

**CONCEPT & DESIGN OF THE INTERACTIVE
LAND GOVERNANCE THEMED RADIO MAGAZINE PROGRAM
KUKABILDO, KATAWHAN UG YUTA – KKYU**

INTRODUCTORY REMARKS

The RLGGM Radio Magazine program will be in a magazine and talk show program type.

Radio Magazine is a radio format which allows variety in terms of subjects, formats and in-depth treatment to cater to the communication needs for different specialized topics, as in this case responsible and conflict sensitive land policy and land governance.

The items of short duration on different topics are selected, skillfully assembled in the right order and linked together with appropriate narration by the presenter to provide a well-structured program. The magazine is designed with a specific audience in mind, and tightly structured with the emphasis on content. It is a distinct entity made up of "bits and pieces", each complete in itself. This attribute of 'completeness' distinguishes it from other collage types of programming.

The magazine can comprise various items in different formats such as an feature, an eyewitness account or report from the field, vox pop, tips, expert opinions and interviews, a talk, a short round table discussion, or a news summary and some short filler items (sound effects, music, electronic effects or short or announcements).

The guest speakers for the interviews and panel discussions could be experts on land governance related topics, politicians or someone who works in the government or NGO's.

A judicious selection of the items in different formats gives a sense of a well-structured program and invests the magazine with a character and idiom of its own. A careful selection of the items is also crucial because of all program types, it is the magazine, "which can so easily become boring or trivial by degenerating into a ragbag of items loosely strung together." (Robert McLeish 2016: 169).

In selecting the presenter for a specialist program like RLGGM Radio Magazine, obviously the ideal is to find both a good presenter and an expert in the subject in the same person. To find such a person could be difficult, but through training one could turn into the other - the easier course is often to enable an expert to become good broadcaster. Credibility is a key factor in whether or not a specialist program is listened to, and expert knowledge is the foundation, therefore an expert should be present as interview partner or guest for a talk or else a short round table discussion.

PROFILE

- **Target listeners:** Farmers, Ips, Women, Young Professionals and College Students between 20 – 45 years old
- **Duration:** 30 – 45 Min
- **Airing schedule:** Every Saturday from 10:00 to 11:00 am

- **Description:** KKYU-Radio show is a community focused program about awareness, education, and activism. It aims to address and promote land governance. Topics will cover human rights, equality for all, gender sensitiveness, health. The radio show will serve also as a platform to discover relevant inputs and to exchange ideas and opinions between the program host, guest speakers/ resource persons and the listeners or callers as they enhance their awareness to the subject matter. KKYU-Radio show will cover not only general topics about land governance but also will provide practical and informative content to educate both the old and young.

FORMAT AND CONTENT

The radio magazine program is unique, because it is not like daily news journalism which pursues facts and balances statements against each other, seeking a clear record of events.

- **Format**

The radio magazine could consist of following elements/segments:

- 1) Features of impact or human interest stories about women and men that could be considered champions, due to their actions to promote responsible land governance, inclusion and economic empowerment, or who have benefitted from support and made good use of it to cope with the current situation.
- 2) Interview with experts from government, universities and research organizations, development organizations (donors, NGOs) to reinforce the knowledge and experience of the listeners with information about different land management issues; and provide new facts or details that can help listeners to take some action.
- 3) Facilitated panel discussions on specific subject matters with two or three interviewees (both men and women) to provide different points of view, and insights through lively debates that are relevant to the topic, and that help the listeners identify with the topic.
- 4) Interactive call-in or SMS service for listeners to interact with the speakers and ask questions.
- 5) Tips and recommendations
- 6) Opportunity to incorporate a quiz that will entertain the listeners, test their knowledge, uptake and understanding and help to recap the content of the show. It could also be used to ensure women participation.
- 7) Filler items (sound effects, music, electronic effects, short announcements)

- **Content**

The program will discuss in a sequential order, different topics which concerns members of the communities in Region X but not limited to the following:

- 1) *What exactly is land governance? How can land governance become good?*

Format: Vox-pop / Expert interview / Interactive call-in or SMS

- 2) *Land and resource-based conflicts and its connection with the overlapping authorities of government agencies. AMWS and in JAO 2012-1: Role of LGUs and Communities in land management + PAMB*

Format: Feature about an example of a success story (local or in other areas) where this bureaucratic mess has been resolved/ Expert interviews / Short round table discussion on specific subject matters with two or three interviewees / Interactive call-in or SMS / Tips and recommendations

- 3) *Does representation matter? How are communities affected by land issues represented in governance? How are they represented in consultations, meetings, etc. What is the meaning of representation especially for indigenous communities?*

Format: Vox-pop / Feature about examples how communities, especially IPs communities are affected by land issues represented in governance / Expert interviews / Short round table discussion on specific subject matters with 2-3 interviewees / Interactive call-in or SMS

- 4) *Land and gender; women's land rights; Equity as a key governance principle for the prevention of land conflicts*

Format: Vox-pop / Feature with examples / Short round table discussion on specific subject matters with 2-3 interviewees / Interactive call-in or SMS / Tips and recommendations

- 5) *How is land governance relevant the youth? How can these issues be bridged with the youth sector making them as resources of change and peace in their community?*

Format: Vox-pop / Feature with examples / Short round table discussion on specific subject matters with 2-3 interviewees / Interactive call-in or SMS / Tips and recommendations

- 6) *Formal and informal mechanisms to resolve land and resource-based conflicts: Conflict sensitivity, do no harm and non-violent communication in land management*

Part 1: Alternative conflict resolution mechanisms - Katarungang Pambarangay, Lupon Tagapamayapa; and local peace mechanisms such as husay

Part 2: MPOCs, PPOCs and local development councils (RDC) as spaces to resolve resource-based conflicts. Are these mechanisms utilized? Are these mechanisms working?

Format: Feature with examples / Expert interviews / Short round table discussion on specific subject matters with 2-3 interviewees / Interactive call-in or SMS

- 7) *Harmonization of plans: for a better life on land; How can 'new' technology methods help to resolve land and resource-based conflicts; Digitized and traditional community mapping: Data collection tools for local planning*

Format: Feature with examples about use of new technologies / Expert interviews / Interactive call-in or SMS / Tips and recommendations

- 8) *Correlation of education and land rights especially in indigenous communities - importance of IEC in land management*

Format: Feature with examples about use of new technologies / Expert interviews / Interactive call-in or SMS / Tips and recommendations

- 9) *Example from community consultations on investment proposals for projects on public/communal land: Problems: Information is not publicly accessible; IP communities have weak capacity to engage with investors and ask the right questions, particularly on technical and economic matters.*

Format: Feature with examples from community consultations on investment proposals / Short round table discussion on specific subject matters with 2-3 interviewees / Interactive call-in or SMS / Tips and recommendations

- 10) *Impacts of natural and man-made disasters and COVID-19 pandemic; Man-made disasters link to mining, affecting water quality and livelihood; Illegal logging in/along the AMWS (within SPZ)*

Format: Feature with examples from community consultations on investment proposals / Expert interviews / Interactive call-in or SMS / Tips and recommendations

PRESENTATION & STYLE

The magazine will be led by the program host / moderator who will lead through the program, interview guest and encourage people to share their thoughts and opinions in order to get as much as possible feedback from the listening audience.

It is crucial that the moderator of KKYU-Radio show will explain the topics and guide the guest speakers and listeners through the subject being dealt with. The moderator must convey goodwill toward the audience and participants through establishing authority and confidence to achieve success.

Authenticity is very appealing to audiences; therefore, the magazine will be in a language that is appropriate and comprehensible for the targeted audience. The prepared materials should be clear, direct and uncluttered and with powerful storytelling to engage and inspire the listeners.

Land governance is a complicated and technical issue thus it's easy for listeners to become disconnected if they don't feel they can relate to content, therefore it is vital to interact with listeners from the community and understand and appeal to audience's interests and potential frustrations.

Depending on the topic the discussion with the audience could be in a serious or light-hearted way but its purpose is always to set the audience thinking and realizing the importance of responsible land governance, biodiversity, and improvement of farming practices as a basis for long-term sustainable land use in Mindanao.

RESOURCES

Producing a good radio magazine program is one thing, sustaining it week after week over a long period of time is quite another and involves much research and people. Therefore, planning and production of a radio magazine generally includes a producer, reporters and scriptwriters, and a moderator / anchor person, or a narrator.

The radio magazine program would require the following resources:

<i>Manpower</i>	<i>Equipment</i>	<i>Financial resources</i>
1 producer/moderator	Microphones & Recorders	Travel costs
1 editor	Tripod & SD Memory-Cards	Honorarium fees
2-3 reporters	Studio & Editing software	

Producer - Preparation of program outline; Program Promotion

Moderator / Anchor person – Editing all materials before broadcasting, interviewing guests and experts

Reporters/scriptwriters should conduct research, gather information and audience feedback, write scripts and contact interview partners

PROGRAM FLOW CHART

Signature tune
Greeting and introduction of the host and guest speaker(s) (only by name)
Introduction of topics to be discussed during the show
Information about the background of the guests, what they do and what makes them an expert of the field
Feature story / Vox-pop
First discussion round with the guest (s) related to the topic presented in the feature story
Interview with expert
Advertising
Caller's opinions
Second discussion round with the guest (s) related to audience opinions
Tips and recommendations
Summarization of the topics covered / recap and goodbye
The best is ending the show with your own catch phrase!

PROPOSAL FOR THE 1ST RADIO SHOW

Topic: What exactly is land governance? How can land governance become good?

TIME	TOPIC
15 sec	Signature tune
2-3 Minutes	Greeting and introduction of the host and guest speaker(s) (first only by name) Introduction of topics to be discussed Information about the background of the guests, what they do and what makes them an expert of the field
4-5 Minutes	Vox pop – Question: What came into your mind when you think about land governance?
7-10 Minutes	Interview with expert
1 Minute	Advertising
10-15 Minutes	Interactive call-in or SMS / Q&R
5 Minutes	Discussion with the expert
3 Minutes	Summarization of the topics covered / recap and goodbye

Introduction remarks from the presenter:

Today we will start the new radio magazine KUKABILDO, KATAWHAN UG YUTA – KKYU dedicated to responsible land government. In our magazine we will discuss several questions related to land governance and land policies.

With me in studio is Mrs. X, y, from the DENR and we will discuss with her about land governance and how can land governance become good.

But first we wanted to know, what our listeners know about land governance, so our reporter Anna Maria asked the citizens of San Francisco What came into their mind when they think about land governance?

Vox-Pop –

Presenter: Summary of the answers as a starting point to ask the experts

Some more words about the expert, what is he/she doing, etc.

Interview: Question: What exactly is land governance?

Land governance means “the process by which decisions are made regarding the access to and use of land, the manner in which those decisions are implemented and the way that conflicting interests in land are reconciled”

Question: How can land governance become good?

Land governance can be called “good” when this decision-making over access to and use of land as well as its enforcement and the reconciliation of conflicting interests is done in a fair and transparent way, allowing everyone to equitably participate and to receive an adequate share while at the same time guaranteeing economically, socially and environmentally sustainable land development.

Good land governance therefore requires the honest and serious application of certain principles to land policy, land related legislation, state land management, land administration, land management, land reforms, land conflict resolution etc. These principles include: equity, accountability, integrity, transparency, effectiveness, efficiency, rule of law, legal security, civic engagement, subsidiarity, security and sustainability.

Question: You mentioned first equity, why is equity so important?

Equity is a key governance principle for the prevention of land conflicts. Once there is a sense for equity, the realization of other principles will follow. Equity in this regard has several dimensions. It includes the equal recognition of formal, customary, religious and informal legitimate property rights over land. It also means equally respecting the land rights of men and women, as well as the legitimate claims of marginalized and vulnerable groups such as indigenous people, orphans, the elderly, minorities, refugees and slum dwellers.

Equity also calls for inclusiveness of all stakeholders in decision making on land issues such as land policy processes, land commissions, land tribunals, land laws etc. Finally, it means that all decisions on land – including those on conflicting interests over land – should firmly rest upon respect for fundamental human rights. So, in the end, preventing land conflicts again comes down to values in the form of the ethical principles that are part of the regulatory institutions.

Question: But I think it would be an unrealistic and probably unachievable task to make everybody selfless and altruistic.

Well, yes you are right, but this is not what is expected. As long as land governance is based on these values, mechanisms can be put in place that encourage and reward conflict-free (or conflict-impooverished) behavior by individuals. Examples are incentives, checks and balances, a reliable public sector, capacity-building, awareness-raising, transparency, monitoring, sanctions, codes of conducts etc.

Question: In most countries where excessive land conflicts exist, land administration and state land management are threatened by lack of capacity, administrative corruption, and state capture. How is it in the Philippines?

In the Philippines exist various tenure systems. These include: private land ownership, where owners have titles and enjoy exclusive rights; public land, which is owned by the government and for which leasehold and permits can be granted for parts of public land; communal tenure in rural areas for indigenous communities who own land and resources collectively. In some forest areas, users only have usufruct rights.

Power, politics and corruption are driving forces in the land sector because appointments to government positions are politically based. No integrated mechanism or political commitment has been developed to address land issues in an integrated and holistic manner. It is very

difficult to pass legislation. There is no clear guidance or regulation on addressing land issues in disaster situations, such as in case of typhoon Haiyan in 2013, and there are no pro-active measures to prepare for them. Too many institutions try to administer land and their priorities are limited to individual mandates and functions only. Cooperation and coordination among these agencies is only voluntary; there are no built-in mechanisms to resolve conflicts or to manage overlaps among agencies. Sharing of land information is also voluntary and does not function well. There are no uniform standards and protocols, e.g. computerization, records validation, etc. and resources and skills that would improve records and information management are limited. The land registration system is very inefficient, time consuming and costly. Education and training is inadequate and improvements are slow; professional bodies and associations in particular need more external support. Because land titling is still the preferred option for the government and citizens, alternative approaches are not institutionalized

Call listeners to call or send short messages with questions and comments for the expert after the advertising

Advertising

Interactive call-in or SMS / Q&R

**Summarizing the topic
and send – off**

Well, that's the end of our Kukabildo, Katawhan ug YUTA –show for today

Remember our next show will be on, the topic will be

Until than keep safe – the best is to end the show with your own catch phrase