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<th><strong>Title</strong></th>
<th>AMIC Workshop on Social Marketing and Public Education Campaigns : Baguio, May 18-26, 1987 : [programme and list of participants]</th>
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Programme
&
List Of Participants
Workshop to Develop
Teaching Modules on Social
Marketing/Public Education
for Development

May 18 – 27, 1987
BAGUIO CITY, PHILIPPINES

Sponsored by the United Nations Educational
Scientific and Cultural Organization, World
Association for Christian Communication, Asian
Mass Communication Research and Informa-
tion Centre, Philippine Information Agency,
UP College of Arts and Sciences in cooperation
with the Philippine Business for Social Progress.

PROGRAMME SCHEDULE
May 18
9:00 – 10:30 a.m.

Inaugural Ceremonies
Welcome Remarks
Dr. Benjamin V. Lozare
Director, Philippine Information Agency

Mr. Vijay Menon
Secretary General
Asian Mass Communication Research and
Information Center, Singapore

10:30 – 11:00 a.m.

Some Asean Experience in Social
Marketing/Public Education

The Indonesia Experience in Social
Marketing
By: Dr. Alwi Dahlan
Assistant Minister
Ministry of Population and Environment
Republic of Indonesia

11:00 – 12:30 p.m.

Keynote Lecture:
Social Marketing/Public Education for
Development
Dr. Conrado Ll. Lorenzo, Jr. M.D.
Chancellor
University of the Philippines, Manila
President and Executive Director
Population Center Foundation

12:30 – 3:00 p.m.

The Singapore Experience in Public
Education
By: Dr. Victor T. Valbuena
Senior Programme Specialist (Research)
Asian Mass Communication Research and
Information Centre, Republic of Singapore

12:00 – 2:00 p.m.

OPEN FORUM
LUNCH

3:00 p.m.

Departure for Baguio
DINNER

8:00 p.m.

May 19
8:30 a.m. – 12:00 p.m.

Workshop: The Elements of Social
Marketing
COFFEE BREAK
LUNCH

10:30 – 11:00 a.m.

12:00 – 2:00 p.m.

Case Study 1:
A Public Education Campaign for
Nutrition

2:00 – 7:00 p.m.

Case Studies
Case Study 2:
A Public Education Campaign for Forest Conservation
By: Mrs. Lilibeth J. Natividad
Executive Director and Board Secretary
Wildlife Foundation of the Philippines

Case Study 3:
Social Marketing of Family Welfare Programmes
By: Mrs. Jet Riparip
Program Division Director
Population Center Foundation
Manila, Philippines

7:30 p.m.
May 20
8:30 – 10:30 a.m.

10:30 – 11:00 a.m.
11:00 a.m. – 12:00 p.m.
12:00 – 2:00 p.m.
2:00 – 6:00 p.m.
Public Education for Health in the Western Pacific Regions
By: Dr. Hu Ching-Li
WHO Representative

Case Study 4:
Marketing an Agriculture Productivity Programme
By: Dr. Nora Quebral
Professor of Development Communication, Department of Development Communication
College of Agriculture
University of the Philippines
Los Banos

Case Study 5:
Selling and Supporting Small-Scale Community Based Economic Development Schemes
By: Mr. Ernesto D. Garilao
Executive Director
Philippine Business for Social Progress
Manila, Philippines

DINNER

Prospects of Integrating Social Marketing into the in-service and pre-service curricula in the Philippines.
By: Ms. Zenaida T. Domingo
Head, Audio Management, Group Department of Education, Culture and Sports

BREAK

Workshop:
Some Approaches to the Development and Utilization of Teaching Modules
LUNCH

Reading/Discussion:
Marketing and Communications Issues in EPI Programs
By: Ronald Israel
Robyn Greenberg
Marc Prosner
Education Development Center
Massachusetts, USA
May 21-22
8:30 a.m. - 12:00 p.m. Workshop on Development of Teaching Modules/Prototype Syllabi
12:00 - 2:00 p.m. LUNCH
2:00 - 6:00 p.m. Continuation of Workshop
7:30 p.m. DINNER

May 23
8:30 a.m. - 12:00 p.m. Pre-testing of Teaching Modules
12:00 - 2:00 p.m. LUNCH
1:00 - 5:00 p.m. Processing of Pre-test Results

May 24
8:30 a.m. - 5:00 p.m. Study Tour

May 25
8:30 a.m. - 12:00 p.m. Presentation of Pre-test Results
12:00 - 2:00 p.m. LUNCH
2:00 - 6:00 p.m. Workshop on Revision of Teaching Modules
7:30 p.m. DINNER

May 26
8:30 a.m. - 12:00 p.m. Continuation of Workshop on Revision of Teaching Modules
12:00 - 2:00 p.m. LUNCH
2:00 - 6:00 p.m. Presentation of Revised Modules by Workshop Groups
6:00 p.m. Closing Ceremonies
8:00 p.m. Dinner Reception

May 27
9:00 a.m. Departure for Manila
APPENDIX A

DIRECTORY OF PARTICIPANTS

1. Professor Atilio Alicio
   Assistant Professor
   College of Arts and Sciences
   University of the Philippines
   Padre Faura, Manila

2. Mr. Ramiro Alvarez
   Chief Information Officer
   Publication and Information Division
   Agricultural Training Institute
   Diliman, Quezon City

3. Ms. Aura Anacan
   Chief, Research and Production Division
   Radyo ng Bayan
   Bohol Avenue, Quezon City

4. Dr. Delia Barcelona
   Associate Professor
   Institute of Mass Communication
   University of the Philippines
   Diliman, Quezon City

5. Ms. Remy Camua
   Sr. Training Officer
   Bureau of Broadcasts
   Bohol Avenue
   Diliman, Quezon City

6. Ms. Zenaida Domingo
   Head, Audio-visual Management Group
   Department of Education, Culture and Sports
   Palacio del Gobernador, Intramuros
   Manila

7. Ms. Belina SB Capul
   Chief, Motion Pictures Division
   Information Department
   Diliman, Quezon City

8. Mr. Excelsior Dangilan
   Acting Regional Director
   Region I-A
   Philippine Information Agency
   Baguio City
9. Professor Pacita Gavino  
   Assistant Professor  
   College of Arts and Sciences  
   University of the Philippines  
   Padre Faura, Manila

10. Ma. Socorro Ignacio  
    Ministry of Health  
    San Lazaro Compound  
    Manila

11. Atty. Evelyn Jiz  
    Acting Regional Director  
    Region 6  
    Philippine Information Agency  
    Iloilo City

12. Professor Ma. Milagros Laurel  
    Assistant Professor in Pilipino  
    College of Arts and Sciences  
    University of the Philippines  
    Padre Faura, Manila

13. Mr. Victorino Manalo  
    Instructor in Humanities  
    College of Arts and Sciences  
    University of the Philippines  
    Padre Faura, Manila

14. Mr. Prospero Madamba  
    AV Project Officer  
    IEC Section  
    Population Center Foundation  
    South Superhighway  
    Metro Manila

15. Ms. Minerva Matibag  
    Special Project Staff  
    People's Television 4  
    Bohol Avenue, Quezon City
16. Ms. Christine Matriano  
Communication Officer  
Philippine Business for Social Progress  
Binondo, Manila

17. Ms. Faustina Miguel  
Supervising Manpower Development Officer  
Health Manpower Development & Training Services  
Department of Health  
San Lazaro Compound  
Manila

18. Ms. Natividad Nuguid  
Chief, Special Projects Staff  
Philippine Information Agency  
Visayas Avenue  
Quezon City

19. Ms. Thelma Oliver  
Head, Non-Government Sector  
Program Development Office  
Philippine Information Agency  
Visayas Avenue, Quezon City

20. Unita Marie Otordos  
Department of Health  
San Lazaro Compound  
Manila

21. Ms. Teresita Padua  
Director, Public Affairs & Liaison Service  
Department of Social Welfare and Development  
Batasang Pambansa Complex  
Constitution Hill  
Quezon City

22. Ms. Elsie Santos  
Project Officer, Program Division  
Population Center Foundation  
South Superhighway  
Manila

23. Prof. Susanah Lily Silva  
Assistant Professor  
College of Arts and Sciences  
University of the Philippines  
Padre Faura, Manila

24. Dr. Teresa Stuart  
Associate Professor  
Department of Development Communication  
University of the Philippines  
Los Banos, Laguna