



**STRENGTHENING LOCAL AWARENESS ON LAND  
MANAGEMENT  
BY BROADCAST JOURNALISM  
AND VISUAL COMMUNICATION**

**FINAL REPORT**

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## EXECUTIVE SUMMARY

Land use affects individual and collective wellbeing and is a critical factor in meeting the overarching goals of environmental sustainability, economic growth and social inclusion. Therefore, raising public awareness of responsible land governance, biodiversity, and improvement of farming practices among the general public, the youth, Indigenous Peoples, environmental managers and decision-makers is a key concern of RLGGM.

Media can help popularizing responsible land policy and governance. However, before starting a media intervention it is important to find out which medium is the best to reach the targeted population. Therefore, in first phase of the project, a base line survey was conducted to find out which medium is most common among the rural population, which pressing issues related to land governance could be interesting topics for the target group, and which is the best day of the week and time to broadcast a radio show.

Based on an evaluation, a baseline survey conducted in Agusan del Sur (in the 6 LGUs: San Francisco, Rosario, Bunawan, La Paz, Talacogon and Loreto) and the community mapping of the respective region it was suggested to develop an interactive radio show and broadcast the episodes on radio and through Facebook.

The RLGGM Radio Program - **Kukabildo, Katawhan ug YUTA – KKYu** - is a magazine and talk show program type. Producing and sustaining an informative, educational, and entertaining radio magazine program week after week over a long period of time involves much research and people. Therefore, a core team in charge for the production of RLGGM Radio Magazine has been selected.

For a specialist program like RLGGM Radio Program are needed ideally people which are both good presenters and knowledgeable in the field of responsible and conflict sensitive land policy and land governance in the same person. To find those people is difficult, therefore according to the needs of the core team two sets of training were developed and successfully conducted and the training materials disseminated to the core team.

To test whether knowledge about responsible land governance is being transferred to potential audience and the content and messages of the radio show are being taken up by the target groups and the wider public and whether this awareness-raising and educational intervention through radio and social media resulted in knowledge enhancement a listenership survey should be conducted after broadcasting the episodes of the Kukabildo, Katawhan ug Yuta - KKYu - radio show.

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## CONTEXTUAL BACKGROUND

With the objective to adopt conflict-sensitive principles in order to improve the management of public land and thus creates the basis for long-term sustainable land use in Mindanao the GIZ project *Responsible Land Governance in Mindanao (RLGM)* covers three fields:

- 1) improving the institutional framework for responsible land policy at the national level;
- 2) capacity development for land management in the local governments; and
- 3) increasing the transparency of the government's dealings and raising public awareness of land policy.

Land use affects individual and collective wellbeing and is a critical factor in meeting the overarching goals of environmental sustainability, economic growth and social inclusion. Therefore, raising public awareness of responsible land governance, biodiversity, and improvement of farming practices among the general public, the youth, Indigenous Peoples, environmental managers and decision-makers is a key concern of RLGM.

Media can help popularizing responsible land policy and governance. Radio is a powerful communication tool that can reach highly dispersed rural communities and it has proved to be the most effective media for education, awareness-raising, diffusing information, promoting agriculture and development in rural areas – all at a lower per unit production cost. It is also a useful medium for reaching hard-to-reach communities that are deprived of access to public services. Experience with rural radio in several countries has shown the potential for agricultural extension to benefit from both the reach and the relevance that local broadcasting can achieve by using participatory communication approaches and vernacular language.

Based on the radio listener-ship statistics of the Philippine Statistics Authority, radio remains to be the most pervasive medium, reaching even the remotest areas of the country. At the same time, in 2020 for the 5th straight year, the Philippines tops in worldwide social media use and Filipinos are using social media platforms, like Facebook, 53 hours a week. That's a whole 11 hours more than the global average of 42 hours.

On that account and based on an evaluation using rapid appraisal methods conducted in January and February 2020 by the consultant and Mr. Elmo Dela Cruz including visits of PLGU and six radio stations in Agusan del Sur (in the 6 LGUs: San Francisco, Rosario, Bunawan, La Paz, Talacogon and Loreto) and the community mapping of the respective region it was suggested to develop an interactive radio show and broadcast the episodes on radio and through Facebook. Furthermore, the selection of a core group which will be in charge for the production of RLGM Radio Magazine was recommended.

In addition, a baseline survey has been conducted in the abovementioned region to collect and provide baseline data for the design and content including the post implementation of the radio

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program project. To optimize the apparent benefits of the radio program project, the baseline survey also explored the radio listening behavior among respondents sampled with a view to recommend a preferred time and issue-focused to air in radio stations supplemented by airing it in a social media platform like Facebook.

## **SCOPE OF THE CONSULTANCY SERVICES**

The purpose of the present consultancy assignment is to offer advice and expertise to activities related to awareness-raising initiatives designed to reach not only the target groups but also the wider public in region 13 and 10.

The agreed outputs of this assignment include:

- Concept & design of an interactive radio show on land management; wherein content could also be used in social media channels
- Develop and design training plans and materials for two blended learning modules for the pre-identified radio core team
- Conduct as a trainer (together with local trainer/consultant) two online workshops on radio and multi-media production
- Develop the survey tools and sampling techniques for the initial baseline survey and an end-line survey on the radio show
- Recommendations and advise on ways forward on media projects and knowledge sharing/learning

From April to August 2021, the consultant carried out the following activities:

- Developed and designed training plans and materials for two blended learning modules for the pre-identified radio core team
- Concept & design of the interactive radio show
- Conducted as a trainer (together with local trainer/consultant) two online workshops on radio and multi-media production
- Develop the survey tools and sampling techniques for the initial baseline survey and an end-line survey on the radio show

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## CONCEPT & DESIGN OF THE INTERACTIVE RADIO SHOW

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

Together with the Core Team different names for the radio show were discussed and by voting the name **Kukabildo, Katawhan ug YUTA – KKYu** was chosen.

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.

The show should be in a language that is appropriate and comprehensible for the targeted audience.

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 RLGM 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.

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 anchor person, or a narrator.

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## The program could consist of the following elements:

- Interview with experts
- Facilitated panel discussions on specific subject matters with two or three interviewees (both men and women)
- Features of impact or human-interest stories
- Tips and recommendations
- Interactive call-in or SMS service
- Opportunity to incorporate a quiz
- The final themes for the magazine show and the sequential order has been specified and settled during the 2<sup>nd</sup> training with the core group.
- What exactly is land governance? How can land governance become good?
- Land and resource-based conflicts and its connection with the overlapping authorities of government agencies
- Formal and alternative/traditional mechanisms (*husay, katarungang pambarangay, lupon tagapamayapa*) to resolve land and resource-based conflicts: Conflict sensitivity, do no harm and non-violent communication in land management
- Land and gender
- Land and youth
- Harmonization of plans: for a better life on land
- Correlation of education and land rights especially in indigenous communities
- Impacts of natural and man-made disasters and COVID-19 pandemic

To maximize the reach and impact of the RLGM Radio Magazine the content of the Kukabildo, Katawhan ug YUTA – KKYu radio show can be distributed in the form of a **podcast** via websites and social media.

A podcast is an episodic series of digital audio files that a user can download to a personal device for easy listening. "Podcast" is a portmanteau word, a combination of "iPod" and "broadcast". Despite the etymology, the content can be accessed using any computer, mobile phone or similar device that can play media files.

For more details about interactive radio show see Appendix 1

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## TRAINING PLANS AND MATERIALS FOR BLENDED LEARNING MODULES

Producing informative, educational, and entertaining episodes for the radio magazine programs includes developing stories and writing scripts, finding, and interviewing experts while keeping consistency in style and narrative structure in each program throughout the course of the project.

Thus, the planning and production of a good magazine radio program takes a lot of time and involves much research and people (a producer, scriptwriter, an anchor person, or a narrator).

As above mentioned for a specialist program like RLGM Radio Magazine are needed ideally people which are both good presenters and knowledgeable in the field of responsible and conflict sensitive land policy and land governance in the same person. To find those people is difficult, but through training a core group for the RLGM Radio Magazine has been build up.

To this end, based on interviews and the evaluation conducted in January and February 2020 a core group composed of editors, anchors, station managers, and PGAS - ENRO/PPDO and AMWS PASu staff members was selected to be trained as trainers in radio and social-media production with a special focus on land governance issues.

According to their needs a set of training materials has been developed and disseminated to the core team. This set could be used from the core team as a toolkit to train other people working for the production of the RLGM Radio Magazine.

The issues and topics covered are:

- Writing for radio
- Interview techniques, Research interviews
- Vox-Pop
- Different perspectives on knowledge
- Interviewing scientific experts vs. expert farmers
- Conflict of interests
- How to prepare a radio feature
- Program construction, compilation and program sequence
- Elements of a radio magazine
- Planning and producing a specialized magazine.

The training materials are attached in Appendix 2



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## WORKSHOPS ON RADIO AND MULTI-MEDIA PRODUCTION

In terms of capacity building, two Training of Trainers (ToT) were conducted for 11 trainees from different disciplines and backgrounds. During the workshops the trainees have been given the opportunity to exchange knowledge and experience and to initiate new activities to popularize land government issues, through lectures, hand-on training, group discussions, exercises and group assignments in order to expose the participants to both practical and theoretical components.

The first ToT was conducted on July 14 to 16, 2021 with a specifically designed program that covered both the basics of land governance and communication skills.

The second ToT, held on August 24 to 26, 2021, was designed as a follow-through of the first ToT and was aimed to tackle technical skills at the same time initiate the co-creation process of planning the radio productions on land governance.

During the workshops participants gathered in-depth knowledge about topics related to responsible land governance, biodiversity, nature conservation and environment, discussed how to make those topics understandable to wider audiences and practiced how to report about this topics and bring those to the broader public.

The participants learned how to raise the interest of the media on such topics; made themselves familiar with technical land-use planning, resource management, climate change adaptation, environmental and conservational vocabulary and translated it into an understandable language for wider audiences. Furthermore, they expanded on their skills and knowledge in techniques of storytelling, how to interview experts and prepare compelling stories, production of video and social-media content and how to produce a radio magazine.

After the intense workshops consisting of hands-on trainings and lectures the participants developed ideas how to promote responsible and conflict sensitive land policy and land governance and strength information dissemination and awareness raising through radio programs.

The original design was a face-to-face training with fieldwork for practical learning. The plan, however, was recalibrated under the context of the alarming Covid-19 surge experienced by Mindanao and the travel restrictions on the side of the training team. As a reconfiguration of the training design, it was decided to pursue it through mixed platform wherein the participants will gather face-to-face in San Francisco, Agusan del Sur, while the training team will join virtually trough MS Teams. To provide support especially on the technical side, several participants volunteered as co-facilitators during both trainings.

### Content and Methodology

Besides presentations for different journalistic and environmental issues a **role play** was organized on a the specifics and features of land governance that put the trainees in the position of professional journalistic work in order to engage and encourage the participants to act professionally while conducting an interview, be careful while listening technical

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presentations, to be critical, persistent and intuitive in finding proper ways to get all necessary information for preparing radio features and reports. Overall, it was about providing expert knowledge for objectively convincing, transparent, and independent reporting. The role play exercise was accompanied by a presentation and discussion and feedback on the radio reports the trainees produced.

In addition, the **case discussion method** has been used to encourage discussion in the group of co-learners and to consolidate the learning. During the study and analysis of several cases the participants have discussed based on their individual's knowledge, skills, experiences and attitudes how they would resolve the problems occurred in the cases.

The issues and topics covered during the workshops are: Writing for the ear; Interview techniques, Research interviews; Vox-Pop; Different perspectives on knowledge; Interviewing scientific experts vs. expert farmers; Sequence of questions/Funnel-structure; How to deal in difficult situations during an interview; Conflict of interests; How to prepare a radio feature; Program construction, compilation and program sequence; Elements of a radio magazine; Planning and producing a specialized magazine.

### **Collaborative learning & Knowledge transfer**

The training participants have been selected in such a way that there was beside gender inclusivity also a representation of different experiences and age generations. This has been proven beneficial in capitalizing on the experience and knowledge that the participants have for the cohort's learning process. As an example, the sub-group of experienced broadcasters and communicators were informative and constructive in sharing their experiences and technical knowledge. These real-life experiences integrated perfectly with the inputs facilitated by the training team. On the other hand, also the youth participants were active in mentoring the co-participants especially in discussions on new technology such as social media, film equipment, and multimedia post-production. Lastly, the age-inclusive group composition stimulated discussions that represent different generational viewpoints and perspectives especially in topics about the evolution of information consumption. Furthermore, women participants took active leadership especially in the discussions and reflections.

Giving participants space for engaging in discussions and exchange reflections during the sessions has been an important factor in improving knowledge transfer

Moreover, it should be mentioned that in 2019 and 2020 RLGM has organized with partners in Mindanao different projects targeting young people from different backgrounds and LGUs.

Among others RLGM has conducted media trainings on visual storytelling, video production, non-violent communication, and campaigning in cooperation with LGU San Francisco, San Francisco College (SFC), LGU Rosario, PGAS - ENRO, DENR XIII and 4 LGUs of AMWS (Bunawan, Loreto, La Paz, Talacogon). Participants of the trainings have prepared videos and photo galleries and produced media content for radio and social media.

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Some of the participants of the above-mentioned projects could get further trainings from the core group and get involved in the RLGM Radio Magazine contributing to the production of the episodes in several ways:

- a. they can conduct research for the stories related to the topics of RLGM Radio Magazine, find important community narratives, or come up with a personal or family issue or a social theme and recommend those for the radio magazine.
- b. moreover, based on their skills they might conduct vox-pops and interviews and prepare reports from the field for the RLGM Radio Magazine or create adverts/promos related to RLGM and prepare podcasts based on the items broadcasted in the RLGM Radio Magazine and share those in social media.
- c. another field where trainees might get included is the maintenance of the social media account (FB Youth Capture Agusan).

## **Evaluation**

Despite the challenges the two sets of training were successfully conducted, and the available resources were utilized to ensure that learning has been delivered to the participants.

To evaluate a) to what extent participants found the training relevant and engaging; b) whether participants acquired new knowledge, skills, or other attributes from the training and c) to which degree participants can apply what they learned during the training after both training feedback and reflection session has been included at the end of both modules of the ToT-training.

The feedback and reflection session at the end of module I was based on open ended questions, whereas the feedback and reflection session at the end of module II was carried out by a group unstructured processing, which allows the participants to express their views openly.

Participants expressed that the training met their expectations, that they had the opportunity to acquire new knowledge and skills and to refresh existing ones. Furthermore, they appreciated the collaborative learning process and the opportunity to share their experiences and knowledge with the other participants.

The Training of Trainers accomplished its objective of creating a learning space for media practitioners and communicators to exchange experiences, tools of the trade, new technology, and practical methodologies used in the industry. The participants were also able to understand and appreciate the importance of providing a better representation of stories about land governance in the local and national media landscape.

For more details about the training and the evaluation see Appendix 3

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## **SURVEY TOOLS & SAMPLING TECHNIQUES FOR THE INITIAL BASELINE SURVEY & AN END-LINE SURVEY ON THE RADIO SHOW**

For the design of the awareness raising and education campaign and while planning a radio magazine, target-related content selection, selection of appropriate formats and proper sequencing of the items are pivotal. With this end in view the conduct of an **initial baseline survey** and an **end-line survey** have been recommended by the consultant while he worked as an advisor for the CPS-GIZ program in Mindanao, so before signing of the present consultancy contract.

### **Initial baseline survey**

To collect data about people and their media preferences, needs, knowledge, and behaviors in a systematic manner a survey research has been conducted. To carry out the initial survey research a local consultant was hired.

The aim of the initial baseline survey was to:

- to profile principal characteristics of the target audience (such as needs, knowledge, attitudes and practice, access to radio, radio listening behavior and habits, internet and social media usage of the various community groups (men, women, youth));
- to select the appropriate mix of means of communication (radio, FB, podcasts);
- to identify specific topics, issues and concerns, as well as needs of the community to be used as inputs in planning and developing compelling radio programs and addressed in the radio show.

### **Methodology**

The evaluation utilized several different research methods to generate data involving the use of a structured standardized questionnaire and key informant interviews. The field research was conducted by the local consultant in six LGUs of AMWS (San Francisco, Rosario, Bunawan, La Paz, Talacogon and Loreto). The fieldwork was complemented by a desk review of relevant literature and project documents.

The research methodology, the research tools and the questionnaire for the initial baseline were designed by the international and the local consultant (John Vincent Espenido) and approved by RLGM program staff prior to commencement of any fieldwork. The survey tool was initially developed in English and translated into Bisaya in preparation for use in the field.

The main methods applied in the baseline survey were: 1) technical expert consultation; 2) in-depth informant interviews; and 3) household (HH) survey interviews collected quantitative and qualitative data from 200 respondents in the 6 LGUs of AMWS including agencies and institutions serve to its relevance and opportunity cost of the planned radio program design.

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The survey was carried out among a sample of the general population to evaluate the media preferences and to deepen understanding of listening habits, purpose of media consumption and their interest about land use, and land governance issues to inform future programming of the radio show.

To ensure that the whole target population was adequately represented in the sample the stratified sampling technique combined with simple probability sampling within the different strata has been used.

The data gathered using a standard survey questionnaire included details such as socio-demographic profile, type of media preferences, purpose of media consumption, radio listening behavior, perceptions regarding their interest about land use, and land governance issues, among others. Simple descriptive statistics were applied to analyze the media preferences and consumption and the perception of farmers about land governance related issues.

The results of the survey research reveal that by the target population too little is known about land governance issues, the rights and obligations of farmer beneficiaries, alternative dispute resolution and so on.

The results of the initial baseline survey can be used also as basis for assessing and measuring the results, effectiveness and changes generated by the radio program and other media channels.

### **End-line survey**

To test whether knowledge about responsible land governance is being transferred to potential audience and the content and messages of the radio show are being taken up by the target groups and the wider public and whether this awareness-raising and educational intervention through radio and social media resulted in knowledge enhancement a listenership survey should be conducted after broadcasting the *Kukabildo, Katawhan ug Yuta (KKYu)* radio show.

The purpose of this research is to evaluate the effectiveness and impact of the radio show and social-media intervention against the stated objectives, to assess the understanding of the main themes covered, identify learnings, and inform future programming for media interventions.

### **Survey methods, sampling and procedures**

For this study the CGP Rapid Survey Method is recommended because it requires only a short time to plan and field.

The survey should be conducted in the same locations where the initial baseline survey has been conducted using the simple random sampling technique.

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The survey will adapt the **3-R framework: Reach, Remembering/Resonance and Response** that focuses on three main dimensions:

- **Reach** includes the proportion of individuals of the target audience who listened to Kukabildo, Katawhan ug Yuta (KKYu) radio show, the geographical coverage and demographics of listeners.
- **Remembering/Resonance** explores to what extent the issues raised in the program and the overall format of the program can be recognized, and recalled and influence their opinion; and ultimately
- **Response** explores how the target audience are adjusting their behavior or taking specific actions to address the land governance related issues as a result of the show.

To complement the findings of the listenership survey a qualitative reflective review should be conducted consisting of semi-structured interviews with Key Informant Interviews (KIIs) from project partners and participants (RLGM staff, government agencies, production team and youth facilitators).

For more details about surveys see Appendix 4