

BIBLIOGRAPHY

LENGUAJE, NOEL A. APRIL 2013. LTWD Calendar as a Communication Channel for the La Trinidad Water District Advocacies. Benguet State University, La Trinidad, Benguet.

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ABSTRACT

The study aimed to document processes involved in the communication channel employed by La Trinidad Water District for their advocacies and to determine its effectiveness.

Specifically, the study aimed to identify the respondents' socio-demographic profile; identify the methods used by La Trinidad Water District for information dissemination; determine the advocacies of La Trinidad Water District; determine the basis for choosing calendar as a channel for their advocacies; identify the processes being followed by La Trinidad Water District in preparing the calendar; evaluate the content of the calendar; and enumerate the suggestion or comments of the respondents for the improvement of La Trinidad Water District calendar.

The researcher conducted key informant interview with Mr. Oliver Taule and Mrs. Lourdes Lacamen to obtain necessary information for the study. In addition, evaluation



questionnaires were administered to the selected respondents for the evaluation and suggestions and comments for the improvement of the calendar.

Majority of the respondents were female. More than half of them were college level and majority belonged to 18-28 age bracket. Moreover, majority of the respondents were residential users.

Print media such as flyers, posters, and calendar were used by La Trinidad Water District to disseminate information to their clients aside from the orientation intended for new customers. The calendar was chosen as a channel because of its usability and cost-efficiency.

Moreover, almost all of the La Trinidad Water District advocacies were water related such as issues on typhoons, floods and water conservation.

On the other hand, La Trinidad Water District followed several processes in preparing the calendar. Processes included were ideation of the committee, the information collection, presentation of information, printing press selection, production of the material, distribution of the calendar and the evaluation.

In terms of understanding the content, the respondents strongly agreed that the calendar gave beyond the set criteria for the evaluation. Meanwhile, respondents agreed to the terms used in the calendar. In contrary to this, some respondents during the evaluation said that some terms in the calendar such as encroachment and levees were very technical. They also agreed with regards to the sources of the information, including the conciseness and relevance of information.



Comparing the results from the other criteria, the elements placed particularly the color and graphics in the calendar got a disagree remark. Based on the follow up interviews conducted, the color and graphic elements placed in the calendar were identified by the respondents that need more improvements.

Although most of the respondents agreed in the criteria given, there were points for improvements of the calendar commented and suggested by the respondents especially on the layout, color and graphics.

It is recommended that La Trinidad Water District should involve their clients in the planning committee for sound decision making. It is also recommended that the said institution may use other forms of evaluation and channels.



INTRODUCTION

Rationale

Today, there are many business institutions that provide products and services that cater to the needs of the community. The aim of these small and big businesses is not mainly to gain profit but to protect the environment through their Corporate Social Responsibility (CSR). Through their CSR, they created campaigns or advocacies to address certain social issues.

Communication is a powerful process to address major development issues. Health, economic, child rights, population growth, gender equality and other issues are significantly determined by social environment, availability of information, levels of personal skills and quality of support from friends and family. Communication capacity in today's world provides opportunities to improve these factors (Schramm, 1948).

The development of communication materials is one of the best tools for a group, organization and institution to communicate their messages. Through these materials, the relationship of the clients and the group or institution is strongly built.

Communication materials are essential for a successful team or business. Creating effective communication materials will help direct and inspire the members of the team or organization. Without these materials, confusion, frustration and lack of motivation may occur. The ability to hand hard copy materials to the team or organizational members gives



them the power to read the information for their clarification and personal development (Papa, 2010).

Katz (1995) added that major communication channels play an important role in shaping the social environment. Healthy communication involves working partnership with people and organizations that are central to how a nation and community communicates.

Given these importance, the La Trinidad Water District developed several communication materials that will help their clients in meeting their needs through the services they offer. There were three posters that were developed regarding their water connection and delivery services and guidelines on availing discounts for senior citizens. Another material distributed by LTWD was their yearly calendar given to their clients every first working week of December. The communication materials that were developed were used to communicate the services and to get some feedbacks from their clients.

The La Trinidad Water District (LTWD) is one of the essential institutions that serve not only the La Trinidad residents but also nearby areas of Benguet. With their slogan "Water for All is our Goal", the institution provides water supply to the Barangays of La Trinidad to meet the needs of their clients for water consumption.

To open their services and impart their advocacies to their clients, the La Trinidad Water District created calendars as a medium for information dissemination. Aside from the institution name, address, slogan and contact numbers, the calendar also included topics related to water conservation and water related issues that give knowledge to their clients.



To evaluate the calendar as a communication channel, there is a need to study the processes done by La Trinidad Water District in developing communication material for their advocacies.

Statement of the Problem

Generally, this study aimed to document processes involved in the communication channel employed by La Trinidad Water District for their advocacies and to determine its effectiveness.

Specifically, the study answered the following questions:

1. What is the socio-demographic profile of the respondents?
2. What are the methods used by La Trinidad Water District for information dissemination?
3. What are the advocacies of La Trinidad Water District?
4. What is the basis for choosing calendar as a channel for their advocacies?
5. What are the processes followed by La Trinidad Water District in preparing the calendar?
6. What is the evaluation of the respondents on the calendar produced by LTWD?
7. What are the suggestions or comments of the respondents for the improvement of the calendar?



Objectives of the Study

Generally, this study aimed to document processes involved in the communication channel employed by La Trinidad Water District for their advocacies and to determine its effectiveness.

The specific objectives of the study are to:

1. identify the respondents socio-demographic profile;
2. identify the methods used by La Trinidad Water District for information dissemination;
3. determine the advocacies of La Trinidad Water District;
4. determine the basis for choosing calendar as a channel for their advocacies;
5. identify the processes being followed by La Trinidad Water District in preparing the calendar;
6. evaluate the content of the calendar; and,
7. enumerate the suggestion or comments of the respondents for the improvement of La Trinidad Water District calendar.

Importance of the Study

The results of the study may aid, not only for La Trinidad Water District but also other local institutions, in the development of their communication material for their advocacies. The study may serve as a guide or basis for the proper strategies and layouting of materials. It may also help in facilitating and monitoring of the communication materials. In addition, the result may be also used to evaluate future communication materials.



On the other hand, the study results may serve as reference for future research or similar type of research by the students and other researchers.

Scope and Limitation of the Study

The study focused on the communication material specifically the calendar of La Trinidad Water District (LTWD) as a communication channel for their advocacies. It also focused on the methods used by LTWD in disseminating information. It also includes the effectiveness of the communication channel. The study also focused on the content of the communication material. The study also deals with the processes undergone by the La Trinidad Water District in developing their communication material. The study also focused on the advocacies of La Trinidad Water District.

On the other hand, the study was conducted in the selected barangays of La Trinidad, Benguet only. The respondents were LTWD clients which ages ranging from 18 and above.



REVIEW OF LITERATURE

Communication is a vital element of a society as it is used to disseminate information and promote understanding among members of society (Manzano, 2008). In addition, Braid (1983) said that most important units in governmental agencies operate from a central unit. Their principal function is to support the institutions in diffusing information to the public and creating awareness of their activities.

According to Dacsig (2008), the effectiveness of communication in the socioeconomic development of a particular area or community is very important. It is the basis for sound decision making and possibly determines the achievement of set of goals and objectives. It is a vital component of awareness and unity of the people.

La Trinidad Water District as an Institution

An institution is any structure or mechanism of social order and cooperation governing the behavior of a set of individuals within a given human community. Institutions are identified with a social purpose and permanence, transcending individual human lives and intentions, and with the making and enforcing of rules governing cooperative human behavior (Seumas, 2007). La Trinidad Water District (LTWD) is a service providing institution. For long years of services it offered, it already built up a strong foundation.



According to LTWD (2012), the original water system facilities were constructed by the defunct La Trinidad Municipal Waterworks System and the Trinidad Agricultural School, now Benguet State University.

In June 26, 1979, the Sangguniang Bayan of La Trinidad passed Resolution No. 54 s. 1979 creating the La Trinidad Water District covering the different barangays of the municipality and transferring all of its existing water system facilities to the District.

The Local Water Utilities Administration, the umbrella organization of water districts issued the LTWD's Conditional Certificate of Conformance in November 5, 1979.

The head agency is the Board whose function is limited to policy-making, it does not engage in the detailed management of the district. The local water district Board is represented by different sectors, namely; Business, Civic, Education, Professional and Women's.

As of December 2012, La Trinidad Water District is serving 12,998 metered connections comprising: 128 government institutions, 564 Commercial/Industrial, 200 Commercial A, 266 Commercial B, and 11, 840 Residential water users. These are being supplied with water from two spring sources namely: Ampasit and Lubas spring and eleven deep wells (LTWD, 2012).

Corporate Social Responsibility

Corporate Social Responsibility (CSR) is defined by Baker (2004) as how companies manage the business processes to produce an overall positive impact on society.



She added that companies need to answer to two aspects of their operations: (1) the quality of their management - both in terms of people and processes (the inner circle) (2) the nature of, and quantity of their impact on society in the various areas.

Furthermore, Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large (Holme and Watts, 2000).

According to Riley (2012), there are four main parts to CSR that includes (1) economic which is the responsibility to earn profit for owners (2) legal which is the responsibility to comply with the law (3) ethical which is not acting just for profit, but doing what is right, just and fair and (4) voluntary or philanthropic which is promoting human welfare and goodwill being a good corporate citizen contributing to the community and quality of life.

Riley (2012) concluded that CSR involves (a) conducting business in an ethical way and in the interests of the wider community (b) responding positively to emerging societal priorities and expectations (c) a willingness to act ahead of regulatory confrontation (d) balancing shareholder interests against the interests of the wider community and (e) being a good citizen in the community.

Advocacy is one form of CSR. Advocacy is action that aims to change laws, policies, practices and attitudes. Advocacy actions are usually directed at decision makers who hold the power to implement the change required, for example governments or private actors such as water companies. Advocacy can also be directed towards changing public



opinion to support and issue or cause, or take a specific form of action to put pressure on decision makers. The media is a key outlet for this (freshwater action.net, 2000).

Communications role is obviously critical in the development of new ideology. An improved system of distribution of information literacy skills and rationality to improve people's ability to interact and utilize information and the strengthening of links which connect people and institution (Braid, 1983). In addition, communication messages have to be focused on specific goals and should be constantly reinforced by all available channels.

However, Braid (1983) added that communication effectiveness depends on such factors as relationship between communicators, timing of the message, choice of appropriate delivery systems, situation in which communication takes place, ability to interpret cultural norms and values into appropriate symbol systems and effective and appropriate use of technology.

Communication Channels

In an organization, information flows forward, backwards and sideways. This information flow is referred to as communication. Communication channels refer to the way this information flows within the organization and with other organizations (Tutorials Point, 2013).

Furthermore, Tutorials Point (2013) identified the different types of communication channels which includes:

Formal communication channels. A formal communication channel transmits information such as the goals, policies, and procedures of an organization. Messages in this type of communication channel follow a chain of command. This means information flows



from a manager to his subordinates and they in turn pass on the information to the next level of staff. An example of a formal communication channel is a company's newsletter which gives employees as well as the clients a clear idea of a company's goals and vision. It also includes the transfer of information with regard to memoranda, reports, directions, and scheduled meetings in the chain of command. Other examples are business plan, customer satisfaction survey, annual reports, employer's manual, and review meetings.

Informal communication channels. Within a formal working environment, there always exists an informal communication network. The strict hierarchical web of communication cannot function efficiently on its own and hence there exists a communication channel outside of this web. While this type of communication channel may disrupt the chain of command, a good manager needs to find the fine balance between the formal and informal communication channel. An example of an informal communication channel is lunchtime at the organization's cafeteria/canteen. Here, in a relaxed atmosphere, discussions among employees are encouraged. Also managers walking around, adopting a hands-on approach to handling employee queries is an example of an informal communication channel. Quality circles, team work, different training programs are outside of the chain of command and so, fall under the category of informal communication channels.

Unofficial communication channels. Sometimes, communication that takes place within an organization is interpersonal. While minutes of a meeting may be a topic of discussion among employees, sports, politics and TV shows also share the floor. The unofficial communication channel in an organization is the organization's 'grapevine'. It is through the grapevine that rumors circulate. Also those engaging in 'grapevine' discussions,



often form groups which translate into friendships outside of the organization. While the grapevine may have positive implications, more often than not information circulating in the grapevine is exaggerated and may cause unnecessary alarm to employees. A good manager should be privy to information circulating in this unofficial communication channel and should take positive measures to prevent the flow of false information. An example of an unofficial communication channel is social gatherings among employees.

According to Braid (1983), there is an evident upsurge of interest in the use of communication to support development efforts.

Providing people with access to information resources implies sharing information with others and helping opportunities for participating in problem solving and decision making (Braid, 1983).

Braid also said that the receiver is the most critical member in the change process. In this regard, it should focus on the mechanisms which will encourage interaction among and between these various groups. It is important to understand people attitudes towards change or innovation, as well as the environment in which the change is to be introduced. According to the Robinson (2009), decision making involves seeking the opinion of others such as members, peers, clients, and other organizations. Involving others in decision making communicates their role is important, it conveys respect and appreciation, and it strengthens their bond with you – their leader.

Furthermore, Braid (1983) added that communication channels should not merely be directed to motivation or awakening people's consciousness but also to changing the socio-economic structures in which they operate. Many strategies, however, lack a system



approach and are focused on isolated problems which may either be social, cultural, economic or political.

Communication Materials for Institution Development

Providing citizens with information on priorities, programs and activities is a vital government function which underpins state-society relations. Governments in the developed world are acutely aware of the need to communicate effectively both to influence public opinion and maintain their legitimacy, and often construct elaborate structures of press offices, and information ministries to perform the communication function. But in many developing countries, governments lack communication capacity, and the development of the communication function is hampered by a combination of weak incentives (e.g. no culture of disclosure), lack of professional training and communication infrastructure, and lack of supportive legal framework (e.g. access to information laws). Institutional culture often plays an important role in shaping a government's approach to communication, but changing institutional culture takes time (Governance and Social Development Resource Center, 2012).

Colingan (2006) stated that communication materials contribute to the success of a certain program or any undertaking that an agency may implement. These are tools that enhance effectiveness of communication.

Bailey (2003), as cited by Salting (2006) pointed out that effective communication requires both costumers to be satisfied with the outcome and if their ideas differ from each other, the result will be too much information sent, no enough information sent or the wrong information sent.



Strategies in Developing Communication Materials

McCutcheon (1994), as cited by Salting (2006) stated that communication play a very important role in the development of beneficiaries. It is the process of sending and receiving messages and occurs whenever people express themselves in a manner that is clearly understood.

With this, an appropriate strategy in developing communication materials is needed.

Print media is a medium that disseminates printed matter that is usually presented in detailed form to reinforce other methods of teaching and influencing people (Salting, 2006). Dy (1996), as cited by Salting (2006), stated that printed materials are written at a certain reading level.

Furthermore, print remains central and effective because it is diverse and changing. The effectiveness of print as an advertising medium is closely related to the role it plays in the life of the consumer. In a world where the media can be agents of information and entertainment, for both public and private consumption, it is the consumer who makes the choice (Readership Symposium, 2003).

According to Feliciano (2009), broadcast media is one strategy in developing communication materials. This is commonly includes the radio and television. Some institutions produced commercials that educate their clients and these commercials are being utilized through television and radio as a medium



Percival and Ellington (1988) stated that broadcast radio and television have long history of use in education and training. In addition, these are primary means by which information and entertainment are delivered to the public (Feleciano, 2009).

As stated by Feleciano (2009), electronic media attempt to bring the world together to share one common pool of knowledge. Their essence is to educate the masses. In simple statement, electronic media is the use of internet as a communication tool. It is the creation of websites that provides information to the clients.

Evaluation Process

Ligawen (2008) stated that evaluation is a means of improving works that have already been done and implement. It could also measure the extent of achievement of learner in the accomplishment of certain tasks.

On the other hand, evaluation may be defined as a continuous process of collecting and interpreting information in order to assess decisions made in planning and carrying out a learning system (Cadiz, 1991). In addition, Cadiz also elaborated the importance of evaluation which are (1) it determines if the learning system plan is on the right course to reduce the problem and reach the objectives; (2) it points out if the learning system succeeds or fails; (3) it tells how to improve a learning system and (4) it makes the proponents and participants conscious of improving their performance.

Furthermore, Cadiz (1991) said that learning system and its components are evaluated based on the following criteria shown in Table 1.



Table 1. Criteria for evaluation of learning system and its components by Cadiz

Criteria	Description
Appropriateness	It answers the real and felt needs of intended participants, at their level of readiness.
Effectiveness	It meets the objectives.
Efficiency	The combination of resources used in the planning and carrying out the learning system requires at least or realistic costs to achieve objectives.
Cost-effectiveness	It sufficiently or more than compensate for the cost of the resources used.
Adequacy	It is sufficient to attain its objectives.
Side effects	It has effects that are unintentional.
Achievement of individual Participants	Participants are able to perform the instructional objectives.



Definition of Terms

Institution. In this study, it refers to La Trinidad Water District as a service providing institution.

Corporate social responsibility. It refers to the series of activities done by La Trinidad Water District in disseminating information to their clients.

Advocacy. This refers to the different information messages La Trinidad Water District put in their communication material.

Learning system. This refers to the process to be undertaken in developing strategies for making communication materials.

Receiver. This refers to the clients of La Trinidad Water District.



METHODOLOGY

Locale and Time of the Study

The study was conducted in La Trinidad, Benguet (Figure 1 and 2).

La Trinidad is a first class municipality and the capital town of Benguet Province. It is located 3 kilometers north of Baguio City and is 256 kilometers north of Manila at geographical coordinates 16 degrees, 21 minute north latitude and 120 degrees and 25 minutes east longitude. It is bounded on the north by the municipality of Tublay, on the south by Baguio and on the west by Sablan and Tuba (Dango, 2009).

The total population of the municipality of La Trinidad is 107,188 based on the 2010 Census of Population and Housing (Dar, 2012). La Trinidad's land area is measured at 8,079.5152 hectares. It is politically subdivided into 16 barangays: Alapang, Alno, Ambiong, Bahong, Balili, Beckel, Bineng, Betag, Cruz, Lubas, Pico, Poblacion, Puguis, Shilan, Tawang and Wangal.

With its 12, 998 clients from government agencies, commercial and industrial establishments and residential households, twelve (12) out of sixteen (16) La Trinidad barangays are supplied with water by La Trinidad Water District (LTWD) through “schedule system”. The clients inquire for LTWD services through the communication materials like tarpaulins and calendar.



The study was conducted in the five selected barangays. The barangays were selected based on the total population of clients connected to LTWD services. Table 2 shows the top five barangays with highest household connections selected.



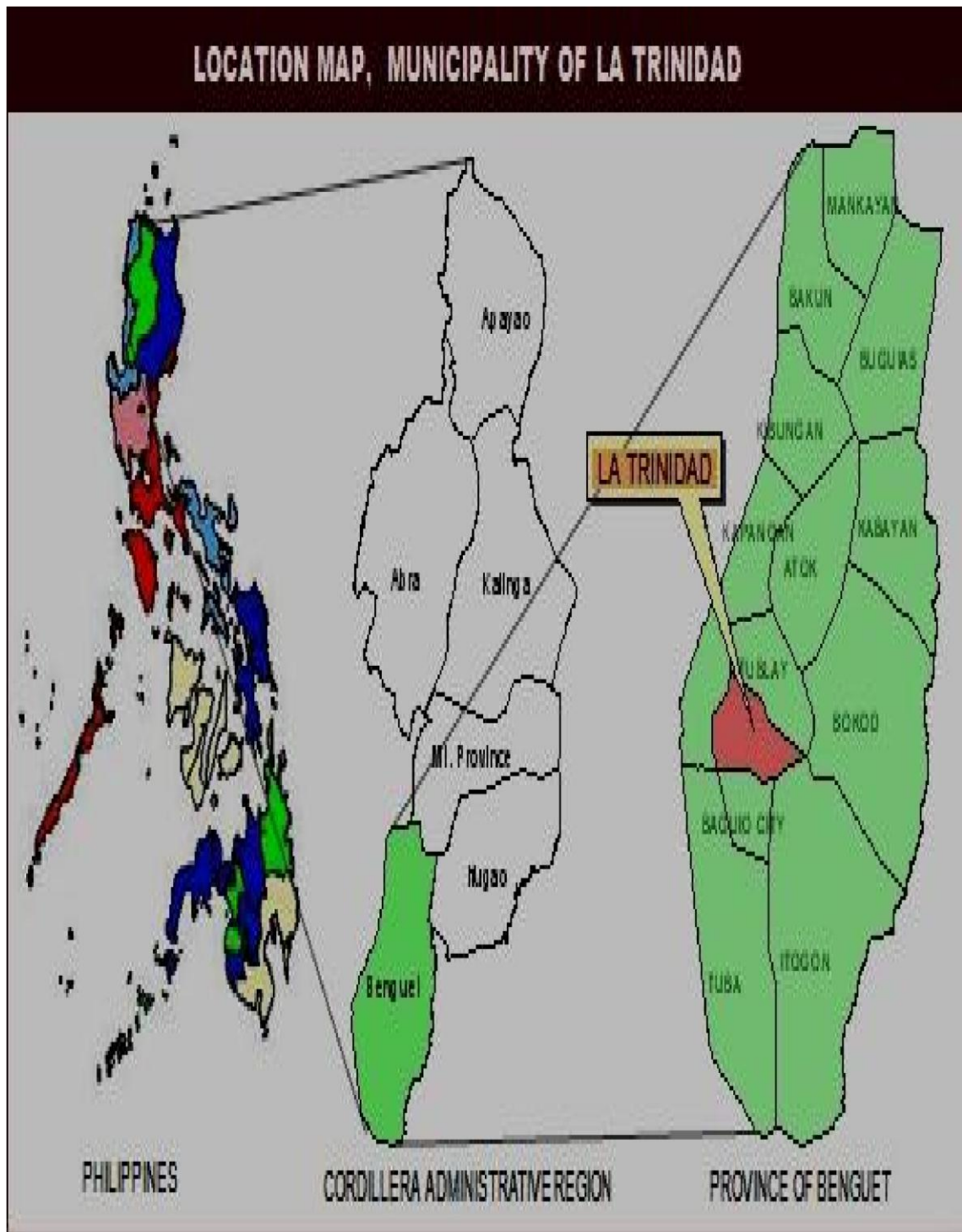


Figure 1. Map of the Province of Benguet showing the location of the study



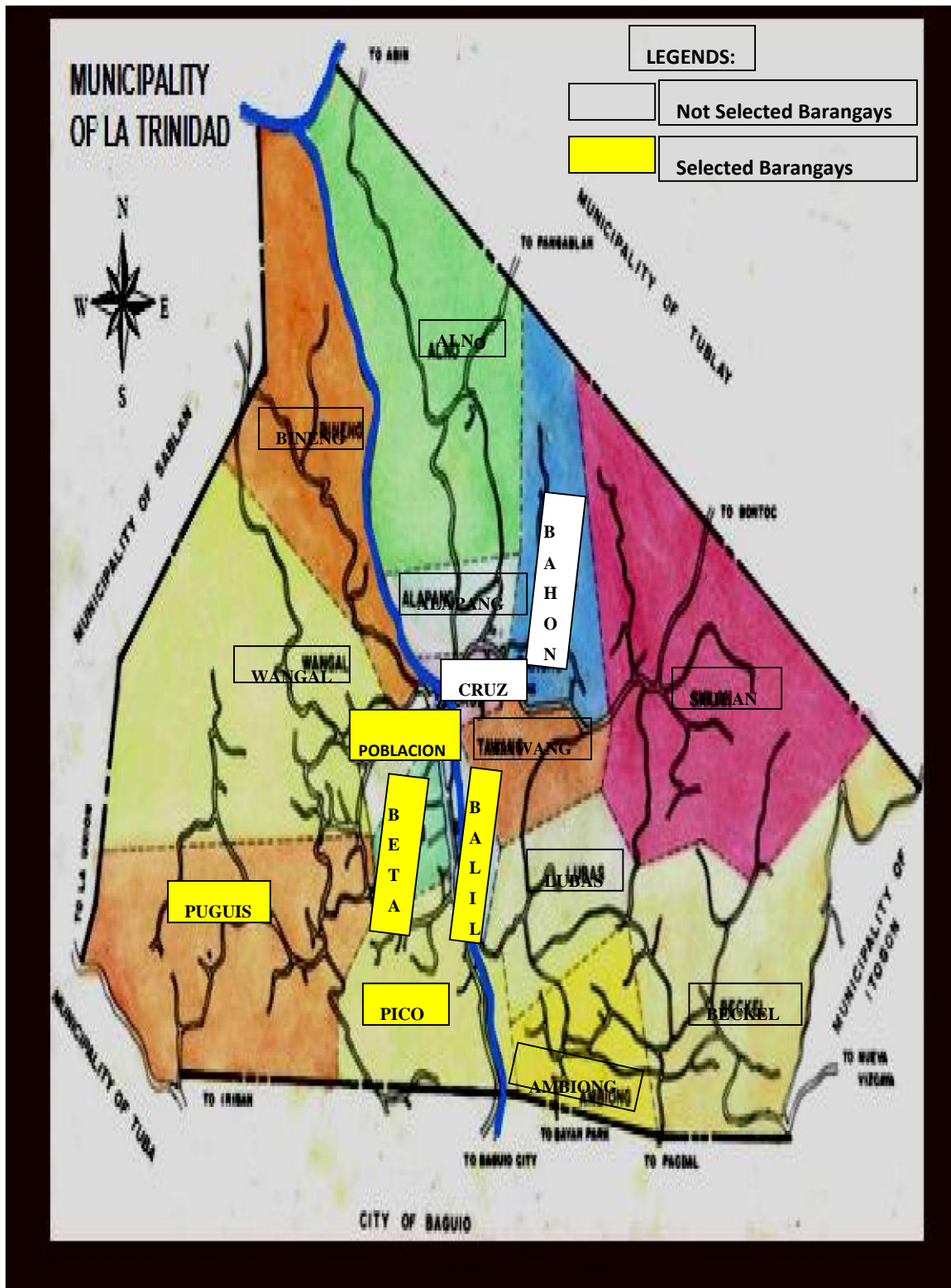


Figure 2. Map of La Trinidad showing the selected barangays for the study Table 2. Top five barangays of La Trinidad in terms of number of household with metered connection (As of March 2012)



BARANGAYS	NUMBER OF HOUSEHOLD WITH METERED CONNECTION
Balili	2,532
Pico	2,435
Poblacion	2,007
Betag	1,483
Puguis	828

The study was conducted from January to March 2013.

Respondents of the Study

The research focused on the clients of La Trinidad Water District. There were two groups interviewed for the study. The first group were the key informants from La Trinidad Water District (LTWD). These people were selected based on their involvement in the planning and production of the LTWD calendar. The key informants for the study were LTWD General Manager Oliver Taule and Mrs. Lourdes Lacamen from the Administrative Department.

On the other hand, the second group were the selected 50 clients who inquired for the water services or the clients who obtained a copy of the LTWD calendar.

The second group of respondents were selected through purposive sampling. They were chosen from the top five barangays mentioned earlier. The criteria in choosing the respondents were: (1) received copy of LTWD calendar and (2) 18 years old and above.

There were 10 respondents per barangay. The 10 respondents from each of the barangay were asked if they received a copy of the calendar.



Subject of the Study

The study focused on the 2012 La Trinidad Water District calendar.

The most common communication material produced by La Trinidad Water District for their clients was the calendar. The LTWD calendar contains water related topics and other information.

The blue and white colored calendar is composed of 6 pages of 11” by 17” paper. In the 2012 issue, La Trinidad Water District placed information about flood causes, types and safety precautions. The information on the calendar were distributed alternately. At the top portion of pages 1, 3 and 5 of the calendar, there were illustrations about causes of flood. At the right side, information on causes of flood and its types are located. On the other hand, pages 2, 4, and 6 contain illustrations about types of floods while at the right side are information about safety precautions and the information source.

Below the information about flood, the institution address and pumping stations contact numbers, the name of the institution and its slogan were placed.

There are 2 months in each page. Dates on Sundays and Holidays are in brown font while Saturday dates were in green. Monday to Friday dates are in blue.



Floods are due to water overflowing from streams and other bodies of water, as well as, by the accumulation of rainwater by drainage. Floods can cause severe damages to lives and properties.

WHAT CAUSES FLOODS?

Floods are due to the complex combination of weather, climate and human activities. Most floods occur as a result of moderate to large-scale rainfall events.

1) Natural causes:

- Intense and Prolonged Rainfall:** Weather disturbances such as low pressure areas, tropical systems, meteorological convergence zone (TCZ), monsoons and fast forward to flooding.
- Storm Surge:** Can raise the level of the ocean by several feet and can inundate the adjacent low-lying coastal communities.
- High Tide:** That coincides with high streamflows can raise water flooding near the coastlines.

2) Human activities:

- Increased urbanization & coastal development:** Increase the impermeable surfaces due to concrete roads and lose its ability to absorb flood waters and may result to flash flooding.
- Informal settlers:** Encroachment of the waterways can obstruct the normal flow of floodwaters.
- Indiscriminate dumping of garbage:** Also causes clogging of waterways.
- Deforestation:** reduces the infiltration capacity and speed the flood flows.
- Blasting:** causes landslides in the slopes of hills and mountains and may result to unintentional damming of rivers and streams.
- Failure of levees and dams:** can create the worst flood events by releasing large quantities of water.

WHAT ARE THE MAJOR TYPES OF FLOODS?

- River flood:** is caused by the overflowing of river when runoff exceeds the capacity of the channels or depression and flooding the adjacent low-lying areas called the "floodplain". Floodplains are relatively lowlands adjacent to rivers, lakes and oceans that are covered with water during floods.
- Flash flood:** is caused by a very short period of unusually heavy rainfall in mountainous or hilly areas. Exceptionally heavy rains can sweep downstream, boulders, trees, bridges and buildings. It may also happen in low areas in cities and suburbs. Most casualties are due to flash floods.
- Coastal flood:** occurs when strong onshore winds push the water inland and cause arise in sea level and floods the low-lying coastal areas. Worst cases could occur if heavy rains coincide with the occurrence of high tides.

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MAY 2012						
SUN	MON	TUE	WED	THU	FRI	SAT
NEW MOON MAY 21 - 7:47 AM	FIRST QUARTER MAY 29 - 4:16 AM	1 Labor Day	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	FULL MOON MAY 31 - 11:35 AM	LAST QUARTER MAY 13 - 5:47 AM

JUNE 2012						
SUN	MON	TUE	WED	THU	FRI	SAT
NEW MOON JUN 19 - 11:03 PM	FIRST QUARTER JUN 27 - 11:31 AM	FULL MOON JUN 4 - 7:12 PM	LAST QUARTER JUN 11 - 9:42 PM		1	2
3	4	5	6	7	8	9
10	11	12 Independence Day	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

TELEPHONE NUMBERS

Administrative Division : (074) 422-2679
 (Facsimile) : (074) 422-1648

Production & Construction Division : (074) 422-7080
 Commercial Division : (074) 422-2978

Pumping Stations:

Central Balili (Deep Well No. 2) : (074) 423-1582
 Puguais (Deep Well No. 3) : (074) 423-2233
 Cabanao, Balili (Deep Well No. 4) : (074) 423-1504
 Amblong (Deep Well No. 5) : (074) 423-1152
 Gov't. Center (Deep Well No. 6) : (074) 422-1145
 Lubas (Lubas Reservoir) : (074) 423-1900

La Trinidad Water District

KM. 5, Pico, La Trinidad, Benguet

"Water for All is Our Goal."

Figure 3. First part of the 2012 La Trinidad Water District calendar showing information on causes and types of floods



Floods are due to water overflowing from streams and other bodies of water as well as, by the accumulation of rainwater by drainage. Floods can cause severe damages to lives and properties.

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SAFETY TIPS

Preparing for floods is a shared responsibility.

Before flooding occurs

- Be aware how often your location is likely to be flooded and to what extent.
- Know the flood warning system in your community and be sure your family knows it.
- Keep informed of daily weather condition.
- Designate an evacuation area for the family and livestock and assign family members specific instructions and responsibilities according to an evacuation plan.
- Keep a stock of food, which requires little cooking and refrigeration as electric power may be interrupted.
- Keep a transistorized radio and flashlight with spare batteries, emergency cooking equipment, candles, matches and first aid kit handy in case of emergency.
- Securely anchor weak dwellings and dams.

When warned of Flood

- Be ALERT to the possibility of flood, if it has been raining for several days. Flood happens as the ground becomes saturated.
- Listen to your radio for emergency instructions.
- Store drinking water in containers, water service may be interrupted.
- Move household belongings to upper levels.
- Get livestock to higher ground.
- If advised to evacuate, DO SO. Do not panic, move to a safe area before access is cut off by flood waters.
- Turn off electricity at the main switch in the building before evacuating and also lock your house.

During the Flood

- Avoid areas subject to sudden flooding.
- Do not attempt to cross rivers of flowing streams where water is above the knee.
- Beware of water-covered roads and bridges.
- Avoid unnecessary exposures to the elements.
- Do not go swimming or boating in swollen rivers.
- Eat only well-cooked food, protect leftovers against contamination.
- Drink clean or preferably boiled water ONLY.

After the Flood

- Re-enter the dwellings with caution using flashlights, lanterns or torches. Flammables may be inside.
- Be alert for fire hazards like broken electric wires.
- Do not eat food and drink water until they have been checked for flood water contamination.
- Report broken utility lines (electricity, water, gas, and telephone) to appropriate agencies/authorities.
- Do not turn on the main switch or use appliances and other equipment until they have been checked by a competent electrician.
- Consult health authorities for immunization requirements.
- Do not go "sight-seeing" in disaster areas. Your presence might hamper rescue and other emergency operations.

Sources: PAGASA - DOST

MARCH					2012	
SUN	MON	TUE	WED	THU	FRI	SAT
NEW MOON MAR 22 - 10:37 PM	FIRST QUARTER MAR 1 - 9:22 AM	FULL MOON MAR 8 - 5:40 PM	LAST QUARTER MAR 15 - 9:25 AM	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL					2012	
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5 Maundy Thursday	6 Good Friday	7
8	9 Araw ng Kagitangan	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30		NEW MOON APR 21 - 3:19 PM	FIRST QUARTER APR 28 - 5:56 PM	FULL MOON APR 7 - 3:18 AM	LAST QUARTER APR 13 - 6:50 PM

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Gov't. Center (Deep Well No. 6)	: (074) 422-1145
Lubas (Lubas Reservoir)	: (074) 423-1900

La Trinidad Water District

KM. 5, Pico, La Trinidad, Benguet

"Water for All is Our Goal."

Figure 4. Second part of 2012 La Trinidad Water District calendar showing information on safety tips for floods



Data Collection

Generally, this study used qualitative approaches in gathering the needed data.

The researcher personally gathered the data and other pertinent information. Assistance from the residents of each barangay was sought for guide and direction.

The researcher used guide questions for the key informants. The guide questions developed obtained pertinent information regarding the selected communication material. Informal interview was used to clarify certain things about the communication material.

On the other hand, evaluation questionnaires were administered to the selected respondents to obtain the necessary information for the evaluation of the selected communication material.

Data Gathered

The data gathered were the socio-demographic profile of the respondents which includes general information on respondents' identification, education and occupation. The study gathered data regarding on the communication channels used by LTWD in disseminating information. The researcher also collected data on the advocacies and content of the communication material. Data gathered also includes the processes done by La Trinidad Water District in developing the said communication material. Another collected data were the evaluation by the clients in the LTWD calendar content. Lastly, the suggestions and comments of the respondents with regards to the improvement of the communication material were collected. Data collected were based on the information content and overall processes done for the material.



Data Analysis

All information gathered were consolidated, tabulated, presented and analyzed using descriptive statistics.

The study used both qualitative and quantitative methods of data analysis. Qualitative methods like the interview were used to determine the planning and production of the communication material. On the other hand, quantitative methods were done in the frequency counts, mean and percentages of the responses of the respondents in the given questionnaire.



RESULTS AND DISCUSSIONS

Socio-demographic Profile of the Respondents

Table 3 shows the socio-demographic profile of the respondents of the study. The data include their sex, age, educational attainment, meter connection type, and user classification. There were three classifications of respondents that were used in the study which include commercial user, residential user and government institutions. The 50 respondents belonged to the selected top five barangay with highest water connection.

Sex. Out of the 50 respondents, majority (78%) were female and 22% were male.

Age. The respondents age were divided into four brackets wherein 60% belonged to 18-28 age bracket. The same number of respondents (16%) belonged to 29-39 and 40-50 age brackets while half of it (8%) belonged to 51-61 age bracket. The oldest respondent was 58 years old while the youngest age was 18.

Educational attainment. More than half (66%) of the respondents were college level. In addition, 30% of the respondents belonged to high school level and the remaining 4% reached elementary level. This implies that La Trinidad Water District clients reached high educational level.

Occupation. Majority (70%) of the respondents were unemployed. They were students, housewives and fresh graduates. In addition, 14% of the respondents were owners of business. Only 10% of the respondents were laborers and 6% were government employees.

Under the residential users, majority (50%) of them lives in boarding houses while 40% of them live in their own houses and only 10% lives in apartments. Moreover, respondents



from commercial users, operate sari-sari store, food house, boarding house, rice retailing and carwash businesses.

Furthermore, the three respondents under government institution category were kagawad of Barangay Balili, examiner of Registry of DEEDS, and teacher of Puguis Elementary School.

User classification. Out of the 50 respondents, 80% belonged to residential water user while 14% and 6% of them belonged to commercial water user and government institution user respectively. The result supports the 2012 report of LTWD wherein most of the clients were residential water users, next were commercial users and the least were

128 government institutions water users.

Methods used by La Trinidad Water District in Information Dissemination

For 33 years of service, the La Trinidad Water District has created several communication channels to disseminate their services and information to their clients. According to Mr. Taule, the institution mostly used print media in disseminating information to their clients such as flyers, posters and the calendar. In relation to this, Salting (2006) said that print media is a medium that disseminates printed matter in detailed form to reinforce other methods of teaching and influencing people.

Furthermore, Mr. Taule added that new customers are mandated to attend



orientation held in their office to be informed on their services and impart information to the clients. With this, Manzano (2008) said that communication is a vital element in the

Table 3. Socio-demographic profile of the respondents

CHARACTERISTICS	FREQUENCY (n=50)	PERCENTAGE (%)
Age		
18-28	30	60
29-39	8	16
40-50	8	16
51-61	4	8
TOTAL	50	100
Sex		
Male	11	22
Female	39	78
TOTAL	50	100
Educational attainment		
Elementary	2	4
High School	15	30
College	33	66
TOTAL	50	100
Occupation		
Unemployed	35	70
Laborer	5	10
Business owners	7	14
Government employees	3	6
TOTAL	50	100
User Classification		



Residential	40	80
Commercial	7	14
Government Institution	3	6
TOTAL	50	100

society as it is used to disseminate information and promote understanding among members of the community.

Based on the interview, the following strategies were used to disseminate information:

Flyers and posters. The flyers were given to the clients if they apply for water connection. The flyer includes services like water connection, delivery and discounts offered by LTWD, information on bill payments, classification of the clients and rate of water consumption. On the other hand, the posters were posted outside and inside the building of La Trinidad Water District. It contains detailed information on the availing services offered by the institution.



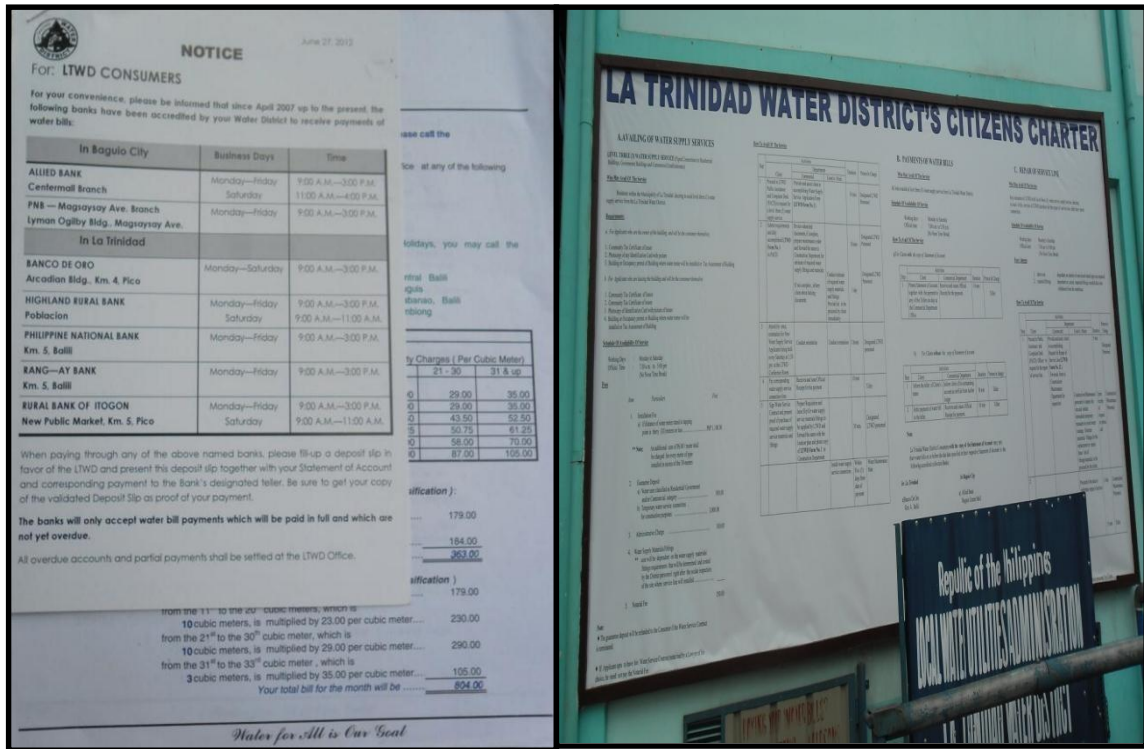


Figure 5. Photos of the flyer and sample poster of La Trinidad Water District

Orientation. New customers are mandated to attend an orientation (Figure 6) held at the second floor of LTWD building every Saturday at 1:30 pm onwards. The activity started with a presentation showcasing communal forests and watersheds areas in Benguet. Aside from the pictures, the presentation also includes background Ilocano environmental song entitled “Saludsod ni Ading” and statements that encourage the clients to participate in preserving and protecting the showed environment resources. Mr. Filbert Nga-otoy, facilitator, presented the vision, mission, sources of water, services, and other business matters. As the facilitator explained, the clients were free to asked questions to clarify their queries.

During the question and answer, Mr. Nga-otoy said that costumers should observe leaks in their connection to avoid contamination. He added that if there was a leak observed, the



water should be boiled before drinking it for the safety of the clients. He also encouraged the clients to conserve water and express disapproval to their neighbors

who were caught in overflowing water.



Figure 6. Mr. Nga-otoy discussed to new customers their services and informs them with relevant information

Calendar. This is a yearly give-away of La Trinidad Water District that includes not only dates but also water related information.

The La Trinidad Water District Advocacies

In 2000, the institution started to put information on the calendar as part of their Corporate Social Responsibility. Mr. Oliver Taule, LTWD General Manager, said that informing their clients not only with their services but also with relevant information will help them realize their responsibility to the institution and to the environment. In addition, he also said that the institution need the participation of their clients in protecting the environment especially the sources of water. This support what Holme and Watts (2000)



stated that the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.

Table 4 shows the advocacies of the La Trinidad Water District from 2009 to 2013. It includes the LTWD advocacies, reasons for choosing the information and the year of implementation. Almost all of the collected advocacies focused on water related topics.

There were only five advocacies gathered from the key informant. Mr. Taule said that the institution does not have hard and electronic copies of the past issues of the calendar. He also added that since the institution printing partner is not permanent and not documented, it is hard for them to coordinate to the different printing press for the copies of the calendar. These were the reasons why the researcher only gathered what just

Mr. Taule recalled. The results stated above might affect the evaluation process which defined by Ligawen (2008) as a means of improving works that have already been done and implement.

According to Mrs. Lourdes A. Lacamen, administrative department manager, the channel used by the institution to disseminate their advocacies is through the calendar. She added that information found in the calendar educates and inform their clients with water related issues that concerns the community.

Prior to the statement of Mrs. Lacamen, the 2009 and 2010 calendar issues educates the clients on the water cycle and forest conservation. On the other hand, issues from 2011 to 2013 inform the people on tropical cyclones, floods and importance of water in diet.



Table 4. La Trinidad Water District advocacies from 2009 to 2013

ADVOCACIES	REASON	YEAR IMPLEMENTED
Information on Hydrolic cycle	Informed the people how water was form and where water came from.	2009
Forest conservation	The role of their clients on preserving the watersheds and environment which are very important sources of water.	2010
Tropical cyclones and Signal Warnings	Make the people aware on typhoons and signal warnings.	2011
Floods and Safety Tips	Make the people aware on flood and its prevention tips.	2012
Water as one essential element in Asian Diet	The importance of water intake in their client's diet.	2013

Basis of Choosing Calendar as a Communication Channel

In 2000, the institution decided to use the calendar to disseminate information to the clients. According to Mr. Taule, calendar was chosen as a communication channel based on the following reasons:

Usability. The calendar as a communication channel serves two purposes which is informing the clients not only with dates but also of the La Trinidad Water District services and relevant information. Mr. Taule said that people were concern on time and date. He added that the calendar is suitable in disseminating information because people are collecting calendar to display it to their houses. With this, Mr. Taule emphasized that there is a chance for the clients to read the information placed in the calendar because it serves



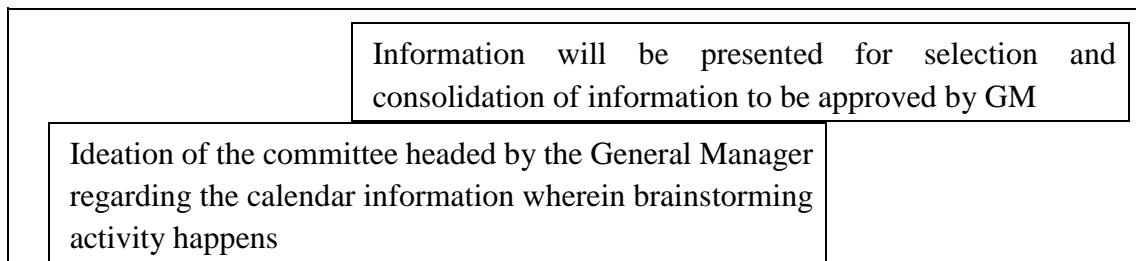
two purposes mentioned earlier. In addition, Mr. Taule said that with the use of the calendar it was also easy for them to disseminate information to their clients.

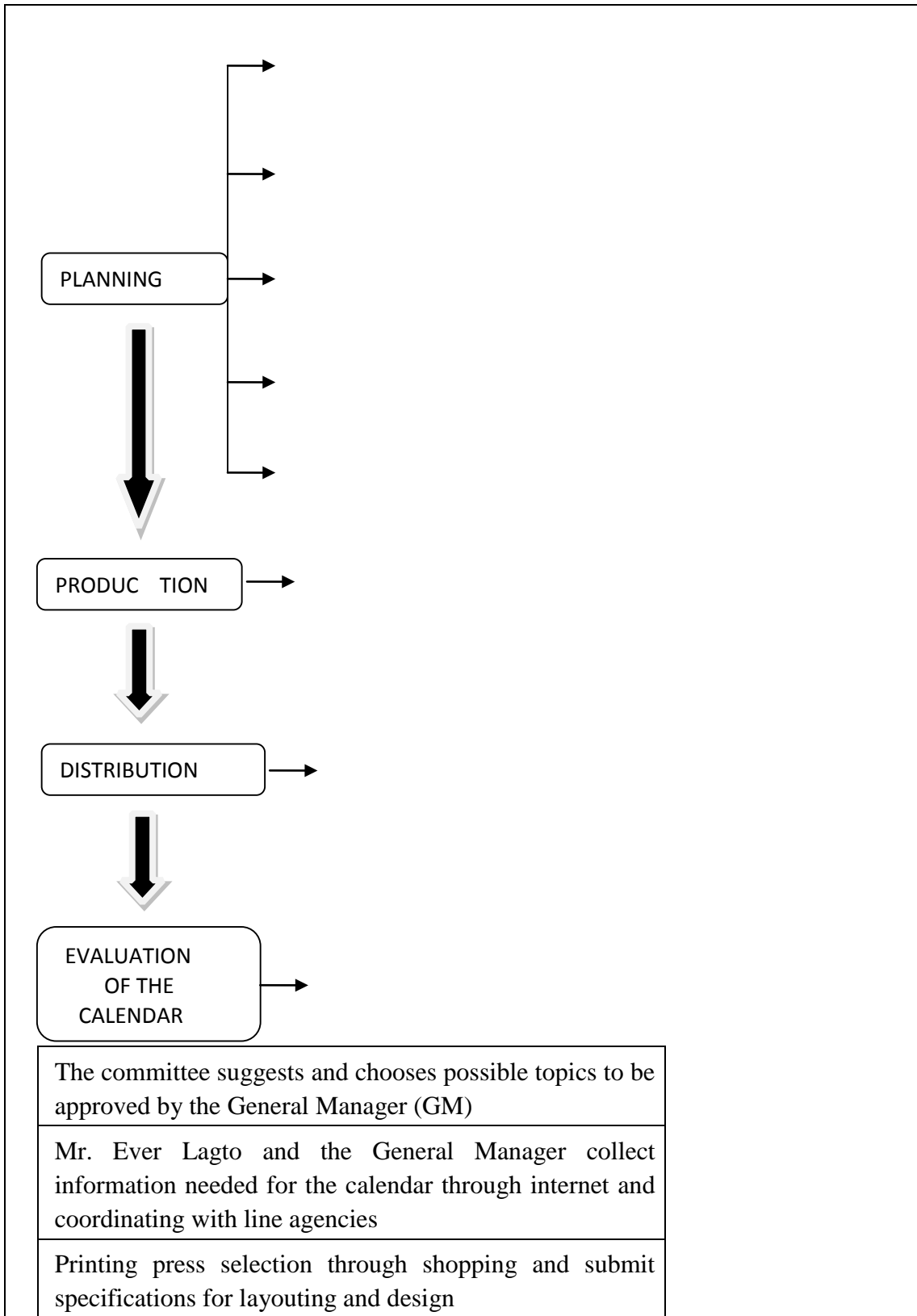
Cost-efficiency. As stated earlier, the calendar as a communication material was displayed in the houses of the clients. Usually, the life span of the calendar is one year. According to Mr. Taule, LTWD produced calendar every year so it is a one time cost for the institution to disseminate information.

This complies with one of Cadiz (1991) criteria for evaluation which is efficiency. She said that the combination of resources used in the planning and carrying out of the learning system requires at least or realistic costs to achieve objectives.

Processes Followed in the Preparation of the Calendar

Figure 7 shows the processes involved in the communication channel which starts from the ideation of the committee, the collection, presentation of information, printing press selection, production of the material, distribution of the calendar and the evaluation process.





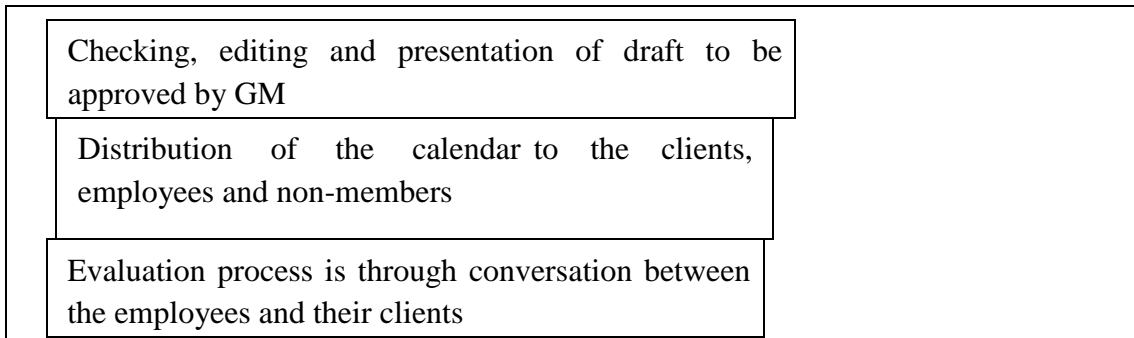


Figure 7. Diagram of processes followed for the calendar preparation

Planning. The La Trinidad Water District created a committee composed of members from the administrative department, commercial department and the office of the General Manager. The formed committee devoted 2 to 3 meetings for the ideation, collection of the information, presentation of information, and selection of printing press of the calendar. The meetings were held at the La Trinidad Water District Building from September to December.

Ideation. Mr. Taule said that in choosing the information to be placed in the calendar it should be water related and relevant to their clients.

In the first meeting, brainstorming process started with the committee suggestions for possible topics to be included in the calendar. After the suggestions, the committee will decide on what topic will be placed in the calendar based on the criteria stated earlier.

However, Mrs. Lacamen said that sometimes the means of choosing the information to be placed in the calendar depends on the suggested topic of the manager. She added that in this situation the manager will just present the topic and will be approved by the committee. This is contrary to Robinson (2009) statement that decision making involves seeking the opinion of others such as members, peers, clients, and other organizations. Involving others in decision making communicates their role is important,



it conveys respect and appreciation, and it strengthens their bond with you – their leader. After the approval on the topic, the manager will assign personnel to collect supporting information about the topic.

Collection of information. The task of the assigned personnel was to collect related documents to be presented in the next committee meeting. According to Mrs.

Lacamen, the person in charge of collecting the information is usually Mr. Ever Lagto, administrative department Procurement Analyst B, but sometimes the General Manager helped in collecting information to be placed in the calendar.

There were two means of collecting the information needed for the calendar. The first was through internet surfing. Lacamen said that the use of internet was one of the fastest ways to get information but it is important to them to evaluate the source to ensure credibility.

Another means of collecting information was through coordinating with line agencies. This is true to what Braid (1983) stated that most important units in governmental agencies operate from a central unit. Their principal function is to support the institutions in diffusing information to the public and creating awareness and unity of the people. The institution identify agency that have information regarding the chosen topic and then the person assigned collect the available documents.

In relation to the mode of collection, La Trinidad Water District coordinated with PAGASA under the Department of Science and Technology (DOST) for the information placed in the 2012 calendar.

Presentation of collected information. After all the needed information were collected, the person assigned will present the collected documents to the committee on the meeting. The



committee then selects and consolidates the collected information for the approval of the manager.

Furthermore, the committee will also decide on other specifications for the calendar which include the size, layout, color, font style and size, and number of copies to be given to the selected printing press aside from the information to be included.

Selecting the printing press. Shopping is the process of selecting the printing press for the calendar. According to Mrs. Lacamen, government agencies followed two modes of procurement. The first is bidding which is applicable to a procurement that costs 500,000 and above. The second mode is the shopping which is used for procurement that worth below 500,000.

The mode of procurement LTWD used is called shopping because the production of the calendar is about 300,000 pesos.

In shopping, the institution will select at least three printing presses for the calendar. Each of the printing presses will submit their quotation and then the committee will evaluate the price quotation. The printing press with the lowest price will be selected for the production of the calendar.

Production. The institution will issue the purchase order or the budget for the calendar. The created specifications will be given to the artist of the winning printing press for design and layouting. The artist will base the layout and design of the calendar on the specifications given. Also, the artist will choose and put the appropriate graphics or illustrations to be included in the calendar. After that, the finished output will be submitted to the office of LTWD for checking, editing, and proofreading of the committee and



approval of the General Manager. The approved draft of the calendar will go again to the printing press to enter the corrections placed by LTWD. Lastly, the printing press will produce the approved number of copies of the calendar.

Distribution. For implementation, the process was called distribution. This process involved the distribution of the calendar to the clients and other people.

According to Mrs. Lacamen, the institution distributed about 12,000 copies of the calendar which is based on the total number of LTWD clients. The recipients of the calendar include the clients, employees, and non-members of the institution.

Moreover, there were three modes of distribution of the calendar. The first was through the office. The clients will have a copy of the calendar upon paying their bills in the commercial department cashier. The second mode was through employees. Each of the employees will be given a number of calendars wherein they are responsible to distribute it to their neighbours and non-members. Mr. Taule said that the calendar also served as a strategy to encourage non-members to apply for water services. On the other hand, LTWD also distributed calendar to schools, government and local offices and establishments.

Evaluation. According to Mr. Taule, the institution did not create a constant way of evaluating the calendar. He added that most of the time the calendar was evaluated through conversations between the La Trinidad Water District officers and the clients. However, it is only just discussed among them and not recorded.

The result stated might affect the evaluation of the calendar wherein Cadiz (1991) elaborated its importance which are (1) it determines if the learning system plan is on the right course to reduce the problem and reach the objectives; (2) it points out if the learning



system succeeds or fails; (3) it tells how to improve a learning system and (4) it makes the proponents and participants conscious of improving their performance.

Evaluation of the LTWD Calendar based on theContent

The calendar content was evaluated based on the following scale: 1 as strongly agree (it gives beyond the criteria); 2 as agree (it meets the criteria); 3 as disagree (it needs more improvement) and 4 as strongly disagree (it fails to meet the criteria).

Table 5 shows the rating of the respondents on the content of the calendar. The respondents evaluated the calendar based on the sentence construction, terms used, relevance and conciseness of information, elements used (color, graphics), and grammar and spelling. Based on the overall result, the respondents agreed to the effectiveness of the content of the calendar as a communication channel for La Trinidad Water District advocacies.

In terms of understanding the content, the respondents rated it at 1.60 (strongly agree) which means that the calendar gives beyond the set criteria for the evaluation. Meanwhile, respondents agree (1.84) to the terms used in the calendar. In contrary to this, some respondents during the evaluation said that some terms in the calendar such as encroachment and levees were very technical. With regards to the sources of the information, respondents rated it at 1.70 (agree). The same rating was given by the respondents in the conciseness and relevant of information at 1.76 (agree). Under grammar and spelling, the respondents agree (1.86) that the calendar meets the criteria for evaluation. Opposing to this, there were respondents who said that the calendar have wrong grammars. During the assessment the researcher did, there were no wrong grammar on the information placed in the calendar.



Comparing the results from the other criteria, the elements placed in the calendar got a disagree remark (2.5) from the respondent. Based on the follow up interviews conducted, the color and graphic elements placed in the calendar were identified by the respondents that need more improvements.

On the other side, La Trinidad Water District said that the colors used in the calendar were based on the nature of the business. In support, Mrs. Lacamen said that the blue color represents water while the green represents the environment specifically the forests.

Suggestions and Comments of the Respondents

Respondents comments on the LTWD calendar. Table 6 shows the general comments of the respondents about the calendar. There were nine respondents who said that the calendar is too colorful and two commented that they do not understand some

Table 5. Respondents evaluation of the LTWD calendar based on the content

CRITERIA	RESPONDENTS (n=50)	MEAN	REMARKS
		Information on the calendar are easily read even without assistance	1.60
The information placed in the calendar are concise	1.76	Agree	
The calendar uses appropriate terms	1.84	Agree	
The sources of information are credible	1.70	Agree	
Information included are relevant	1.76	Agree	
Elements (color, illustrations) placed and used are appropriate in the calendar	2.50	Disagree	
The information in the calendar is in correct grammar and spelling	1.86	Agree	

1.0-1.69 (strongly agree); 1.70-2.49 (agree); 2.5-3.29 (disagree) and 3.30-4.0 (strongly disagree)



terms used in the calendar. Moreover, Mrs. Nietes of Balili said that she observed some sentences that lacks punctuation mark. In contrary to this, the researcher did not see any lack of punctuation mark in the material, however, the comment might have been due to the lightness of the color and size of the punctuation marks specially the periods within series of sentences.

In addition, there were six respondents who said that the calendar elements and information placed were ok. Based on the follow up interviews conducted, the calendar is ok because its design and layout meets the standard calendar appearance.

Suggestions of the respondents for the improvement of the calendar. Table 7 shows the suggestions of the respondents for the improvement of the calendar. There were seven respondents suggested to include more information in the calendar. In line with this, a student from Poblacion said that there should be different information in each page of the calendar. Another suggestion is to put more water awareness topics in the calendar.

Furthermore, Robeline of Betag suggested to change the font color and size into big and catchy ones so that it will be more attractive and attention-getting. Some respondents suggested more visuals especially real pictures of the information placed. In addition, Ms. Oplas said avoid to crammed words in the material and try to improve layout.

There were two respondents who suggested change in the paper used in the calendar. Mr. Marvin, carwash owner, said that the calendar is easily torn because the paper is thin. Ms. Jazzy said that information should be translated into local dialects so that people can easily understand and utilize the information.



Table 6. Respondents comments on the LTWD calendar

COMMENTS	FREQUENCY
It is too colorful	9
Some terms are not understood	2
Lack of punctuation mark	1
It is ok	6

Table 7. Suggestions of the respondents for the improvement of the LTWD calendar

SUGGESTIONS	FREQUENCY
Improve color	10
Include more information	7
Improve layout	4
More visual and real pictures	4
Improve calendar paper	2
Avoid crammed words	1
Change font size	1
Bigger pictures	1
More water awareness topics	1
Translate to local dialect	1



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted to evaluate and document the processes involved in La Trinidad Water District calendar as a communication channel for the institution advocacies.

The study was conducted from January to March 2013 using evaluation questionnaire and key informants interview.

For the socio-demographic profile of the respondents, majority were females. More than half of them were college level. In addition, majority belong to 18-28 age bracket. As to user classifications, majority belonged to residential water users that mostly live in boarding houses.

La Trinidad Water District mostly used print media as methods for information dissemination. The calendar as a channel was chosen because of its usability and costefficiency. All advocacies placed in the calendar were water related but past advocacies were not included.

The processes involved in creating the calendar includes committee meetings, collection of information, presentation of information and draft, selection of printing partner, production of calendar, distribution and evaluation.

The respondents agreed to most of the criteria for evaluating the content of the material except for the color and graphics placed that needs more improvement.



Although most of the respondents agreed in the criteria given, there were points for improvements of the calendar commented and suggested by the respondents.

Conclusions

Based on the findings, the following conclusions were drawn:

1. The La Trinidad Water District calendar as a communication channel is accepted by its intended audience; however, it needs further improvement.
2. The La Trinidad Water District utilized print media for information dissemination.
3. The advocacy of La Trinidad Water District change every year but information placed in the communication material are still water related.
4. Practicality of use and ease of distributions are the main considerations of the La Trinidad Water District's in choosing the communication channel.
5. La Trinidad Water District followed certain procedures in making the calendar.

Recommendations

Based on the summary and conclusions, the following recommendations were derived:

1. The La Trinidad Water District may use other forms of channel like social networking sites and websites to disseminate information to further reach not only their clients but the society at large.



2. The La Trinidad Water District may consider documenting their advocacies and may device other forms of evaluation for their advocacies for monitoring and evaluation purposes.
3. The La Trinidad Water District may solicit participation from selected clients during planning or ideation for them to be involve in the decision making process.
4. The La Trinidad Water District may consider the suggestions of the respondents for the improvement of the LTWD calendar.



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