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Media & Good Governance: A Case Study

By:

Ramon S. Dacawi
Eco-Walk Children’s Program
Philippines
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:
- 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):
   - 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
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.
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)

<table>
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<tr>
<th>PATIENT /Age</th>
<th>DIAGNOSIS</th>
<th>OUTCOME</th>
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<tbody>
<tr>
<td>1. Shirley Torren, 22</td>
<td>Heart ailment</td>
<td>Successful surgery</td>
</tr>
<tr>
<td>2. Juvy Pasking, 3</td>
<td>Heart ailment</td>
<td>Successful surgery</td>
</tr>
<tr>
<td>3. Genalyn Simongo, 1</td>
<td>Heart ailment</td>
<td>Died before surgery</td>
</tr>
<tr>
<td>4. Nino Joshua Molintas, 10</td>
<td>Heart ailment/</td>
<td>Successful surgeries</td>
</tr>
<tr>
<td>5. Maria Paz Molintas, 46</td>
<td>Slipped spinal disc w/ complications</td>
<td>On-going</td>
</tr>
<tr>
<td>6. Ann Yismael Mary, 7</td>
<td>Heart ailment</td>
<td>Successful surgery</td>
</tr>
<tr>
<td>7. Jonathan Pansa, 8</td>
<td>Leukemia</td>
<td>Died</td>
</tr>
<tr>
<td>8. Shadrack Dicksen, 1</td>
<td>Heart ailment/</td>
<td>Died one week after surgery</td>
</tr>
<tr>
<td>9. Jennifer Bastian, 20</td>
<td>Renal Failure</td>
<td>Died</td>
</tr>
<tr>
<td>10. Jocelyn Bastian, 32</td>
<td>Renal Failure</td>
<td>Coping with dialysis</td>
</tr>
<tr>
<td>11. Victor Pasag, 22</td>
<td>Heart ailment</td>
<td>Successful surgery</td>
</tr>
<tr>
<td>12. Danilo de Guzman, 16</td>
<td>Heart ailment</td>
<td>Successful surgery</td>
</tr>
<tr>
<td>13. Ben Bangcawayan, 50</td>
<td>Brain Tumor</td>
<td>Successful surgery</td>
</tr>
<tr>
<td>14. Noregim Gasic, 25</td>
<td>Renal Failure</td>
<td>Died</td>
</tr>
<tr>
<td>15. Yolly Baido, 44</td>
<td>Renal Failure</td>
<td>Died</td>
</tr>
<tr>
<td>16. Nicklaus Lawilao, 16</td>
<td>Renal failure</td>
<td>Coping with dialysis</td>
</tr>
<tr>
<td>17. Abraham Molintas, 49</td>
<td>Liver cirrhosis</td>
<td>Died</td>
</tr>
<tr>
<td>18. Rhea Marcelino, 16</td>
<td>Leukemia</td>
<td>Died</td>
</tr>
<tr>
<td>19. Margerie Dulay, 24</td>
<td>Renal failure</td>
<td>Died</td>
</tr>
<tr>
<td>20. Mrs. Lumbas</td>
<td>Renal failure</td>
<td>Died</td>
</tr>
<tr>
<td>21. Tony Guerraro (bandmember)</td>
<td>Heart failure</td>
<td>Died</td>
</tr>
<tr>
<td>22. Eddie Corpuz, 60</td>
<td>Heart ailment</td>
<td>Successful medication</td>
</tr>
<tr>
<td>23. Jennifer Kamora, 1</td>
<td>Heart ailment</td>
<td>On-going medication</td>
</tr>
<tr>
<td>24. Bradley Dulay</td>
<td>Leukemia</td>
<td>Unknown</td>
</tr>
<tr>
<td>25. Hans Steven Sebio, 1</td>
<td>Heart ailment</td>
<td>To U.S. for surgery</td>
</tr>
<tr>
<td>26. Sid Chammag (newsman)</td>
<td>Renal failure</td>
<td>Died</td>
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<tr>
<td>27. Sophia Joy Ramos, 3</td>
<td>Burns</td>
<td>Died</td>
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, a 30-year old Filipino Worker, was jailed last year in Saudi Arabia for accidentally killing a 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.
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 Habitues
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.