

BIBLIOGRAPHY

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ABSTRACT

The study was conducted to produce and evaluate a video as promotional material for the Northern Philippine Root Crop Research and Training Center. Specifically, the study aimed to determine socio-demographic profile of the respondents; produce a promotional video; determine the ratings of the respondents towards the promotional video in terms of video quality, audio quality, content and typography; determine the comprehensibility of the promotional video; determine the perceived importance of the promotional video according to the respondents; and determine the suggestions of the respondents to improve the promotional video.

There were 50 respondents and were randomly selected from the farmers of the different parts of Northern Luzon and some students from the different schools in La Trinidad, Benguet. The study was conducted on December 2011 to February 2012.

The produced video has a running time of five minutes and forty seconds. It shows the brief history of the center, VMGO, programs, projects and activities, organizational structure, awards and recognitions, functions, and the technical services offered by the center.

Results showed that rating of the produced promotional video is good in terms of its video quality, audio quality, content and typography.

Suggestions that were gathered to improve the produced promotional video is to improve clarity, stability and slow the pacing of some pictures use voice variety and intensify the



narration to stress important points, add some examples on the content particularly on the technical services and add some effects and transitions.

The study recommends a promotional video to be produced by research and training centers to inform the public about their mandates and services, evaluation of promotional video by the people who have minimal idea about an organization and impact evaluation of the promotional video by other researchers.



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INTRODUCTION

Rationale

Today, the production of information, education, communication (IEC) materials is frequently proliferating because of its ability to broaden the public's knowledge on a certain subject.

A proven effective IEC material is the video documentary, which is a very useful tool in educating and informing the public. It has the ability to explain the information regarding a certain topic because it touches both the senses of hearing and sight. In this way, the audience could easily grasp the messages it presents.

It is also noted as a very cost-effective form of communication because it allows demonstrating product and service benefits in ways that photos and text simply cannot relay effectively.

According to Sound Idea Video Production (2008), if the strengths of the medium are incorporated and used well in the development and production of a corporate video or film, then video can be a powerful communication tool. Video is proven to be an excellent medium for illustrating processes, services, tutorials, training, and demos. It also offers a greater opportunity for educating, knowledge sharing, and communicating with its target audience and it helps to deliver a consistent high-quality presentation.

In the Philippines, production of promotional video helps the locality easily develop and train the community-based training activities. It modifies attitudes, conditions thinking, establishes and nurtures cultural standards, and molds public opinion. Gamble (2005) added that it is an instrument of communication that, depending on how people use them, it can either



enable them to overcome barriers caused by time and space and extend each one's ability to interact with each other or take away from time they have available for their family and friends.

Moreover, it sets off emotional triggers that static text cannot ultimately influence buying decisions. Promotional video then remains to be one of the most common tools in informing people about a certain idea or even organizations at that.

The Northern Philippine Root Crops Research and Training Center (NPRCRTC) is under Benguet State University and was established on March 21, 1977 by virtue of Presidential Decree 1107 and is now a leading institution for researches in Northern Luzon. It participates in the drafting and implementing of the National Root Crop Program and is responsible for coordinating potato network.

The center spearheads, coordinates, plans, develops, implements, and monitors root crops researches, production and agro-industry, and training and extension activities designed for the development of the Northern Philippines and the Philippines as a whole. However, for many years, the presence of promotional materials for the institution remains minimal. There is an existing leaflet but it needs supplemental tool to make the promotion more effective.

Based on a preliminary interview with the Educational Research Assistant of the NPRCRTC Jesson Y. Del-amen, there is a need to produce a promotional video to give emphasis on the mandates of the center. According to him, the material would be shown to the trainees or visitors of the institution during orientations.

With the recognition of video as an effective tool in promotion, it is then but necessary to produce such for a science-based institution like NPRCRTC, hence this study.



Statement of the Problem

The study answered the following questions:

1. What is the socio-demographic profile of the respondents?
2. What are the ratings of the respondents towards the promotional video in terms of:
 - a. Video Quality
 - b. Audio Quality
 - c. Content
 - d. Typography
3. What are the perceived importance of the promotional video according to the respondents?
4. What are the suggestions of the respondents for the improvement of the promotional video?

Objectives of the Study

The study produced and evaluated a promotional video of the Northern Philippine Root Crops Research and Training Center. Specifically, it:

1. determined the socio-demographic profile of the respondents;
2. produced a promotional video;
3. determined the ratings of the respondents towards the promotional video in terms of:
 - a. Video Quality
 - b. Audio Quality
 - c. Content
 - d. Typography



4. determined the perceived importance of the promotional video according to the respondents; and

5. determined the suggestions of the respondents to improve the promotional video.

Importance of the Study

The production and evaluation of the Northern Philippine Root Crops Research and Training Center promotional video may benefit the beneficiaries in the promotion and dissemination of the importance of the institution in the root crop industry.

It may also serve as an orientation material to the visitors of the center and will help them become aware about its vision, mission, goals and mandates.

It may lessen the time of the staff in discussing the things that the trainees and visitors need to know about the center.

Scope and Limitation of the Study

The study focused on the production and evaluation of the promotional video of the NPRCRTC - BSU.

It answered the socio-demographic profile of the respondents, ratings on the different elements of the video, comprehensibility of the promotional video, its perceived importance according to the respondents, and their suggestions to improve the promotional video. Their suggestions were then incorporated on the promotional video to improve its quality.

The study was conducted at Northern Philippine Root Crops Research and Training Center, Km. 6, La Trinidad, Benguet.



REVIEW OF LITERATURE

Video and its Importance to the Society

Video is revolutionizing education and training, as schools and colleges learn to use it as a visual tool. Interactive videodiscs, in which the learner actively participates, are increasingly used for training, notably in the armed forces and in corporate training programs. And in the future, it is inevitable that video will increase its presence and influence Grolier Encyclopedia of Knowledge (2000).

On the other hand, values, information and dissemination are ways to address a gap at a certain place or between technical and common people. Sagpa-ey (2006) added that because of the advancement of technology, stories now are being presented not only by books but also through films or movies and are aid to an effective way of communicating because of the higher entertainment value.

Through campaigns, motivation and intensive learning, video, will help the audience absorb the information you want to convey to them. This supports the study of Gayob (2010) that mass media plays an important role in the community that aside from bringing leisure and entertainment, mass media makes information easier to disseminate and motivate audiences.

According to Tatum and Harris (2011) promotional videos are generally used as marketing and sales tools. It is designed to introduce or educate consumers about particular product, cause or organization. Promotional video is structured to be precise, direct and to only last for not more than 10 to 15 minutes, thus, allows a well-produced video to hold the attention of viewers for long enough to make the key points necessary to generate additional interest.



The study of Minnick (1989) as cited by Francisco (2010) added that video, as audiovisual, is an exciting and creative opportunity to help students learn. It uses both verbal and non verbal forms of communication.

Moreover, Francisco (2010) supplemented that pictures are used to amplify, clarify and reinforce the verbal narrative of a program. It is also said that people learn in two major ways. One is by sound and the other is by sight. Videos relate to the world of sight and sound. Research show sight contributes to more than 80% of learning. Sight lets the student read words and distinguish pictures and colors. Moreover, the other 20% of the learning is enhanced by the sense of hearing.

In addition, video can bring to our screen a very wide range of materials. The unique value of the video lies in its sensory concreteness, its realism, its emphasis upon persons and personality, and its ability to dramatize, to highlight and to clarify.

Advantages of Promotional Video

Today, information dissemination has evolved. It started with the use of mere text content to audio to video. According to Tan (2009) there are five reasons why videos are more effective in promoting compared with texts.

Video is claimed to be more engaging because it appeals to the sense of sight and sound. This makes it easier to comprehend compared to text that only appeals to the person's eyes and entails extra effort to understand what the words are saying. Video is also more attractive making it noticeable than texts.

Videos also give more control over the sales process. Users do not read the every word. They only read the first part and then skim down to look for information that they might use. If



they don't find what they are looking for at first glance, they wouldn't take time to look for it because it's easier to go back to the search engine and go over other search results.

Videos attract a wider audience. Text-based content may only be appealing to people who do not mind reading. But the problem with reading is it tends to strain the eyes. This is why more users would rather look through images or watch videos to obtain information.

Videos show rather than tell. Videos and not pure texts will help your product appeal to a wider audience because you are taking visual learners into consideration. There are more users who find it easier to comprehend concepts like how products work when you show it to them instead of explaining it through words.

Videos are more accessible and can be easily shared. Videos once placed on websites give you the opportunity to reach more people even when they don't physically visit the website. Videos can be accessed and played from other devices aside from the computer. Users can view videos through their mobile phones and portable media players while text content (while just as accessible) may not be attractive and worth re-reading at a later time.

Elements of a Promotional Video

According to Feller (1992) as cited by Caligtan (2008), elements of videos require an organization that is logical to the viewer to mentally organize the topic.

Video quality. Includes the technical quality indicators derived from good design practices of the producers of the video products. Its specific characteristics are transcendence, attention manipulation, detail, special effects, economy independence, and interdependence.

Sound quality/ Audio. The audio portion of the video must be viewed in terms of clarity, volume, pace, and narrative music mix. Voices should use appropriate diction and dynamics and



should feature distinctive qualities when recognition of more than one voice is required of the audience. Music and sound effects should contribute to the meaning and message of the video.

Content. Concepts must be portrayed and illustrated within a manner appropriate for the comprehension level of the intended audience. The purpose of video must be obvious to the viewer within the first quarter of the presentation and it must adhere to the organize development of the content required in order to fulfill adequately the stated objectives.

Typography. This is the ability of composing text and graphics that are incorporated in the video. This usually includes the appropriateness of font style, font size, font color, subtitles and captions, also, the video effects and transitions.



METHODOLOGY

Locale and Time of Study

The study was conducted at the Northern Philippine Root Crops Research and Training Center (NPRCRTC) (Figure 1), which has a national mandate to spearhead, coordinate, and implement national root crops Research and Development and Extension (RDE) Programs in the country. It is also a leading institution that participates in the drafting and implementing of the national root crop program and is responsible for coordinating the national potato network.

The Northern Philippine Root Crops Research and Training Center (NPRCRTC) is in the Benguet State University (BSU) which has a total land area of 658.6250 hectares and is five kilometers away from Baguio City.

Benguet State University is located in the Municipality of La Trinidad which is subdivided into 16 Barangays namely, Alapang, Alno, Ambiong, Bahong, Balili, Beckel, Bineng, Betag, Cruz, Lubas, Pico, Poblacion, Puguis, Shilan, Tawang, and Wangal. It is located three kilometers north of Baguio City and is 256 kilometers north of Manila. It is bounded on the north by the municipality of Tublay, on the south by Baguio, and on the west by Sablan and Tuba.

Despite its establishment years ago, NPRCRTC's promotional materials are minimal. The currently available material is only the leaflet. The promotional video will then supplement this.

The study was conducted on the months of December to January 2012.



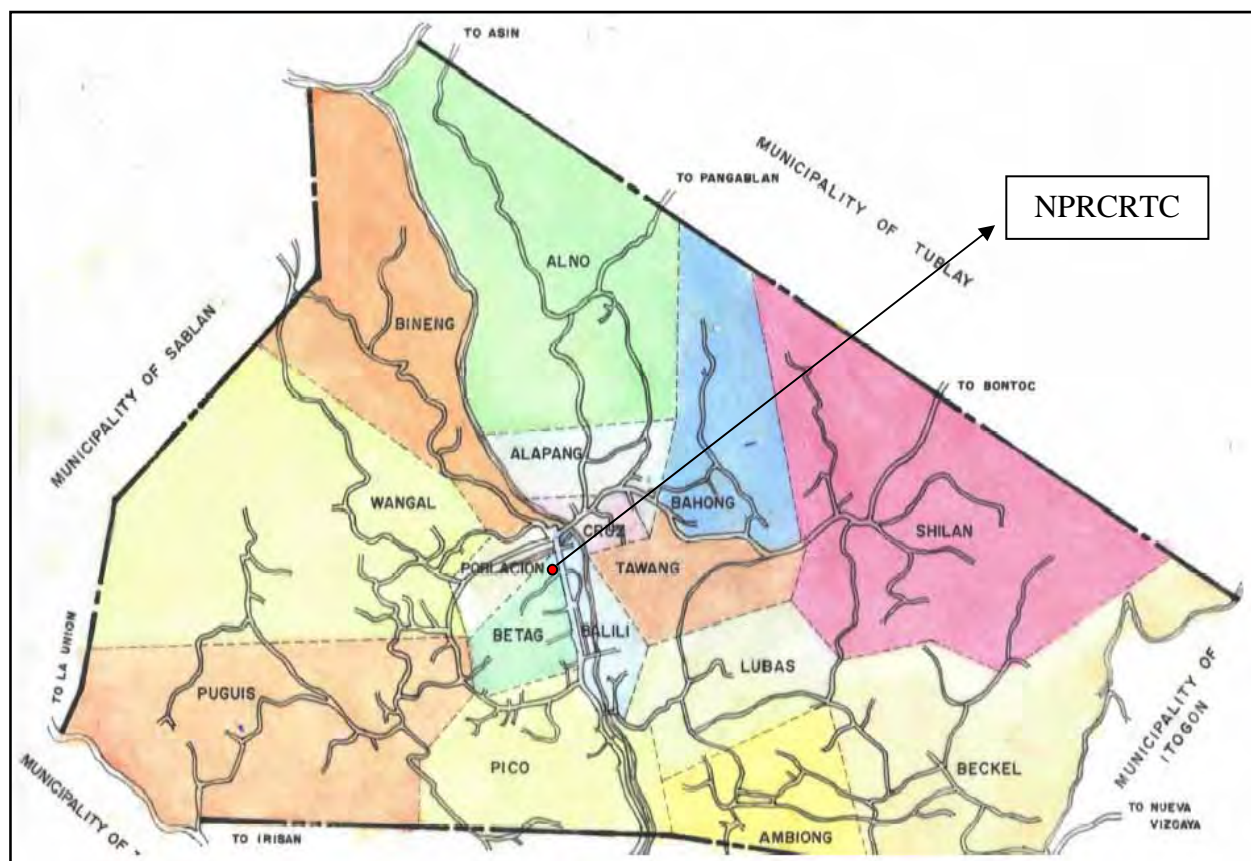


Figure 1. Map of La Trinidad showing the locale of the study



Respondents of the Study

For the pre - production stage, the key informants were ten (10) staff of the NPRCRTC who determined the needed information included in the material. They were chosen based on the NPRCRTC Director's decision in terms of length of service, knowledge about the center and availability in order for them to contribute substantial information for the promotional video. Table 1 shows the profile of the key informants.

The same people evaluated (pre-test) the promotional video for the production stage, where they determined additional information included in the promotional video.

On the evaluation phase, there were 50 purposively chosen respondents of the study. The criterion in choosing the respondents was that they should have minimal idea about the mandates or services of NPRCRTC. The researcher approached the respondents one by one and all of the 50 admitted that they have no complete idea about what NPRCRTC is doing, thus their involvement in the study.

Data Collection Method

For the pre-production process, an interview using guide questions (Appendix A) was used with the staff of the NPRCRTC to determine the content included in the script. The guide questions pertained to the history of NPRCRTC, its mandates, programs and activities, offices and other accomplishments of the center.

For the production stage, a focus group discussion using guide questionnaires (Appendix B) with the staff of the center was done to determine additional features that needs to be included in the material. This pre-testing was done to double-check facts presented in the material and to improve its overall quality. The instruments' questions were on the video quality, audio quality,



content and typography of the promotional video. After incorporating the suggestions and the additional information, the director and two other staff of the center gave the go signal for the material to be evaluated without necessarily showing it first to the 10 key informants.

Table 1. Key Informants (NPRCRTC Staff) during the pre-production stage

NAME	DESIGNATION/POSITION
Ines C. Gonzales	Director/ Supervising Science Research Specialist
Hilda L. Quindara	Assistant Director/ Senior Science Research Specialist
Susan T. Gayao	Administrative Staff/ Administrative Aide VI
Donita K. Simongo	Section Chief – Crop Improvement/ Science Research Specialist 1
Cynthia G. Kiswa	Section Chief - Crop Management and Seed Production/ Senior Science Research Specialist/
Teresita D. Masangcay	Science Research Specialist 1
Grace S. Backian	Science Research Specialist 1
Esther T. Botangen	Section Chief – Postharvest/ Processing Utilization/ Science Research Specialist 1
Betty T. Gayao	Section Chief – Social Science and Policy/ Chief Science Research Specialist
Dalen T. Meldoz	Section Chief – Training and Extension/ Science Research Specialist 1

For the evaluation stage, survey questionnaires (Appendix C) were distributed to the respondents who were grouped in an audiovisual room, and the researcher guided them in answering the questions to supplement other needed information. The survey questionnaire



contained information about the ratings of the respondents towards the promotional video, the perceived importance of the promotional video to them, and their suggestions to improve it.

A video camera and a camera were used to capture different footages and photos of the center.

Documents like the leaflet and annual report of the center were used for other information needed in the study.

Data Gathered

For the pre - production process, the researcher gathered the features that were to be placed in the promotional video of the center; these were the brief history of NPRCRTC, its mandates, programs and activities, offices and other accomplishments of the center, and functions of the center in the root crop industry.

For the production stage, the data gathered were the additional information such as the organizational chart of the center and other revision on the elements of the video which were pointed out by the key informants.

On the evaluation stage, the data gathered were the profile of the respondents, their ratings toward the video quality, audio quality, content and text of the promotional video, its perceived importance according to the respondents, and the suggestions of the respondents for the improvement of the promotional video.

Data Analysis

The collected data was tabulated and analyzed using descriptive statistics such as percentage, frequency, ranking and mean.



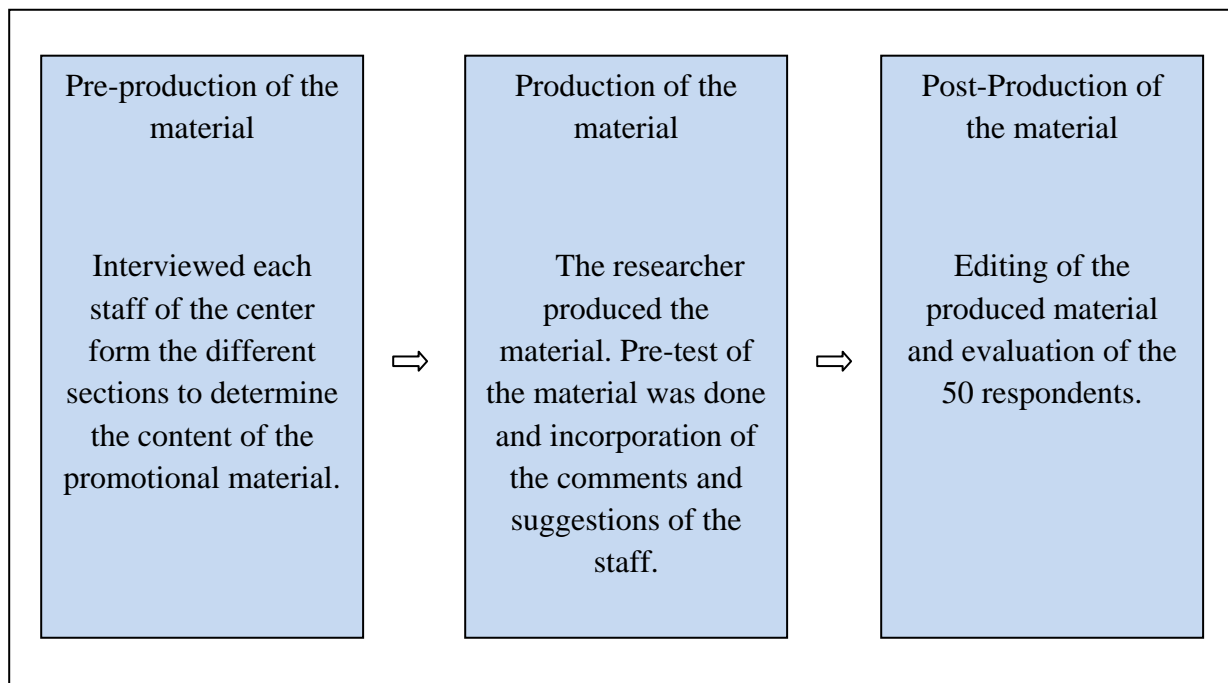


Figure 2. Flowchart process of the production of the promotional video



RESULTS AND DISCUSSION

Socio-demographic Profile of the Respondents

Table 2 shows the characteristics of the 50 purposively chosen respondents based on their profile in terms of their age, sex, civil status, educational attainment and occupation.

Out of 50 respondents, 78% of them belonged to age bracket 15-22, 14% belonged to 23-30 and 8% belonged to 31-38. Most of them were female with 64%, single with a total of 90%.

For the educational attainment, most of them were on the college level (74%). This implies that they are literate enough to understand and read English language. In terms of occupation, most of them were students (70%) and the rest were farmers, government employees and housekeepers.

There were more than half of them who came from the different municipalities of Benguet and the rest were from the different parts of Northern Luzon.

Production of the Promotional Video

The production process followed the usual structure of producing information materials. Since there is already a leaflet about NPRCRTC, the researcher used this as basis in coming up with the script. Additional information were supplied by the NPRCRTC staff.

When the prototype of the promotional video was produced, a pre-testing was done with the ten staff of the Center.

A pre-testing is needed for the material to be improved incorporating the suggestions on its evaluation. This corroborates to the study of Bassete (2004) as cited by Sidchogan (2011) that



Table 2. Socio-demographic profile of the respondents

CHARACTERISTICS		FREQUENCY (n=50)	PERCENTAGE
Age	15-22	39	78
	23-30	7	14
	31-38	4	8
TOTAL		50	100
Sex	Male	18	36
	Female	32	64
TOTAL		50	100
Civil Status	Single	45	90
	Married	5	10
TOTAL		50	100
Educational Attainment	Elementary Graduate	0	0
	High School Graduate	1	2
	College Graduate	12	24
	College Level 1 st	6	12
	2 nd	30	60
	3 rd	1	2
4 th	0	0	
TOTAL		50	100
Occupation	Student	35	70
	Farmer	5	10
	Housekeeper	2	4
	Government Employee	8	16
TOTAL		50	100



before finalizing any communication material, it is important to conduct pre-testing to improve the material. The pre-test results are shown below.

Video Quality. When it comes to the video quality, they suggested that some unclear video footage should be re-shot. They further suggested that some pictures, especially those old pictures, should be enhanced so that these will convey clear information.

Audio Quality. In terms of audio quality, they suggested that the narrator's voice should be enhanced because it appeared to be monotonous, and important words were not emphasized. The background music should also be changed into a livelier, more upbeat one. The omission of sound effects was also suggested.

Content. For the content, they suggested that the sequence of the video footages and pictures should follow how information was arranged in the leaflet. The addition of the awards and recognitions, and organizational chart of the center was also suggested. The addition of pictures of the five technical sections of the center and the Benguet State University were also suggested. They also suggested put more video footages/pictures showing the activities of each section.

Typography. For the typography, they suggested to lessen the effects and animations to make the material simpler or formal.

The produced promotional video has a running time of five minutes and forty seconds. The contents of the promotional video were the brief history of the center, vision, mission, goals and objectives, functions, current organizational chart, programs, projects and activities of the center and the technical services they offer.

Photos and videos were taken by the researcher to be used in order to supplement the narration of the promotional video. Male voice was chosen for the narration. The font style of the



subtitles of the video is Arial with varying sizes. Appendix D shows the script of the promotional video.

Ratings of the Respondents on the Promotional Video

Tables 4,5,6,7 and 8 show the ratings of the respondents on the promotional video for NPRCRTC. The elements that were considered in evaluating the promotional video were video quality, audio quality (narration and background music), content and typography.

Video Quality

Table 3 presents the respondents' rating on the criteria of video quality. There were four (4) criteria used in evaluating the video quality. These were clarity, creativity, stability and composition.

Clarity. In this criterion, the clarity of video clips or pictures were what the respondents evaluated. The highest rating generated in this area is "very good" with a percentage of forty six percent (46%).

Almost half of the respondents claimed that the pictures and video footages were clear and detailed enough. However, one respondent suggested to make the other pictures on some slides clearer. This relates to the study of Egsan (2009) that elements of photographs must not be complicated for the viewers not to be confused on what information it would like to show.

Creativity. This is another important part of a video element that must be observed since pictures and video footages show what a narration tells. This relates to the study of Michaels (2008) as cited by Egsan (2009) that the more creative or rich the idea of pictures and video shown to your viewers are, the more convincing and attractive then it becomes.



Table 3. Respondents' rating on video quality

CRITERIA	RATING (in %)				
	Excellent	Very Good	Good	Fair	Total
Clarity	18	46	26	10	100
Creativity	16	48	32	4	100
Stability	18	42	34	6	100
Composition	22	48	28	2	100

All in all, in this criterion, 48% of the respondents rated it “very good” and only 4% rated it “fair”. Such imply that resourcefulness and imagination were used in shooting the video footages and pictures.

Stability. Based on the results, 42% rated it “very good” while 32% rated it good. These imply that the pictures and video footages were steady, thus not irritating the eyes of the viewers. This corroborates the study of Sherwood (2011) that if video clips are shaky it will result to significantly lower production quality than stabilized footage and audience would be upset.

Composition. For this criterion, 48% of the respondents rated it “very good”, while 28% rated it “good”. Such imply that pictures were composed of different information regarding the promotion of the different services and programs of the center. This relates to the study of Mannheim (2004) as cited by Dango (2009) that photographs should have different compositions and be well organized so that it would contribute to your message.

Also, such imply that almost half of the respondents were satisfied with how the videos were arranged in a logical order. The pictures and video footages helped them analyze and



understand more the message depicted in the promotional video. This corroborates the statements of Peake and Petersen (1989) that visuals should contain more messages that when the viewers emphasized about its different specific idea would easily absorb the idea contained therein quickly.

In general, the video was pleasant because the videos and pictures shown in the material strengthened the text and narrative description of NPRCRTC.

Audio Quality

Audio quality is the degree of accuracy with which a device records and produces the original sound waves recorded. For this study, the background music and voice over/narration were subjected to evaluation. There were six (6) criteria evaluated by the respondents under these two aspects of audio quality.

Background music. This is one video element that gives life to a video. It sometimes

Table 4. Respondents' ratings on the background music

CRITERIA	RATING (in %)				Total
	Excellent	Very Good	Good	Fair	
Appropriateness	20	50	24	6	100
Volume	28	40	30	2	100
Clarity	14	62	22	2	100
Timing	24	50	18	8	100



affects the disposition of the potential consumer of a product or service. It also influences the consumers when the appeal is emotional or simple Seidman (1981) as cited by Francisco (2010). This criterion was evaluated in terms of appropriateness, volume, clarity, and timing.

In terms of appropriateness of background music, fifty percent (50%) of the respondents rated it “very good” and 20% rated it “excellent”. The findings imply that the upbeat instrumental background music is fitting for half of the respondents.

The results support the study of Feller (1992) as cited by Caligtan (2008) that music and sound effects should contribute to the meaning and message of the video.

In terms of the volume of background music, 40% of the respondents rated it “very good” and twenty eight percent (28%) rated it “good”. According to some respondents, the background music is good enough and did not clash with the narration.

However, some respondents suggested making the volume of background music stable to satisfy the viewer’s emotion upon viewing it. This relates to the study of Kellaris, Anthony and Cox (1993) that background music contributes to the emotional feelings of the viewers, it is also important to consider music’s impact on message reception and processing.

The clarity of the background music received the highest percentage rating of 62%, which is “very good”. This implies that more than half of the respondents perceived that the background music was clear and crisp. A respondent said that when she was watching the video, she was entertained by the background music of the video because it was clear.

In terms of timing, half (50%) of the respondents rated the timing of the background music “very good”, 20% rated it excellent and 18% rated it “good”. Such imply that the coordination of the background music in the promotional video



Voice over/Narration. This aspect was evaluated in terms of appropriateness, volume, clarity, message delivery and pitch.

In terms of appropriateness, 42% of the respondents rated the voices of the narrators “very good” and 24% rated it “excellent”. The results imply that the voices were appropriate to such material. One respondent said that the narrators’ voices were credible enough to support the overall message of the material.

This corroborates with the study of Levison (1996) that narration helps in assimilating information of an audio visual material.

Table 5. Respondents’ ratings on the voice over or narration

CRITERIA	RATING (in %)				Total
	Excellent	Very Good	Good	Fair	
Appropriateness	18	42	36	4	100
Volume of Voice	24	40	30	6	100
Clarity of Voice	22	42	30	6	100
Message Delivery	26	48	22	4	100
Pitch	22	42	32	4	100
Timing	22	48	26	4	100

However, one respondent commented that the voices were monotonous.

When it comes to the volume of the voice, 40% of the respondents rated it “very good”, while 30% rated it “good”. These imply that the loudness of the narration is just suitable for the respondents to hear it clearly.

One of the respondents also pointed out that the narrators’ voices stressed important points that resulted to good quality. This is related to the study of Minnick (1989) as cited by



Francisco (2010) that voice quality should modulate with the script and be enthusiastic. She also added that variety in narration is achieved if one voice introduces and summarizes the program and a different voice explains the content of the module.

For the clarity of the narration, 42% of the respondents rated this as “very good” and twenty two percent (22%) rated it “good”. However, one of the respondents suggested that the narrators should improve their diction and pronounce words properly. This relates to the study of Harrington (1999) that coaching or making slight adjustments to pacing and intonation of your voice talent is an important way on how you specifically want the narration to be read so that the narration will sound more convincing and sincere, and the audience will pay closer attention.

In terms of message delivery, 48% of the respondents rated it “very good”. However, one respondent commented that the delivery of the male narrator is too fast. Other respondents also similarly commented that due to the fast delivery of message, they got confused in some parts of the video.

For the pitch, 42% rated it “very good” and 32% rated it “good”. These imply that improvements on the pitch of narration must be considered. This agrees with the comment of one of the respondent that the narrator’s voice was not stable in terms of pitch. She elaborated by saying that “*yung soundwaves aylumalakas at humihina, may time na stable, may time nahindi*,” (The sound waves go high and low and there is no stability of pitch).

In terms of timing, 48% of the respondents rated it very good. Some respondents said that is the narrators’ voices matched the captions and pictures in the promotional video.

One respondent, Lovely May Cortez said that “*okay langyung timing kasiyung narration ay sumasabaysapag appear ng graphics sa video*” (The timing is okay because the narration goes along with the appearance of the graphics on the video). This relates to the study of



Harrington (1999) that good pacing is a balancing act between narration and visuals that is why it is important to get accurate time estimates by actually saying the words, rather than reading them.

Content

Table 6 shows the rating of the respondents on the content of the material. It was evaluated in terms of comprehensibility and conciseness, organization, significance and clarity in purpose.

Comprehensibility and conciseness. Fifty-four percent (54%) rated the content “very good” and 28% rated it “excellent”. One respondent stated that “I have learned their functions, programs and services, also, the products and technical sections of the center; they contribute much to the root crop industry and I know that it helps in the improvement of productivity and utilization of root crops.

Table 6. Respondents’ ratings on the content

CRITERIA	RATING (in %)				Total
	Excellent	Very Good	Good	Fair	
Comprehensibility and Conciseness	28	54	14	4	100
Organization	28	52	26	4	100
Significance	30	48	22	0	100
Clarity of purpose	30	50	18	2	100



Another also said that “ I’ve known that root crops has lots of benefits and task to our root crop industry in the side of agriculture, it could also contribute much to healthy products from root crops and because it is very organic.”

Organization. More than half of the respondents (52%) rated the organization of the content “very good” and four percent (4%) rated it “fair”. After the pre-test of the promotional video, the staff of the center advised the researcher to follow the format of the brochure like for example placing the VMGO of the center in the first part because this is the common format people would want to know and in this way it will be organized.

Significance. In this criterion, forty eight percent (48%) rated it “good” and thirty percent (30%) rated it “excellent”. This implies that the significance of the promotional video is that it helped the viewers’ learn about the functions of root crops.

This strengthens the comment of Greffin Blake, a second year student of Benguet State University who said that ” *Nalamankona kung anongginagawanilasa center nayun, kasipalagikongnakikita and building naitoperohindikoalam kung anoangmeroon.*” (I have learned what they are doing in that center, because I always see this building but I do not know what is all about it).

Clarity of purpose. In this criterion, fifty percent (50%) rated it “good” and thirty percent rated it “excellent” (30%). The purpose of the researcher was to introduce and promote the Northern Philippine Root Crops Research to the audiences who have no knowledge about it. It helped them know about its functions in the root crop industry.

This correlates to the comment of one of the respondents almost all of the respondents Mr. Janilo Baiwes, that the content of the video is well knowledgeable and just to add some



examples on the technical sections offered by the center. He also added that the content is good, simple and brief and they learned about what the center is tasked to in the root crop industry.

Typography

Typography (Table 7) is the arrangement and appearance of printed matter. This usually includes the appropriateness of font style, font size, font color, subtitles and captions, also, the video effects and transitions.

There were three (3) criteria that were rated in this aspect.

Table 7. Respondents' ratings on the typography

CRITERIA	RATING (in %)				Total
	Excellent	Very Good	Good	Fair	
Appropriateness of Font Style and Size	32	48	20	0	100
Clear Subtitles & Captions	36	40	22	2	100
Appropriate Effects & Animations	26	42	30	2	100

Appropriateness of Font Style and Size. Forty eight percent (48%) of the respondents rated it “good” and thirty two percent (32%) rated it “excellent”.

The Font style and size used in the subtitles, titles and captions of the promotional video was Arial with a size of 24 and 40 on the title.

Based on the evaluation of the respondents, one of them said that it is readable and big enough that it contrasted with its background and supported the narration of the promotional video. This supports the study of Nocera (2010) that text adds explanations if the concept needs reiteration or clarification, but try to keep it simple.



Clear subtitles and captions. This was rated “very good” with a percentage of forty percent (40%) and these were effective in a way that it met its simplicity in order for the audience to read and understand the message clearly. This strengthens the study of Francisco (2010) as cited by Jonassen (1992) that a text is a medium of communication that at its simplest, it is processed by which an author communicates a message to a reader

Appropriate effects and animations. Although the rating was “very good” with forty two percent (42%), some of the respondents suggested to add some effects and transitions of the pictures to make the promotional attractive. The video only used several effects in order to meet the simplicity style of the promotional video.

Overall Rating of the Promotional Video

Table 8 shows the overall rating of the promotional video. The mean for each criterion were taken. Mean of 1 to 1.99 is equivalent to P (Poor), 2 to 2.99 is equivalent to F (Fair), mean of 3 to 3.99 is equivalent to G (Good), mean of 4 to 4.99 is equivalent to VG (Very good), and mean of 5 to 5.99 is equivalent to E (Excellent).

The result of the overall rating of the promotional video was good with a mean of 3.89. Content has the highest rate of 4.09 which was very good and voice over or narration had the least with a mean of 3.72 which was good.

Based on the results, each criterion on each of the elements needs to be improved especially on the slowing down of the pacing of the transition, varying voices and stressing important points in the audio quality and putting some examples on the content in order to meet the satisfaction of the audience.



Table 8. Overall rating of the produce promotional video

	TOTAL OVER ALL RATING	DESCRIPTIVE RATING
Video quality and pictures	3.77	Good
Background music	3.85	Good
Voice over or narration	3.72	Good
Content	4.09	Very good
Typography	4.03	Very good
TOTAL	3.89	GOOD

Respondents' Perceived Importance on the Promotional Video of the Center

A promotional video is the easy way of introducing a certain product, institution or in any services is publicized. It is a powerful promotional tool. It has a multitude of applications, and is a must of increasing awareness; promote a product, a service, or a company itself (DASHBOARD, 2005).

The respondents in the study provided varying responses after viewing the produced promotional video.

One of the respondents said that, "as we are considered to be an agricultural country, the video helps the viewers to understand the utilization process and methods in managing root crops and it served as an eye opener to some of the students and farmers who do not have knowledge about the activities of the center. It summarized here that promotional video raised the profile of the center to its audience and increased customers knowledge about the center.



Another respondent said that, “it promotes the center and the activities that they are doing”. This relates to the statement of Selic (2010) that a promotional video should be the engaging experience drawing viewers in and it can help you build client loyalty, promote your message, clearly communicate to customers and society at large.

Almost half of the respondents also said that the promotional video helped the center to advertise its products, activities and services by attracting people or buyers.

According to one of the respondents, one advantage of the promotional video is that it is the best visual aid for the center to promote products that are being produced. This relates to another comment of one of the respondent that “it is an easy way to impart information about the center to the people.

John Martin Castor, one of the respondents, said that “*makakatulongitosa reporter or staff ng center namamaximizeang time sapagbabahaging information tungkoldito*”. (This can help the reporter or staff of the center to maximize time in sharing the information about the center”. This relates to the study of Schimpff (2011) that a short video of only a minute or two in length can sum up everything you would want a potential client or customer to know about your company.

Another respondent also related that “*malakingtulongitosamga visitors, researchers, and other people to visualize kung anoangmgadapatmalamansa center, malakingtulongparamakuhaagad and idea nagustongipahatid o ibahaging center or researcher*”. (It is a big help for the visitors, researchers and other people to visualize if what is to be earned about the center, it is also a big help to easily clutch the idea that the researcher or the center wanted to share).



Based on the overall summary of the evaluation of the fifty respondents, the importance therefore of the produced promotional video is that it motivates, promotes, introduce and educate viewers and or consumers about its particular product, services and activities done by the center in the root crop industry.

Respondents' Suggestions to Improve the Promotional Video

Suggestions were solicited by the researcher for the improvement of the promotional video.

In terms of video quality, the main comment of the respondents was the fast transition of the pictures, and they suggested to slow its pace in order for them to absorb the message of the picture, also, improvements of the clarity and stability were raised in order to meet the audience' preferences. This corroborates the findings of Feazel (n.d.) that the conservative movements of images run smoothly to audience or viewer's eye, in that way, they absorb the message easily.

In terms of audio quality, there were two elements that were rated by the respondents. On the background music, some of the respondents suggested to lower its volume and to improve its timing to match with the narration and the pictures of the promotional video. This relates to the study of Tabing and Osalla (2001) that using techniques in fading in and out and sneaking in and out of music will improve the use timing and accuracy of background music.

When it comes to narration, they suggested to use voice variation and to intensify voices to stress important points. Also, they suggested improving the volume of voice to match each variation of voice. This corroborates the study of Tabing and Osalla (2001) that a good narrator can improve his performance by varying his tone and pitch. The moving of voice pitch from low



to high or vice versa will better convey to color and emotion, thus, he must have the ability of demonstrating good speech, correct grammar and correct pronunciation.

In terms of content, they added that there should be a 'convincing' element to persuade the viewers in availing of their services. To achieve this, some suggested adding more video footage or pictures on the services of the center. This corroborates to the study of Selic (2010) that even many people prefer to watch a video than read. Although the written word can be highly effective; image, speech and even the captions utilized together can impact on the viewer more dramatically than the written word alone.

When it comes to typography, the main suggestion was to add more effects and transitions for the video to become more creative and pleasing to the eye of the audience. Special effects and Transitions are used for making a point, and should blend in with the main theme of the video. It helps viewers see the unseen, visualize the invisible, hide the overpowering, and focus on the little object no one ever bothered about. However, it is important to add special effects and transitions only when they are of value to your project Deskshare (n.d.)



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study aimed to produce and evaluate a promotional material of the Northern Philippine Root Crops Research and Training Center. Specific objectives of this study are to: to produce and evaluate a promotional video of the Northern Philippine Root Crops Research and Training Center. Specifically, it aimed to: determine socio-demographic profile of the respondents; produce a promotional video; determine the ratings of the respondents towards the promotional video in terms of video quality, audio quality, content and typography; determine the perceived importance of the promotional video according to the respondents; and determine the suggestions of the respondents to improve the promotional video.

There were 50 respondents of the study for the evaluation of the produced promotional video. Respondents were students, government employees, farmers, and housekeepers.

The study was conducted in Northern Philippine Root Crops Research and Training Center, Km 6, La Trinidad, Benguet. Data were analyzed using descriptive statistics such as percentage, frequency, ranking and mean.

The produced video has a running time of five minutes and forty seconds. It shows the brief history of the center, VMGO, programs, projects and activities, organizational structure, awards and recognitions, functions, and the technical services offered by the center.



Results showed that rating of the produced promotional video is good in terms of its video quality, audio quality, content and typography. The produced promotional video could be understood by those who accomplished their secondary level of education.

Suggestions that were gathered to improve the produced promotional video is to improve clarity, stability and slow the pacing of some pictures use voice variety and intensify the narration to stress important points, add some examples on the content particularly on the technical services and add some effects and transitions.

Conclusions

Based on the results, the following conclusions were derived:

1. The study reiterates that the production of information material is important in promoting the services and mandates of a research and training center;
2. Pre-test by experts and post-evaluation by representatives of the target audience increased the effectiveness of the promotional video.
3. The promotional video, known by its capability to put across a message with the combination of audio and visual media, was effective in promoting NPRCRTC's services and mandates;

Recommendations

1. Production of information materials may be considered by other research and training centers to inform the public about their services and mandates.
2. Evaluation of promotional video may be done by people who have minimal idea about an organization.



3. Promotional video, although limited by its length, is recommended to be produced by research and training centers to inform the public about their mandates and services.
4. Impact evaluation of the promotional video may be considered by other researchers.

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APPENDIX A

(Guide Questions for the Key Informants)

Benguet State University

College of Agriculture

DEPARTMENT OF DEVELOPMENT COMMUNICATION

1. What is the brief history of the center?
2. What are the VMGO of the Center?
3. What are the mandates or functions of the center? Explain?
4. What are the RDE programs of the center?
5. What are the technical sections of the center?
6. What are the features/ strength of the center?
7. Aside from root crop industry, what else are the contributions / use of the center?
8. What are other services offered by the center?
9. What are the awards and recognitions?
10. What are other important information that would be added in the material?



APPENDIX B

(Guide questions for NPRCRTC staff pre-test for the promotional video)

Benguet State University

College of Agriculture

DEPARTMENT OF DEVELOPMENT COMMUNICATION

I. THE RATINGS OF THE RESPONDENTS TOWARDS THE PROMOTIONAL VIDEO DOCUMENTARY.

1. Video Quality

a. Are the pictures and videos creative and clear enough for you as the viewer?

___yes ___no,

Why? Why not? _____

b. Are the video footages stable? ___yes ___no,

Why? Why not? _____

2. Audio Quality

a. Background Music

Is it appropriate? ___yes ___no,

Why? Why not? _____

Are the voices clear? ___yes ___no,

Why? Why not? _____

Are the message well delivered? ___yes ___no,



Why? Why not? _____

Does it project good timing and pitch? ___yes ___no,
 Why? Why not? _____

b. Voiceovers or narrations

Is it Appropriate? ___yes ___no,
 Why? Why not? _____

Is the volume clear? ___yes ___no,
 Why? Why not? _____

Are the message well delivered? ___yes ___no,
 Why? Why not? _____

Does it project good timing and pitch? ___yes ___no,
 Why? Why not? _____

c. Voice of the interviewees

Is it Appropriate? ___yes ___no,
 Why? Why not? _____

Is the volume clear? ___yes ___no,
 Why? Why not? _____

Are the message well delivered? ___yes ___no,
 Why? Why not? _____

Does it project good timing and pitch? ___yes ___no,
 Why? Why not? _____



3. Content

a. Is it clear and concise? ___yes ___no,

Why? Why not? _____

b. Well organized? ___yes ___no,

Why? Why not? _____

c. Is it significant? ___yes ___no,

Why? Why not? _____

d. Does it have a clear purpose? ___yes ___no,

Why? Why not? _____
_____e. What do you think are the needed information that is lacking to supplement the video documentary?

4. Typography

a. Are the font colors and font style of the name labels appropriate in the video?

___yes ___no,

Why? Why not? _____

b. Are the subtitles and captions clear? ___yes ___no,

Why? Why not? _____

c. Are the effects and animations appropriate? ___yes ___no,

Why? Why not? _____
_____II. WHAT ARE YOUR SUGGESTIONS TO IMPROVE THE PROMOTIONAL VIDEO IN TERMS OF:

1. Video quality_____
2. Audio quality_____
3. Content_____
4. Typography_____

APPENDIX C

(Evaluation form for the respondents)

Benguet State University

College of Agriculture

DEPARTMENT OF DEVELOPMENT COMMUNICATION

I. SOCIO-DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Name: _____ Age: _____

Sex: _____ Male _____ Female

Civil Status:

_____ Single _____ Married
 _____ Separated _____ Widow/Widower

Educational Attainment:

_____ Elementary Graduate _____ High School Graduate
 _____ College Graduate
 _____ Others (Please Specify) _____

Occupation:

_____ Student _____ Housekeeper
 _____ Farmer _____ Government Employee
 _____ Others (Please Specify) _____

III. THE RATINGS OF THE RESPONDENTS TOWARDS THE PROMOTIONAL VIDEO DOCUMENTARY (Please Check).



CRITERIA	RESPONSES				
	1-Poor	2-Fair	3-Good	4-Very Good	5- Excellent
VIDEO QUALITY	1	2	3	4	5
Clarity					
Creativity					
Stability					
Composition					
AUDIO QUALITY					
BACKGROUND MUSIC	1	2	3	4	5
Appropriateness					
Volume of Voice					
Clarity of Voice					
Message Delivery					
Pitch					
Timing					
VOICE OVER / NARRATION					
Appropriateness					
Volume of Voice					
Timing					
CONTENT	1	2	3	4	5
Comprehensible and Concise					
Organized					
Significant					
Clear purpose					
TYPOGRAPHY	1	2	3	4	5
Appropriateness of font style and size					
Clear Subtitles & Captions					
Appropriate Effects & Animations					

IV. WHAT IS THE PERCEIVED IMPORTANCE OF THE VIDEO DOCUMENTARY ACCORDING TO THE RESPONDENTS

1. What have you learned about the center according to the promotional video?



2. What do you think is importance of the produced promotional video?

3. What do you think are the advantages of the produced promotional video?

4. What do you think are the disadvantages of the produced promotional video?

V. WHAT ARE YOUR SUGGESTIONS TO IMPROVE THE VIDEO DOCUMENTARY?

VIDEO QUALITY

AUDIO QUALITY

CONTENT

TYPOGRAPHY





APPENDIX D

Script of the Promotional Video

NARRATION	TEXT	VISUALS
Welcome to Northern Philippine Root Crops Research and Training Center where researches on root crops are conducted in line with the National Root Crops Research and Development Extension Program.	NPRCRTC	Different video footages and pictures of the Root crop complex
The Northern Philippine Root Crop Research and Training Center or the NPRCRTC at Benguet State University was established on March 21, 1977 through Presidential Decree 1107.	Northern Philippine Root Crop Research and Training Center NPRCRTC March 21, 1977 Presidential Decree 1107.	Different video footages and pictures of the Root crop complex Benguet State University
The Center continues to envision as the prime mover of a sustainable root crop industry	VISION	
It is tasked for the development of the efficient root crop production and utilization systems	As the prime mover of a sustainable root crop industry	Pictures of high yielding root crops
	MISSION	Pictures Root crop production and utilization systems used by the center
The goals of the center are to: Increase Productivity Intensify pro-active extension Develop diversified utilization of root crops and Strengthen linkages and improve	GOALS	Pictures of the production of root crops, Extension linkages of the center, Utilities of the center,
	Increase Productivity Intensify pro-active extension Develop diversified utilization of root crops Strengthen linkages and improve	Different Linkages and personnel of the



organizational capacity.

As strengthened by Republic Act 8435, the center shall:

1. Provide leadership in the planning and orchestration of the implementation, monitoring and evaluation of root crop Research, Development and Extension programs;
2. Undertake basic research;
3. Undertake upstream applied research including strategic research;
4. Develop and maintain a network of national, regional, and provincial collaborators in their root crop Research, Development and Extension programs.

From a one-room office, the center has expanded in terms of facilities, personnel, programs and services, and networking.

The center participates in the drafting and implementing of the National Root Crop program and is responsible for coordinating the National Potato Network.

It is also responsible for planning, implementing, coordinating, monitoring

organizational capacity.

OBJECTIVES

1. Provide leadership in the planning and orchestration of the implementation, monitoring and evaluation of root crop Research, Development and Extension programs;
2. Undertake basic research;
3. Undertake upstream applied research including strategic research;
4. Develop and maintain a network of national, regional, and provincial collaborators in their root crop Research, Development and Extension programs.

center



and evaluating research, development and extension programs in support to the root crop industry.

Programs, Projects, and Activities of the center are concentrated on root crops such as:

1. Potato
2. Yam
3. Sweetpotato
4. Taro and other aroids
5. Yacon
6. Cassava
7. Minor root crops and
8. Root crop utilization, processing and enterprise development

NPRCRTC is headed by the director and is under the office of the university President.

At present, there are six technical sections of the center. The following are:

1. Crop improvement section;
2. Crop management and seed production section;
3. Postharvest, processing, and utilization section;

Pictures of

1. Potato
2. Yam
3. Sweetpotato
4. Taro and other aroids
5. Yacon
6. Cassava
7. Minor root crops and
8. Root crop utilization, processing and enterprise development

Organizational Chart of the center

1. Crop improvement section;

Pictures and videos of the different varieties of root crops

2. Crop management and seed production section;

Pictures and videos of the laboratories and seed production of the center

3. Postharvest, processing, and utilization section;

Pictures and videos of the different root crop products



4. Engineering section;	4. Engineering section;	Pictures and videos of the facilities of the center
5. Social science and policy section; and the	5. Social science and policy section; and the	Pictures and videos of the different meetings of the staff of the center
6. Training and extension section	6. Training and extension section	Pictures and videos of the different trainings and seminars conducted by the staff of the center

FUNCTIONS

1. Develop high yielding, good quality, and pest resistant varieties of potatoes, sweet potatoes, taro, and other root crops.	1. Develop high yielding, good quality, and pest resistant varieties of potatoes, sweet potatoes, taro, and other root crops.	Pictures and videos of the high yielding, good quality, and pest resistant varieties of root crops
2. Develop improved production, harvesting techniques, and effective cropping systems for root crops.	2. Develop improved production, harvesting techniques, and effective cropping systems for root crops.	Pictures and videos of the improved production, harvesting techniques, and effective cropping systems for root crops.
3. Undertake investigations in controlling pest and diseases attacking root crops and their by-products.	3. Undertake investigations in controlling pest and diseases attacking root crops and their by-products.	Pictures and videos of the investigations in controlling pest and diseases attacking root crops and their by-products.
4. Conduct studies on modern processing, postharvest handling, and marketing and utilization techniques for human food, animal feed, and industrial uses.	4. Conduct studies on modern processing, postharvest handling, and marketing and utilization techniques for human food, animal feed, and industrial uses.	Pictures and videos of the studies on modern processing, postharvest handling, and marketing and utilization techniques for human food, animal feed, and industrial uses.
5. Provide training to farmers, students, specialist, and extension	5. Provide training to farmers, students, specialist, and extension	



<ol style="list-style-type: none"> 5. Provide training to farmers, students, specialist, and extension workers on production, postharvest handling, processing and utilization of root crops. 6. Disseminate improved varieties and release up-to-date information on production, postharvest handling, processing, and utilization techniques. 7. Enter into manually beneficial relationships with other institutions or organizations-private and public, national and international to strengthen capability. 	<p>workers on production, postharvest handling, processing and utilization of root crops.</p> <ol style="list-style-type: none"> 6. Disseminate improved varieties and release up-to-date information on production, postharvest handling, processing, and utilization techniques. 7. Enter into manually beneficial relationships with other institutions or organizations-private and public, national and international to strengthen capability. 	<p>Pictures and videos of the training to farmers, students, specialist, and extension workers on production, postharvest handling, processing and utilization of root crops.</p> <p>Pictures and videos of publication regarding the up-to-date information of root crops.</p> <p>Pictures of the different linkages of the center.</p>
<p>The center maintains to gather different awards and recognitions on the researches they conduct which is in line with the Research, Development and Extension Programs</p>	<p>Different certificates, awards, received by the center</p>	<p>Different certificates, awards, received by the center</p>
<p>The Center offers technical services such as the</p> <ol style="list-style-type: none"> 1. Planting material assistance 2. Disease clinic services 3. Regular training on root crop production 	<ol style="list-style-type: none"> 1. Planting material assistance 2. Disease clinic services 3. Regular training on root crop production 4. Information services 	<p>Pictures and/ videos of</p> <ol style="list-style-type: none"> 1. Planting material assistance 2. Disease clinic services 3. Regular training on root crop production 4. Information services



-
- | | | |
|--|---------------------------------|--|
| 4. Information services | 5. Publication services and the | 5. Publication services and the |
| 5. Publication services and the | 6. Root crops conference hall | 6. Root crops conference hall facilities |
| 6. Root crops conference hall facilities which accommodates outside users at cost. | | |

Come and visit us!

For more information, write or call:

Northern Philippines Root Crops
Research and Training Center
Benguet State University
La Trinidad, Benguet
Tel. / Fax No. (074) 422-2439

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This promotional video is produced in
partial
fulfillment of the requirements
for the degree

Bachelor of Science in Development
Communication
(Educational Communication)

By: Anna Fe Lugares

