	Dinner/fellowship/introduction of Participants	Participants
DAY 01 (09 November)		
Opening Program **Emcee:** Rogelio Matalang (President, PFRB) **Documentor:** Ryan Angelo Celis (Communication Specialist, CCAFS-SEA) /PFRB Staff		
08:00 – 09:00	Welcome Message	Peter Sobrevega *(Regional Technical Director, DA Reg. VI)*
	Opening Remarks	Louie Tabing *(Chair, PFRB)*
	Workshop Overview	Rex Navarro (*CCAFS-SEA Consultant)*
Session 01: Understanding Climate Change Agriculture & Food Security **Moderator**: Rogelio Matalang **Documentors**: Ryan Angelo Celis / PFRB staff		
09:00 – 09:30	Climate Change , Agriculture & Food Security: Challenges in the Philippines	Presented by Dr. Rex Navarro on behalf of Dr. Leo Sebastian
09:30 – 10:00	Climate Change Impacts in the Region	Imelda Ofalia *(OIC, DOST-PAG-ASA Reg. 06)*
10:00 – 10:30	**Coffee Break**	
10:30 – 11:00	Climate Smart Agriculture Technologies & Practices	Dr. Paterno Rebuelta *(Associate Professor, Aklan State University)*
11:00 – 11:30	Building a Climate Resilient Community	Rolando Distura *(Mayor, Dumangas, Iloilo)*
11:30 – 12:00	**Open Forum**	
12:00 – 13:00	**Lunch Break**	
Session 02: Radio Broadcasting for Climate Change Mitigation & Adaptation **Moderator**: Rogelio Matalang **Documentors**: Ryan Angelo Celis / PFRB staff		
13:00 – 13:30	PFRB – CCAFS-SEA Pilot Radio Campaign on CC Mitigation & Adaptation	Louie Tabing
13:30 – 14:00	Radio Broadcasting for Climate Change & Agriculture	Louie Tabing
14:00 – 14:30	**Open Forum**	
14:30 – 15:00	**Coffee Break**	

Workshop 01: Identifying Topics in Broadcasting Climate Change and Agriculture **Facilitator**: Louie Tabing/PFRB Staff **Documentors**: Ryan Angelo Celis / PFRB staff		
15:00 – 17:30	Workshop mechanics	Louie Tabing
	Group Workshop (6 groups)	Workshop Groups
19:00 – 21:00	**Dinner/Fellowship**	
DAY 02 (10 November)		
Continuation of Broadcast Production Workshop **Facilitator**: Louie Tabing/PFRB Staff **Documentors**: Ryan Angelo Celis / PFRB staff		
08:00 – 12:00	Group Workshop (6 groups)	Workshop Groups
12:00 – 13:00	**Lunch Break**	
13:00 – 15:00	Continuation of workshop	Workshop Groups
15:00 – 15:30	**Coffee Break**	
15:30 – 16:30	Presentation and critiquing of outputs by group	Group Leader / Resource Persons Judges: Dr. Rex Navarro, Dr. Pat Rebuelta & Dr. Rogelio Matalang
Synthesis & Closing Program **Emcee**: Rogelio Matalang **Documentors**: Ryan Angelo Celis / PFRB staff		
16:30 – 17:00	Synthesis	Rex Navarro
	Closing Remarks	Regional Technical Director Peter Sobrevega, DA VI

Schedule for the Mindanao seminar workshop, held in Koronadal, South Cotobato province

DAY 00 (13 December)		
Time	**Activity**	**In-Charge**
16:00 – 19:00	Registration/check-in of Participants	PFRB Staff / DA XII Staff
19:00 – 22:00	Dinner/fellowship/introduction of Participants	Participants
DAY 01 (14 December)		
Opening Program **Emcee**: Nelly Ylanan, DA RIO Reg. XII; and Cris Llanos, PFRB VP for Mindanao		
08:30 – 09:30	Welcome Address (Prepared video message)	Amalia Datukan (RED, DA RFO 12)
	Opening Remarks	Louie Tabing *(Chair, PFRB)*
	Workshop Overview	Rex Navarro (*CCAFS-SEA Consultant)*
Session 01: Understanding Climate Change Agriculture & Food Security **Moderator**: Rex Navarro **Documentors**: Ryan Angelo Celis (Communication Specialist, CCAFS-SEA) / PFRB staff		
09:30 – 10:15	Climate Change, Agriculture & Food Security: Challenges and Opportunities for PH Broadcasters	Rex Navarro, on behalf of Leo Sebastian
10:15 – 10:30	**Coffee Break**	
10:30 – 11:15	Climate Smart Agriculture Practices and Technologies	Paterno Rebuelta *(Assoc. Professor, Aklan State University)*
11:15 – 12:00	Building a Climate Resilient Community	Rolando Distura (Mayor, Dumangas, Iloilo)
12:00 – 12:20	**Open Forum**	
12:20 – 13:00	**Lunch Break**	

Session 02: Radio Broadcasting for Climate Change Mitigation & Adaptation **Moderator**: Rogelio Matalang (President, PFRB) **Documentors**: Ryan Angelo Celis / PFRB staff		
13:30 – 14:00	Radio Broadcasting for Climate Change & Agriculture	Louie Tabing
14:00 – 14:30	**Open Forum**	
14:30 – 15:00	**Coffee Break**	
Workshop 01: Identifying Topics in Broadcasting Climate Change and Agriculture **Facilitator**: Louie Tabing (Chairman, PFRB) **Documentors**: Ryan Angelo Celis / PFRB staff		
15:30 – 17:30	Group Workshop (Workshop groups of 6-8 participants)	Workshop Groups
	Presentation of ideas by group* *Outputs will be a list of possible topics and formats to be used for instant production of 8-minute program	Group Leader
19:00 – 21:00	**Dinner/Fellowship**	
DAY 02 (15 December)		
Workshop 02: Writing Scripts in Broadcasting Climate Change and Agriculture **Facilitator**: Chito Morante, PFRB VP Visayas **Documentors**: Ryan Angelo Celis / PFRB staff		
08:00 – 08:30	Additional pointers in radio production	Louie Tabing
08:30 – 12:00	Continuation of broadcast production	Workshop Groups
12:00 – 12:30	**Lunch Break**	
12:30 – 14:30	Finishing touches of broadcast production	Workshop Groups
14:30 – 15:30	Presentation and critiquing of group outputs (Scripts should be presented on the screen as programs are played) Critiquing of group outputs	Workshop Groups Chito Morante Pat Rebuelta Rogie Matalang
15:30 – 16:00	Workplan for the PFRB pilot campaign on climate change	Louie Tabing

16:00 – 17:00	Synthesis & Closing Program	Masters of Ceremony: Nelly Ylanan (RIO, DA RFO 12)
	Recessional Songs	Participants
	Closing Remarks	Amalia Datukan, Regional Director, DA XII

RESEARCH PROGRAM ON
Climate Change, Agriculture and Food Security

CGIAR

CCAFS

The CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS) is a strategic initiative of CGIAR and Future Earth, led by the International Center for Tropical Agriculture (CIAT). CCAFS is the world's most comprehensive global research program to examine and address the critical interactions between climate change, agriculture and food security.

For more information, visit www.ccafs.cgiar.org

Titles in this Working Paper series aim to disseminate interim climate change, agriculture and food security research and practices and stimulate feedback from the scientific community.

CCAFS is led by:

CIAT

Strategic partner:

futureearth
research for global sustainability

Research supported by:

CGIAR Fund

Danida

European Commission

IFAD

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Agency for Development and Cooperation SDC

IICT

UKaid from the British people

Australian Government
Australian Centre for International Agricultural Research

Irish Aid
Government of Ireland
Rialtas na hÉireann
Ireland's commitment to a world without poverty and hunger

Ministry of Foreign Affairs of the Netherlands

Government of Canada
Gouvernement du Canada

NEW ZEALAND MINISTRY OF FOREIGN AFFAIRS & TRADE
MANATŪ AORERE