BIBLIOGRAPHY

MARIE FE B. WANCE, APRIL 2013.Crafting Avenue for Locals" Voices: Participatory Communication Approach in Producing Community Media of Bagong, Sablan, Benguet.Benguet State University, La Trinidad, Benguet.

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ABSTRACT

The study in general established a community media in Bagong, SablanBenguet. Specifically, it determined the information needs of the iBagong; determined their preferred community media, determined their preferences in terms of code; treatment and content, determined the perceived importance of the community media; determined the challenges encountered in the production of community media and documented the production process of the community media.

Results showed that the information needs of the community were on R.H bill, organic farming, activities of the school, ethics of legislation, parliamentary procedures, due process for senior citizens to avail discount in BENECO Bill, and process in the COOP-Benguet membership. The information dissemination on the specified depth of open pit, proper waste segregation, the native dances and how to play the instrument and the curfew on the selling of liquors were needed.

On the preference on the community media, print media surfaced. The treatment was newsletter, according to the respondents, it is not too expensive, not time consuming and easy to produce.

For the code of the newsletter, the core group preferred the use of EnglishIlokano-Ibaloy combination of languages. However, on the actual printed newsletter, no articles were written in Ibaloy or Ilokano.

For the content, the identified problems and information needs became the basis of the core group in writing their articles.

The perceived importance of the community media were; it is a source of information, it is an avenue for sharing information, it fosters cooperation, promotes self - development and motivates people towards development.

Using Participatory Communication Approach in establishing the community media, it followed the stages of planning, production and pre-testing of the newsletter. Selected respondents positively accepted being a part of the core group. Commitment for the sustainability of the newsletter surfaced. Also, it allowed the participating stakeholders to see the newsletter as a tool for self-development.

The produced newsletter has a nameplate of „Sey-ang"; it has a size of 8.5 inches by 11 inches and has eight pages. On the pre-testing of the newsletter, the newsletter was rated to be comprehensible, acceptable, and attractive and is in for sustainability.

The study recommends the continuity of the newsletter with continuous monitoring of the output for sustainability.

INTRODUCTION

<u>Rationale</u>

Information plays an essential role in every aspect of living for it has the ability to empower and mobilize people in achieving development.

Kamba (2009) points out that information, when properly articulated, does not only expand the possibilities of social; political, educational, development but also facilitates awareness and empowerment. An informed citizen can intelligently decide for his own well being and can wisely participate in decision making concerning the development of his community.

Also, the communities are now slowly recognized as agents of their own development. Their participation is now being recognized to be a major factor influencing the achievement of development (Sidchogan, 2011).

The tri-media, audio-visual (television), audio (broadcast) and visual (print) is important in information dissemination. They inform people about almost everything, current issues on health, politics, education, environment and economics. Media is a vessel of valuable information that affects people‟s living.

Barangay Bagong in Sablanis a rural area where there is a difficulty in accessing and disseminating information due to its geographical situation and economic status. Bagong is the northernmost and most isolated barangay of the Municipality of Sablan. On the other hand, Sablan is identified by the Department of Social Welfare and

Development Office as one of the poorest municipalities of Benguet. During a preliminary visit in the community, several people of Bagong have recognized the importance of having a community- based media as this according to themdoes not only allow them to have access on information outside their community but also within their community.

Lavi Pistula, Head Teacher of Jose Gonzales Elementary School, said during an interview that having a community media will give the community a chance to voice out issues and opportunities occurring in their community. Also, she said that there is a need to address the communication gap between the officials and the community. For one, decisions made during Barangay meetings rarely reach the community members.

This was supported by Paul Dio-al, the Barangay Secretary, as he admits that there is indeed a communication barrier between the officials and the constituents. There is a growing concern about the flow of information within the community; consequently leading to lack of participation from the communities.

Moreover, Miguel Lauro, Barangay Captain of Bagong supports the initiative of establishing a communication facility. He believes that this will allow other people outside Bagong to know what is happening in the community.

This dearth of information then sometimes leads to their voices unheard and needs unaddressed. This situation then further emphasizes the importance of community media.

This media is being explored because of its potential to fill the gaps in the mass media system, the inability of the mass media to include and address the information needs of the rural communities. Community-based media are the ones dealing with local happenings.

Community media as defined by Tabing (2000) is a communication facility that is in the community, for the community, about the community, and by the community. It is highly participatory. It involves the communities in the planning, producing and evaluating the messages.

When the community is well informed, there is community participation. As Paraguas (2004) puts it, with proper rural communication, rural people are informed about the activities and issues in their surroundings, allowing them not only of the knowledge but also participation. A well informed individual can judiciously participate in the development process of his community.

These responses and observations prompted the study to come up with a community media that will not only inform the community but also emphasize participation of the stakeholders in the production of the community media by letting them decide on the treatment, content and code of the media based on what they prefer.

Sidchogan (2011) recommends that in response to the changing community participation sphere, Participatory Communication Approach (PCA) should be considered in coming up with communication initiatives rooted in rural communities.

PCA as defined by Bessete (2004) is the use of communication to facilitate community participation in development initiative. It does not just inform or persuade people to change their behavior but focuses on facilitating communication between stakeholders to address a common problem.

In this study where PCA wasused, the community was involved in the planning, production and pre-testing of the community media.

As stated by Sidchogan (2011), information materials produced through PCA are more likely to be comprehensible, attractive, accurate, and persuasive and can promote self-involvement.

It would be interesting to use PCA in establishing a community media and note the results. Also, the experience of Bagong people with the production of community media employing this approach will be documented.

Statement of the Problem

The study specifically answered the following:

    1.   What are the information needs of the iBagong?

    2.   What community media does the community prefer?

    3.   What are the preferences of the respondents on the nature of the community media in terms of content, code and treatment?

    4.   What are the perceived importanceof the identified community media?

    5.   What are the challenges in the production of the community media?

    6.   How will the residents ofBagong take the production of community media using PCA?

Objectives of the Study

Having the general objective of developing a community media with in Bagong, Sablan, Benguet the study attained the following objectives:

1. determined the information needs of the iBagong;

2. determined the preferred community media of the iBagong;

3. determined their preferences on the nature of the media in terms of content, code and treatment;

4. determined the perceived importance of the community media;

5. determinedthe challenges encountered in the production of community media;

6. established a community media; and,

7. documented the production process of the community media.

Importance of the Study

The study is hoped to be an avenue for the establishment of a sustainable community media that may supply appropriate information and may create a proper community communication.

This study also hopes to bridge a little closer the information divide between the rural and urban areas.

For the stakeholders, they were able to appreciate the value of knowing appropriate information and that their participation is an important factor for development.

Also, they may realizeand appreciate that their active participation in planning, production and evaluation is important. The insights learned from this study may fuel and motivate the participating stakeholders to support and participate in any other development programs of their barangay.

Moreover, the result of the study could also serve as a reference to other researchers and students who aspire to embark on further conducting researches related to the topic

Scope and Limitation of the Study

Given the limited resources, the study focused only in the establishment and pretesting of the identified community media, which is newsletter; any succeeding issues of it is no longer part of the study.

The participation of the community was on the planning, production and evaluation of the community media.

In the production, the researcher helped in writing and editing articles. In like manner, the researcher helped in lay-outing the newsletter as the community is not yet equipped with the technical skills.

REVIEW OF LITERATURE

<u>Information Needs Defined</u>

Information need is a state or process started when one perceives that there is a gap between the information and knowledge available to solve a problem and the actual solution of the problem (Miranda &Tarapanoff, 2007).

On the other hand, information needs are perceived to be related to problems and an important issue is how problems are understood, delimited and formulated (Anonymous,n.d.).

Information search and use processes define information needs. They are built cognitively and emotionally and also on situational and dynamic forms. Information use depends on the individual evaluation of the cognitive and emotional relevance of the information received. It also depends on the appropriated information to solve a certain problematic situation. The construction of information is linked to the social and organizational world in which the user exists. These structures form the conditions that give rise to the need for information. Information needs is determined by: 1) the perception of knowledge gaps (and/or capability gaps) to make sense of the problems to solve or the tasks to perform; 2) the inherent emotional factors linked to the uncertainty, stress level and existing difficulty when noticing those gaps; and 3) the situational factors linked to particular contexts and specific experiences (Wilson 1981, 2000, 2002 and Choo 2003, 2006) as cited by (Miranda &Tarapanoff, 2007).

Participatory Communication Approach

Communication is said to be the societal glue that holds a community in a knit. It also plays an imperative function in promoting development to people. But communication alone cannot solve development problem, participation of the people is essential. Participatory communication is a term that denotes the theory and practices of communication used to involve people in the decision-making of the development process. It intends to return to the roots of its meaning (Nombuso, 2007).

Now, involving the communities in development programs and projects are now being recognized as an important methodology to achieve the full meaning of community development. Braid (1993) notes that active participation implies the right to participate in decisions on the contents and nature of the messages, and to influence decisions regarding policies. It is believed that communities can best identify their needs and their participation is now acknowledged to be essential.

Servaes (1996) as cited by Sidchogan (2011) defines Participatory Communication Approach as an approach that emphasizes a more user and bottom-up orientation in order to involve people in the decision-making process. Moreover, Genilo (2004) cited that in participatory approach, the beneficiaries of development projects must be involved in making the messages of communication materials and should be given access to modern communication media. This way, development communication becomes more effective because the "sender" is also the "receiver".

Bessete (2004) defined the concept as:

"A planned activity, based on the one hand on participatory processes, and on the other hand on media and interpersonal communication, which facilitates a dialogue among different stakeholders, around a common development problem or goal, with the objective of developing and implementing a set of activities to contribute to it solicitation, or its realization, and which supports and accompanies this initiative."

Further, Bessete (2004) said that PCA is the use of communication to facilitate community participation in a development initiative. This is an approach that wants to solicit participation from the community. On the other hand, Mefalopulos & Tufte (2009) described participation as a principle in development with support coming from many different stakeholders: governments, donors, civil society, and ordinary citizens.

Development projects abound worldwide and scholars and practitioners alike view PCA as a tool for successful development projects. Mefalopulos & Tufte (2009) suggested that there are four stages for Participatory Development Project

Research stage. This is where the development problem is accurately defined. All relevant stakeholders can be involved in this process. The research around the development problem can include studying previous experiences, individual 6 World Bank Working Paper and community knowledge and attitudes, existing policies and other relevant contextual information related to socio-economic conditions, culture, spirituality, gender.

Design stage. This stage defines the actual activities. A participatory approach helps to secure the ownership and commitment of the communities involved. Active participation by local citizens and other stakeholders aims to enhance both the quality and relevance of the suggested interventions.

Implementation stage. The planned intervention is implemented. Participation at this stage increases commitment, relevance and sustainability.

Evaluation stage. This stage of participation ensures that the most significant changes are voiced, brought to common attention and assessed. For a meaningful evaluation, indicators and measurements should be defined in a participatory process at the very beginning of the initiative involving all relevant stakeholders.

Mefalopulos & Tufte (2009) believed that these divisions facilitate assessment of when and to what degree a participatory approach is relevant.

Community Media

Community media is a media for, by and of the community. Tabing (2000) defines community media as a communication facility that is in the community, for the community, about the community, and by the community. He specified characteristics of a community media as follows: owned and controlled by the people in the community; small and low-cost; provides interactive two-way communication; non-profit and autonomous; non-commercial; have limited coverage; utilizes indigenous materials and resources; reflects community needs and interest; and supports community development with a large part of the programme and content.

Community media according to Bang-ngit (2011) are popularly known as media located in the community, usually serving the needs and interest of people within the locality.

Berger (1996) cited that The South Africa"s National Community Media Forum (NCMF) considers media as a tool to encounter propaganda, inform, mobilize and educate

the masses about their rights and to facilitate the building of strong community organizations.

Along with this, the NCFM has identified five features of community media which are: (1) the ownership and control by the community through its representatives like religious, youth, women, civic, labor, education, cultural and sporting according to Gatuza (1996) as adapted by NCFM; (2) the ownership and purpose should be nonprofit;(3) accessible to the community;(4) the type of community; and (5) to service disadvantaged community.

For a community medium to be called as „community media‟, it has to meet all the five features.

As for Tabing (2004), the element of wide participation of the people in management, production and responsibility in genuine community media make this media distinct from other types of media.

Braid (1993) said that with community media, the community members can present their own views and be listened to and they can participate in the programming as well as other aspects of production. With this, where the mass media have failed or have not been effective, community media are expected to succeed because they are better able to reflect community needs.

<u>Development of Community Media</u>

The development of community media should be based on a community communication strategy. That strategy according to Opubor (2000) should seek to provide answers in support of the communication needs and objectives defined by the community.

Oepen (1990) as cited by Opubor (2000) defines community communication as a process of horizontal and vertical social interaction and networking through media regularly produced, managed and controlled by or in close co-operation between people at the community level and at other levels of society who share a socio-political commitment towards a democratic society of countervailing powers.

However, Opubor (2000) admits that the definition and development of „community media" is still not generally agreed upon. On the other hand, he believes that in trying to establish a community media in the future that surpasses the community media of the 20th century and caters the needs of the community more effectively, there are certain steps or processes that can be followed.

Needs assessment survey of the community. Community media development should proceed from a basic understanding of the nature and needs of the community.Further, Opubor (2000) propose that to gather answers to questions, a participatory, „ethnography of communication" methodology should be used.

A community needs survey should give clear answer on what information is needed to define the parameters and details of the community"s communication system, what components need special attention and why. Also, it should acquire a solid information

what media does the community already have; what media does it want; what media does it need and what media it can afford.

With regard to the questions what media channels or combinations would likely to meet the community‟s needs and who can make it available, Opubor (2000) suggest that it should be discussed between the community and interested external partners.

Participatory research. This becomes an important first step in the decision whether or not additional media are required to meet the needs of the community communication system and what specific media is needed.

Strategic scenarios for developing a community‟s communication system. With regard to the possible result of ethnographic communication research it is important to answer the question, how to have more inclusive media through providing more diverse opportunities for community communication. Opubor (2000) predicts that this may mean intervening in communication system elements, including media. On the other hand, non-media considerations could include the idea of attracting new voices into community communication like the women and elderly. These efforts may not mean creating new medium but rather provides access for new sources of information within existing channels.

In a nutshell, Opubor (2000) suggest that an approach to community identification through an „ethnographic‟ methodology is a useful start in defining the communication profile and needs of the community and identifying its communication system needs.

The creation of community media should have a healthy balance between socio-cultural and economic background and on the communication background and profile of

the community. This becomes the basis, from an endogenous point of reference on which media is to be established and its placement within a community communication strategy.

Types of Community Media

According to Tabing (2000), there are several media that can be considered as community media. This can be classified into three, the print media, audio and audio- visual.

Print. This could range from publications, newsletters, blackboard newspapers, and wall papers. Newspapers according to Barghouti (1973) as cited by Ongkiko and Flor (2003) can present technical data in clearly designed text and provide detailed information. Ongkiko and Flor (2003) believe that newspapers are influential in creation awareness and mobilizing public opinion. One advantage of print media is that articles can be shared or kept as reference materials.

John Hopkins University presents that publications and loose leaflets are excellent in depth presentations of issues and technical information. Also, it can cover more than one topic. However, it can be expensive and can only be effective if well designed and produced. Poorly printed publications maybe less expensive but not be read.

Audio. Radio is available in almost all countries, reaching mass audiences cheaply and rapidly (Barghouti, 1973) as cited by Ongkiko and Flor, (2003). It has many advantages but also has disadvantages. Ongkiko and Flor, (2003) acknowledged that one of its advantages is its availability and affordability that made it possible to reach even remote communities. On the other hand, one of its disadvantages is the disability to overcome some geographic barriers such as high mountain ranges to reach the remotest communities. To address this limitation, the UNESCO Tambuli projects have placed radio transmitters

in small communities as a community medium for the exchange and dissemination of important community information.

Community radio stations cover local events. They explain and promote local projects and development efforts, provide national coverage and striving all the time to strike a balance between national and local coverage (Ongkiko and Flor, 2003). [15]

Audio-Visual. Folk media, according to Tabing (2000) is more prevalent in SouthEast Asia. Folk media practices are indigenous forms of self-expression and are used in information, education and communication campaigns for extension or development purposes.

Importance of Community Media

Community media can be an effective form of information dissemination as one of its responsibility is to disseminate information needed by the community (Bang-ngit,

2011). Community media can turn the strategy of development from "top-down" to "bottom-up". Braid (1993) believes that community media if mobilized properly could support this philosophy. Community media are local and indigenous; they have the capability to promote horizontal and two-way communication among people living in the same community so that the latter can be raised to a higher level of participation.

Operational Definition of Terms *iBagong*. This refers to the people domiciled in Barangay Bagong, Sablan.

Content. This refers to the message that was included in the community media.

Code. This refers to the language that was used in the production of the community media.

Treatment. This refers to type of community media the community will decide to produce.

PCA. Participatory Communication Approach, an approach in development projects where the stakeholders" participation was sought. In the production of community media, the communities" participation will be on the planning, production and pre-testing.

Community media. This pertains to the newsletter produced in Bagong, Sablan. It is a newsletter about the community, for the community and of the community.It has a size of 8.5 by 11 inches and has eight pages.

Core group. They were the iBagong who were selected to represent the different sectors of the community such as the barangay officials sector, education sector, culture sector, health sector, agriculture sector, youth sector and women" sector.

METHODOLOGY

Locale and Time of the Study

The study was conducted in Sablan, Benguet. Sablan is a fifth class municipality in the province of Benguet. Situated on the mid-western side of Benguet Province, it is bounded on the north by the Municipality of Burgos, La Union and Municipality of Kapangan, Benguet; on the east by the Municipalities of La Trinidad and Tublay, Benguet; on the south by the City of Baguio and the Municipality of Tuba, Benguet; on the west.

Sablanis politically subdivided into eight barangays which are, Bagong, Balluay, Banangan, Banengbeng, Bayabas, Kamog, Pappa, and Poblacion. Bagong is the northernmost and most isolated barangay of the Municipality of Sablan, Benguet. It is 25 kilometers away from Baguio City.

The sitios (sub-villages) of Bagong include: Bito, Caril, Cayapes, Depnac, Duban, Esbo, Sadul, Sholshol, Tofil and Yabyabuan. However, during the typhoon Pepeng, sitioBito was washed out.

Ibaloy is the common language of the place. The main source of livelihood inBagong is agriculture. On the planning stage of the study, the barangay was faced with numerous problems as identified by the barangay officials and some members of the community.

One major concern is the washed out road during the Typhoon Pepeng and Ondoy last October 2009.
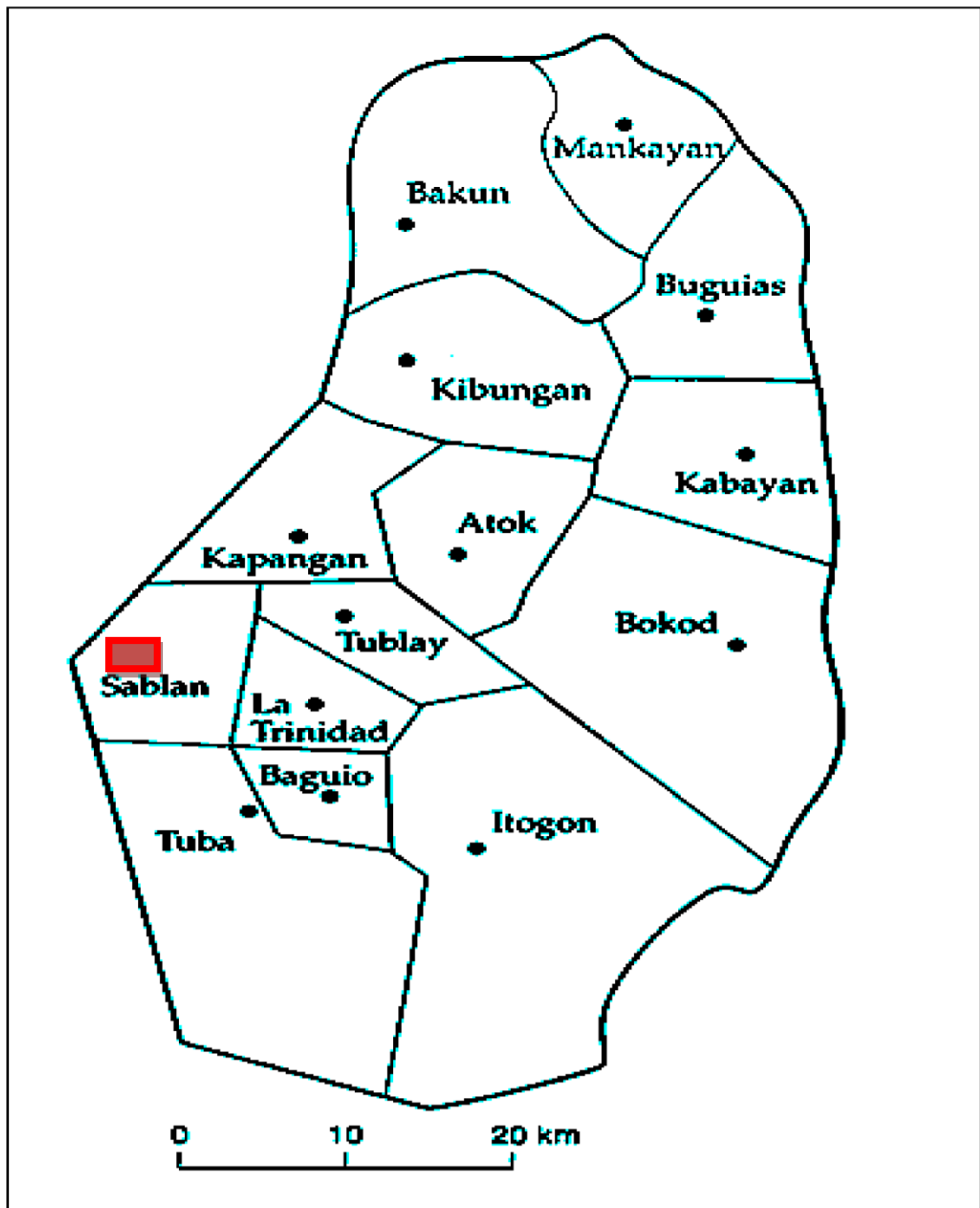
Figure 1. Map of Benguet, showing the locale of the study
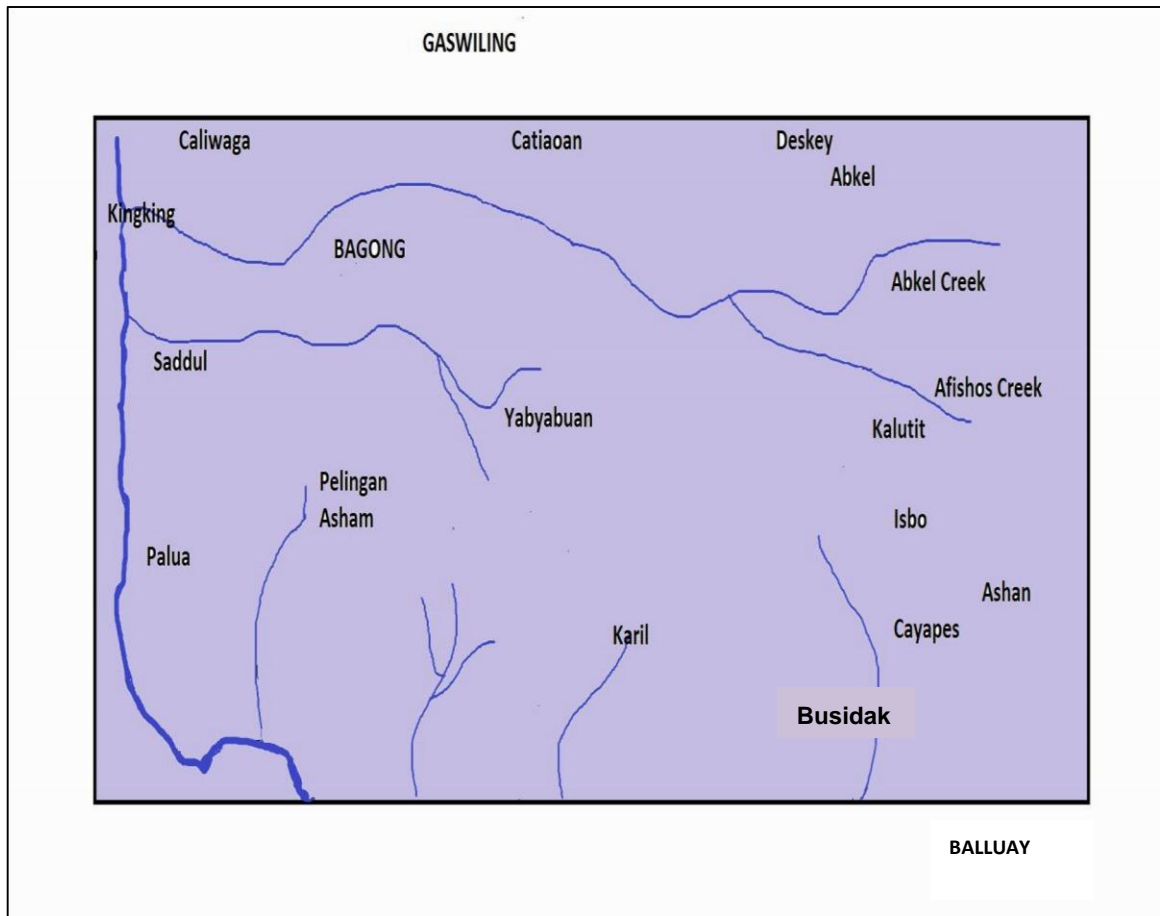
Figure 2.Map of Bagong Sablan, Benguet, showing the locale of the study

This lone road is the main route of people and agricultural products to reach the nearest town, La Trinidad. The people then need to walk for at least an hour before having an access to the lone public utility jeepney of the barangay.

Another problem is the sitios having no electricity despite that a mini power plant is close to their place. On the other hand, activities geared towards development are scheduled. With this, the development of a community media became a conduit of the iBagong for their voices to be heard.

The study was conducted from January- February 2013.

<u>Respondents of the Study</u>

In this study, the respondents were 57 locals. The respondents were chosen through quota sampling, a specific group in the community was specified by the researcher and the respondents were drawn from the groups identified.

On the planning stage, a core group with seven members was formed. Table 1 shows the profile of the core group members. They were the prime decision makers for the community media. The members represented the different sectors of the community. They came from the barangay officials sector, the education sector, youth, women sector, culture sector, agriculture and another from the health sector. The criteria were: he/she must be well informed on the current state of affairs of their barangay and has commitment towards the production of the community based- media. Another factor considered in choosing the core group members was their representation of the different sectors. The heads were perceived to be more updated with the activities of their sectors.

Table 1. Profile of core group members during the planning stage

NAMES	SECTOR/ SECTORS REPRESENTED
Paul Dio-al	Barangay Official
Nancy Luoang	Women"s Group/Senior Citizens
Sonia Pisda	Education
Mariette Olayan	Health
Roger Balangay	Health/Agriculture
Tony Faustino	COOP/Agriculture
Jake Thomas	Youth

Nancy Luoang, Sonia Pisda and Mariette Olayan graduated from tertiary; Jake

Thomas is currently in third year college. Paul Dio-al is a High School graduate while Roger Balangay and Tony Faustino were elementary graduates.

Their age were ranging from 19-69years old. The youngest member was 19 years old and the oldest was 69 years old.

Three members of the core represented dual sectors; this is due to their active involvement in these mentioned organizations.

During the pre-testing of the identified community media, another set of 50 respondents from the community were chosen. The criterion used was; he/she must be a resident of Bagong. Also, the researcher made sure that the different sectors of the community were represented.

Table 2 shows the socio-demographic profile of the respondents.

Table 2. Socio-demographic profile of respondents who were involved in the pre-testing of the newsletter

CHARACTERISTICS	NO.	RAW TOTAL N=50 %
16-25	17	34.00
26-35	7	14.00
36-45	9	18.00
46-55	7	14.00
56-65	6	12.00
66-75	4	8.00
TOTAL	50	100.00

Sex

Female	34	68.00
Male	16	32.00
TOTAL	50	100.00

Status

Single	20	40.00
Married	27	54.00
Widow/Widower	3	6.00

TOTAL 50 100.00

Educational attainment

Elementary	17	34.00
Secondary	15	30.00
Tertiary	17	34.00
Post-Graduate	1	2.00

TOTAL 50 100.00

Occupation

Government Employee	10	20.00
Farming	21	42.00
Housewife	9	18.00
Student	6	12.00
Private employment	4	8.00
TOTAL	50	100.00

Based on Table 2, the respondents came from different age brackets; most were female.

Nearly half of the respondents were single and married.

Respondents have different educational attainment. Their sources of income

came from farming and as government employee.

<u>Data Collection Method</u>

Review of secondary sources, personal observations and interview schedule were used to gather data. For the information needs assessment of the community, Focus Group Discussion (FGD) with the core group was employed.

The guide questions focused on the respondents" perception on what information is needed by their barangay. On the message preferences, FGD with the core group was still used. The questions centered on what information and language they prefer to be used in preferred community media.

The production of the community media used a proposed Participatory Communication Approach framework. Under the production stage, capability building activities were conducted for the core group. Documentation was used to record the production process of the media.

During the pre-testing of the community media, to supplement each other, the researcher employed a mixture of interview schedule, floating of questionnaires and discussion, depending on the availability of the respondents" time.

<u>Data Gathered</u>

In the planning stage of the establishment of the community media, the researcher collected the information needs of the community and what media does the community prefer.

PLANNING

*Create a core group

- Members represent the different sectors of the community

- Members should   be knowledgeable about the topic

- Core group consultations   were done to come up with substantial

PRODUCTION

* Community   consultations were   conducted to encourage:
   -Collective decisions on uncertain information and
   additional data
* Core group underwent   capability building activities.

PRE-TESTING

*interview Schedule was   done to generate spontaneous ideas for the improvement of the media.

*Respondents ca me from the different sectors of the community.

Figure 3. PCA Framework which was adapted by the study The preference of the community in terms of the language that was used in the community media was also solicited.

In the pre-testing stage, the data gathered were the comprehensibility, acceptability, attractiveness, sustainability and the suggestions for the improvement of the media. Also, its perceived importance was collected.

For the whole production process of the establishment of the chosen media; the experience, insights and challenges encountered of the iBagong were documented.

Data Analysis

The data collected were consolidated, tabulated, presented and analyzed using descriptive statistics such as frequency counts and percentages.

The responses of the FGDs were consolidated and discussed in narrative forms .

RESULTS AND DISCUSSION

Community media, despite its acknowledged potential to empower communities, is still on the dawn of reaching communities who are in need of this kind of media. Creating an acceptable and holistic establishment process of a community media is still underway. On the other hand, PCA as a framework for communication programs though still under the exploratory stage proves to be a paramount factor in achieving development.

The results of this study attempt to contribute to the move for the spread of the idea of having a community media as an effective tool in achieving development through using PCA as the communication framework with respect to its strengths.

The first part presents the information needs of Barangay Bagong as identified by the core group members.

The preferences of the core group on the content, code and treatment made up the second part. The third part reflects the result of the pre-testing of the community media regarding to its acceptability, comprehensibility, attractiveness and sustainability.

The fourth summarizes the perceived importance of the community media and the challenges encountered in the production process.

This was followed by the documentation of the production of the community media using PCA as experienced by the iBagong. Insights and observations by the core group members were used to describe their experience.

Information Needs of iBagong

Understanding a community"s communication system is a basic need in community media development. A community needs survey should clearly define the parameters in understanding a community"s situation. Employing a Focus Group Discussion (FGD), the community needs of the iBagong in terms of information were gathered. Also, FGD with the core group dwelled on the questions on the problems of their community, the geared up activities, their information sources and if these can satisfy their information needs in hope of a clearer understanding of the situation of the community"s communication system.

Table 3 summarizes the information needs of the community as identified by the core group members.

Based on the results of the FGD, in health, the identified needed information were the pros and cons of the Reproductive Health Bill or more popularly known as R.H Bill.The member shared her worries about the conditions of the bill regarding the free provisions of contraceptives. Another one was the standard depth of the open pit, in order to be considered sanitary; it should have a depth of six feet. The midwife shared that during house visits, some houses did not follow the standard depth of having an open pit comfort room.

Still in health, one respondent posted the question of the possibility of having a community doctor that is paid by the national government. This is so because of the geographic situation of the Barangay which is 20 kilometers away from the nearest general hospital.

Table 3. Information needs of the community as identified by the core group

SECTOR		INFORMATION NEEDS
Health	-	Proper waste segregation
	-	Proper depth of open pit (Comfort room)
	-	R.H Bill
Education	-	activities of the school
Barangay officials	-	ethics on legislation
	-	parliamentary procedure
Agriculture	-	Organic farming
	-	Process of membership in Benguet COOP
Culture	-	History of Bagong
		The Igorot dances and how to play the musical instruments
	-	
	-	Idea of Garatis
Senior citizen	-	Due process in availing the BENECO discount
Others	-	Performance of each organization
		Proper implementation of Peace and Order Laws
	-	

In the education sector, the representative claimed that the community needs to know more of the activities of the school. The respondent explained that due to the lack of information dissemination on the activities of the school that enhances skills of the student, supports from parents are not that visible. She further clarified that of parents knowing the activities of the school, they can solicit support both moral and financial.

On the other hand, the Barangay Officials need to undergo capability building activities to address their problem in lack of „discipline‟ as agreed upon by the core group members.

They had explained that discipline is lacking during Barangay Council meetings, when someone is speaking, other members of the council would just butt in without asking permission or raising their hands. Specifically, they need to understand the ethics of legislation and parliamentary procedure. The core group believed that this can reenforce needed core values.

Under the agriculture sector, the needed information identified was on organic farming and in becoming a member to the Benguet- COOP.

For the culture sector, the community needs to retain the idea of „garatis‟, or bayanihan system. Garatis is done especially for development works for the community such as fixing damaged roads. The history of Bagong was also perceived to be needed by the community.

Other needed information identified were on the due process in availing discount of seniors in electric bills for the Senior Citizen‟s Sector. They also believed that the community needs to be informed regarding the performance of each organization for encouragement.

There were some problems or issues of the community that need to be addressed through proper information dissemination to stimulate action from the community members.

During the discussion, the core group said that sometimes, the implementers of the Peace and Order laws of the barangay are the violators and that they lack discipline. Also, on the side of the youth, core group members suggested they need to come up with a set of regulations regarding the mechanics in borrowing the musical instruments of the Sanguniang Kabataan. They were also advised to share their activities and accomplishment to the community for their presence to be felt.

Sources of information. The core group shared that their sources of information inside their community were through text messages, barangay meetings, messenger, notices that were posted in conspicuous places and churches. Information that needed to be disseminated were announced in churches after service or mass. A core group member said that if the community will just listen carefully, they will know the information they need. On the other hand, some core group members quipped that sometimes, information circulated in the community is uncertain.

With regards to the sources of information outside their community, identified medium were radio, television, cell phone, people and seldom, newspapers.

Community Media Preference

Community identifying their own needs and devising solution to their problems and issues are the best approaches in eliciting participation from them. With the underlying principle of a community media which is highly participatory, the community was the one who identified the code, treatment and content of the media.

On the preferences in which type of media will the community produce, all the core group members agreed to produce a print media. They immediately acknowledged the

impossibility of having a radio station within the community due to financial matters and with respect to their capabilities as well. Also, they considered the situations of other sitios that have no electricity.

Treatment. Treatment is defined as to what kind of print media the community favors. Five examples of print media were presented and explained to them which were newspaper, newsletter, wall newspaper, magazine and bulletin board.

Among these, all of the members of the core group agreed to produce a newsletter as their community media. According to them, a newsletter is easy to produce, not expensive and is time bound.

A member of the core group stressed that another advantage in producing a newsletter as a community is its immediate circulation within the community through existing communication channels such as churches and monthly meetings of different organizations.

Code. Code is the language used to portray or deliver the message to its intended audience.

Suggested medium for the newsletter from the core group members were the combinations of Ilokano-English, Ibaloy-English and Ibaloy-English-Ilokano.These combinations came about with the belief of the core group that expected readers are mixture of different races; they wanted to ensure that they will be able to understand their publication.

It can be noted that Bagong is an Ibaloy-speaking community. The bible they use in churches is written in the Ibaloy language.

The Ibaloy language is suggested to be used in expressing meanings that are best explained in the vernacular language. One core group member cited the case of Baguio Midland Courier, the column Ethnos Ibaloy which uses Ibaloy words or phrases to explain things or ideas.

The Ilokano language is suggested to be integrated through the use of cartoons if ever the newsletter will evolve and will have a section on cartoons.

One respondent noted that English language is used outside the barangay, if the newsletter is meant to be read outside, it still can be understood by readers who are not Ibaloy. Paraguas (2004) on the other hand cited that having reading materials in rural areas such as newspapers facilitate education. Still in her context, the absence of reading materials is one reason for rural illiteracy. This supports the reason of one core group member when he stated that English should be used because it is already the right time to learn the language.

One core group member voted for Ilokano-English, three core group members went for the combination of Ibaloy-English and four members voted for Ibaloy-EnglishIlokano to be used by in the newsletter.

Following the rule of majority votes, English -Ibaloy-Ilokano combination was agreed upon to be used in the articles for the newsletter with the reasons sated above as basis.

Sidchogan (2011) notes that language is very crucial in relaying messages because it constitutes the most integral factor in understanding what is communicated.

The core group members considered using code that can be understood by the locals.

On the actual printed newsletter, no articles were written in Ibaloy or Ilokano.

*Content.*For the content of the newsletter, the core group members used the identified needs and problems of the community and current activities of each sector as their basis in writing their articles. With regards to the content of the newsletter such as pictures, they recommended featuring the place.

During the second core group meeting called by the acting Editor-in-Chief from the education sector, Sonia Pisda, they plotted and assigned the beats of each member of the core group.

A core group member suggested they will concentrate on the issues of their community. It was supported by another core group member when he said to present some issues, then show solutions instead of presenting problem or maybe they can show both problems and solutions. It is in the light that they hope it will empower and awaken the people, especially the addressed group.

The cited example is the case of the Out of School Youth (OSY) in Bagong. The number of OSY is quite many in the community, instead of attending school, they resort to farming.

The core group member from the youth sector hopes that when an article is written about the OSY"s, concerned agencies or offices who will read the newsletter will take appropriate action to address the issue such as the issuance of scholarship grants to them.

The Editor-in-Chief listed the beats of each member according to the sector they represented and their perceived capabilities. Each sector committed to write one to two articles at most about the sector they represent. There were a total of 11 articles that were assigned.

For additional article, the researcher was tasked to write about the history of Bagong. With every sector given an assignment, the core group wanted to give every organization the chance to voice out their issues, concerns and activities.

This action can be noted as a response to one of the identified problems during the first core group discussion.

This implies that the community can identify their needs and they have the capability to address this as well.

Table 4 reflects the actual written topics of the core group. Also, the table shows that the targeted numbers of articles were achieved by the core group. All in all, there were eight pages of the newsletter, eight articles were written as straight news, three articles were written as news features. The back page was a collage of the different places in Bagong.

Photos were taken by the researcher, one contributor and two core group members.

Table 4. Actual written topics of the core group

TOPICS	FREQUENCY	DESCRIPTION
Activities of the school (JGES)	2	The first article was about the BrigadaEskwela of the PTA for the improvement of the school.
		The other one was about the two pupils of the school who were qualified to join in the CARAA 2013 in Apayao.
Activities and issues of youth	2	One article tackled about the budget of the SK, the expenses and how the Barangay Council decided to lend some of their budget to the SK.
		The other article was on how the youth of Bagong welcomed the new year through playing volleyball to strengthen their camaraderie.
Understanding the history of Bagong	1	About how Bagong came to be a barangay, the first settlers, how it got the name „Bagong" and its geographical situation and current state of affairs.
Health	1	
		Understanding the provisions of the 4Ps of the government, the conditions and qualifications of a grantee.
Development of the road	2	The opening of the washed out portion of the road during typhoon Pepeng and the concreting a portion of the Doyut-Bagong road with the help of CHARMP Two.
Upcoming Activities for the barangay	2	DCS reaching Yabyabuan for the LOL and the Story Telling Caravan in Bagong; the leadership capability building for the iBagong organized by the intern Social Worker.
Senior citizens club and Women"s Organization	1	The history organization came to be and the current activities of the two organization.
Picture Collage about Bagong	1	It features six pictures about Bagong, the sceneries and their way of life.
TOTAL	12	

PCA Experience among the iBagong

There is no universal definition of what participation is. In this study, the participation of the iBagong through the core group members was not limited to a particular stage only. All throughout the production process of the newsletter, they were a part of the decision-making process. Mefalopulos & Tufte (2009) defines participation as a principle in development with support coming from many different stakeholders: governments, donors, civil society, and ordinary citizens; their involvement in development process leading to change.

They were the ones who identified their information problems and through the course of experiencing PCA, they expressed the willingness to continue the publication of the developed community media.

This outcome is true to Bessette (2004) when he noted that a good indicator for participation is when people take responsibility in carrying out a development initiative.

Table 5 summarizes the experience of the iBagong with PCA.

Employing PCA in this study required revisions to fit the dynamics of the community. This true to Bessette (2004) when he said that a community is made up of groups of people with different owned characteristics. He suggested that if needed, adjustment can be made to each different situation to make it effective to the community.

Table 5 . Summary of PCA as experienced by the iBagong

STAGES	STRATEGIES	OUTCOMES
Planning with the core group	Possible core group members were personally approached by the researcher	Every prospected core member responded positively
		Queries about community media were asked
	Core group consultations	Information needs of each sector were identified
		Problems in the barangay surfaced, knowledgeable member of the core group tried to addressed the issue on the spot
		Benefits of the newsletter were identified It could bring development
		Empower the community
		Information will be shared outside the community

STAGES	STRATEGIES	OUTCOMES
Production	Core group consultations	
		Community consultation Core group consultations were well attended
	Individual consultation with each core group member	Core group decided to propose to the Barangay Council the adaptation of the newsletter as their official publication
		Initiatives surfaced Ideas on how to produce the newsletter were expressed
		Willingness to learn how to write news were observed
		Core group members voluntarily mapped out their calendar of activities
		Let the Editor-in-Chief call a meeting
		EIC shared her efforts in reaching other core group members.
		The nameplate of the newsletter was coined, and debated , and validated

STAGES	STRATEGIES	OUTCOMES
Pre-testing	Interview schedule	The developed newsletter was rated to be highly to be comprehensive, attractive and accepted.
	Survey with the community	The importance of having a community newsletter was even more realized
		The urge to continue the newslettersurfaced
		Suggestions and comments for the improvement of the newsletter were voiced out

Planning

During this stage, it was perceived to be the most delicate stage of the study.

The actual activities for the creation of the newsletter were mapped out. The participation of the community in what aspect and depth were highlighted given that they best identify the problems of their community and the solutions to it as well.

The participation of the people in this stage was deemed to be important because of the underlying principles of PCA and a community media itself which is highly participatory. Participation allows the community to come up with one decision that supports the idea of development. This is supported by Bessete (2004) when he said that participation has been the central development concept and nearly every one refers to it. To make the newsletter a community-owned initiative, the participation of the community was not limited to mere consultation; they became the prime decision makers for the development of the community media.

Formation of core group. With the idea of the community as the prime decision makers and agents of their own development, a core group was formed.

They were the main actors in the decision-making process on the different aspects of the production of the newsletter.

The group was composed of seven people coming from the different sectors of the community. Some were seen as the most ideal members of the core group based on personal individual interview and others were highly recommended by their colleagues.

They were either chairman or an active member on the sector they represent. In the case of the barangay officials sector, the barangay secretary was chosen due to the recommendation of the officials.

They were from the women''s sector, youth sector, culture sector, from the barangay officials, education sector, health sector and agriculture sector. It is important also to see to it that each sector can voice out their viewpoint.

This supports the idea of PCA that in soliciting community participation, it must not be forgotten that the community is a collection of a grouping of individuals and groups with their own characteristics and own interests.

Before the focus group discussion, the researcher personally approached them individually and informed that they are chosen to be a part of the core group. The idea of the study was shared and their role was explained to them. Upon learning that they will become writers for development as explained to them, they willingly accepted their role as

core group members. One respondent said that he is willing to learn how to write news even if he has limited background about it.

In the case of one of the respondents, the researcher was able to speak to the Women"s" Club during their monthly meeting. The study was shared and she actively asked questions regarding the study and shared some benefits of having a community media such as the way of sharing information to the community. Also, she expressed willingness to learn news writing. Thus, this became the basis of the researcher in making her a member of the core group.

Figure 4. First Focus Group Discussion with the core group in January 20, 2013 at Jose Gonzales Elementary School

Creating a core group is important in development projects as noted by Sidchogan (2011) to make the production of information materials responsive to the real needs of the community.

The core group is perceived to mirror the community needs and they can effectively represent their sectors.

Focus group discussion. A core group meeting was done to discuss the information needs and the problems faced by their barangay. Also, for their preferences in terms of the code, treatment and content of the newsletter to be collected.

To enlighten the core group, the researcher asked them first on their perceptions regarding "Community Media" and "PCA". One respondent said that community media is about news. Another respondent said that community media is news about the community. One also perceived that community media is *"pakaistoryaan ti Barangay Bagong"* (story of Barangay Bagong). Their ideas coincide with what Tabing (2000) said that community media is for, by and of the community. As a supplement, the concepts of community media and Participatory Communication Approach were discussed briefly by the researcher by enriching their answers. The researcher explained that her role will just to facilitate them.

The meeting then proceeded to discussing their information needs, their information sources inside and outside of their barangay, activities, and the problems faced by the barangay. The core group members answered the questions based on the needs of their represented sectors. At first, they seemed to be reluctant in answering but at the course of the discussion, they willingly shared out their concerns.

Other concerns or problems were openly discussed and were tried to be answered by concerned core group members. An example is the request of a core group member to know how the barangay officials allot budget. This was then discussed among the members. The request was clarified either is it for transparency of records or what. The member said that she wants to know whether it is okay to sit –in with the officials during budget allocation.

The representative from the barangay officials answered that members of the budgetary committee are the only ones allowed to be present during meetings for budget allocation of the funds of the barangay.

However, the idea of transparency was recognized. Also, touched topics were the lack of „discipline of the barangay officials‟ during meeting. All core group members agreed in one solution of having a leadership capability on Parliamentary Procedures in hope that the barangay officials will gain core values.

This active discussion among them would co-inside with the observation of Sidchogan (2011) that during consultation, discussion among the members can be described as rigorous and "eye-opener" for them.

Another issue tackled was the individuality of each organization or sector in the community. A core group member expressed her sentiment that she is not informed with the development of other organizations. On the other hand, her sector also suffers from lack of information dissemination. She cited the example of pupils going out for competition; the parents do not realize the benefits of activities as such thus leading to lack

of financial and moral support from them. She then cited that having a community media will allow the parents to know what these activities can contribute to the development of their children.

Towards the end of the meeting, the member expressed their qualms about their capabilities in news writing. Most of the respondent directly asked the researcher if they will be taught to write news. The researcher explained that they will undergo capability building activities on basic news writing.

The researcher then let the members set a date for them to meet together. The core group agreed to meet the following week on the same day (Sunday) as this was all their free day.

At the end, all core group members were able to grasp the idea and benefit of having a community media.

One core group member asked "ada*ngataba kaya itirumwar nga kastoy, newsletter?"*(Will there be really a newsletter?). Another core group member answered her with a "Yes".

The session was ended with a prayer asking for wisdom that as chosen core group members, they should take the responsibility entrusted to them.

Capability building activities. The core group decided to meet for the training and workshop in Basic Journalism. However, during the scheduled training, only one respondent was able to come on time. Two core group members came in late. Other

members were not able to attend due to different reasons such as sudden sickness, miscommunication or simply forgotten.

One core group member informed during the previous meeting that she will not be able to attend due to prior scheduled meeting but she committed to catch up with the discussion. To address the problem, the researcher conducted individual consultation with the other core group members.

One member willingly went to the housing station of the researcher and requested to have the training on the night of the same date.

The lecture comprised the discussion of basic news writing and they were tasked to write a simple news article regarding the lecture-workshop.

Also, the researcher invited a staff member of one of the publication in her school to discuss to them about feature writing.

On the workshop, one respondent said that *"Narigat, masapul nga ipampamaysa. Ngem mabalin. Ag binaliktad lang ti details. Narigat ti mang form iti storya"* (it is hard, it needs concentration. Details do not come in order. It is hard to form a story).

Still, they were able to start writing a news article.

The actual plan was for the researcher to lecture on headline writing and copy editing marks but due to time constrain, the researcher just furnished them a copy on basic lay-outing, copy editing marks, and headline writing. Throughout the course of the news writing, the lessons on headline writing and copy editing marks were integrated.

Figure 5. Individual Consultation with some core group members who willingly went to the housing station of the researcher

Production of the Newsletter

During this stage, the researcher helped in writing, editing and lay-outing of the newsletter as the core group is not yet fully equipped with the technical skills in producing the newsletter. However, the idea of having an Editorial Board was already introduced. On the other hand, to maintain the idea of PCA the participation of the community was still highly sought through constant core group gathering and the researcher having individual meetings with each member of the core group.

The different parts of the newsletter were accomplished part by part by the core group.

Nameplate. After the Basic News Writing Training and Workshop, the three present members of the core group discussed the nameplate of their publication. The researcher cited an example of a name plate such as „Sey-ang" (Sunrise).

The members considered the suggestions and discussed it. According to them, „Sey-ang" is associated with the culture of Bagong which is *"mansey-ang"* or basking in the early sunrays. *"No en bey-angsigget, maulnongirajen man sey-ang, jet era mansheshenamag"*(when the sun rises, people are gathered to bask on its rays and they share news).

Also, they said that *"Badonsigget, Badonshamag"*(new sunrise, new news). One member explained that, every morning as the sun rises, it represents new events.

Symbolically, one member said that the sunrise symbolizes life.

The term „Sey-ang" for sunrise turned out to be debatable when the other members of the core group were consulted.

Sonia Pisda, the EIC, from the education sector commented that the idea of „sunrise" is good because it has an explanation but it has to be validated.

During the Brigada Eskwela of Jose Gonzales Elementary School, the researcher and two members of the core group asked members of the community if the term „seyang" is used for sunrise.

The community members validated that the term „sey-ang" is indeed used for sunrise. They have argued but came to the decision that *"Manseyang"* means to bask in the sunrays; *"man bey-ang e sigget"* means the sun is rising and *"sey-ang"* means

sunrise.

Regarding the spelling, they have opted for „Sey-ang" although the Dictionary of Ibaloy noted „Siyang". The community members explained that it is how the iBagong pronounce and spell it.

Though validated, the members are yet to agree all, whether to adapt it or not as the nameplate of the newsletter, which led to the second core group meeting.

A core group meeting was again scheduled by the members themselves.

With the agenda of plotting beats, tentative date of publication and finalization of the nameplate, Editor-in-Chief called for and facilitated the meeting. Five core group members were present. One of the absent core group member was presiding over a meeting while the other one was on duty.

The first agenda was the finalization of the nameplate. MissPisda explained that the term „Sey-ang" can be used because the core group is going to let others know the truth. According to her, it is the symbolic meaning of the term.

Another core group member added to the symbolic meaning that „sey-ang" (sunrise) fuels the plants to grow. *"It will urge the people to write. Ito na ang araw, ada metten iti involvement iti tat-tao"* (here is the sun; there will also be involvement of the people).

With these explanations and denoted meanings of „Sey-ang", the core group saw the newsletter as a means to urge involvement from the community.

„Sey-ang" then transpired to become the nameplate of the publication.

As for the explanation of why they chose „Sey-ang", the members of the core group met again to coin one. The statement below is found on the second page of the newsletter as the explanation of Sey-ang.

"Sey-ang is an Ibaloy term which means sunrise. The staff believesthat Sey-ang is an avenue to shed light, tell events and know the truth that motivate people towards development".

A core group member commented that the explanation is good. For additional explanation, he said "the *shed light ket amo tayun, inpakaamo tayun, haan tayo lang nga nalawlawagan, haan tayo lang nga ibaga, ipakaamo no diket mapagunay ti tat-tao para iti masakbayan. Gapu ta iti sey-ang ket agrotate, irotate tayu met bababa-en daytoy nga publication iti dam damag"* (the term shed light means we already know, we have shared to them also, we are not just enlightened, we will not just tell but to motivate people for the future. Because sunrise rotates, we rotate news also through this publication).

In addition to the meaning of shed light according to another member of the core group is to enlighten the people about the truth. It gives answer to the questions or queries of the constituents. To shed light is to give them information, or the knowledge.
 An example cited by a core group member is like why the Barangay Officials
have certain kind of events.

With regard to „Sey-ang" as a publication, one member said that through information that are shared, people will have an inkling on what are the right thing to do because news does not always present good things, they also contain bad ones. Through this, the community will now have confidence to discuss and deal with the social issues of their community.

Beats. Topics were assigned to each member of the group. No definite issues were assigned, it was agreed that every core group member will write a specified number of articles about the sector they represent.

A core group member will not be around for the whole week but has committed to send her article through the public utility jeepney. With these, the researcher saw the members developing a sense of responsibility towards the production of the newsletter.

Through the course of writing news articles, the article on the farmers and coop was not finished by the writer due to hectic schedule and sickness. However, during individual meeting with him, he expressed his willingness to write should there be a second issue of Sey-ang since he started writing it already.

Also, the one who shifted to English as a medium expressed that he patterned it to a copy of 4P"s but he is not hard up in writing Ilokano. If ever this newsletter will continue, he committed to useIbaloy or Ilokano because he stated the situation of Bagong wherein there are those who were not able to go to school but can read. According to him, it is for them to understand what is written.

After the assignment of beats, they plotted a tentative date of the first publication. Content of the newsletter focused on the pressing problems and issues inside the Barangay and their current and upcoming activities.

Articles. With the idea of Editorial Board introduced to them, the core group was advised to follow how the articles should flow. It should be edited by the News Editor first, then the Associate Editor to the Editor-in-Chief. It was agreed that the last one to edit their articles would be the researcher.

The articles were received by the researcher two weeks after the meeting.

Eight articles were written as straight news, three articles were written as news features. Photos were taken by the researcher, one contributor and two core group members.

Table 6. Summary of the content of the newsletter

TOPICS	FREQUENCY
Activities of the school (JGES)	2
Activities and issues of youth	2
Understanding the history of Bagong	1
Health	1
Development of the road	2
Upcoming Activities for the barangay	2
Senior citizens club and Women"s Organization	1
Picture Collage about Bagong	1
TOTAL	12

Layout. As the core group was not yet fully equipped in the art of lay-outing, the researcher acted as the lay-out artist. The program used for the newsletter was Microsoft Power Point with the considered advantage of the program as „what you see is what you get". On the actual lay-out in the screen of the program, it will be exactly printed as what is viewed.

The article coming from the barangay sector was suggested by the EIC to become the front page because according to her, it shows big development.

She cited that when people hear the word "Bagong", the people would always say *"ay, awan iti kalsada ijay"*(there is no road there).

In the printed newsletter, the researcher considered the suggestion and lay-out the article in the front page.

All in all, there were eight pages of the newsletter; the back page was a collage of the different places in Bagong

Pre-testing of the Newsletter

Pre- testing was done to collect suggestions for the improvement of the newsletter from the community to make it more „of the community" and to see immediate reactions of the community towards it. The newsletter was evaluated by the community through its comprehensibility, acceptability, attractiveness and sustainability.

Comprehensibility. Almost all of the respondents answered that the newsletter was understandable, the language used was appropriate though written in the English language. The respondents said that the code used was comprehensible because of the simple terms used in the articles and the simple construction of the sentences. On the other hand, one respondent answered that he could not understand some words because he is just an elementary graduate.

Though the respondents rated the newsletter to be comprehensible even written in English, most of them suggested the usage of the Ibaloy language in writing the articles while two others suggested the use of Ilokano.

Miguel Lauro, Barangay Captain of the community, said that it is better to use Ibaloy for the children and elders to understand the newsletter. Another respondent commented that the use of Ibaloy promotes sense of ownership; it is for the people to feel that the newsletter is for them because it is written in their language.

On the other hand, almost all respondents said that there were no articles which cannot be understood except for one article identified by a respondent that had incomplete information.

According to her, the information is incomplete on the issue about the fund source of the CHARM Project Two found on the front page of the newsletter (Figure7).

When the researcher asked the writer for verification, the writer positively answered that the questioned information in the article is reliable.

During discussion with a group of youth, one said that he cannot understand the newsletter but said that *"uray haan nga maawatan iti English, mayat tapno maka-adal"* (though I cannot understand English, this is good for us to learn). This statement corroborates with what Paraguas (2004) said that rural newspaper educates people.

She further noted that in areas where there is high illiteracy rate, newspaper can be a great factor in helping them read.

Such results imply that although the core group members discussed about the language used in the newsletter, the decision appeared to be difficult as reflected in the reactions of the evaluators.

Acceptability. This was measured through identifying if there were articles which are irritating or offensive. Almost all of the respondent said that there were no articles which were irritating or negative, except for one respondent who identified the article on CHARM Project Two, wherein she found the line „ office of the congressman committed to provide funds‟ to be irritating. The researcher was not able to clarify why the respondent said that the line was irritating.

Another parameter used was if the respondents believed in the newsletter and if they perceived that it was written for them. Almost all of respondent accepted that the newsletter was written for them and they believe in it. Reasons stated were, all written topics were all about them, and it was all about their community. As reflected in Table 7, the topics represented the different sectors in the community.

On the other hand, one respondent does not perceive that the newsletter was written for her because it was not written in Ibaloy.

She commented that the people of the barangay are Ibaloy and it would be good if the language used in writing is Ibaloy. This would support the findings of Sidchogan (2011) that using the dialect of the people make the information material understandable to them.

On respondent who read the article titled "Lauro and Pilay join Volleyball team for CARAA 2013" as seen in Figure 8 expressed her happiness that she was able to read the newsletter. She happened to be the mother of one of the students, who were qualified in the CARAA 2013.

Miguel Lauro also commented on the article regarding the article on the origin of

Bagong. He said that the true account goes this way

"There was an old woman with a gold bracelet walking with her grandchild one day; they sat atop the already cracked big rock for the old woman to clean the child"s head of lice. Her gold bracelet fell in the crack. With the desire to retrieve her gold bracelet, she tried to dig on the other side of the rock to separate the other half of the big rock, but to no avail, she was not able to do it and her gold bracelet remained in the crack."

However, the story of the Bakol and the Pakgong is still to be validated as different versions were heard by the researcher

The topics in the newsletter talked about the development, activities and history of barangay Bagong. This is true to Tabing"s (2000) context when he said that community media is about and for the community.

Results would imply that when topics reflect the events or the people of a community, the acceptability of a material significantly increases. The acceptability even extends up to the fact that even there are articles with negative aspects; it does not appear to be offensive to the readers.

Attractiveness. All the respondents agreed that the newsletter is attractive mostly because of the pictures, the colors used and the lay-out in general. The John Hopkins

University claims that publications are only effective if it is well designed and produce. The respondents" responses indicate that the newsletter is well designed.

The pictures in the newsletter featured different places in Bagong, the improvement of the road, the community having meetings and the sceneries of the place.

For few revisions, one respondent commented on one of the picture used in the collage. The picture of the sunrise was captioned "sunrise in Mt. Pukgong" but should be "sunrise in Mt. Tore Tore". Another respondent commented on the picture used as a background of the masthead. The picture should not be cropped for the mountainous place of Bagong to be reflected. The picture features the stretch of Mt. Pukgong to Mt.

Tore-tore, these are the mountains that towers above Barangay Bagong.

Some older respondents commented on the picture of the "Taladang" featured in the back page of the newsletter (Figure 12). They expressed their amusement and delight that a „taladang" still exists in Bagong and are put in the newsletter. Some are also curious about it, exclaiming they do not know what it is.

Taladang is tree now scarcely found in Bagong. It is edible by boiling the matured seed of the tree. Some respondents said that it is similar to the taste of the boiled seed of the jackfruit.

Other respondents regarded the newsletter as *„mayat nga mabuybuya"* (good one to be viewed). Other respondents quipped that their place is beautiful when in pictures.

Some respondents were also surprised with the picture of the Mayor Sablan dancing as featured on the front page of the newsletter. It can be noted that they do not know that the mayor visited their place during the celebration of the feast of the community"s Catholic Church, though they expressed their delight with the information.

Majority of the respondents also regarded the nameplate to be catchy. They commented that it has a meaning; it arouses curiosity and brings out interest.

One said that it is meaningful to them; it is an association of ethnicity. A respondent shared a story that elders in the community would advise mothers to bring their child out during morning to bask in the sunrays and gather vitamins.

Figure 6. Photo which was used as background of the nameplate

Another respondent commented the term „sey-ang" as the Ibaloy of sunrise. She shared that she asked one elder of the community and validated that „sey-ang" really means sunrises.

This occurrence of voicing out their thoughts proves that newsletter does connect with the people. They were able to associate with content of the publication.

This proves the statement of the respondents that they believe the newsletter is written for them because it talks about their way of life.

Sustainability. All respondents answered positively when asked if they would like the newsletter to be continued.

They want the continuity of the newsletter since it is a way of information sharing. Also, it will serve as their source of information about their barangay, the development happening in their community, the activities, updates and as a reenforcement of history.

One respondent said that through having the newsletter, the next generation could be informed of what happened today (history of Bagong). Ongkiko and Flor (2003) noted that one advantage of print media is that articles can be shared or kept as reference materials.

It is interesting to note that one prominent reason why the respondent wanted the sustainability of the newsletter is for them to be guided and updated regarding the improvements of their community. One respondent said that the people need to know what they need to know; this would imply the desire of the people to be informed about what is going on in their community.

On the side of the barangay officials, Miguel Lauro expressed that the core group are welcome to present their plan during the Barangay Meeting for the Barangay Council to adapt the publication as their official newsletter. It is noted that the idea of presenting this plan as agreed upon by the core group will be done after the newsletter had been produced already.

On the other hand, Lavi Pistula, Head Teacher of JGES committed to continue the publication if the Barangay Council will not adapt it.

"If the Barangay Council will not continue it, we will be the one to continue it (education sector). It will become a general newsletter; we will make it as a partnership between the school and the community. On our side, it is for the development of the children and teachers. For the community, it is an aid in informing the community and outside of the community as well."

These responses from the respondents imply that they were able to realize the importance of having a newsletter. The importance of knowing right information is essential as Kamba (2009) points out that information, when properly articulated facilitates awareness and empowerment. Also, Ongkiko and Flor (2003) believe that printed newspapers are influential in creating awareness and mobilizing public opinion.

Road re-opens for the iBagong

Finally, it's passable.

The washed out portion of Doyut-Bagong farm to market road during the wrath of typhoon Pepeng can already accommodate the passage of the community's public utility jeepney.

The installation of parapet riprap for the re-construction of the road was implemented in the month of February with the second release of fund form the office of Ronald Cosalan, Congressman of the province of Benguet in the amount of 2.5 million pesos.

The office of the congressman committed to provide funds for the re-opening of Doyut to Bagong farm to market road in the amount of ten million pesos

The project was started last April 2012 with DPWH as implementing agency

Road re-opens...page 4

For posterity! Ground breaking for the cementing of Doyut to Bagong road as CHARMP Project II.// Photo by PMDio-al

CHARMP Helps concrete Doyut-Bagong road

Barangay Bagong is one of the four Barangays covered by the CHARMP II (Cordillera Highland Agricultural Resource Management Project). It is awarded by project of improvement through concreting of Doyut-Bagong farm to market road in the amount of Php2,903,003.52.

Government Officials from the province, municipal, Barangay and CHARMP II personnel witnessed the ground breaking for the start of implementation of the project last January 29, 2013 at Balluay, Sablan.

The project was won by Bolos Engineering Construction, in the person of Engineer Edgar Baclawad, who also hails from the place. The project is expected to be finished by the month of April, 2013.

CHARMP helps...page 4

In celebration of the feast of Our Lady of Lourdes of Bagong Catholic Church! Hon. Arthur Baldo, Mayor of Sablan celebrating the event with the constituents of Bagong . // MFBWance

Figure 7. Front Page of the newsletter

iBagong to undergo leadership capability building activities

To empower every organization in Bagong, a leadership training and teambuilding activity will be held on February 23, 2013 at Jose Gonzales Elementary School grounds.

According to OcthrinePasigon, organizer of the activity, the purpose of the activity will be to equip leaders on how to fulfil their roles and function effectively. Moreover, it is for the participants to develop their sense of responsibility and leadership skills in working effectively with others, for their family, for the community and to the nation as a whole.

Further, this activity aims to enable the proponent, which is the Women's Club and the community to realize their potentials and become active contributors towards community development.

All interested constituents are invited to join.

The activity will start at exactly 9:00 in the morning.//MFBWance

SEY-ANG

Sey-ang is an Ibaloy term which means sunrise. The staffs believe that Sey-ang is an avenue to shed light, tell events and share the truth that shall motivate people towards development.

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Sonia T.Pisda
Paul M. Dio-al
Jake L. Thomas
Roger D. Balangay
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Mafe B. Wance

Core Group Members
Sonia T. Pisda
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Roger D. Balangay
Nancy M. Luoang
Tony Faustino
Maryet Olayan

DCS to reach Bagong

Designed to revitalize the rich oral traditions of communities, the Development of Communication Society (DCS) of Benguet State University will be conducting a story telling of folk stories at Jose Gonzales Elementary School ground on February 24, 2013.

This is in part of the Story Telling Caravan (STC) of the DCS. The group is travelling around the different municipalities of Benguet were folk stories originated during the Stories of Alapu project of the society.

According to Joefrence Yangyang, president of DCS, this is a form of giving back to them the mediated form of their stories.

Stories of Alapu is an IEC campaign project that generally aims to document Cordillera folktales and promote their culture values among school children.

Elders, youth and children are invited to come and are encouraged to share the advocacy of the project.

The STC will be presenting how the barangay got its name "Bagong". The story telling will be in the evening with the concept of a bonfire.

On the other hand, to love out loud, the DCS will be conducting the (LOL) Loving Out Loud, an annual outreach program of the society on the same date at Yabyabuan. The activity aims to share foot wears, used clothes and educational materials. This will be conducted in the morning. // Mafe B. Wance

This publication came about through the collaborative efforts of the people of Bagong, Sablan. As part of an academic study, a core group representing the different sectors of the community was formed.

This first issue of Sey-ang is at pre-testing stage, however, any succeeding issues will be no longer part of the study.
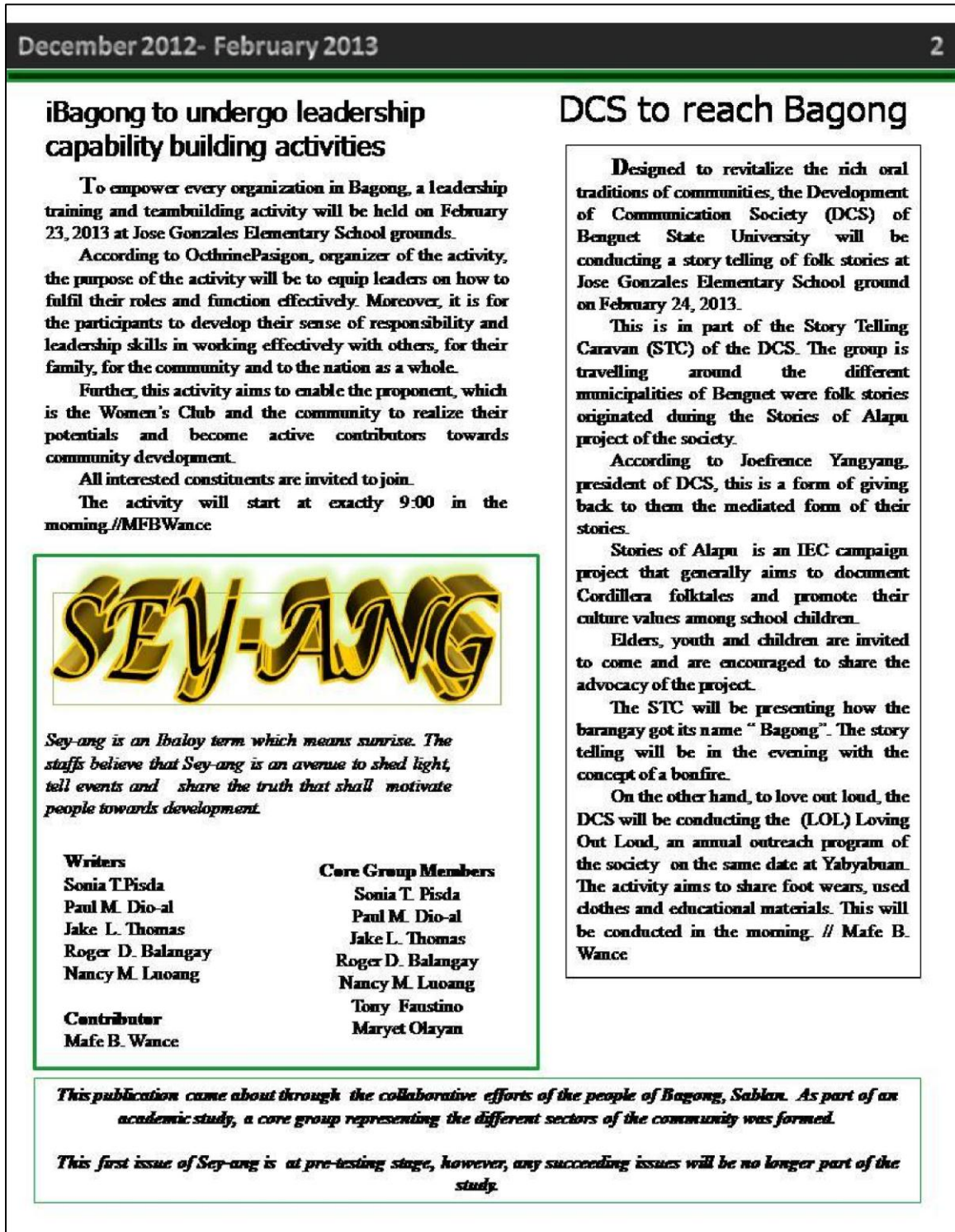
Figure 8. Inside page of the newsletter (second page)

Senior citizen Organization and Women's Club stand

Forming an organization like women's club and Seniors Citizen is a big help to families of members, not only socializing with co-members during meetings (once a month) or as needed but they try to help in the progress and development of the community through livelihood programs.

The Seniors Citizen Organization were formed by Kagawad Quelacio Baclawad and late Kagawad Pablito Dio-anes.

One of its objectives is to help or give contribution whenever a member dies. For funding, the office of Congressman Ronald Cosalan, allotted an amount of Php 75,000.00 for the organizations livelihood program. From this amount, a business of selling of rice was formed. It is now handled by Mrs. Marceline Laruan, a member of the Senior Citizens Organization.

On the other hand, the Women's club was organized in November 27, 2012 facilitated by Mrs. Nancy Luoang. For capability enhancement, lectures and cooking demonstration was conducted by NGO and LGU representative. They were also given an amount of Php 75,000 from the office of Congresman Ronald Cosalan for livelihood program as well. Now, a part of the fund is used to purchase chickens to be retailed here in Bagong.

These organizations do hope and pray, try their best, and through these contributions, it will supplement and improve the standard of living in this remote barrio of Sablan, Benguet.// NMLuoang

Understanding the 4P's

Pantawid Pamilyang Pilipino Program or popularly known as 4P's is a government program which aims to help the Pilipino poor by providing cash grant to worthy beneficiaries. It aims to improve their health, nutrition and education particularly of children's aged 0-14. The Department of Social Welfare and Development (DSWD) is implementing the program together with the Department of Health and Department Education.

Beneficiaries are chosen based on some parameters such as, if the family income is not enough, if there are children aged 0-14 in that family ,there is a pregnant family member and if they will agree to comply with the conditions of the program.

When one family becomes a beneficiary, they must follow certain conditions of the program.

A pregnant woman must visit the health centre on the third month of pregnancy and after delivery. Pregnant women must give birth at any health facility and should be attended by a nurse, a midwife or a doctor for the safety of the mother and child.

Parent or guardian must attend the monthly family development sessions, both parent are encouraged to attend the meeting if possible.

For children aged 0-2, parents must take them to visit the health centre and receive monthly regular preventions such as health check-up and needed vaccine.

For children aged 3-5, they must visit the health centre every three months for regular weight monitoring and needed vaccines.

Understandings 4p's__page 6

Figure 9. Inside page of the newsletter (third page)

CHARMP helps...from page 1

Funding of the said project comes from shares of percentages, 60% from CHARMP II, 30% from the Department of Agriculture. Both the Province and Municipal Government Units will share 5%.

With the objective of reducing poverty and improving the quality of life of Rural Highland Indigenous people, Director Cameron Odssey urged the Barangay Beneficiaries to participate in the completion of the project. Also, to protect their environment and preserve the documents produced by their office. He also stressed that their contract is nearly finishing.

According to Board member, Hon. Juan Nazarro, representing the provincial office, the advantage of united shares of funds should be maintained continuously.

On the other hand, Arthur Baldo, Mayor of Sablan challenged the contractor to properly perform their work.

In response, one of the representative from the contractor said that they will abide through participation and cooperation of the beneficiaries.

In the end, the technical working groups who programmed the work informed the citizens to extra monitor the project to avoid the use of sub-standard materials.// Paul M. Dio-al

Gone were the days of carrying heavy loads! To date, This washed out portion of the Doyut-Bagong road is now again passable for vehicles. The PUJ of Bagong can now reach until Asham. in preparation for upcoming concreting of the road. the community are conducting garatis or bayanihan in improving the road.

Road re-opens...from page 1

utilizing a fund amounting to four million pesos. Re-opening of the farm to market road was then reported to be finished but the road was still inaccessible that time due to deterrent facts.

The programmed destination was not reached, hindered by the land owner's request. One more factor is the heavy rains experienced during the following months.

Applying the formula that to provide is to support,

Cosalan challenged the barangay officials through the leadership of Barangay Chairman, Miguel Lauro to negotiate with the land owner of the washed out road for the second release of funds.

Through negotiation, Lauro was able to convince the land owner for the continuation of the project. //Paul M. Dio-al

Figure 10. Inside page of the newsletter (Fourth page)

PTA works for school improvement

To support the Jose Gonzales Elementary School Improvement Plan (SIP), forty six parents, Teachers Association (PTA) members widened the porch and made a concrete canal in front of Grades I and II classroom last February 2, 2013.

The PTA members worked together in digging, piling, and hauling, sand, gravel and stones. Parents brought with them their tools, equipments and other materials needed for the project.

"During heavy rains, the frontage of the Kindergarten, Grades I and II classrooms are slippery and sometimes flooded. These are the reasons why we need to work this out while it is not yet rainy season", Mr. John Ray Caliging said, the PTA president, in an interview.

The partially accumulated amount of Php. 2,880.00 PTA fee this school year was used to purchase the cement, steel bars and welding rod. The remaining uncollected PTA fee will be used to buy more cement for the continuation of the said project.

According to Lavi C. Pistula, the school head, this project adds beauty to the school and most importantly, it promotes safety and protection to the children. She further said that JGES teaching staffs are grateful to the PTA members for their support in this project.

Pistula added that parents who were not able to come on the said PTA work will continue the project up to the porch of Kindergarten classroom. The schedule for the work will be posted within this month. // Sonia T. Pisda

NSTP students help the school build their nursery. They are first year forestry students of Benguet State University.

Lauro and Pilay join volleyball team for CARAA 2013

Two pupils of Jose Gonzales Elementary School join the Benguet Delegation for the Cordillera Administrative Athletic Meet (CARAA) 2013 on February 24-March 3, 2013 at Luna, Apayao.

JericLauro and Gretchen Pilay, both Grade VI pupils, will join the volleyball boys and girls team of Benguet.

"Through the good performance and discipline the two athletes showed during the Benguet Provincial Athletic Meet last Dec. 11-14,2012 held at La Trinidad, Benguet, the two were chosen to complete the volleyball team for the CARAA" Ramsey P.Almasen said, the Sablan PESS Coordinator.

The athletes will undergo training on February 18-23 at Benguet National High School, Wangal, La Trinidad, Benguet with Mrs. Patricia Bendi and Mr. Cristobal Dinamling, the volleyball boys and girls coaches' respectively.

According to Mrs. Bendi, good skill, self-confidence, discipline and teamwork are the keys they wanted to instil to the athletes during the said training.

"Hope we can bring home the bacon", Bendi ended. // Sonia T. Pisda

Figure 11. Inside page of the newsletter (fifth page)

Youth Celebrates New Year through sports

For a meaningful way of celebrating the New Year, the youth of Bagong bonded and played volleyball on the first day of the year 2013 at Jose Gonzales Elementary School.

This is aimed to strengthen the relationship and unity among the youth within the barangay. The event was played between youth residing from the eastern side and western side of Bagong.

According to the officials of the games, aside from the purpose of bonding and celebrating the New Year, another aim of the games was to socialize with the visitors who came from different places to celebrate New Year in the community.

Jake L. Thomas, SK Chairman of Bagong believes that gathering through sports is a unique way of building self-confidence and could help youth gain or apply social skills. He said that it is not on the way you won but on how did the participants and visitors enjoyed and valued the game.

"Volleyball was just the title, but to socialize and improve camaraderie is the game", Thomas ended.

On the other hand, Rachel Fianza, one of the youth of the Barangay said that activities like this allow the youth and visitors of the community to mingle with one another and share stories. For her, it is a way of knowing more youth from the barangay.// JLThomas

Brgy. Council helps SK cover expenses

Members of the council, in effort to help the SangguniangKabatan in their expenses, met to discuss the issue last December, 2012, at Dap-ayan Hall.

The highlight of the meeting is the discussion on why the SK was not able to pay the expenses spentduringthe search for Mr. and Ms.Sablan.

Jake L. Thomas, SK chairman of Bagong took the lead in discussing the problem. He said that fund was not enough to pay the expenses because part of it was used in purchasing musical instruments and sound system.

He further explained that it is necessary to purchase musical equipment for the youth to have materials to train and practice their innate talent.

According to Thomas, there were funds that were not used but others were used to pay the transportation of viewers from Bagong to Sablan Municipal Gymnasium during the talent and coronation nights of the search for Mr and Ms Sablan. Part of the fund also was used for the rent of the car and materials used during the float parade.

The council decided to lend money to the SK which will be paid by the SK CY 2013 fund. The SK Chairman was then tasked to assess the remaining fund for the Brgy. Council to know how much will be borrowed.// JLThomas

4P's from page 3

For children aged 3-5, they must attend day care or pre-school classes every day and have at least 85% class attendance or not miss the three times every month. Also, they must avail deworming medicines twice a year at the school clinic.

If the family follows the conditions of the program, they may receive cash grant for education and health for the children, and for the whole household. For health, a beneficiary may receive Php 500 pesos every month and Php 300 pesos for every child that goes to school during school days.

A family may receive a maximum of Php 1,400 pesos every month if the family have three children listed on the program.

Three of the children can only avail cash grant for education. Children 6-14 years old should be the priority as beneficiaries of the program. In cases in which there are no aged 6-14 years old children, children aged 3-5 years old may be covered if they are attending preschool or day care classes already.// RDBalangay

Figure 12. Inside page of the newsletter (sixth page)

Before and during, the unfolding of the story of BAGONG

Where the sun rises perfectly and where sun set is a spectacular sight- those who have been to this place would surely remember, yes, Barangay Bagong have this assets of beauty and tranquillity.

Bagong is the farthest and northernmost barangay of the Municipality of Sablan. Originally, it is a sitio of Barangay Balluay but was officially declared a barangay after the declaration of Martial law on May 1971 through RA 5676.

A folklore story gave the barangay its name. As narrated by some elders of the community, the name "BAGONG" is a combination of the first syllable of the word 'BAKOL' and the last syllable of the word 'PAKGONG'.

In the olden times, there was an old woman with a gold bracelet who plays the pakgong so well (Pakgong is a musical instrument out of bamboo). One day, while she is walking to her farmland, she felt tired.

The old woman decided to rest atop a big rock. Suddenly, the rock swallowed the old woman. The people tried to save the old woman using crew bars but the rock won't open. As the years passed, the big rock divided into two. To date, the rock is still visible in the farmland.

Bagsilay and Balud were believed to be the first couple who settled in the barangay. Their children intermarried with people from Tublay and Kapangan. To this day, Bagong has a population of 150 households.

One historical event of Bagong occurred sometime during the 18th century; the community was attacked by destructive grasshoppers. Food became scarce; this led to a 'Betil' (famine). In return, the community captured the grasshoppers for food.

Bagong is 25 kilometers away from the city of Baguio. Before, it is only accessible through the Botot road. One needs to hike for two hours through narrow, mountainous, slippery and rocky foot trail to reach the nearest residential area of Bagong. As time passes by, the Baguio-Balluay-Bagong road was constructed.

Currently, the barangay is now on its pace towards development.

The washed out portion of the mentioned road during the wrath of typhoon Pepeng is finally repaired, and is now passable. Further, CHARMP Two agreed to help in the concreting of a portion of the road. Jacqueline Dio-al, resident of the community, said that the improvement of the road could hasten development as the people will be encouraged to have more products because of the availabilty of a farm to market road.

Also, different organizations are geared with activities meant to empower the community.

Truthfully, the sunrise and sunset of everyday are silent witnesses of the story of this blessed barangay. Long live Bagong!// MFBWance

Sources:" History of Sablan", Provincial Capitol Records and personal interview

Figure 13. Inside Page (seventh page)

SEV-ANG

The faces of Bagong

View of the Sixsitios of Bagong

View of Mt. Pukgong in Bagong

TaladangFruits ,now scarcely found in Bagong

Sunrise viewed in Bagong

Photos were taken by different people, at different places and times but they all represent one thing, the way of living of the iBagongs.

Figure 14. Back Page Perceived Importance of the Newsletter

The perceived importance of the newsletter was collected during the pre-testing of the newsletter. Community perception ranges from satisfying personal information needs and of what the community‟s need.

Perceived importance to personal information needs. The respondents saw that the newsletter can give them information about their barangay. One respondent specifically said that it guides her to know more information on the improvement of their   barangay. Also, for them the newsletter does not only give them information but also it is an avenue for learning and entertainment. One respondent also said that the newsletter will serve as his remembrance, especially on the article of the history of Bagong.

The newsletter is also viewed to promote self-development on the side of the writers.

Perceived importance such as these prove that they immediately recognized its importance.

Perceived importance to community‟s need. On the other hand, the respondent saw the newsletter as way to encourage cooperation from the community. One respondent said that "for more information, others that are not participating in any activities will be encouraged as they read what and how the programs and projects are being implemented".

Also, it promotes assurance that projects of the government will now be implemented. *"Awan ti newspaper ditoy, idi daytoy en tapno maamwan iti mangmangyari ditoy, no estorya lang gamin ada ti kurang or sobra na. Ngem no kastoy, accurate diyay ta haan mo maikarga no haan nga agpayso"* (there is no newspaper here; this is a way for us to know what is happening here. If words of mouth only, there‟s a tendency that it‟s either

insufficient or there are added details. But if it is written here, it is accurate because it will not be included if it is not true).

They see the newsletter as assurance for development. One respondent specifically said that *"hota CHARMP II, metudoy da ah ta wara met da shiyay"*

(referring to the article „CHARMP Helps Concrete Doyut-Bagong Road‟) (the CHARMP II will now be pushed through because it is already here).

A core group member stressed that having a newsletter will allow people to become socially aware of the things that are happening in their society. Also, information shared will make them competent through which they will be able to understand the angle of societal matters.

In support to this statement of the core group, one respondent from the community said that the newsletter is good because all good issues were included especially the improvement of the road.

In a nutshell, the community acknowledged the value of having a newsletter as it gives right information, it is a source of information, assures community development, promotes cooperation and it allows self-development for the writers.

Bang-git (2011) proved this right when she said that Community media can be an effective form of information dissemination as one of its responsibilities is to disseminate information needed by the community

Answers were mostly focused on how the newsletter could be a conduit for the flow of information.

The community was able to recognize the importance of knowing right information. Kamba (2009) noted that convincing rural communities on the importance of information will result in accepting information as a key for development.

It is in this light that the newsletter as a way of disseminating information was able to incite the community on the idea of knowing right information as a tool for development.

Challenges Encountered and Insights Learned

Challenges are deemed important for leanings. Throughout the course of producing the newsletter using PCA, challenges encountered by the core group were noted, also their insights.

Planning. On the planning stage of the development of the community media, the main challenge encountered was finding a common time for the entire core group to meet. During the span of the study, the Barangay has many lined up activities. Most of the core group members are active constituents of Bagong. Only the first core group meeting was well attended. On the subsequent meetings, two to three core group members were not able to attend.

Production. During the production process of the newsletter, one challenge encountered is the activities of the core group members. Being the chairman or active members of their

organizations, they have lined up activities for the month. Scheduled meetings of the core group are sometimes in contrast of their available time.

Another challenge is on the technical aspect of the production of the newsletter. Being new on the principles of news writing though they underwent a lecture-workshop in basic news writing, the core group members admitted that they were hard up in writing news. However, with this, they were motivated to induce self-learning.

Mr. Paul Dio-al admitted that writing is a tedious task. However, in writing, he learned, it represents who you are; he became careful in writing, the way he deliver information. According to him, it is challenging because it helps him in becoming cautious in writing.

A core group member said that through this, he was motivated to read more, *"Through this, I was able to read the history of Sablan and Bagong which I never read."*

Another is, during the production stage of the newsletter, all articles were written in English.by the core group members. The decision to use the combination of EnglishIbaloy- Ilokano during the FGD was not carried out.

Two of the core group members who started to use Ilokano as their medium were not able to make it, one shifted to English while the other one was not able to finish his article due to hectic schedule and sickness.

The member who started using Iloko who shifted explained he patterned his article to a 4P‟s copy but if this publication will be continued, he committed to use Ibaloy or Ilokano. The explanation for this occurrence according to some members of the core group

is expected readers are a mixture of different races. Core group members want to ensure that readers will understand their publication.

Pre-testing. On this stage of the study, the challenge met were the availability of the community for key interviews. With farming as the main source of livelihood, they would go out early and return home late.

However, along with this challenges are insights learned by the core group members.

A core group member who represents the education sector said that *"On my part I have hectic schedule, I learned the lesson of time management. Then the importance of the dictionary, I learned how to browse them again. Also, before I think more on of the activities of the school. But when this came, I realized how about other organizations?*

With the core group I learned information from them"
The core group member for the youth sector said that *"I want change, I want to shed light. That is why I want this newsletter to be adopted as the official publication of the Barangay to be published quarterly."* This statement was supported by other core

group members.

One core group member claimed that through participating, she was able to hone her writing skills, and expressed her hope that all issues of her barangay will come out.

PCA is time consuming but in return, it facilitates self-involvement and development of the participating stakeholders.

These responses from the core group agree with the implementation stage of the Participatory Development Project as noted by Mefalopulos & Tufte (2009) that participation at this stage increases commitment, relevance and sustainability.

Challenges perceived by the researcher. On the other hand, the researcher noted several challenges in using PCA as a framework in inspiring the community to participate in the establishment of the newsletter. Although the core group represented the different sectors of the community, it does not hold full assurance that their needs, their preferences could fully reflect what the community needs and prefer in the code, content and treatment of the newsletter.

Also, some respondents saw the core group consultations as a way of voicing out their concerns which does not, in a way connected to the objectives of the study.

Further, the researcher had observed that the lingering internal issues of the core group members with each other in a way affected their decisions and inputs during core group consultations.

It is in this light that in core group formation, one challenge in PCA framework is work is selecting the right people who can affectively represent their sector. One factor that can be considered in core group formation is the characteristics and expertise of the targeted members.

These challenges paved a way for the researcher to better understand the idea of PCA as a communication framework in bringing about desired participation from the community.

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study in general aimed to establish a community media in Bagong, Sablan Benguet. Specifically, it aimed to determine the information needs of the iBagong; determine their preferred community media, determine their preferences in terms of code; treatment and content, determine the perceived importance of the community media; determine the challenges encountered in the production of community media and document the production process of the community media.

The study was conducted in Bagong, Sablan, Benguet from January 2013 to February 2013. The respondents are the residents of Bagong, they came from two stages, a core group of seven members who are the prime decision makers for the community media and 50 respondents from the community who pre-tested the publication.

The data were gathered through Focus Group Discussion (FGD), interview schedule, survey and community discussions.
The data gathered were consolidated, tabulated using descriptive analysis, percentages and were discussed in narrative forms.

Based on the results, the information needs of the community identified were on the pros and cons of R.H bill, about organic farming, the activities of the school, ethics of legislation, parliamentary procedures, due process for senior citizens to avail discount in BENECO Bill, process in the COOP-Benguet membership. The information

dissemination on the specified depth of open pit, proper waste segregation, the native dances and how to play the instrument and the curfew on the selling of liquors is needed.

On the preference on the community media, print media surfaced. The treatment would be newsletter as this according to them is not too expensive, not time consuming and easy to produce. For the code of the newsletter, the core group preferred to the use of English-Ilokano-Ibaloy combination of languages. The core group wanted to assure that all the readers will understand their publication. However, on the actual printed newsletter, no articles were written in Ibaloy or Ilokano.

For the content, the identified problems and information needs became the basis of the core group in writing their articles.

The perceived importance of the community media are; it is a source of information, it is an avenue for sharing information, it fosters cooperation, promotes selfdevelopment and motivates people towards development.

Using Participatory Communication Approach in establishing the community media, it followed the stages of planning, production and pre-testing of the newsletter. Selected respondents positively accepted being a part of the core group. Commitment for the sustainability of the newsletter surfaced. Also, it allows the participating stakeholders to saw the newsletter as a tool forself-development.

On the pre-testing of the newsletter, the newsletter was rated to be comprehensible, acceptable, and attractive and is in for sustainability. Suggestions for the improvement of the newsletter was also voiced out, a few revisions on the pictures and lay-out.

Conclusions

Based on the results, these conclusions were drawn:

1. The people in rural communities, such as Bagong, are capable of determining their information needs and in developing a channel to address these.

2. The people of Bagong recognized the idea of having a community media as a channel for development.

3. Allowing the community to become a part of decision making process promotessense of ownership and responsibility.

4. There is a need for an expert to conduct training and to assist in technical skills for the enhancement of the capabilities of the writers of a community.

5. PCA facilitates commitment and self-involvement all throughout the process of producing a community newsletter.

6. PCA, as an approach, can let people realize their potentials in producing a community newsletter.

Recommendations

Based on the conclusions, these are the recommendations of the study;

1. The researcher recommends the continuation of the publication, and the adaptation of the newsletter as the official publication of Barangay Bagong.

2. The researcher recommends the use of the Ibaloy language should the newsletter be continued.

3. PCA is suggested to be used in the development of newsletter in any rural community.

4. The Barangay Council of Bagong may also consider the hiring of a communication specialist that will oversee the continuation of the newsletter.

5. They may also consider constant monitoring and evaluation of the newsletter for its sustainability.

6. The community may also open the production of the newsletter to extension projects of the Development Communication students of Benguet State University.

7. The researcher recommends additional capability building activities for the writers of the Sey-ang.

8. The researcher recommends that in using PCA as an approach, the facilitator must see to it that the decisions during core group meetings should be carried out. Figure 15 shows the proposed model for community newsletter establishment using PCA as a framework.

PLANNING

- ➢ Conduct a community needs assessment survey

- ➢ Create core group

- - Members should represent the sectors of the community

- - Should be committed to the project

- ➢ Community consultation should be done to generate ideas on their preference in code, treatment and content

PRODUCTION
- ➤ Conduct Capability building activities for the core group
- ➤ Constant core group meeting to ensure decisions are implemented
- ➤ Conduct Community consultations to encourage collective decisions on uncertain information

PRE -TESTING
- ➤ Internal evaluation of the core group should be don e to ensure validity of information
- ➤ Community discussion or focus group discussion should be done to solicit ideas for the improvement of the media
  - Different sectors of the community should be well represented
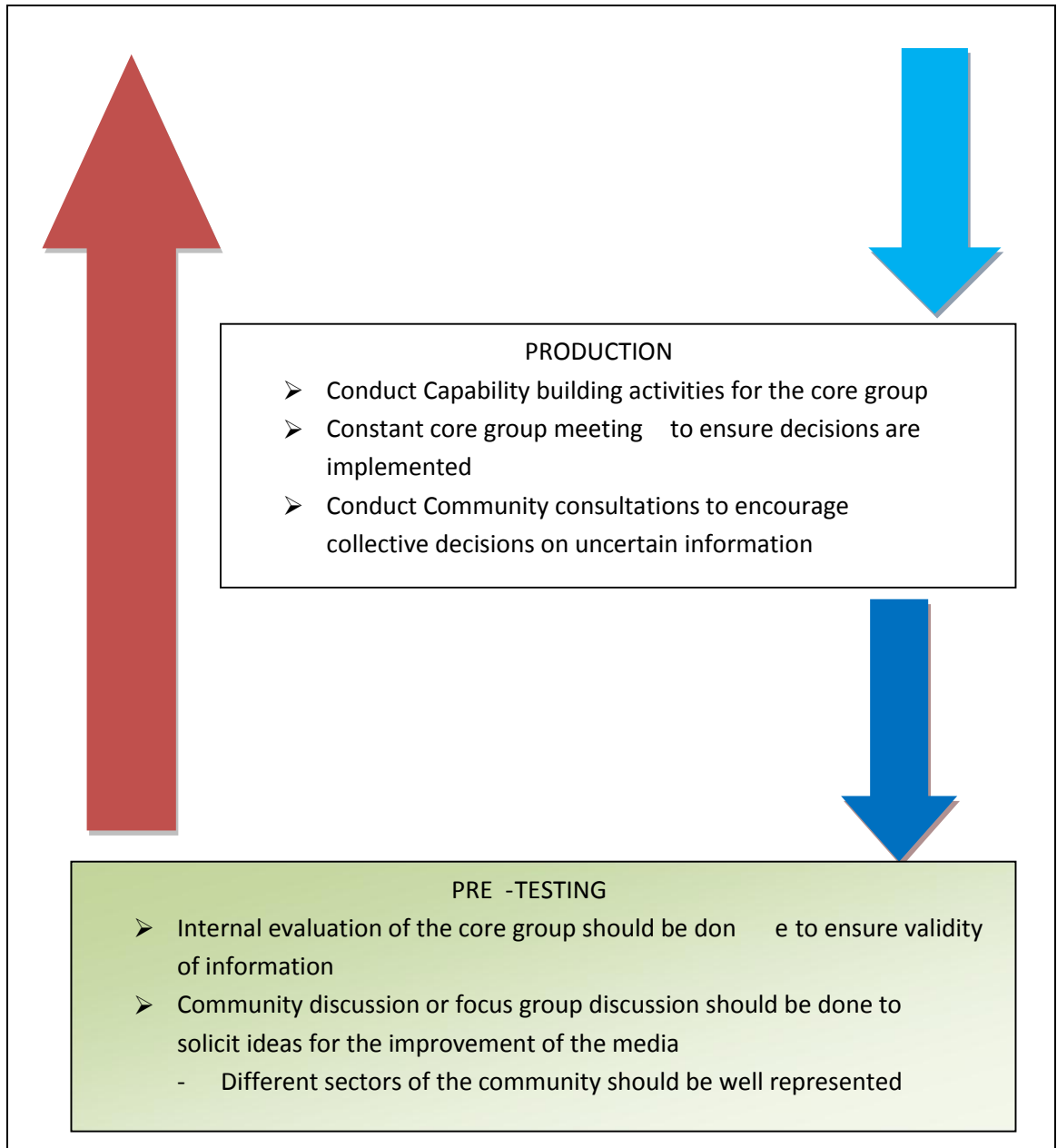
Figure 15. Proposed framework in community newsletter development

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