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Unless so indicated, the views expressed by the authors of feature articles in this publication do not necessarily reflect the policies of the Philippine Social Science Council, Inc.

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- * THE PHILIPPINE COMMUNICATION SITUATION: NEEDS, OPPORTUNITIES,
- * REGIONAL VIEWPOINT NEEDED IN COMMUNICATION AGENDA
- * CURRENT ISSUES IN PHILIPPINE MASS MEDIA

7

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Our assembly today is an important milestone in the history of communication. For the first time, communicators from various sectors (we have no less than ten categories in communication) have organized under this umbrella organization, the Philippines Communication Society (PCS) which is a regular member organization of the Philippine Social Science Council (PSSC). We have teachers and researchers; practitioners in both print and broadcast media; public relations managers; advertising counselors; researchers and designers of development communication programs; managers of government informa-

tion and communication technology as well as social

scientists.

The organization of PCS is long overdue. Over the past decade, communicators have watched helplessly as our country's freedom was snatched by the Marcos dictatorship which also ravaged our economy and violated our human rights. The abuses would have been curtailed if we had a freer press, if the even more powerful communication technology could have monitored violations of people's rights, and if all our communicators were organized so that they could carry out the functions of surveillance and mobilization.

The constraints of the fourteen years of martial law did not prevent some of us from monitoring the excesses of the past regime which included violations of constitutional rights to information and free press, the take-over of our communication technology by greedy cronies and finally, the over-

*Speech delivered at the General Assembly of the Philippines Communication Society (PCS), Manila Peninsula Hotel, 26 September 1987.

THE PHILIPPINES COMMUNICATION SOCIETY AND THE FUTURE

by Florangel Rosario-Braid, Ph.D.**

commercialization of our mass media. That was all we could do as the government had virtual control of the communication resources. Today, we are grateful that we are able to get together as a group to rationalize this vital sector.

Your presence today is an indication of how important you regard communication in the survival of our fragile democracy. Today, our society is polarized and the center which was where we rallied around in the February 1986 revolution is gradually being eroded. We need to mobilize our centrist forces again and rally for what the center represents and this we can do not only by marching in the streets but also through communication. I'm sure you will agree that our government has to communicate more, has to consult with the people more than it is doing now and the media can be utilized for this. Again the problem is how to do it without being criticized of hardsell propaganda. If we had a more coherent communication strategy, I am sure we can move faster in galvanizing people power towards cooperation and action. It is in sharing, and interaction that we could again come together as a nation.

Today, our communication sector is faced with many problems which are challenges if we can only muster enough will to act. Many of them have to do with establishing mechanisms for achieving a balance between satisfaction of individual needs and those of the institution; a balance between the need to promote cultural diversity while working towards a national culture; and finally, the need to develop a

(Turn to page 47)

**Chairman, PSSC Executive Board.

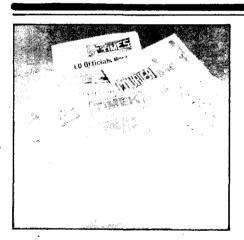
^{**} President, Philippines Communication Society (PCS) and Executive Director, Dean, Asian Institute of Journalism (AIJ).



THE PHILIPPINE COMMUNICATION SITUATION by Benjamin V. Lozare

Is the average Filipino able to secure the information that he needs to improve the quality of his life and participate in the democratic process at the time that he needs it? . . . at the cost that he can afford? . . . and at levels of adequacy and accuracy that he desires?

If not, what can be done about it?



REGIONAL VIEWPOINT NEEDED IN COMMUNICATION

by Manuel S. Satorre

With the failure of Manila-based channels to provide the forum to air the sentiments of the people in the provinces, regional channels should be developed and made available.

Once provincial radio stations, televisions and newspapers are developed, they can become regional voices that can serve national interest. This can quell the feeling of discontent over the lop-sided national policies that seem to alienate the regions outside Metro Manila.

CURRENT ISSUES IN PHILIPPINE MASS MEDIA

by Florangel Rosario-Braid

While press freedom is guaranteed by the 1986 Constitution, still, some issues on the Philippine mass media have yet to be confronted — the 1986 Constitutional Provisions on mass media, the ownership of mass media, the case for a Commission on Communication, the safeguarding of press freedom, the need for communication policies and the need for a new information order.

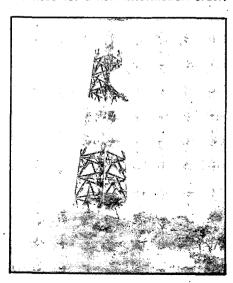


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January June 1988 V. 16 Nos. 1 & 2



THE PHILIPPINE COMMUNICATION SITUATION: Needs, Opportunities, and Prospects

by Benjamin V. Lozare, Ph.D.²

The central issues which this paper seeks to address may be stated as follows:

1) Given present circumstances, is the average Filipino able to secure the information that he needs to improve the quality of his life and participate more meaningfully in the democratic process —

¹Paper presented at the Philippines Communication Society Seminar on Legislative Agenda for Communication, held September 26, 1987, Manila Peninsula, Makati, Rizal.

²The author wishes to thank Dr. Delia Barcelona, Deputy Director, Philippine Information Agency and her research staff without whose help this paper could not have been written.

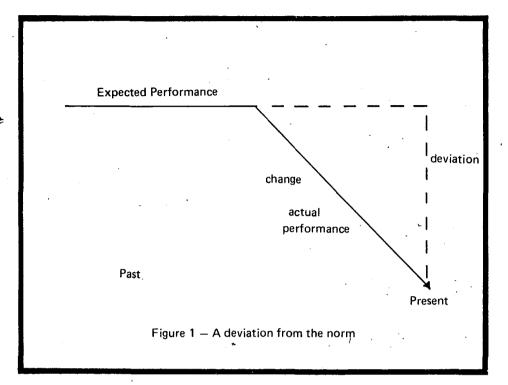
- a) at the time that he needs it?
- b) at a cost that he can afford?
- c) and at levels of adequacy and accuracy that he requires?
- 2) If not, what can be done to ensure that the expectations described above are met at the soonest time and at the least cost possible?

The first set of issues may be described as a set of desired standards, and deviations from these standards constitute problems for which we seek to find some remedies in this conference.

Kepner and Tregoe (1981) classify deviations from standards into two types. One concerns performance which is within the norm but changes or deviates from the expected at some point in time (See Figure 1). The other describes a situation where performance has always been below standard (See Figure 2) and where efforts are exerted to bring performance or conditions to the desired level.

It can be gleaned from available data that our present communication situation has always been below standard in terms of:

- a) adequacy and equitable distribution of media infrastructure
- b) adequacy of resources devoted to communication development
- c) responsiveness of organizational structures
- effectiveness of communication policies and programs



A. Adequacy and Equitable Distribution of Media Infrastructure

It may be useful to place media infrastructure data in the context of the status of Filipino households.

Based on the 1986 Philippine Statistical Yearbook of the National Economic and Development Authority, the salient features of Filipino households (as culled from the 1980 Census) include the following:

- About 43 percent of households still have cogon/nipa roofs while
 percent have galvanized iron roofs.
- More than half (56 percent) of households live in areas less than 30 sq. meters.
- 03. Only 37 percent have electricity for lighting while 60 percent rely on kerosene.
- ³NEDA defines poverty line as average income needed to satisfy the nutritional/other basic needs of a family of six. NEDA pegged this at P2,382 monthly in the rural areas or P3,021 monthly in the urban areas.

- 04. Eighteen percent do not have any form of toilet facilities, while those who have access to water-sealed toilets constitute only 40 percent.
- 05. Fifty-eight percent of families live below the poverty line.³

Media Infrastructure

There is severe information poverty in the country for the simple reason

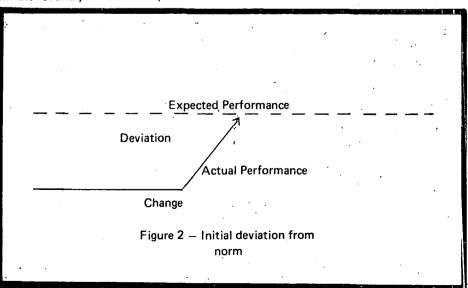
that the highways of information are lacking.

Most optimistic 1985 estimates reveal that only about 22 percent of households would have at least one daily newspaper in a week. The latest PSRC print study shows that at least 26 percent of total adult population read one newspaper daily, but this is highest in Metro Manila (62%).

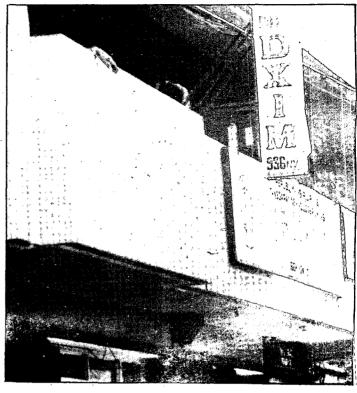
There are 1.4 million daily newspaper copies printed every day. But even with a pass on readership of 5, these would reach only a total of 7 million readers while a pass on readership of 10 would reach 14 million, figures grossly inadequate for a total population of 58 million people or an adult population of 29 million (15 years and above).

Television

Television ownership as of January 1985 was estimated at 29 percent of households. The concentration of TV households in Metro Manila and other urban areas in the country can be seen graphically by comparing Figure 3 (Distribution of total households) and Figure 4 (Distribution of TV households). Mindanao and the Visayas are clearly TV poor while Luzon is relatively TV rich.







Television ownership, however, is growing at a faster rate than radio ownership where acquisition of radios seem to have reached affordability belings for people who are very much below the poverty line. Television ownership, on the other hand, seems to be growing as incomes increase, credit facilities become more available and the pace of electrification accelerates.

What is sad to note, however, is that if present rates of population growth and television ownership continue we will reach 100 percent ownership only by the Year 2030, or 50 percent ownership by the Year 2010.

Radio

Radio ownership as of 1985 was estimated at 72-77 percent of households. Although radio is the most pervasive medium, the data suggest that at least 23 percent of households (roughly about 13 million Filipinos) up to now do not have *immediate* access to radio.

Radio ownership distribution, as shown in Figure 5, is closer to the pattern of population distribution than television ownership distribution.

However, it is estimated that if present rates of population growth and radio ownership continue, the country will have 100 percent radio households only in the Year 2020.

"... if we do not have the highways of information, we cannot expect information to move or reach our population."

Tables 1 and 2 show that there is no lack of radio stations in the country although there seem to be areas not served by television at all.

Given the archipelagic nature of the country, the importance of achieving at least 100 percent radio households by the Year 2000 — if not in television households — seems to be a critical and reasonable concern. Efforts should therefore be exerted

to double the rate of growth of radio households.

A comparison of Philippine media statistics with other ASEAN countries is shown on Figures 6 to 8. The Philippines appears to be at the bottom for print and radio and is ahead of Thailand and Indonesia only in television ownership. Given present rates of growth in ASEAN economies, it would be reasonable to expect that the Philippines will continue to lag behind unless drastic improvements occur.

One can only conclude that if we do not have the highways of information, we cannot expect information to move or reach our populations.

If it is indeed true that media development is a consequence of economic development as some economists say, then communications' commitment to harness media for national development would not be as meaningful since the poorer sectors of society would be outside of media's reach. Such a situation may paradoxically widen the gap between the rich and the poor rather than bridge it.

Government Information Resources

Government information resources are definitely grossly inadequate. In terms of personnel, there are less than 5,000 government workers engaged in communication work constituting not even 1 percent (.47%) of the total government work force.

As provided for in the General Appropriations Act (Executive Order No. 87), the budget allocation for government communication agencies amounts to an estimated P150 million or less than 1 percent (.19%) of the total 1987 budget. If one considers average expenditures for communication in the line departments, total communication expenditures is estimated only at P230 million or a per capita expenditure of P4.18.

In contrast, as shown in Figure 9, the government spends about P200 per Filipino for defense and about P70 for health.

Assuming that there are 25 line departments or major offices of government, the mean or average expenditure for communication per department or office would be only P3 million pesos, a budget substantially smaller than many advertising campaigns one would find in the private sector.

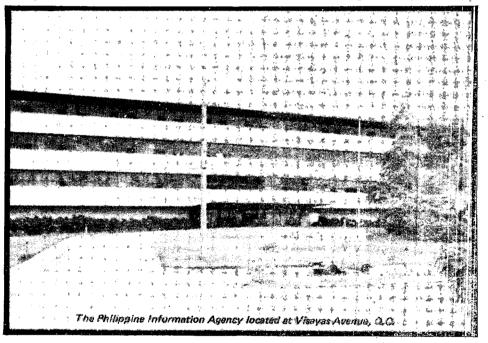
A consequence of this meager allocation of resources for communication is the finding that the median print run of government brochures is only 5,000 copies.⁴

Distribution of communication personnel is still far from ideal although significant improvements have been noted since the new government came to power. In the previous government communication structure, the Office of Media Affairs/National Media Production Center saw 80 percent of its personnel in Manila and a corresponding 80 percent of its operating expenses

If there is little demand for communication infrastructure, we can expect: only little growth.

In some areas, as in telecommunication services, capacity to deliver may even be overtaken by demand such that services delivery would lag significantly.

Roth and Connell (1987) noted that a particularly revealing perspective or the potential demand for communications in developing countries and or consumers' willingness to pay, is pro-



spent in the capital. OMA-NMPC personnel were also found to have the following composition: administration — 41 per cent; technical (printery, photography, audio-visual technician) — 42 percent and information officers — 17 percent.⁵

Officers of the Philippine Information Agency. Many observed that some Departments could spare only 50 copies of their brochures for 48 Information Centers all over the country.

⁴As reported by Program Development

⁵Philippine Information Agency pattern of resources distribution at present, however, has reversed this situation. There is now a 60% allocation of manpower and financial resources in the regional offices.

Administrative personnel have been reduced to 34%, technical personnel have been scaled down to 29%, while information personnel have been increased to 35% from 17%. The relatively high proportion of administrative personnel will be reduced further as more information officers are hired.

B. Adequacy of Resources Devoted to Communication Development

Resources devoted to communication development are grossly inadequate such that estimates of growth may even be proven wrong. It is possible that we may even see a deterioration in our communication situation rather than improvement in the next decade.

Resources in the private sector are allocated according to market demand.

vided by examining the ratio of television sets to telephone sets in sevenal countries (See Table 3). They observed that a television is an electronic capital good that is rationed by the market; those who want to have one pay the market price. A telephone, on the other hand, is an electronic good that is rationed by the telephone company's ability to provide service. In the developed countries, the ratio ranges from 0.51 to 0.83 televisions per telephone, while in developing countries it ranges from 1.31 to 2.39 televisions per telephone.

Roth and Connell suggest that if people in developing countries were as free to buy telephone services as they

Table 3 - Availability of Telephones in Selected Countries

	Ratio of TV sets to telephones	Telephones per 100 people	Percentage of registered demand met
Developed countries			
United States	.80	83.7	n.a*
Japan	.51	49.4	n.a.
Britain	.83 ·	49.7	n.a.
Federal Republic			-
of Germany	.78	46.3	n.a.
Developing countries			
Colombia	1.31	6.0,	n,a,
Philippines	1.92	1.1	73
Pak istan Pak istan	2.39	. 0.4	58
Mauritius	1.77 `	4.0	57
		•	

^{*}Not available

Source: Authors' compilation on data from Robert J. Sounders, Jeremy J. Warford, and Bjorn Wellenius, Telecommunications and Economic Development, 1983.

are to buy luxury consumer goods, the number of telephones in use would increase substantially, with positive effects on economic development.⁶

At present, media infrastructure growth is entirely in private hands. Although the government intends to help stimulate media infrastructure

⁶This frustration from unmet demand is clearly illustrated in the author's personal case. I can afford to have a telephone, in fact even two telephones, but I do not have any. I can afford to have 24 hours of electricity but frequent brownouts prevent this. I can afford to have 24 hours water service and yet I have to build my own tank storage because the "first class" subdivision where I live cannot provide this service. I want to send packages to relatives in Iloilo but I dare not because they might get lost. This is the plight of the middle class who can afford certain basic services as power, water, telephone and postal services and yet find that they are not available.

growth, the lack of resources of government communication agencies prevent any concrete move in this direction.

There exists no tax incentives for media development. Purchase of communication equipment are taxed heavily while no incentives are offered for setting up communication organizations or services.

Although figures on annual investment in media in frastructure are not available, it would be reasonable to assume that compared to total investment in the economy, media investments are insignificant.

Table 4 shows the growth of radio stations and TV stations in a 15 year period. Although television stations manifested what appear to be rapid growth, almost doubling every 5 years from 1980 to 1985, the growth may be traced to small relay stations which do not require huge investments. Radio stations even show a decline, perhaps a reflection of a crowded industry.

In many cases, a chicken or egg situation inhibits further growth of media. An excellent example would be the Cagayan region where TV ownership constitute only two percent of total households because there is no or little signal to receive. On the other hand, no commercial firm would risk setting up a TV station in an area where TV ownership is practically nil.

A disheartening note is that the Philippines does not have a true nation-wide television network at present. Since Palapa authorities suspended satellite services for nation-wide TV in the mid '80's due to payment difficulties, what appear to be "nation-wide coverages" now are actually limited transmissions for key cities like Cebu, Baguio and Iloilo on special occasions.

On the receiving side of media, unless investments are made to lower the cost of radio and television sets, and batteries or alternative sources of energy (e.g. solar powered radio sets),

Table 4 — Number of Radio and Television Stations

	1971	1975	1980	1985
Radio Stations TV Stations	333	213	279 <i>-</i>	318
	21	23	32	60

Source: Kapisanan ng Broadcasters ng Pilipinas

we can only expect a continuing alienation of significant sectors of society from our communications grid.

On the government end, what is most alarming is the declining government expenditures for communication as can be seen in Table 5. Since population is increasing at 2.75 percent per annum, we can only expect a deterioration in government communication services if present trends are not arrested and reversed.

C. Responsiveness of Communication Organizational Structure

One may ask, to what should media be responsive? Market forces respond to the needs of those with more resources. Surveys and popular ratings on the other hand, give us only what people prefer over a limited choice of programs or content.

For government communication services, one may ask whether they should respond more to people's needs or to what the leadership wishes people to have? Let us look at the situation more closely.

Market forces do not seem to be favorable to media growth. Although the last two years saw a dramatic increase in the total number of news dailies, the economic viability of a large number of them are in serious doubt. There is open suspicion that not a few are financed by politically interested parties who want to shape public opinion even if substantial financial losses are incurred.

Content of media on the other hand appear to be quite responsive to readers' and viewers' taste for gossip and sensational reporting. Although this point may be debatable, one is at a loss in searching for truly informative and balanced reporting of news and technical information.

The government seems to have been more responsive in this regard. After dismantling the highly centralized and

Table 5 - Government Expenditures for Communication

	1985	1986	1987
•			(Proposed)
•		,	¥ ^ .
OMA/NMPC or OPS/PIA	234,428,000	159,790,000	150,000,000
Other Departments/ Agencies	71,667,000	83,013,000	80,000,000
TOTAL	306,095,000	242,803,000	230,000,000
•			

redundant communication agencies of the past regime, the present leadership has created a more decentralized, albeit inadequately uncoordinated communication service institutions.

In the forefront of communication service delivery are the line departments. The premise is that each department is ultimately responsible for their respective communication programs since:

- a) They have the subject or tech nical expertise which would be difficult to duplicate by the staff of a central information office.
- b) Service delivery and communication support must go hand in hand, a matter which has been largely ignored in the past when communication materials were sometimes distributed ahead of product or service availability.

In support of the line departments is a communication agency analogous to an advertising agency but with distribution capabilities through a network of 48 information centers all over the country, the Philippine Information Agency. The PIA offers its services which covers research, creative production (print, broadcast, film and special media such as theatre and puppetry) in three levels, as grants, assistance or cost-sharing or at full cost. Unique tasks of PIA include human resource development and media infrastructure development but unless these missions are adequately funded, the tasks may not be realized at all.

Leadership role in the government communication hierarchy is in a department level Office of the Press Secretary which acts as the government spokesman, communication policy maker, planner, coordinator and production and distribution agent in its own right.

In the past, the competing and oftentimes conflicting relationship between OMA-NMPC often ended in wasteful use of scarce resources. This has been avoided in the client-communication agency relationship between PIA and OPS. The relationship between the two agencies may be described as one of complementation and cooperation.

D. Effectiveness of Communication Policy and Programs

There are two main obstacles to making existing communication policy and programs more effective. One is the adequacy of our present communication system to provide for exchange of messages and another is the alarming lack of resources specially of government agencies to carry out their tasks. A useful framework (Chaffee, 1974) for analyzing our current communication policies is presented in diagram. The critical issue is how to determine the optimal range of freedom and the optimal range of policy.

As can be seen from the diagram, there is a negative relationship between the range of freedom and the range of policy. The greater is the range of policy, the lesser becomes the range of freedom. On the other hand, the range of freedom will increase if the range of policy is decreased.

Policies can be absolute, as in the case of prohibitions and requirements, or they can be simply motivational as in the case of discouragements and encouragements.

Policies can also be positive or negative as in requirements and en-

Country A or Time I

Prohibitions

Discouragements

Range of Freedom

Encouragements

Requirements

Country B or Time 2

Prohibitions

Discouragements

Range of Freedom

Encouragements

Requirements

couragements, (do's) or prohibitions and discouragements (don'ts).

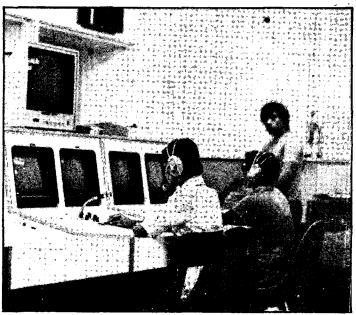
At present, we can summarize our communication policies as follows:

- A. Prohibitions
 Laws on libel, pornography, and sedition.
- B. Discouragements
 Sensationalism of crime, sex
 and social conflicts.
- C. Encouragements

 Development communication/
 journalism, journalistic ethics,
 and code of conduct,
- D. Requirements KBP and Advertising codes

A lot of communication programs are on stream with varying levels of effectiveness. A stronger mechanism for coordination is now being designed by





the Office of the Press Secretary and should see a more efficient and effective communication program for government.

Prospects and Opportunities

From the preceding discussion, one can only see a dismal picture of our present communication situation. Perhaps we can derive some inspiration from the Chinese concept of a crisis which is expressed by two Chinese ideograms, one meaning danger, and the other opportunity.

Specifics are for discussion in this conference and I can outline only a few broad general opportunities which we can take advantage of to improve our situation.

- 01. We can show the rest of the world what can happen when the private sector and the government join hands to harness communication for national development and to engage in efforts to improve communication itself.
- 02. We now have a government that is honest, sincere and concerned with public interest. To the credit of government communication agencies, they have refrained from promoting personalities but have focused their efforts in communicating government programs. Given these, we can harness the most powerful driving force in a communication strategy - that of being responsive to market demands. We would benefit greatly if we put the public's interest first in all communication planning and implementing activities,

If we place the people's interest above all, I can see no reason why we should fail.

Current Issues Current Issues Current Issues

In its concern for effecting a meaningful social change, the Philippine Social Science Council's Social Issues Committee had expressed support to the CARP Law.

A statement was issued by the Committee composed of Presidents from 14 member professional social science associations demonstrating approval while recommending complementary measures for its improvement.

The Statement of Concern for a Genuine Agrarian Reform Program is as follows:

Agrarian reform is justified by the moral principle that the goods of creation are intended for all. Those who have more should feel responsible for the welfare of those who have less. Social reform cannot take place unless accompanied by moral reform.

We, in the Philippine Social Science Council, a private non-stock, non-profit organization of professional social science associations, are concerned with effecting meaningful social change such as genuine agrarian reform. The Social Issues Committee of the PSSC supports the CARP law, with the hope that we can recommend complementary measures for its improvement, as an instrument towards agrarian reform and rural development, the attainment of greater productivity and improved welfare of the Filipino people.

Efforts to improve CARP should continue for both farmers and landowners to benefit from the rural development gains expected from the program. The document of CARP in its present form is heavy with provisions on land distribution, but weak in measures that will be implemented to ensure its viability and success. Measures on support services necessary for farmer-beneficiaries to assume their new role of ownercultivators should be strengthened. Specific measures for the formation and strengthening of farmers' cooperatives and easier access to credit, for example, are needed to make CARP succeed for the farmers.

On the other hand, landowners should also benefit from CARP. We urge government to take steps in creating an environment to induce landowners to invest within the same province or region. Local governments should work out programs with private sectors, such as businessmen and industrialists, to generate incentives for landowners to continue their participation in local rural development. Only when farmers and landowners complement each other in this manner will CARP work.

Lastly, we are concerned about the administration of large amounts of money that will be needed to implement CARP. We urge the government to institute a strong monitoring and accountability system to safeguard this money from possible corruption that will diminish the gains, however humble, of genuine agrarian reform.

Social Issues Committee
Philippine Social Science Council

If communication policies of the past have failed, that is simply because they did not include a regional viewpoint in the program. Until today, Philippine policy-makers have the notion that Metro Manila is the Philippines and all premises should start from here. With this as starting point of every policy, it would clearly show national concerns heavily centered in this area leaving the rest of the country hardly covered.

Because of such lack of regional perspective, it is not surprising to find people in the other regions of the country grumbling. Today, while the Manila policy-makers continue to ignore this reality, the

Of course, the people in these neglected regions have expressed their sentiments hoping that the Manila policy-makers would act on their grievances. But their voices, no matter how loud, have never been heard. In fact, the frustration has prompted many to resort to drastic action by opting for independence. If they succeed, this certainly will result in the dismemberment of the archipelago.

If Manila policy-makers have not heard or have continued to refuse to hear the gripes of the people in Southern Philippines, there must be a reason. Maybe, their voices were not united enough to form a consensus. And if this is so, the reason must be the



feeling of isolation among the people of the Visayas and Mindanao grows. They feel that while they contribute to national income as in Mindanao where 70 percent of Philippine exports come from, they have not been getting their rightful share in development. While government infrastructure is largely concentrated in Metro Manila and the northern part of the country, the southerners are still struggling in rural communities with poor facilities.

(A paper presented by lawyer Manuel S. Satorre Jr. of Sun & Star Daily and president of the Cebu Chapter of the National Press Club of the Philippines (NPC) in Cebu City for the forum: "Options for the Philippine Communication: Charting an Agenda for the 199s and Beyond." Held Nov. 1987, Communication Foundation for Asia Building, Manila)

absence of strong information channels where issues can be properly distilled to form a consensus and influence national policies. This is specially true in the case of print and broadcast media in which the flow of information appears imbalanced.

While news and information coming from the national capital region moves fast, quickly filtering to the rural areas, news from the provinces hardly get attention in the capital. Without such attention, how could rural problems be sensitized and attended to?

How should this imbalanced flow of news and information be corrected?

If Manila-based information channels that control the information flow cannot provide the forum to

air the sentiment of the people in the provinces, other channels should be made available. These are the regional channels which if properly developed can help shift the issues to form the truly needed national consensus.

Of the 309 radio stations operating in the country today, it is true there are only a few based in Metro Manila. But the anomaly is that the provincial stations are largely dependent on Manila for their growth. Most of the radio stations are part of a network controlled in Manila. This is also true as regards the country's 44 television stations, 39 of which are operating commercially and are owned by five major networks. They are GMA Radio/TV Arts, Radio Philippines Network, Intercontinental Broadcasting Corporation, ABS-CBN and People's Television-Channel 4.

Exactly 230 of the 309 radio stations are AM while the rest are FM stations. About 263 depend mainly on commercial advertising to finance their operation while 27 are subsidized by the government and 19 are non-commercial/religious stations.

If the provincial radio or television stations are not owned by the networks, most are still affiliated with them. Thus, news and information flow is still dictated by the Manila bias.

Of the more than 1,000 newspapers and magazines circulating in the country, a small part is based in Metro Manila. But the small controls the larger audience as they have more circulation compared to the bigger number community weeklies and dailies. Manila Bulletin alone circulates more than 200,000 copies daily.

In the case of community publications, except for those dailies published in capital cities, more newspapers are operating as weeklies averaging only a circulation of 1,000 copies. Even some of the dailies circulate just as much.

These provincial radio, television and newspaper facilities can help correct the disparity in the news and information flow from the national capital to the provinces and vice versa if they are developed to generate their own regional audience. They must be able to compete with the large-circulation Manila dailies or the Manila-based networks in their own regions. For it is only by creating strong and in-



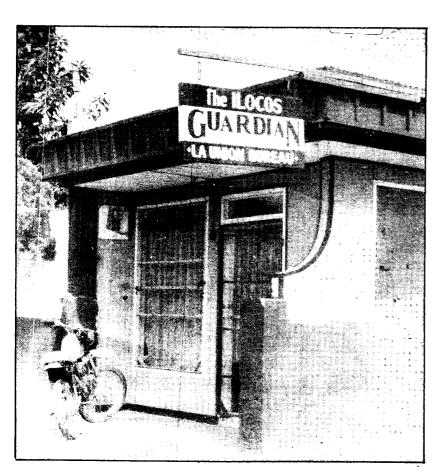
dependent regional media channels that we can truly gain a national consensus free from Manila's biases.

As it is however, the radio and television stations in the provinces which are dependent on Manila have

"... it is only by creating strong and independent regional media channels that we can truly gain a national consensus free from Manila's biases."

not been able to build up their own strength to become the proper channels of news and information where issues can be discussed to arrive at a consensus. Many provincial radio and television stations suffer from financial constraints. If a radio station is not operated on a network basis, it will have to compete with the strong networks. Failing to get a share of the pie, it will have to rely on regional sources for its income. Most of the time, the regional source is limited and available only in the more developed key cities.

With such financial constraint, a provincial radio station often goes for the so-called "block-time" sales to sell available air space. But block-time is usually the source of embarassment among legitimate media practitioners and even to station owners themselves. For under the block-time set-up, any Tom, Dick, and Harry can become an "instant broadcast journalist" for as long as he can raise the money to buy air-time. It is a practice that is tolerated by the Kapisanan Ng Mga Brodkaster Ng Pilipinas (KBP). The only check is that the block-time



"Once provincial radio-television and newspapers are developed, they can become regional voices that can serve national interest."

announcer should be accredited by KBP after passing an exam and attending a "quickie seminar." To the true-blue journalists however, becoming one isn't as simple as that. Journalism is a lifetime profession and a never-ending educational process. If the government, the private sector and even KBP are now getting complaints over the use of "vulgar and abusive language" in provincial radio programs, the culprit is traceable to the block-time. Many of the block-timers, even the accredited ones, lack the education to be truly responsible broadcast personalities.

The block-time programs have also been responsible for the distortion of regional and national issues. This is so because many buy time for their political patrons making their programs one-sided and slanted to the taste of whoever paid for their air-time.

If provincial stations eliminate block-time or absorb the few good block-time programs into their regular programming, they probably can develop better public affairs programs that can be tapped for the distillation of issues for a national consensus.

This can be done specially if government lends a hand to rescue the provincial broadcast industry from cut-throat competition because of so many stations given permits to operate resulting in marginal operation. Rationalization of the industry is needed to phase out unprofitable stations or merge them with the stronger ones. By supporting a strong regional channel, the station's reach can be expanded making its influence in the region more effective.

Support can come in terms of tax incentives in the acquisition of better communication facilities and even outright subsidy.

In the case of the print media industry, it can also be developed to correct the imbalance of the news and information flow. It is an accepted fact that news and information from the provinces hardly get space in the national dailies. That is why the national dailies have never been considered a factor in the

distillation of regional issues. To get the needed attention, the regions must have to use their own channels for the discussion of regional issues and arrive at a regional and national consensus.

This can only be attained if community newspapers are assisted to spawn their growth to reach a wider regional audience. Except for a few dailies in capital cities, many provincial newspapers don't even get the attention of their own communities as reliable channels of information where issues can be properly discussed and dissected to form a consensus. Not only are they weeklies, they are also poorly printed with very limited circulation. Since most only average between four to six pages, there are not enough reading materials that can attract even their own community readers. Most of the pages are already filled up with legal advertising.

A lot can however be done to support the community newspaper industry. The government, for instance, can provide soft loans for operating capital and acquisition of better equipment. It can also subsidize the cost of newsprint and other printing materials. The private sector, on the other hand, can provide training assistance not only in basic journalism but also in business management of community newspapers. The reason many community newspapers fail to grow is their lack of organizational knowhow. This can very well be provided under the training program.

Once provincial radio-television and newspapers are developed, they can become regional voices that can serve national interest. For if the present national leadership wants to quell the feeling of discontent over the lop-sided national policies that seemed to have alienated the regions outside Metro Manila, it needs a true and accurate barometer of such feeling. This is best reflected in strong and independent voices mirrored in regional news and information channels.

If we chart a communication course for the country toward the 1990s and beyond, we need not look far in search of a starting point. Simply look into the new provisions of the 1987 Constitution. In Section 10 of Article XVI on the General Provisions, it says: "The State shall provide the policy environment for the full development of Filipino capability and the emergence of communication structures suitable to the needs and aspirations of the nation and the balanced flow of information into, out of, and across the country, in accordance with a policy that respects the freedom of speech and of the press."



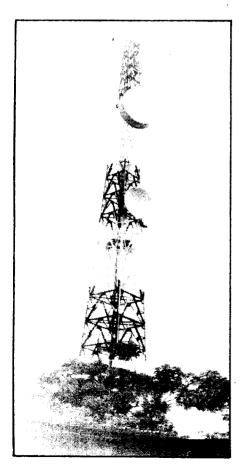


Based on this policy, we think that "a balanced flow of information" needs the inclusion of a regional perspective in the national decision-making process. Without such perspective, we cannot hope to attain a working democracy in this country.

I. The 1986 Constitution; Provisions on Mass Media

When the Philippine press regained its freedom along with the rest of the nation at EDSA, it came back with a vengeance. Today, 21 newspapers compete fiercely for the patronage of a mere 6.5 million readers. Journalists zealously guard their right and obligation to report and comment on current issues and events. People are now keenly aware of the power of the mass media to shape ideas and opinion and to influence action. Significantly, the lessons of a shackled press and the recognition of communication and information as vital resources for national development have moved the Commissioners to enshrine specific provisions in the 1986 Constitution to guide the growth of a democratic communication sector.

The pertinent provisions are as follows:



Article II — DECLARATION OF PRINCIPLES AND STATE POLICIES

Sec. 24. The State recognizes the vital role of communication and information in nation-building.

Article III — BILL OF RIGHTS

Sec. 3. (1) The privacy of communication and correspondence shall be inviolable except upon

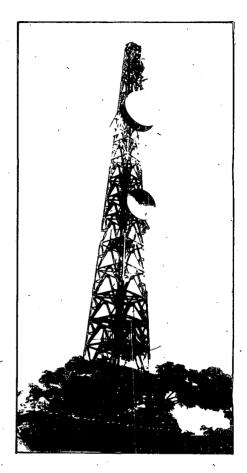
CURRENT ISSUES in

Philippine Mass Media

by Florangel Rosario-Braid

lawful order of the court, or when public safety or order requires otherwise as prescribed by law.

Sec. 7. The right of the people to information on matters of public concern shall be recognized. Access to official records and to documents, and papers pertaining to official acts, transactions, or decisions, as well as to government research data used as basis for policy develop-



ment, shall be afforded the citizen, subject to such limitations as may be provided by law.

Article XII — NATIONAL ECO-NOMY AND PATRIMONY

> Sec. 11. No franchise, certificate, or any other form of authorization for the operation of a public utility shall be granted except to citizens of the Philippines or to corporations or associations organized under the laws of the Philippines at: least sixty per centum of whose capital is owned by such citizens. nor shall such franchise, certificate or authorization be exclusive in character or for a longer period than fifty years. Neither shall any such franchise right be granted except under the condition that it shall be

subject to amendment, alteration, or repeal by the Congress when the common good so requires. The State shall encourage equity participation in public utilities by the general public. The participation of foreign investors in the governing body of any public utility enterprise shall be limited to their proportionate share in its capital, and all the executive and managing officers of such corporation or association must be citizens of the Philippines.

able to the needs and aspirations of the nation and the balanced flow of information into, out of, and across the country, in accordance with a policy that respects the freedom of speech and the press.

Sec. 11. (1) The ownership and management of mass media shall be limited to citizens of the Philippines, or to corporations, cooperatives or associations, wholly-owned and managed by such citizens.

"Article 11, Sec. 24. The State recognizes the vital role of communication and information in nation-building."

Article XIV — E D U C A T I O N, SCIENCE AND TECHNOLOGY ARTS, CULTURE AND SPORTS

> Sec. 2. (4) Encourage nonformal, informal, and indigenous learning systems, as well as self-learning, independent, and out-of-school study programs particularly those that respond to community needs; and

> (5) Provided adult citizens, the disabled, and out-of-school youth with training in civics, vocational efficiency, and other skills.

Article XVI — GENERAL PRO-VISIONS

> Sec. 10. The State shall provide the policy environment for the full development of Filipino capability and the emergence of communication structures suit

The Congress shall regulate or prohibit monopolies in commercial mass media when the public interest so requires. No combination in restraint of trade or unfair competition therein shall be allowed.

(2) The advertising industry is impressed with public interest and shall be regulated by law for the protection of consumers and the promotion of the general welfare.

Only Filipino citizens or corporations or associations at least seventy per centum of the capital of which is owned by such citizens shall be allowed to engage in the advertising industry.

The participation of foreign investors in the governing body of entities in such industry shall be limited to their proportionate share in the capital thereof, and all the executive and managing officers of such entities must be citizens of the Philippines.

Article XVIII - TRANSITORY PROVISIONS

Sec. 23. Advertising entities affected by paragraph (2), section 11 of Article XVI of this Constitution shall have five years from its ratification to comply on a graduated and proportion ate basis with the minimum Filipino ownership requirement therein.

Article II - DECLARATION OF PRINCIPLES AND STATE POLICIES

Sec. 23. The State shall encourage non-governmental, community-based, or sectoral organizations that promote the welfare of the nation.

Article XI — ACCOUNTABILITY
OF PUBLIC OFFICERS

Sec. 13. (5) Request any government agency for assistance and information necessary in the discharge of its responsibilities, and to examine, if necessary, pertinent records and documents.

Sec. 17. A public officer or employee shall, upon assumption of office and as often thereafter as may be required by law, submit a declaration under oath cf his assets, liabilities, and net worth. In the case of the President, the Vice-President, the Members of the Cabinet, the Congress, the Supreme Court. the Constitutional Commission and other Constitutional officers. and officers of the armed forces with general or flag rank, the declaration shall be disclosed to the public in the manner provided by law.

II. The Ownership of Mass Media

Much controversy has been stirred up by the reported impending turnover of Channel 4 by government to the Lopezes. The issue also resurrected the spectre of media monopoly and has prompted journalists and other concerned citizens to denounce the move. The basis of the arguments against the alleged government decision centers again on the Constitution, particularly General Provisions Article Sec. 10 and 11.

Following are 3 informative papers on Media Monopoly. The first is a background document used in the Con-Com deliberations on media monopoly. The second are excerpts from the Journal of the Constitutional Commission (Sept. 29, 1986) in which the definition of media monopoly was discussed; the third are background notes of Commissioner Braid on media ownership. It will be noted from the Journal that the issue of defining what constitutes media monopoly was not resolved at the Concom and was left instead for Congress to flesh out.

A. Preventing Cross-Ownership in Mass Communication

The previous regime was characterized not only by monopolies in key industries and many of our economic activities, but also in media monopolies or single ownership of various channels of mass communication. The best example of this is the control of Roberto Benedicto, a known Marcos crony of newspapers, radio and television stations and DOMSAT, a telecommunications company. Through other forms of front corporations and dummies, Mr. Marcos himself was able to exert ownership rights and control over newspapers, radio and television, film and telecommunications and allowing him blanket authority over what most Filipinos read, heard or saw.

As such, repressive measures against media men who refused to toe the line on stubborn reporters, journalists or broadcasters did not need to carried out by naked force or police arrests but by the more insidious and potent mechanisms of banning or blacklisting any person, idea, organization or group from the pages of the nation's press, from the airwaves and from the cinema. The graphic example of this was the assasination and the funeral of Ninoy Aquino which was given very little notice or coverage in most of the country's mass media except for some very brave exceptions who defied the Marcos' media control.

It is against these modern day "thought or mind control" that the new Constitution must take strong measures to prevent the recurrence of any mass media monopoly in the future. One way of doing this is preventing cross-ownership or multiple ownership of various types of mass media by "a single owner or a group of owners." For this purpose, mass media is defined in terms of:

- I. Print Media
 - a. Newspapers
 - b. Magazines/Periodicals
- II. Broadcast Media
 - a. Television
 - b, FM Radio
 - c. AM Radio
- III. Film Production and Distribu-

IV. Telecommunication/Satellite Communication

The first modality in preventing cross-ownership is limiting one person, corporation or entity to own only one category or type of media, i.e., print only, or broadcast only, etc. Furthermore, because of the limited channels available in the radio/TV spectrum, ownership or broadcast media will be limited to one TV station, one FM station and one AM station maximum per individual, corporation or entity for any given market area. Thus,

national radio or TV networks are still possible under this set-up but not the recurrence of the previous monopolistic arrangements where a radio and a TV network like RPN operates seven radio stations and three TV stations in Metro Manila alone.

The second modality is to allow the individual, corporation or entity to own other mass media in the other categories or types but only outside the market area or broadcast area where their first or primary media is operating. For example, a newspaper owner in Manila can own a radio station or a TV station in other market areas such as Cebu, Davao or Tuguegarao. This will allow the dispersal of media ownership throughout the country and prevent the over-saturation of Metro Manila by most of the country's newspapers, radio and TV networks.

Another measure in preventing media monopolies is the regular renewal of operating licenses of broadcast stations (radio and TV, and in the future, cable TV and Ultra-High Frequency broadcasts or UHF) through public hearings where the people can voice their opinions and suggestions and an independent broadcasting licensing body (preferably a Constitutional body) can pass judgement on the merits of the request for license renewal on the basis of the "public interest"; a concept well established in U.S. jurisprudence where such procedures are in existence for the last 40 years. Such a requirement will make the various mass media or broadcast entities more sensitive to public criticisms and comments that at present are merely being ignored or taken for granted.

Another related issue is that government itself should be prevented from any form of mass media domination or control. Government should be restricted to one radio network with only one AM and one FM station in any particular broadcast area in contrast to the present where government has

four radio stations in Metro Manila alone, Government likewise, should divest itself from its TV channel which even competes with the commercial TV stations and instead convert this into an educational TV channel or a public TV set-up where support for the station is through private contributions or by non-governmental organizations (NGOs) and where government plays a minor role; on the average, about 20 to 30 percent of funding can be through government grants while the rest is provided by private contributions. This is the Public Broadcast System concept operating in many parts of the United States and which can also be adopted here.

B. Notes From The Journal Constitutional Commission, September 26, 1986

FLORANGEL ROSARIO-BRAID

"Market" can mean geographical reach (penetration of newspapers or reach of broadcast signal). The market may further be segmented according to language or whether it is a morning or afternoon paper, Manila Bulletin can legally run Tempo since the latter is published in Pilipino; Malaya can have an afternoon paper, etc. The monopoly provision would broaden ownership, encourage participation of more people and alternative ownership structures such as cooperatives, it will also encourage media owners to cater to local communities that are underserved. CHRISTIAN MONSOD:

I propose an amendment to the original provision prohibiting cross-ownership of mass media to "Congress shall regulate or prohibit monopolies in commercial mass media when the public interest so requires. No combination in restraint of trade or unfair competition therein shall be allowed." Monopolies refer to markets controlled by one person or entity while combination in restraint of trade refers to several entities acting in convert in restraint of trade such as when prices are cartelized.

On whether the Lopez and Roces families are guilty of establishing a monopoly with their tri-media operation of the ABS-CBN network: Tri-media ownership per se is not harmful but complications on interpretation in terms of the stratification and reclassification of what constitutes a monopoly should be left to Congress for the protection of public interest.

BLAS OPLE:

A monopoly situation would arise when state policy and law would extend assistance to a single company to have exclusive control of a market.

In summary, the consensus of the Constitutional Commission is to leave it to Congress to define the safeguards including exceptions to the rule, Excep-

"Information is power. Whoever controls information, controls the decision and choices of receivers of information."

tions would refer to situations such as where certain geographical areas that are underserved by the mass media so that the people would be deprived of information when those who are able to afford the capital needed to operate these media facilities are prohibited from establishing additional facilities under the monopoly limitation.

C. What You Need To Know About Media Ownership

(Background notes of Florangel Rosario-Braid in defense of Constitutional Provisions on Mass Media and Communication)

- Why is there a need to broaden media ownership?
 - a) Information is power. Whoever controls information.

controls the decision and choices of the receivers of information. Concentration of media ownership in the hands of a few results; in the concentration of power as well.

- b) The mass media is controlled by one socio-economic class, the ruling elite. Access to media has become difficult for the general public. This provision protects the people from the TYRANNY OF THE ELITE.
- The concept of broadening media ownership will d!scourage media MONOPOLY.
- d) Broadening media ownership will ensure that all sectors of society are given adequate access and representation in media content.
- 2. Why is there a need to Filipinize the mass media?
 - a) The mass media wield enormous power by influencing people's views, attitudes and behavior. If controlled by foreign entities, it may be used consciously or unconciously to propagate alien values and ideologies inconsistent with Filipino culture and values.
 - without denying the importance of imported programs, this proposed provision serves as a safeguard (although not a guarantee) against threats imported programs may pose to local culture such as (1) cultural alienation or domination, (2) destruction of indigenous and endogenous culture, and (3) uniformity of style, taste and content (homogenization).
 - c) It is consistent with our



The Philippine Daily Inquirer, one of the more popular newspaper in the country enjoys a considerable "market."

goal of attaining national sovereignty and identity.

- 3. Why should cross-ownership of media be prohibited?
 - a) If allowed, cross-ownership in a single market by an individual, family or corporation will result in effective control by a few of an important resource. It will enhance or promote the political and economic interests of the owners.
 - b) It is the intent of the proposed provision to DIVER-SIFY media ownership (and with it, media content) thus avoiding a MONOPOLY situation.

- 4. What do we mean by a single market?
 - A single market refers to a particular geographic area.
 Future legislation will further define this term.

Anent to this, there is also the provision that radio and television are considered as one SINGLE medium (i.e., the broadcast media).

- 5. Would not limiting the number of media establishments owned by individuals/corporations be a restriction on press freedom?
 - a) If media ownership is left in the hands of a few individuals or groups, it denies others the

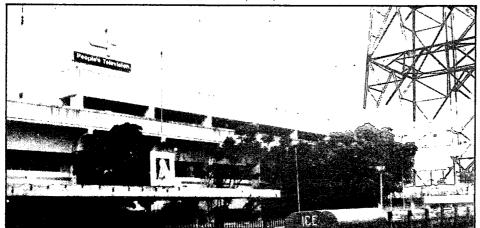
- right to have ACCESS to media. Media resources are LIMITED. For example, the number of BROADCAST CHANNELS are not infinite. Therefore, the right to use them (through franchising) should be widely distributed as possible.
- b) Limiting ownership of media in a particular market will encourage the establishment of media enterprises in information-deprived areas. Studies have shown that only 22.5 percent of the population is reached by television and 70 percent only by radio. The cost of newspaper is prohibitive.
- Are there similar cases where media ownership is controlled?
 - a) In the United States, the Federal Communication Commission imposes the following rules:

No person or group can own more than seven (7) television stations (only five of them VHF) plus seven FM and seven AM stations. No one can own more than one radio and one television station in the same CITY.

In 1970, the FCC prohibited the acquisition by anyone of both a VHF television station and a radio station in the same market. In 1975, it BANNED JOINED — OWNERSHIP ARRANGE-MENTS in the same society.

III. The Case for a Commission on Communication

The Marcos-vintage Office of Wedia Affairs was scrapped because the idea of a grand propaganda machine for government was abhorrent to the new leaders.



People's Television-channel 4, one of the five major networks in the country.

For sure, there is no need of a government to have its own drumbeater if that government is doing well. A free press will do a much more credible job of commending a good government.

Today, however, there is evidence of neglect of the communication sector. The country's communication sector extends far beyond the press. It includes telecommunications and the use of communication in development fields such as agriculture, science and technology, health and nutrition, and education. Policies are needed to guide the use of communication for these areas. Certain groups are therefore batting for the creation of an independent commission to guide the democratic and rational development of the entire communication sector.

Commissioner Braid explains the nature of this body in the following notes:

'What about a Commission on Communication?

- 1. Such a commission, although a government body, will primarily work with nongovernmental organizations involved in mass media and other forms of communication technology.
 - a) Although established by the State, the proposed body will be run by a multi-sectoral group representing journalists, educators, students, laborers, professionals, businessmen; minority groups, etc.
 - b) It will not engage in government information dissemination (propaganda) program.
 - c) It is autonomous and independent from the government. Future legislation may provide it with its own CHARTER.
- 2. The Commission will be tasked to "promote the growth of communica-

tion and information industry, provide its directions, and ensure the promotion of cultural identity and inculcation of genuine Filipino values."

IV. Safeguarding Press Freedom

In the National Economy and Patrimony article, the Constitution recognizes that while there is free enterprise, the government must provide directions which shall accent the social responsibility of capital and property. If we can agree that there should be directions for property ownership, how much more with the media of communi-

- 1. How do we define press freedom?
 - a) The traditional concept of press freedom is to allow journalists to function in a climate with the "barest" restrictions. The provisions on press freedom ensure the right of any citizen, regardless of social class, to participate in the communication process not just as receivers but initiators as well. This means providing mechanisms for adequate feedback as well as opportunities for various sectors to organize capital and other re-



Press freedom allows journalists to function in a climate with the "barest" restrictions.

cation, which by their very nature, are pervasive and thus bear a more awesome social responsibility?

Moreover, this provision should be considered with the other provisions of the Constitution such as the *Bill of Rights* which provide for freedom of the press as well as the provisions on the *Judiciary*, which strengthen the independence of the courts as effective guardians of freedom of the press.

In the final analysis, it is the vigilance of the people and the media which will provide the best guarantee against all forms of censorship. sources needed to put up media enterprises.

- b) Providing representation for all sectors of society to participate in planning directions for the communication media as a step in regaining media's credibility, integrity and rightful place in society.
- c) We always assume that a media should be left alone to fend for itself in a free enter- prise society. But this has resulted in abuses that are detri-

mental to the common good. This suggests a need to come up with policies on self-regulation (including governmental responsibility) and strengthening of codes of ethics.

d) Even in the United States, the vanguard of press freedom and from where the original press freedom provision emanated (i.e., the First Amendment), a body was created, namely, the Federal Communication Commission (FCC) to "regulate" broadcast stations, commercial telecommunication companies, common carriers (including private radio), and satellite communications.

In other democratic societies (Great Britain, Finland, Brazil, India, etc.) communication (press) commissions have been organized.

- 2. Are there enough safeguards that would promote a free press in the Constitution?
 - a) In the Bill of Rights there is a provision which ensures that no law shall be passed abridging the freedom of the press, Likewise, Section 10 in the General Provisions state that the "state shall provide the policy environment for the full development of Filipino capability and the emergence of a communication structure suitable to the needs and aspirations of the nation and the balanced flow of information into, out of, and across the country, in accordance with a policy that respects the freedom of speech and of the press."
- V. The Need for Communication Policies

Why is there a need to rationalize communication and information? A comprehensive communication policy is needed in order to:

- a) provide safeguards against the erosion of national culture (protect us against cultural domination or erosion brought about by "unrestricted" flow of foreign media)
- b) promote the utilization of communication technology for education
- c) promote democratization of media ownership
- d) ensure the proper and adequate acquisition and utilization of appropriate communication technology
- e) promote non-commercial and small media
- f) promote national unity through support of programs, messages and news that encourage the participation of indigenous cultural communities
- g) promote adequate utilization of communication resources in unifying and integrating various forces, ideas and sectors of the country
- h) provide directions for use of data and research fundings in the planning and implementation of communication technology projects including policies on licensing and regulations.

VI. Regulation of Broadcast Frequencies

Currently, there are 308 radio stations in the country; there are 44 television stations with 24 capable

of originating programs and 20 capable of relaying them. In 1984 alone, these stations generated a gross billing of P812 million and in 1985, an estimated P882 million.

These radio and TV stations reach four out of every five Filipinos daily. Aside from the usual soapbox operas and music, they broadcast news and opinions, which serve as the basis for decision-making of many Filipinos and which influence the values, lifestyles and attitudes of the people. They reach us through radio frequencies or airwaves.

Professor William Melody of Simon Fraser University, states that airwaves "have been recognized as a social resource by both international law and national law in many countries."

Even the proposal "Telecommunications and Broadcasting Code" (Batasang Pambansa Bill No. 5078) states: "The radio frequency spectrum being public property, the enjoyment of which is granted as privilege by the State, should be administered in the public interest and in accordance with international agreements and conventions to which the Philippines is a party:" Here, we see that the defunct Batasang Pambansa recognized the "radio frequency spectrum as public property".

Radio frequencies are social resources. Private individuals who use them do not really own them; even the organs of the State which grant licenses to use it merely administer them; they are natural resources which are unequivocably part of the "commons." And being part of the common food.

We are now entering the information age. The information industry is a billion-dollar business around the world. To transmit information one has to use radio frequencies. Telephone, television, newswire, data and information services are virtually dependent on the radio spectrum, that is, the airwaves. When a society is deprived of them,

the costs are overwhelming. Not only are the economic costs astronomical that society will also have to restructure its economic, political and social life. The information society depends on the airwaves as channels for business information, scientific data and day-to-day news. While there is no charge for use of broadcast frequencies, the channels available are however limited.

There is also the concept of "public trust" in the use of broadcast frequencies. Since broadcast channels are scarce, the people who use these channels must hold them in public trust. That is, they must use them for the common good.

The US Federal Communication Commission believes that the scarcity of this resource (available channels in the airwaves) must lead inevitably to some restrictions in their use. Hence, it grants licenses only to those who adhere to "public interest, convenience or necessity." Unlike other natural resources, one does not really engage in the "exploration and development" of airwaves. And yet, like any other natural resource, it is owned by the people and must be supervised and controlled by the State.

Summing up, broadcast frequencies are social resources which must be used more responsibly as we enter the information age.

VII. Towards a New Information Order

1. Declaration of Principles

Freedom of speech, of the press, of information and of assembly are vital for the realization of human rights.

All those working in the mass media and other communication establishments should contribute to the fulfillment of human rights, both individual and collective, in the spirit of the social encyclicals of the Church, the United Nation's Charter, the Universal Decla-

ration of Human Rights, the UNESCO Declaration on mass media and the Helsinki Final Act.

The contribution of communication technology in this regard is not only in fostering these principles but also in exposing all infringements wherever they occur and supporting those whose rights have been neglected or violated.

The media and other forms of communication technology should contribute to promoting the just cause of our countrymen in their struggle for justice and equality, peace and reconciliation.

All communication technology should be addressed to the information needs of our countrymen by extending to them such basic rights as the rights to be informed, to inform and to participate in public communication.

2. Recommendations

- 1. A careful review of existing laws and policies of government with the aim of reducing limitations, secrecy provisions and other constraints in the media and other communications enterprises.
- 2. The abolition of all direct or indirect forms of censorship and arbitrary control over information. In areas where reasonable restrictions may be considered necessary, these should be provided for by law, subject to judicial review and in line with the principles achieved in the United Nations Charter, the Universal Declaration of Human Rights and the International Covenants relating to human rights, and in other instruments adopted by the community of nations.
- 3. A thorough investigation should be made with regard to problems, obstacles and restrictions suffered by practitioners in the media and information

technology enterprises today due to the concentration of ownership.

4. Enabling laws must be enacted to prevent concentration and monopolization of communication technology either by government or the private sector.

Specifically, recommendations which could be fleshed out into a legislative agenda include:

- a) defining the media monopoly provision;
- b) promoting community media in the grassroots so that they could be harnessed for development through protective tariffs (newsprint) and preferential taxes;
- c) allocating airtime on broadcast and print media for nonformal education (distance learning), rural development, etc.
- d) rationalizing satellite communication (DOMSAT and Philoomsat) so that they may be utilized for non-commercial purposes such as nonformal education, disaster warning system, rural development, health delivery, etc.,
- e) implementing laws on advertising;
- f) enabling laws for greater access to information on performance cf public officials and research data;
- g) mechanisms for effective monitoring of the communication media such as Ombudsman, Press Council, etc.;
- h) effective transition mechanisms in the granting of franchises for broadcast and telecommunications operations (between the National Telecommunication Center and the Congress).

The following "Framework for Governance" is suggested:

From

- 1. Authoritarianism
- greater control by government
- "trickle down" concept of development
- monopoly and cronyism
- Abuse of power by public officials and violation of human rights
- Centralized planning; Power concentrated in the Executive
- Conflict management based on adversarial/ confrontational relationships
- Primarily oriented to legal sanctions (legalistic)
- Primarily economic in orientation; sectoral and fragmented development activities; emphasis on economic indicators as indicators of growth
- 7. Free enterprise; focus on private property
- 8. Ad-hoc orientation of foreign policy
- Dependance on foreign aid and multinational agencies
- "Formalism" in structures; "formal" schooling; formal organizational structures
- Control of information generation and dissemination — e.g., information hoarding
- 12. National unity through integration of all cultural groups
- Duplication of activities due to inadequate coordination and linkage
- Focus on strengthening of elite and modern sector
- Two-party system characterized by elitism and personalism
- 16. Coercive and compulsory arbitration modes
- Dependence of foreign technology and foreign values in education and media
- 18. Ad-hoc, large-scale unrealistic industrialization policies

To

Participatory Democracy

- less government; greater private initiative
- greater participation by nongovernmental organizations; greater public participation through people's organizations

Humanistic governance; greater public accountability; disclosure of public information

Decentralized planning; greater local autonomy; greater power sharing between the Executive, Legislative and Judiciary; efficient checks and balances; bottom-up planning and devolution of power

Non-adversarial, consensus-building relationships with industrial peace and societal harmony as primary goals

Positive sanctions and voluntary modes of settling disputes; emphasis on justice

Comprehensive framework relating social, political, cultural, environmental and economic systems; emphasis on equity and social justice

Private enterprise allowing for alternative forms of ownership (e.g., communal and cooperative ownership)

A directed and more independent foreign policy

A more self-reliant development

Innovative nonformal structures (nonformal education, alternative media, underground or informal economy)

Free and balanced flow of information; antimonopoly and democratization of information resources

Promotion of national culture through ethnic diversity and national pride

Linkage and networking of social and economic services and institutions

Efforts toward strengthening the middle class to provide a link between modern and traditional sectors; preferential option for the poor and their empowerment

Politics of issues; defined along ideological lines; pluralism and open party system

Voluntary modes of settling disputes

A more nationalistic economic, educational and media policy

An industrialization policy based on sound agricultural development

NATIONAL SOCIAL SCIENCE CONGRESS II

Real GNP Quarterly Growth Rates



THEME: SOCIAL SCIENCES AND ECONOMIC RECOVERY

NOVEMBER 24 to 26,1988

Philippine Social Science Center
Commonwealth Avenue
Diliman, Quezon City

* Design by Visual Schemes

"The First National Social Science Congress, held in November 1983, sought to realign the concern for technology with the concern for the science of man and society. The Congress addressed itself to the social sciences as a holistic view that would combine the disciplinal or fragmented views that heretofore prevailed. In bringing together the leading scholars, academicians and professionals in both the public and private sector, the Congress was able to formulate new directions to strengthen the social sciences and reaffirming its role in our country's social, political and economic life.

Five years after the First Congress, preparations are now underway for the National Social Science Congress II (NSSC II), with the theme, "The Social Sciences and Economic Recovery." The Congress proper will be held on November 24-26 at the Philippine Social Science Center.

Cognizant of the need to look at economic recovery not just as an issue of economics alone, but as a complex process to be analyzed from all pers-

(Each roundtable discussion highlight contain several individual ideas raised by individual participants. The highlight does not necessarily embrace the general sentiment of all speakers, paper presentors and participants in the dis-

pectives, the NSSC II will take a critical look at the Philippine economy at this historical conjuncture. Social scientists, as individuals or as a collective, occupy certain structural and intellectual positions in society and are in touch with a broad spectrum of groups, classes and ideas. As such, they have a potential privilege to make a substantial contribution to our government's effort of rebuilding our economy.

In anticipation of the Congress proper, a series of roundtable discussions are being convened to identify issues and problems that are related to the main theme of NSSC II. The roundtable discussions are conducted and attended by distinguished members of the academe, professionals, and guests from both public and private sector." (PSSC Midyear Report 1988)

Of the fifteen roundtable discussions scheduled, eight have been convened from January to June. The following are the highlights of the past roundtable discussions held:

cussion. ·

The highlights were taken from the concept statements, transcriptions and summaries of the discussion.)

ROUNDTABLE DISCUSSION ONE "Perspectives and Strategies for Economic Recovery" coordinated by Dr. Manuel F. Montes, identified the most pressing problems preventing the attainment of economic recovery, and the alternative strategies that can be implemented to attain such. (Held January, 1988, Ateneo de Manila University)

PAPER PRESENTORS: Dr. Germelino Bautista (on some considerations for long-term proposals), Dr. Mahar K. Mangahas (on a bottom-up view of economic recovery), Dr. Dante Canlas (on human resources and the future)

DISCUSSANT: Dr. Telesforo Luna

The lack of strategic vision of the government on how the industry should look in the future, its failure to align with the expectations of

technocrats, the presence of external "shocks" such as the payment demands of international leaders and the inability to obtain new loans, serve as hindrances to economic recovery.

Given these limitations in the restructuring prospects for our economy, it was seen that discretionary fiscal and monetary policies are insufficient. Legislative and constitutional restrictions are needed if economic recovery seeks to uplift the condition of the basic sectors — the farmers, the urban poor and the rest.

These basic realities encouraged the recommendation of alternative strategies for economic recovery. Dr. Canlas urged the government to take active part in formulating policy stands which will slow down population growth so as to increase the "saving rates" of individuals. Dr. Bautista recommended

a taxing of rental based sources of incomes, luxury assets and excess profits. Dr. Mangahas opted for a continued stream of consciousness, a systematic approach of looking at the issue with a "bottom-up view."

Equipped with several strategies for one definite prospect, several key factors were examined in view of their corresponding role to the vision of rebuilding the nation's economy.

Property reforms or redistributive policies such as the CARP law were seen as prerequisites to increase local demand for agricultural and industrial goods. However, these alone cannot lead to recovery although these can serve as a step towards it.

Policies supportive of industrialization such as the "removal of export tax" were perceived as essential in the medium term plan but need adoption and enforcement by the bureaucracy in order to be an aid in the long-term development of the economy.

Lastly, the role of the government as well as the role of the social scientists were seen as essential. Social scientists must wield influence over policy matters in the same way that the State must protect property rights and the provisions for infrastructure and public good.

ROUNDTABLE DISCUSSION TWO "People's Power and the Continuing Revolution" coordinated by Dr. Angelito Manalili and Ms. Tina Liamzon, analyzed the capability, potential and importance of mass actions in influencing policies beneficial to the masses. (Held February 1988, Philippine Social Science Center)

PAPER PRESENTORS: Rep. Florencio Abad (on the current efforts of the government to include people in the legislature), Mr. Joel Rodriguez (on people's organizations as instrument of people's power)

The 1986 February revolution brought into focus the important role of people's power in our continuing revolution, virtually showing that even economic recovery should be viewed in the context of people's power as it would be rendered meaningless unless brought about by the collective endeavor of the people.

As proven by EDSA, it was seen that people power can be a potent force in catalyzing changes. Once realized, people's organization and mass actions may have the capability, potential and importance to influence policies beneficial to the masses.

First, people's organization can determine the development of the nation. It was noted that people today are beginning to direct their own development and are not allowing the govern-



In the roundtable discussion on "Perspectives and Strategies for Economic Recovery," Dr. Mangahas shares his idea on how to look at the issue with a bottom-up view.

ment to solely determine national development.

Second, people's organization was perceived to be capable of assuring that the principles of social justice embodied in the Constitution be implemented in laws passed by Congress. This can be realized when people's organizations support pro-people bills.

Last, in viewing economic recovery as related to people's power, it was seen that people's organizations can take the lead in advocating a more equitable sharing of the nation's wealth and the fruits of their labor.

In all these potential roles of people's organizations, there must be a convergence of the agenda of each of the basic sectors so that such can represent or embody a real people's agenda.

However, government should not directly involve itself in organizing

people's organizations. It must only provide the framework and healthy atmosphere for the growth and nurturing of people's organizations.

The EDSA experience showed that people can organize themselves more successfully if left on their own rather than when they rely on outside organizing. In the EDSA revolution, a shared goal born out of a common experience led to the painstaking conscientization and organization of EDSA's people power.

What the government can do is to recognize freedom of assembly by removing all hindrances to this right and likewise encourage the organization of various sectors by facilitating, giving aid and training, and providing technical assistance. Beyond these areas, the government should not have any other role.

Supports from non-government organizations were seen to be valuable too. However, the agenda of the non-government organizations supporting people's organizations must be based on the experience and on the needs of the people as combined with their ownigoals. The NGO s, like the government, are expected to act only as facilitators.

ROUNDTABLE DISCUSSION THREE "Indigenous Communities and Regionalization" coordinated by Dr. Carolyn I. Sobritchea, Dr. Erlinda Burton and Dr. Steven Rood, focused on the issue of regional autonomy.

PART I (Held April 15, 1988, Xavier University)

COORDINATOR: Dr. Erlinda Burton SPEAKER: Former Bukidnon Governor Carlos O. Fortich

REACTORS:

Mr. Vic Saway Fr. Jun Mercado Dr. Heidi Gloria



In Xavier University, Ex-Governor Fortich reads his paper on regional autonomy/indigenous communities as Jerome Bailen, Francis Madigan, S.J., Nomer Escalante, Melissa Cabaraban and Heidi Gloria listen.

When communities are given independent political rule and power to manage their own resources, self government may take place and regional autonomy may be achieved.

Ideally, when regional autonomy is achieved, it can serve as an agent for economic recovery. However, for it to be an aid, it must first be operationalized such that there must be equal opportunities given to everyone and that there be participation of people in government and political activities.

Present problems however show that there is no real autonomy today, the system of governance perceived as still being very much centralized. Also, even with the granting of autonomy to some regions, problems are encountered as distinct cultural identities of certain groups hinder them from accepting roles set by the government.

In looking at autonomy as a tool for economic recovery, it was pointed out that cultural frameworks that vary among groups must be considered. Cultural communities must be understood vis-a-vis the implementation of autonomy based on equality, freedom and social justice. In short, economic recovery through regional autonomy should not be attained at the expense of the cultural being of communities.

Finally, two vital points were high-

lighted in the discussion: (1) Regional autonomy must be defined in the context of multi-ethnicity if economic recovery is pursued as an end, and (2) Are local governments mature enough to handle regionalization?

ROUNDTABLE DISCUSSION FOUR "Privatization and Socialization of Economic Sectors" coordinated by Prof. Leonor Briones and Dr. Amelia C. Ancog, studied the rationale behind privatization and its impact on Constitutional rights, public accountability and future government policies. (Held April 22, 1988, NEDA sa Makati)

PAPER PRESENTORS: Prof. Briones and Ms. Aileen R. Zosa Dr. Armand V. Fabella, Atty. Ramon Garcia

REACTORS: Mr. Edgar de Fonso (Department of Finance), Prof. Rene Ofreneo (IIR), Dr. Tereso Tullao (DLSU), Dr. Gabriel Iglesias, Mr. Agustin Bengzon (National Development Co.)

"In the Philippines, the policy on privatization is already considered a closed issue as focus is already on implementation. Started by the Marcos Administration at the instance of the World Bank and the IMF, it is now continued by the Aquino government

with President Aquino mandating that by the end of 1988, privatization as programmed must be fully implemented. At present, the Committee on Privatization, the Asset Privatization Trust (APT) and the public enterprises themselves are under pressure to privatize as fast as possible.

The policy is limited primarily to acquired asset corporations. However, pressure is being exerted for government to dispose of mother corporations, as well as subsidiaries. There are also persistent views that certain services be contracted out to private contractors." (Concept Paper of RTD)

The actual experience of the Philippines, limited though it is, has surfaced some issues and problems. The following were discussed during the roundtable discussion.

The primary moving force behind privatization is the ideology that the private sector is the main engine of development. Further encouraging the privatization of economic sectors are arguments that the private sector, being more efficient, will produce an increased efficiency in operational terms.

Also, pro-privatization exponents see a better picture when capital tied up with the government are freed.

However, it was pointed out that in the United States, privatization of public services has become a threat to constitutional rights as under the conditions of privatization, "a regulatedprivately-owned utility can deny service under conditions that would not be constitutionally permissible for a publicly-owned institution." With this it was recommended that the government must continue to exercise its functions that are to be specifically performed by the government sectors alone (especially those that provide social. services).

Other foreseen problems centered on employment instabilities and unemployment problems. To solve such, it was recommended that studies be conducted to get a closer view of the scenario.

Finally, privatization was seen as a possible instrument for economic empowerment of the people as ownership of corporations may be broadened as a result. Workers and farmers may be included but it is essential that these people be trained first for managerial work.

ROUNDTABLE DISCUSSION FIVE "Bureaucracy and Public Accountability" coordinated by Dr. Ledivina Cariño, discussed the present reorganization program of the government and the need for stop-gap measures and support programs for its continued implementation and success. (Held May 3. 1988,-Philippine Social Science Center) PAPER PRESENTORS: Dr. Amaryllis

T. Torres (on the psychological dimensions of reorganization), Prof. Danilo R. Reyes, Prof. Karina Constantino-David

DISCUSSANT: Commission Patricia Sto. Tomas, Civil Service Commission

"The bureaucracy is a major instrument for economic recovery, not only as a direct producer of needed goods and services, but particularly in its role in stimulating and regulating the activities of the private sector and the citizenry at large. However, the bureaucracy itself is in turmoil. The security of tenure of civil servants has been destroyed with the purges and reorganization that followed the 1986 revolution. Morale was further undercut by a wage policy that raised the salaries of Cabinet officials and military personnel but gave the rest of the bureau-. cracy much smaller increases.

However, the infusion of new blood into the civil service and the government announced-policy that enhances public accountability may also presage a new and more exciting role of the bureaucray" (Concept paper of RTD)

The roundtable discussion focused on an assessment of the state and prospects of bureaucracy and public accountability in the second year of the Aquino government. The discussion centered on the following:

Reorganization programs are permanent agenda of every new government, a thing resorted to by the Executive to achieve organizational effectiveness and administrative efficiency. For the Aguino government, it served as a tool for streamlining operation and for "demarcosification" purposes.

Generally, reorganization was viewed either as an opportunity or as a disaster

as it takes result in many forms. Ms. Almeda pointed out the massive

Participants in the Roundtable Discussion on privatization.

displacement of employees and the bureaucracy becoming top - heavy. Streamlining of operations is therefore not being realized. Atty. Pelayo saw the confusion in the reorganization resulting from the reliance upon the powers of departments heads. He rescommended that reorganization be done as an act of the Congress to be implemented by the Executive. Dr. Jurado was critical of unemployment as a result of reorganization, much so when the economy is not moving.

Ideally, reorganization is being implemented to achieve government effficiency. However, problems are encountered because of flaws such as the lack of national vision and the lack of the unity of purpose. It is then essential that government must pave ways inorder to make clear why employees have to give up their jobs and why others have to take over.

Reorganization, in fact, can enhance public accountability but for it to be such, it must be done in full accordance with the cornerstones of people power namely: participation, justice and respect for human rights.

In response, Dr. Braid stressed the: need to reorient the bureaucracy towards sharing power with nongovernmental organizations, Prof. Revent on the other hand, pointed out that there are pending legislative bills to provide guidelines for reorganization.

The second part of the roundtable discussion focused on public sector unionism and public accountability. Public sector unionism is geared towards the finding of ways and means to uphold government employees' rights. Given this purpose, government employees' union should not be inward -looking and self-serving but instead. it must aim to contribute to public service.

Militant public sector unionism can be both functional and disfunctional. If it achieves its purpose of being functional, it can enhance public accountability and thereby solve problems in the bureaucracy.

Presently, government employees are motivated to organize themselves for three basic reasons: (1) as a collective action against injustices resultant of reorganization (2) to demand higher wages (3) to protest against the government's perspective on public sector unionism.

In order to transform public unionism to an agent for public accountability, people at the top must be able to take risks and must be willing to render support.

ROUNDTABLE DISCUSSION SIX "Language, Education and Democratization" coordinated by Bro. Andrew Gonzalez, stressed the need to firmly establish a national language for continued national growth and the importance of non-formal education in reaching out and helping the masses. (Held May 4, De La Salle University)

PAPER PRESENTORS: Dr. Manuel Eugenio and Mrs. Ester Ogena, Dr. Alfredo Lagmay, Dr. Adriano A. Arcelo, Dr. Cledualdo B. Perez, Jr. and Ms. Magdalena Dugenia, Dr. Jasmin Acuña

REACTORS: Dr. Bonifacio Sibayan, Ms. Elba Bolanos, Dr. Alcentis Guiang, Dr. Mona Valisno, Dr. Milagros Ibe, Alicia Tan, Dr. Abraham Felipe, Dr. Cleofe Bacungan, Fr. Ernesto Carretero, Dr. Florangel Rosario-Braid, Dr. Deuna, Dr. Rosario Maminta, Dr. Reuben Quiroga.

Education is an important vehicle for the attainment of equality among societies. The State therefore has the duty to protect education and likewise, promote the right of "equal access" to quality education.

However, there are built-in cultural and social problems hindering the equal access to education. English, as the dominating medium of instruction, is one of these hindrances.

Facing this picture, it was pointed out that there is a need for a stronger foundation in "Filipino". In developing skills in the Filipino language, the national language is not only strengthened but indigenous culture is developed and access to education is opened wider.

Filipino, as a medium of instruction in schools and as the language of testing should take first priority in education language planning.

There are overwhelming evidences from empirical studies demonstrating the efficiency and efficacy of Filipino as a

language of literacy and basic scientific competence needed for living and citizenship. To hasten development, the use of Filipino for literacy and science especially at the beginning levels should be undertaken as quickly as possible; instructional materials for basic and scientific literacy should be produced as part of this undertaking.

This picture, does not however, leave English as totally inoperative in the Philippine setting. In the areas of science and technology, English is recommended for use for reasons of convenience. It is needed as an international language especially at the tertiary and graduate levels.

Focusing on the aspect of "nonformal education," it was stressed that non-formal education can eradicate illiteracy and thereby produce productivity. Functional literacy from nonformal education can take the form of delivered basic livelihood skills needed by the community. This alternative learning system is seen to be capable of meeting the educational needs of the out-of-school youth.

Non-formal education, which is a solution to democratization, will likewise be more efficiently done using Filipino as the medium of instruction except for technical courses which may temporarily need continuing use of English. The DECS scholarship program is another powerful instrument for democratization through access to learning for social mobility: it should have, as one of its components, a systematic search for talent in the country and the provision for such talent to be educated in centers of excellence in the country.

Because of varying local conditions and the time lag between Manila and the rest of the country, in implementing policy for democratization through education and through language policy, room should be allowed for pluralism and flexibility. (RTD Summary)



Karina David voices out ideas on bureaucracy and public accountability.



At the RTD on Agrarian Reform, UPLB chancellor Raul P. de Guzman, Dr. Renato Talatala and Dr. Leslie Bauzon.

ROUNDTABLE DISCUSSION SEVEN "Agrarian Reform," coordinated by Dr. Leslie E. Bauzon and Dr. Luzviminda Cornista, focused on the less commonly discussed aspects of agrarian reform such as its theory and philosophy; the agrarian reform program's implications on political stability, insurgency and economic progress, and the affordability of social justice. (Held, June 9, 1988, UP Los Baños, Institute of Agrarian Studies)

PAPER PRESENTORS: UPLB Chancellor Raul P. de Guzman, Fr. Jose Arcilla S.J., Dr. Mahar K. Mangahas Undersecretary Salvador Pejo, DAR Director Gerardo Bulatao, Mr. Ricky Santos representing Horacio "Boy" Morales, Atty. Jesus Diaz

Agrarian reform is perceived as a political necessity for the survival of the state. It can strengthen the base for political institutions and can provide economic stability and social development.

To achieve this potential, an agrarian reform program must be able to shift from being productivity focused to being anchored in social justice and equity. Redistribution of land must be accompanied by support systems such as credit and marketing.

In pursuing agrarian reform, there needs to be political will and commit-

ment of both the government leadership and the people in general, most importantly, the target beneficiaries. Along this view, it was stressed that while top-level executive and legislative officials have indicated actions that are favorable to agrarian reform, the same, if not more, resolve is needed on the part of local level officials. Futhermore, sectoral interest groups like the peasants must be organized in order to better assert their interest and demand political action.

In this context, another aspect of agrarian reform surfaced in the discussion. Agrarian reform was seen as a part of a more comprehensive undertaking of social reform where the moral transformation of the people is a primordial requirement. With this, a true program of agrarian reform will face obstacles of existing moral decadence of the people and of their refusal to accept the basic truth that earth's goods are meant for all and that everyone is his brother's keeper.

Also, agrarian reform was perceived as an attempt to transform the existing feudalistic structure particularly on the access, control, and use of such resources so that broad-based empowerment and equitable distribution of benefits can be effected. Along this line, it was argued that whatever retention limit is imposed could be justifiable if it will remove the cleavages in economic

power that abet abuses and repression. Productivity is outside the issue of land reform; the real issue is how to change the structure in favor of deserving beneficiaries.

Although General Isleta as the guest-representative of the armed forces expressed support on the implementation of the agrarian reform program, it was felt that agrarian reform constitutes only a small part in effecting social and economic changes that could help solve the insurgency problem. In examining the relation between agraria problems and insurgency, the interplay of the forces of economic, political and armed powers was traced. Thus, there is a need for deconcentration of power and for democratization of society.

With regard to industrialization, it was pointed out that agrarian reform and industrialization are related and complementary. Agrarian reform can create favorable environment for industrialization and industrialization can give momentum to agrarian reform.

It was also revealed that there are three types of agrarian reform existing today - the agrarian reform legislated by Congress, that which is initiated by the NPA and that which is implemented through people's initiative. Along this line, it was felt that a dynamic land reform will produce political stability. Agrarian reform can be dynamic if people are in command and if guided by meaningful principles. On the other hand, it will be static if done in a bureaucratic, top-down approach, if implemented by force of arms and if propelled by rich landowners or corporations.

Land reform was viewed as a continuing process but legislation must keep pace with what society needs and must satisfy the principle of social justice. Whether or not the nation can afford the cost of agrarian reform is only a secondary issue. The primary issue is whether or not the nation can afford not to undertake such a reform.



COLLEGE of MASS COMMUNICATION

(University of the Philippines, Diliman — Quezon City)

The media have become indispensable to daily life. People turn the radio on upon waking up, they read the newspaper at the breakfast table, look at television after work, or see a movie on week-ends.

Communicating through the mass media is a complex and delicate task. Institutions of learning are needed to ensure that systems for effective mass communication education and training are established. A keen sense as well as a practical understanding of the delicate balance between freedom and responsibility also have to be inculcated in the students who shall eventually be responsible for those systems.

One of the institutions involved in this important task is the University of the Philippines College of Mass Communication.

The CMC

The UP College of Mass Communication (CMC) is now in its 23rd year. It was established on June 19, 1965, as an Institute, and formally created by the UP Board of Regents on August 25, 1966. On April 28 of this year, the Institute of Mass Communication was elevated to the status of a college.

Throughout the years of its existence as a training center for media scholars and practitioners, CMC has performed three basic functions:

 The promotion of undergraduate and graduate training in communication based on a broad general education foundation, which treats communication both as science and art, as well as a service:



- The undertaking of basic and applied communication research in the service of education and development; and
- The provision of a continuing education program for practitioners in both the country and ASEAN region oriented to national and regional development.

CMC now offers four undergraduate programs: Journalism, Broadcast Communication, Communication Research and Film and Audiovisual Communication. Film and Audiovisual Communication is its latest offering, Journalism being the initial offering in 1986, followed by Broadcasting in 1967, and Communication Research in 1974.

Apart from undergraduate programs, CMC also offers graduate programs leading to the degree of Master of Arts in Journalism, Broadcasting or Communication Research, and Doctor of Philosophy in Communication. UP-CMC alumni are now in various radio-TV networks, and agencies and research offices, and recently in cinema — all trying to live up to the CMC way and ideals, all working toward more responsible Philippine mass media.

CMC is served by 29 faculty members, 26 administrative staff, and five academic non-teaching staff. Dean Georgina R. Encanto heads the College.

CMC has had the services of well known communication experts. Journalism had Pete Daroy, I.P. Soliongco, Joe Luna Castro, Dean Armando Malay, and Amando Doronilla. Broadcasting had Francisco "Koko" Trinidad and Orly Mercado; Film and Audiovisual had Ricky Lee and Charo Santos; and Communication Research had Cesar Mercado, Benjamin Lozare, Vic Valbuena and Gloria Feliciano. At present, CMC's faculty includes other well known media practitioners.

Facilities and Equipment

What sets CMC apart from other mass communication colleges are its facilities and equipment which provide the students with actual training in their chosen disciplines.

Housed in the two-storey Plaridel Hall, CMC has its own radio-TV studios, projection rooms, and set and props room for TV productions. It also has a film and graphic unit and a communication technology laboratory.

Broadcasting majors use the radio-TV section equipped with audio-facilities, TV monitors, cameras, video recorders, telecine facilities for film, and



Dean Georgina R. Encanto heads the UP College of Mass Communication.

lighting equipment with control panel. Film majors have adequate equipment for processing photographs. Research majors likewise have access to a computer where research data can be processed.

CMC also maintains a library which has an extensive collection of books and materials on communication. Research studies, particularly theses and dissertations, can also be read at the library.

However, the growing number of students in CMC has created some problems. The facilities and equipment available cannot sufficiently serve every student. To keep up with the latest trends and developments in the communication field, some facilities also need upgrading.

Future plans to solve these problems include tapping outside sources for donations of funds and equipment. CMC also has requested the Registrar's Office to convert Broadcast Communication into a quota course in order to regulate the number of students in this discipline.

Ongoing Programs and 'Activities

Cognizant of its role not only in the communication field but in other areas as well, CMC undertakes programs and activities in line with its function of providing continuing education to media practitioners and undertaking development research.

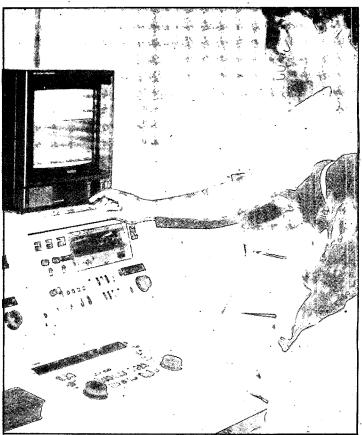
CMC conducts research surveys as well as training workshops outside the College. It also maintains a publication, the *Philippines Communication Journal*, which publishes articles and researches written by communication specialists not only from CMC but from other universities and organizations as well.

Projects of the College are made possible through funding from various organizations and agencies. Among CMC's funding sponsors are: the United Nations Environment Programme (UNEP), the Asian Mass Communication Research and Information Centre (AMIC), the Department of Education, Culture and Sports (DECS), the Department of Trade and Industry-Bureau of Export Trade Promotion (DTI-BETP), and others.

Among the research projects being conducted by CMC today are: "A Study to Determine Violence on TV in Asia" and "Using Traditional Media in Environmental Communication." Both projects are funded by AMIC.

Other research projects are funded by local agencies seeking assistance in the development and dissemination of information materials. CMC in collaboration with the Department of Trade and Industry is working





on a project on the development and production of "briefing kits" to promote the sale of Philippine products abroad. CMC is also working on a project with DECS in its "Program for Decentralized Educational Development-Information, Education, and Communication" (PRODEDIEC).

CMC, with the National Press Club as co-sponsor, conducts an annual workshop on community journalism. This year's workshop was held in UP College Baguio last May.

With just two years to go before its 25th year, the CMC continues to live up to its goal of being a leader in the training of students who will be future communication professionals. Above all, it looks forward to the inculcation of a high but practical sense of responsibility upon its students who shall be the managers of mass communication systems in the future.

The PSSC Social Science Information Editorial Staff would like to thank the Dean and the staff of UP College of Mass Communication for providing the data and pictures needed to complete this article.

THE SOCIAL ISSUES COMMITTEE

by Regina L. Gumapac

Ever wondered why government strategies for development have failed? How come the Philippines has remained poor in spite of its rich resources and the accessible high technology from its neighboring countries? Is there hope for our economy? These are but a few of the many questions that social scientists must address.

The Philippine Social Science Council (PSSC), a non-stock, nongovernment organization of various bonafide social science associations in the country, in its effort to bring social science to the people and contribute to finding and recommending solutions to the many problems of the country. has several working committees to take care of the multi-faceted concerns of the Council. One of the most active working committee is the Social Issues Committee, created in 1984 with the purpose to make PSSC a more effective agency in promoting and articulating the social science community's interests and aspirations as it performs its advocacy role.

The Philippine society is indeed beset by social problems that have stood as obstacles to progress and unity among its people. Hostilities among Filipinos have reached disastrous heights triggering a crisis in our economy and politics. As a sound advocate for the development of a just and humane

society, the social science community endeavors to recommend peaceful measures hopefully to contribute to the solutions to some of these problems. Today one of its concerns is how to make agrarian reform a peaceful solution to our economic problems by making it a productive endeavor for both landowners and beneficiaries.

Every third week of the month, the Social Issues Committee (SICom) meets to discuss the most current issues of the day. This Committee is made up of presidents of 14 recognized professional social science associations under the PSSC, namely, the Linguistic Society of the Philippines, Philippine Association of Social Workers, Philippines Communication Society. Philippine Economic Society, Philippine Geographical Society. Philippine Historical Association, Philippine National Historical Society, Philippine Political Science Association, Philippine Population Association, Philippine Society for Public Administration, Philippine Sociological Society, Philippine Statistical Association, Psychological Association of the Philippines and Ugnayang

Pang-Agham-tao, Inc. (Anthropology).

The SICom has been conducting public fora, presenting the various issues that they consider relevant for public dissemination and discussions. The PSSC has often been the venue for these public fora. The SICom for instance, tackled the issue on environment and the national minorities; and their recommendations were forwarded to the Constitutional Commission at that time. They also examined the issue of state violence, media censorship, the need for general amnesty, policy for public accountability of government officials and government responsiveness.

In line with the advocacy function, the SICom sponsored Fora Series im order to encourage regular dialogue between the government, academic and private sectors. The themes of some were as follows: "Social Sciences and Government," "The Socialization of Students into a National Identity, through the Public Elementary School System: A Case Study and Analysis." The second topic called attention to the failure of the public elementary



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school system to genuinely instill in students a national identity and sense of nationhood.

To bring social science to the masses, the PSSC-SICom also initiated the Resources for People Program (RPP), a project intended to benefit the grassroots level. The RPP activated the promotion of people-based social science which could develop conscious, active and organized participation in improving their lives from their grassroot experience and resources.

Last year, the Social Issues Committee concentrated its activities not only on research but on the areas of advocacy and information dissemination. Alongside the roundtable discussions on several issues it has spearheaded, it published a monograph

of the papers presented during the May 1986 "Seminar on State Violence."

More recently, the Committee has actively linked itself with the government and non-government institutions. The SICom has conducted public discussions on issues of peace such as the implications of the lowintensity conflict and Alsa Masa activation, the need for peacetalks between the government and the rebels, support for the Aquino government against threats of coup d' etats, the environment for a most viable redemocratization process, among others. The committee also co-sponsored a "Forum on Peace and Order," "The Problems of Autonomy" and "How to Make CARP Productive" with the Mindanao State University Social Science Division at

General Santos City. The activity was intended to initiate towards peaceful direction the people's and groups' differences by having more dialogue and open discussions of issues.

The Committee has also taken an active advocacy role on CARP. It released a statement of concern for genuine agrarian reform after deliberating on the issue with Senator Vicente Paterno and local experts from the Institute of Agrarian Studies—at UP Los Baños. At present, the SICom is drawing out viable rural development programs and strategic industries that will pose as options to both government and the private sector in working for progress through genuine agrarian reform.

The SICom has also addressed the issue regarding the Tasaday controversy to resolve the academic question of whether the Tasaday are a genuine anthropological discovery or not. A resolution urging the International Union of Anthropologists and Ethnologists to create an independent fact-finding body on the Tasaday was presented to the International Conference in Anthropology in Yugoslavia through Prof. Jerome B. Bailen who is a member of the SICom.

Prof. Carmencita T. Aguilar of the Philippine Political Science Association is the current chairperson of the Social Issues Committee.

There are indeed many more complex social problems brought about by national conditions and world events to which the SICom under the PSSC hopes to respond. In the light of these concerns, THE SOCIAL ISSUES COMMITTEE VOWS TO ASSUME A MORE PRO-ACTIVE ROLE.

Social Issues Committee 1988: Carmencita T. Aguilar (Chairman), Tomas P. Africa, Leslie E. Bauzon, Florangel Rosario-Braid, Gabriel U. Iglesias, Noemi Catalan, Cayetano W. Paderanga, Imelda Villaluz, Jerome B. Bailen, Napoleon C. Casambre, Gloria A. Gonzalez, Emy M. Pascasio, Domingo C. Salita, Corazon M. Raymundo.

NSSC II SLATED IN NOVEMBER

As a culmination of a year-long activity on the national economic recovery program sponsored by the Philippine Social Science Council, the Philippine National Science Society and the Pi Gamma Mu International Honor Society in Social Science, the NATIONAL SOCIAL SCIENCE CONGRESS II (NSSC II) will be held on November 24-26 at the Philippine Social Science Center, Commonwealth Avenue, Diliman, Quezon City.

With the theme "Social Sciences and Economic Recovery", the Congress will bring together social scientists from the academe and professionals from the private and public sectors to identify and discuss specific issues affecting economic recovery. Papers and discussions will center on four areas of concern: economics, sovereignty, people power and governance.

Workshop groups will also be convened during the Congress proper. Registration fee is P500 (covering the Congress kit, papers, snacks and lunch for three days). PSSC Secretariat can be consulted on matters about the NSSC II (thru Rachel Anosan 922-96-21 local 307/324).

SWS ON TELEVISION

Materials from the Social Weather Station are now being disseminated to the public regularly through "Surveys and Trends," a new television program co-produced by SWS Inc., Probe Team Production, Inc. and Channel 4. The show is aired every Monday at 10-11 pm.

Hosted by Luchi Cruz, the show provides a five to ten minute report of social survey data on a contemporary issue. Discussion by a panel of invited guests follows the report.

"Surveys and Trends" past topics include Filipino Public Opinion; AIDS; Agrarian Reform; US Bases and Nuclear Arms; Overseas Employment; The Military; Peace and Order; and the Administration of Justice.

Forthcoming topics are: Consumer

Trends; Informal Credit Markets; Women in Development; Vigilantes; Graft and Corruption; Government Credibilities; Rebel Communist Movement and Peace Talks.

IPC SCHEDULES RELEASE OF RESEARCH PROJECTS RÉSULTS

The Institute of Philippine Culture (IPC), Ateneo de Manila University announces research projects results ready by the second half of 1988.

- A. A Socio-Economic Baseline Survey of Northern Samar: (results scheduled to be released in August 1988)
 - This research study examines the socio-economic conditions of Northern Samar' for the analysis of the impact of the Northern Samar Integrated Rural Development Project.
- B. *Philippines:* (results scheduled to be released in August 1988) on August 1988)
 - This project investigates the mobilization of resources by cooperator and noncooperator households in the Bicol Farming Systems Project, the involve-

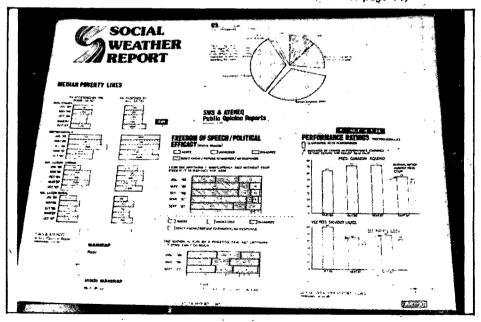
- ment of female and male members of these households in different project activities, and the effects of the project on the male-female balance of authority and responsibilities within the household.
- C. Case Studies of Four National Irrigation Systems under the NIA's Participatory Programs (results scheduled to be released in July 1988)
 - inis is a study on four irrigation systems in which farmers have been involved in system management since 1984.

CSWCD OFFERS TWO NEW COURSES

The UP College of Social Work and Community Development has two new courses added to its program offerings — the Master of Arts, Women in Development (MAWD) and the Diploma in Community Organizing (Dip. CO).

Approved as a masters program, MAWD started in June 1988. The program aims to provide a holistic and comprehensive perspective to the study of women of the Third World in particular vis-a-vis development theories,

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Social Weather Reports are now in television, aired every Monday at 10-11 pm.

NEW PSSC OFFICERS

The PSSC Executive Board elected a new set of officers for 1988 at its first meeting held last January 27.

The newly-elected officers of the PSSC are the following:

Chairman : Dr. Cynthia B. Bau-

tista

Chairman-Elect: Dr. Florangel Rosa-

rio-Braid

Vice-Chairman : Fr. Rolando S. Dela-

qoza

Treasurer : Mrs. Aida R. Saldua

The Executive Board also appointed the following as members of the Working Committees for 1988:

By-Laws Committee: Paterno R. Santos (Chairman), Leslie E. Bauzon, Nelly Cubar, Pacifico Aprieto, Bonifacio P. Sibayan (ex-officio).

Institutional Development Committee: Fr. Rolando S. Delagoza (Chairman), Leslie E. Bauzon, Florangel Rosario-Braid, Fr. Ibarra Gonzales, Pilar R. Jimenez, Sylvia H. Guerrero, Ernesto M. Pernia, Bonifacio P. Sibayan, Wilfrido V. Villacorta. Alice Villadolid.

Finance and Business Affairs Committee: Aida R. Saldua (Chairman), Bro. Andrew B. Gonzalez, Cesar P. Macuja, Simon C. Medalla, Cristina P. Parel, Domingo C. Salita, Helen R. Tubangui, Mercedes B. Suleik (ex-oficio)

Membership Committee: Dante B. Canlas (Chairman), Edilberto Dagot, Raul R. Ingles, Josefina D. Pineda, Zelda C. Zablan, Nestor Pilar.

Nominations Committee: Patricia B. Licuanan (Chairman), Ruperto P. Alonzo, Mercedes B. Suleik, Romeo V. Cruz (ex-officio).

Publications Committee: Allen L. Tan (Chairman), Ricardo G. Abad, Ruperto P. Alonzo, Leslie E. Bauzon, Alex B. Brillantes, Jr., Olivia C. Caoili, Rosario M. Cortes, Bro. Andrew B. Gonzalez, Margarita Guerrero, Raul R. Ingles, Feliciano M. Lapid, Michael L. Tan, Esther C. Viloria.

Social Issues Committee: Carmencita T. Aguilar (Chairman), Tomas P. Africa, Leslie E. Bauzon, Florangel Rosario-Braid, Gabriel U. Iglesias, Noemi Catalan, Cayetano W. Paderanga, Imelda Villaluz, Jerome B. Bailen, Napoleon C. Casambre, Gloria A. Gonzalez, Emy M. Pascasio, Domingo C. Salita.

Emy M. Pascasio, Domingo C. Salita. Research Committee: Dr. Lita J. Domingo (Chairman), Dr. Wilfredo L. Alberca, Dr. Corazon Lamug, Dr. June Prill-Brett, Dr. Alex B. Brillantes, Jr., Prof. Clarita R. Carlos, Dr. Reynaldo M. Lesaca, Mrs. Nelia R. Marquez, Prof. Thelma Lee Mendoza, Dr. Manuel F. Montes, Dr. Nora Quebral, Dr. Gloria M. Santos, Dr. Amaryllis T. Torres, Dr. Corazon M. Raymundo (ex-oficio).

PSSC CHARTS NEW DIRECTIONS FOR THE 90's.

Filipino social scientists adopted an "Agenda For The Year 2000" which will strengthen the Council's advocacy role in shaping public opinion and policy during its Mid-year meeting held at the PSSCenter last July 9.

The meeting which was presided by Dr. Florangel Rosario-Braid, Executive Board Chairman, was attended by heads and representatives of its 14 regular member organizations. About thirty research organizations/centers affiliated with the Council as associate members also presented their reports.

The Council is now upgrading its capability to be able to undertake policy-oriented research and development projects together with its member associations. While recognizing the need to forge closer links with the government, the Council reiterates its objective of keeping an independent stance so that it can monitor and comment on government performance. PSSC will also work with other nongovernment associations through its resources such as publications and data bank, professional expertise of its members, and projects in support of development.

PSSC-SICOM SUPPORTS CARP LAW

The Philippine Social Science Council's Social Issues Committee (PSSC-SICom) recently released a statement supporting the CARP Law.

The SICom demonstrated approval of the new agrarian law as a step towards rural development while recommending additional measures specifically on support services, on farmers' cooperatives and on easier access to credit.

Concern was expressed about the management of the large financial investment needed to ensure the establishment of an adequate support for CARP. The government is urged to institute a strong monitoring and accountability system to safeguard the implementation of the program.

Likewise, the local government is encouraged to work out programs together with the private sector to encourage landowners to continue investing in the province.

GUERRERO GETS PRESIDENTIAL . AWARD

Dr. Margarita F. Guerrero was among the faculty members and staff of the University of the Philippines who were recenty honored the 1986-1987 Presidential Award. The awarding ceremonies were held last June 17, in celebration of UP's 80th Foundation Day. Dr. Guerrero, an assistant professor at the UP Los Baños Institute of Mathematical Sciences and Physics, received the President's diploma of merit in teaching.

Dr. Guerrero is the editor of the Philippine Statistician and is a member of the PSSC Publications Committee.

SICOM-PATERNO DIALOGUE HELD

PSSC's Social Issues Committee held a dialogue with Senator Paterno last June 17 at the PSSCenter. The dialogue aimed to find ways by which PSSC can launch a public information campaign on the positive features of land reform. Suggestions on how the social science community can help in the implementation of agrarian reform were also discussed.

During the dialogue, Sen. Paterno explained the need to view CARP not only as a means of redistributing land but as a means of achieving social justice. He also stressed that agrarian reform can speed up rural development if landowners will be convinced to invest in the province, the income they get from selling their lands.

Sen. Paterno urged the PSSC to deal with these questions — what are the alternatives of landowners to losing land and what is the role of PSSC in the CARP?

PSSC EXECUTIVE BOARD CONDUCTS EVALUATIVE WORKSHOP

Aiming to review and assess PSSC's mission and role in the coming decade, the PSSC Executive Board conducted an evaluative workshop last March 19-20 in Cavite. Cabinet Undersecretary Aniceto M. Sobrepena was invited to attend the workshop to explore the possibility of collaborative work between PSSC and the government.

The workshop was attended by members of the Executive Board and by social scientists who have been instrumental in the drawing up and implementation of PSSC's programs.

One resolution made during the workshop was the creation of a Task Force composed of social scientists who have actively served the PSSC. The body was assigned to draw up a PSSC Agenda For the Year 2000.

Named by the Executive Board, the following composed the body: Dr. Wilfrido V. Villacorta, Chairman; Mr. Cesar P. Macuja, Vice-Chairman; Prof. Ponciano L. Bennagen, Dr. Gabriel U. Iglesias, Dr. Sylvia H. Guerrero, Dr. Pilar R. Jimenez and Dr. Bonifacio P. Sibayan (members).

The seven social scientists are known for their close involvement in PSSC activities and their commitment to the development of the social sciences. The drafted agenda was presented during the Council's Mid-Year Meeting.

BICOL RESEARCH DEVELOPMENT CONSORTIUM REVITALIZED

In an effort to revitalize the Bicol Research Development Consortium (BRDC), the PSSC conducted three consultative sessions with NEDA Regional Offices and held two planning workshops of BRDC. The consultative sessions were conducted to discuss Region 5 development plans while the planning workshops were held to brainstorm and conceptualize research projects for the coming three-year consortia program.

The first workshop held at the PSSC on May 22-23 was attended by representatives from four BRDC institutions — Aquinas University, Bicol University, Ateneo de Naga and University of Nueva Caceres. The memorandum of agreement between PSSC and BRDC was finalized and possible research topics were discussed.

The second workshop was held in Ateneo de Naga on June 11-13. The group agreed on certain criteria that could form as the bases for undertaking research projects. Among the agreed topics were: "Putting Out — Systeming: Sub-Contracting Handicraft Workers in Albay and Camarines Sur" and "Farmers Perceptions of the CARP."

The BRDC hopes to strengthen its advocacy position by sitting down with government action agencies after studies are undertaken.

AASSREC EXECUTIVE COUNCIL DISCUSSES PLANS FOR 1989 CONFERENCE

The Executive Council of the Association of Asian Social Science Research Councils (AASSREC) met last February 15-18 at the Philippine Social Science Center. PSSC is one of the Vice-Presidents of AASSREC.

The Council meeting was participated in by the following: Terrence Loomis, SSRFC, New Zealand; Sung-Chick Hong, KOSSREC, Korea; Patricia B. Licuanan, PSSC, Philippines; Vinox Mehta, ICSSR, India. The following were given special invitations to attend the meeting: Cynthia Rose B. Bautista, PSSC, Florangel Rosario-Braid, PSSC, Ruben F. Trinidad, PSSC; and Yogesh Atal, UNESCO, Bangkok.

The officers discussed preparations for the 8th Biennial General Conference which will be held in New Zealand in 1989. The mechanics of the conference and the symposia to be held within the conference were also included in the agenda.

NEGROS OCCIDENTAL DEVELOP-MENT TASK FORCE CREATED

A PSSC Task Force was created in April 1988 to formulate an alternative development plan for Negros Occidental. The PSSC plan is perceived to be an alternative to Dr. Sixto K. Roxas (SKR) consultative group's "First 15-Year Master Plan for the Province of Negros Occidental," which was presented in a workshop-symposium in Bacolod City on March 12. Reactions to the SKR proposal came mostly from social scientists in the province led by Dr. Violeta L. Gonzaga who argued strongly against the technocrat perspective of the planners and instead proposed a more holistic approach to the problem of Negros to which the social science community at large could contribute. Gonzaga suggested that the PSSC, being an umbrella organization of professional social science associations all over the country, be consulted regarding an alternative developmental framework for Negros. In April 1988, a PSSC Task Force composed of Dr. Florangei Rosario-Braid, Dr. Sylvia H. Guerrero,

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SEARCH FOR NEW CSWCD DEAN

The UP College of Social Work and Community Development is in search of a new dean to replace Dean Sylvia Guerrero whose term ended last April 1988 after serving the college for two terms. A search committee was organized to take charge of the selection of the new CSWCD dean.

Among those officially nominated are: Dr. Angelito Manalili, Prof. Josefina D. Pineda, Dr. Amaryllis T. Torres and Prof. Esther C. Viloria.

Straw voting was already conducted among faculty members, extension personnel, administrative staff and students in order to determine the majority choice of the college constituents. The Committee also met with different college constituencies to facilitate the selection of the new Dean of the college.

DLSU RESERACH CENTER RE-CEIVES GRANTS

The De La Salle Research Center received grants in support of its various projects — \$175,000 from the Ford Foundation and US\$2,500 from Laubach Literacy International.

The Ford Foundation grant will cover Phase IV (1988-1990) of the Participatory Uplands Management Program: Research to Benefit Disadvantaged Rural Communities. This will support the Mangyan School project, Philippine Uplands Resource Center, seminars and publications, and various policy and management studies.

The Laubach Literacy International grant will be used for the Adult Education Component of Pundasyon Hanunuo Mangyan School in Mindoro. This will support the development, reproduction, and field testing of teaching modules.

In line with this, the DLSU Research Center released its five-year plan (1988-1993) which aims at a coordinated effort between different colleges in the university through the

University Research Center. Also included in the five-year plan are: the university's research thrust, research priorities, activities for the next five years, and research accomplishments of the various sectors of the academic community.

IPC OFFERS SCHOLARSHIP GRANTS

Scholarship grants form part of the projects undertaken by the Institute of Philippine Culture, Ateneo de Manila University. IPC offers the "Social Science Training for Development Planners and Practitioners" and the "Graduate Training in the Social Sciences for Filipino Students."

The Social Science Training for Development Planners and Practitioners provides scholarship funds for Southeast Asian students (particularly Indonesians and Thais) to pursue graduate studies at the Department of Sociology and Anthropology of the Ateneo de Manila University. Three batches have been served by the project while two batches more are expected to be funded by the IPC.

The "Graduate Training in the Social Sciences for Filipino Students" provides scholarship funds for Filipino students who desire to pursue graduate studies at the Department of Sociology and Anthropology of Ateneo. The students must be involved in either government or non-government organizations engaged in development work in order to qualify for the scholarship. To date, 17 Filipino students have received assistance for their graduate studies.

LIBRERO NAMED UPLB DEVCOMM DIRECTOR

Dr. Felix Librero, auditor and board director of the Philippines Communication Society, was recently named Director of the Institute of Development Communication, University of the Philippines Los Baños.

Librero obtained BS and MS degrees in DevComm from UPLB and a PhD

in Instructional Systems Technology from Indiana University. He also underwent post-doctoral training in satellite communication for education and scientific information exchange in the University of Western Australia.

Likewise, Librero holds other positions such as Chairman, UPLB College of Agriculture Publications Board; President and Board Director, Society for the Advancement of Research; and Board Director, Philippine Federation of Rural Broadcasters.

APTIRC HOLDS SEMINAR ON VAT

The comprehensive "Value-Added-Tax" applicable to all stages of production and distribution is "ideal" though certain exemptions may be provided for political and administrative considerations. However, the agricultural sector, the financial services and the small firms should be excluded from VAT for policy and administrative considerations. This general sentiment was aired during the "Asia-Pacific Tax and Investment Research Centre (APTIRC) Seminar Workshop on Value Added Taxation In Asia held last February 23-24.

Aimed to be a forum for the exchange of experience and insights on VAT, representatives from different. Asian countries (Korea, Taiwan, Indonesia and Philippines) discussed the advantages of VAT, its neutrality, the elimination of the cascading effect of turn-over taxation and the favorable effects of VAT on exports and investments.

A research study entitled "VAT Experience in Asia" conducted by the APTIRC served as the basic seminar material.

The Philippines was represented by Atty. Bernardo Frioneza, Chief of VAT Division, Bureau of Internal Revenue. Legislated in 1987 and implemented last January 1988, the Philippine VAT was considered as the "baby" VAT in Asia, facing transitional problems as

caused by the short period of public education and some procedural confusions. Information drives were recommended to confront these challenges.

UPLB-IAST STARTS RESEARCH

A research project seeking to develop models on community based statistics and information systems on agrarian reform and rural development has given village institutions and households the chance to take the lead role in data generation, data management and data utilization. This is the main feature of a project initiated by the University of the Philippines Los Baños, Institute of Agrarian Studies.

Primarily, the research intends to appraise and systematize information and statistics on agrarian reform and rural development. Results will be pilot-tested in upland/tribal communities, agri-business plantations and areas where predominant crops are sugar, coconut, rice and corn. From this stage, alternative information systems that are community based and sustainable will be developed.

As preliminary activity of the research, dialogues with officials of the government agencies involved in the agrarian reform and rural development programs are being held.

NPC-CMC CONDUCTS FOURTH GRA-CIANO LOPEZ JAENA WORKSHOP

With the theme "Professionalization through Continuing Education," the Fourth Graciano Lopez Jaena National Summer Workshop in Community Journalism was held in UP College Baguio last May 16-21. This is a yearly joint-undertaking of the UP College of Mass Communication and the National Press Club.

Under the leadership of Workshop Director Luis Teodoro, the activity aimed to upgrade the technical and

professional competence of community journalists as well as strengthen their commitment to their profession.

In a related development, UP College of Mass Communication sent ten of its faculty and staff to attend a video production workshop in Bangkok last April. Held at the Chulalongkurn University as sponsored by the Friedrich Ebert Stiftung Foundation, the workshop enabled the participants to be oriented on the various phases of video production to enhance their knowledge and skills in handling different video equipment.

PCS KAPIHAN HELD

There is a need for the government, advertisers, media, academe and other pertinent sectors to take an active role in the evolution of a national identity and in the development of a strong sense of nationhood. This and other sentiments were raised during the Philippines Communication Society's (PCS) "Kapihan," held last March 10 at the Philippine Social Science Center.

PCS, in its effort to evaluate the relationship between media and culture, sponsored the Kapihan to focus on media education with analysis on political culture assessment of media's responsibility, accessibility, and an analysis of the relationship of media, culture and society.

Communicators who attended the Kapihan expressed their ideas on the state of the media today. Randy David pointed out the imbalance of access to media facilities, Doreen Fernandez said that the media are damaged and commercially oriented while Nicanor Tiongson stressed that media are colonial, escapist and Manila-centric.

Academic institutions were also criticized for their excessive concern for traditional theories and their lack of understanding of the realities in the media environment.

Problems on young media practitioners were also discussed. Philippine

Daily Inquirer's Melinda de Jesus noted the lack of sensitivity and poor interlectual inquiry among young media practitioners. Batibot's Lydia Brown challenged educators to produce students who could cope with the realities of the media environment.

The forum concluded with the recommendation of possible solutions to these media issues. Communicators recognized the need to link with sectors relevant to the task of upgrading media capability and capacity. Likewise, the need to develop alternatives to current programming fare and the need to develop a more critical and discriminating public were also acknowledged.

CSWCD INITIATES TWO TRAINING PROGRAMS

The College of Social Work and Community Development of UP has initiated two training programs for the first half of 1988 — the Women Consciousness Through Education and Action Toward Empowerment, and SPEED — UP.

Women Consciousness Through Education and Action through Empowerment is a five-year training programs designed to accelerate the conscientification of urban women leaders. This project applies to both work-related groups and socio-civic organizations.

SPEED-UP is a community based extension program geared towards improving the people's access to the basic socio-economic services and opportunities through participatory approaches and strategies. With project sites based in two barangays in Carmona, Rizal, SPEED-UP combines strategy of people's participation in the planning, implementation and development of socioeconomic projects as well as the provision of institutional support to people's organization. The project offers technical and financial assistance and integrates teaching, research and extension function of the college.

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THE UNIVERSITY INQUIRES INTO THE FUTURE

"NATION IN CRISIS II, THE UNIVERSITY INQUIRES INTO THE FUTURE" was launched last March 18 at Asian Center, University of the Philippines, Diliman. The Nation in Crisis series, according to its editor, Prof. Alex R. Magno, "hopes to be remembered as a significant phase in the University's reinvigorated interest in the state of the nation."

The book launching was attended by Justice Irene Cortez, Dr. Gemino H. Abad, Prof. Rita D. Estrada among other personalities in the academe.

The book is a series of colloquia collated and authored by distinguished figures in the state university as it attempts to unfold the future of Philippine society through multi-disciplinary inquiries and investigation. It provides statements and positions taken by the university's intellectual community to various issues of national concern.

THE NATURE, CONSEQUENCES AND PROSPECTS OF NON-FORMAL EMPLOYMENT IN SELECTED CITIES IN METRO MANILA

Co-authored by Jose C. Gatchalian, Miflora M. Gatchalian, Carol J. Almeda and Nenita O. Barranco, THE NATURE, CONSEQUENCES AND PROSPECTS OF NON-FORMAL EMPLOYMENT presents a socio-demographic profile of persons employed in the non-formal sector. It discusses the types of activities that provide employment and livelihood within the network of the non-formal economy, the specific reasons for the emergence and growth of these activities, and the conditions under which these activities exist or take place.

The book is available at the UP School of Labor and Industrial Relations and at the PSSC Central Subscription Service.

ATENEO BOOK ON RELIGION AND POLITICS

The Ateneo de Manila University

Press recently released a significant study on the relationship between material interests and ideological practices. The book, written by Anthropologist Raul Pertierra, is RELIGION, POLITICS AND RATIONALITY IN A PHILIPPINE COMMUNITY. It is based on extensive fieldwork in a municipality in northern Luzon.

The book explores the structural and cultural bases of religous belief and practice. Tracing the historical pattern of the local response initially to Catholic conversion, later to American Protestantism and more recently to indigenous forms of Christianity. Dr. Pertierra argues that the complex response to conversion can be understood in terms of material-political interests in association with the attempts to retain meaningful cultural forms. Drawing from the classical tradition established by Marx, Durkheim, and Weber, but extending their sociological insights by incorporating more recent theory as well as modern anthropological techniques, this study questions the prevailing views of religious practice

in Philippine society and challenges the theories of rationalization found in Development, and Modernization Theory.

TWO ATENEO BOOKS ON RELIGION AND LANGUAGE

The University Press of the Ateneo de Manila launched last June 21 two new books on Philippine religious literature and language. One is CASAY-SAYAN NANG PASIONG MAHAL, with an introduction, extensive annotations, and an English translation by Rene Javellana, S.J.

The book aims at contributing toward a contextualized Filipino theology. It not only reproduces the 1882 edition of the CASAYSAYAN (which was authored by unknown Filipino poets) but also provides a critical guide to understand how this compendium of religous ideas and sentiments shaped the outlook of countless Filipinos.

The pasyon provides an accessible and convenient source of knowledge about Jesus and Christianity, helping form the Christian consciousness of many devout Filipinos. Analyzed by



AT THE RECENT ATENEO TWIN BOOKLAUNCHING, Authors Vicente L. Rafael and Rene B. Javellana, S.J., flank Ateneo de Manila Press Director Esther M. Pacheco, accompanied by Literary Scholar Bienvenido L. Lumbera and Philippine Historian John N. Schumacher.

Father Javellana are the genesis of the text, its sources, and its theological and moral teaching.

The other book launched is Vicente Rafael's CONTRACTING COLONIAL-ISM: TRANSLATION AND CHRISTIAN CONVERSION IN TAGALOG SOCIETY UNDER EARLY SPANISH RULE. In his innovative contribution to Philippine history, Rafael examines the role of language in the religious conversion of the Tagalogs to Catholicism and their subsequent colonization during the early period of Spanish rule. The heart of the study is the close analysis of the ways in which Spanish Christian doctrines were translated into the native vernacular.

Rafael also considers the Tagalog response to this process of conversion and colonization. The work, says an eminent Philippine historian "is difficult yet exciting . . . will be inundated with criticism [but] is potentially revolutionary in its field."

NEW BOOK DISPUTES IMF AND WORLD BANK DEVELOPMENT STRATEGY

A book newly released by the Ateneo de Manila University Press, UNEQUAL ALLIANCE, 1979-1986: THE WORLD BANK, THE INTERNATIONAL MONETARY FUND, AND THE PHILIPPINES, by Robin Broad of the Carnegie Endowment for International Peace, demonstrates why the "structural adjustment" model imposed by the WB-IMF on the Philippines is harmful to the poorer majorities in developing countries. The development model, says Broad, is particularly inappropriate in a world economy of vastly reduced growth.

Through interviews with dozens of Philippine representatives of government and business, Unequal Alliance chronicles the Philippine experiment with structural adjustment.

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TRANSITION for Two Social Scientists

PERLA QUIDANGEN MAKIL Sociologist

Dr. Perla Q. Makil passed away on March 20, 1988 in Eugene, Oregon. At the time of her death, she was the Executive Trustee of the Ramon Magsaysay Award Foundation. She had gone to the United States to give lectures and spend Christmas with friends where she got sick and never recovered.

As a Research Associate in the Institute of Philippine Culture (IPC), Ateneo de Manila University in the early 1970's, Dr. Makil lectured to the first group that went through the PSSC Summer Research Training Program. She left for the University of Michigan in Ann Arbor soon after to pursue a doctorate in sociology.

Returning to the Philippines in 1979, she resumed her work in the Ateneo where she became IPC Director from 1980-1983 and Associate Professor in the Department of Sociology and Anthropology. She was lecturer once more to the PSSC Research Training Program in the summer of 1980.

Dr. Makil also held an A.B. in Political Science from Silliman University and a Bachelor of Laws from the University of the Philippines. She is known for her research and publications on various social issues, including elite studies and policy research on social forestry and the poor in general. When she moved to the Ramon Magsaysay Award Foundation, she started a social science research program and established a Research Group in the Foundation.

After her death, Dr. Makil's surviving relatives, Prof. Elmo Q. Makil and Dr. Fe Q. Makil, donated her personal library of more than 700 volumes of social science titles to PSSC. These are now housed in the Perla Q. Makil Collection, Frank X. Lynch Library.

MANUEL A. CAOILI
Member, PSSC Executive Board

Dr. Manuel A. Caoili, professor of public administration and special assist ant to UP President Jose V. Abueva, died in his sleep early morning off Sunday, December 27, 1987 at his homes at the Purok Hen. Aguinaldo, UP Diliman. He was 46.

He first joined the UP as a research assistant in 1961 and rose to research associate until 1967 when he was appointed instructor in public administration. He was promoted to assistant professor in 1969 and associate professor in 1976.

He obtained his BA in Public Administration in 1960 and his MPA in 1965, both from UP; his Master of Social Science from the University of Birmingham, England, in 1972; and his PhD from Queen's University in Ontario, Canada in 1982.

Twice a recipient of the professional chair, Don Andres Soriano Associate Professor of Government and Business, Professor Caoili also served as director of the former Administrative Department Center in 1983-86 and served as officer-in-charge of the College of Public Administration several times.

Professor Caoili had assisted the Metropolitan Manila Commission in instituting organizational and functional improvements in local government structure in the Metro Manila area.

He edited the Philippine Journal of Public Administration in 1985 and the Local Government Bulletin in 1968-1970. Professor Caoili wrote articles on administrative studies including reports on local governments particularly Cebu City, Tarlac, Legazpi City, Baguio City, Leyte, Cagayan de Oro City, Iligan City, and Metro Manila.

(UP Newsletter, January 1988)

NEW PUBLICATIONS

(Continued from page 43)

It explores the process by which the World Bank and the IMF trained technocrats, adapted existing government institutions, and created new ones to mold their version of development.

Even today in the late 1980s, this failed Philippine model is the central remedy that the World Bank and the IMF are offering to the dozens of countries mired in external debt — and among the countries targeted once again is the Philippines under President Corazon Aguino.

The Debt Trap Author Cheryl Payer says "Unequal Alliance" is one of the most important books of this and the next decade. It should be a required reading for anyone concerned about the economic, socio and political problems of the Third World. "This is economic and political analysis at its best," confirms Walden Bello," . . . definitely a trailblazer in the study of international financial institutions."

PSSC-ACTIVITIES NEGROS OCC. DEVELOPMENT

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Dr. Cayetano W. Paderanga, Jr., Mr. Victor Taylor and Dr. Violeta L. Gonzaga was formed to draft an alternative agenda in line with more peoplebased approaches and the operationalization of decentralization strategies.

An outline of the framework was presented in Bacolod City in a workshop on May 19 and attended by Gov, Daniel Lacson. A subsequent meeting was held with the Governor at Negros Navigation in Makati to thresh-out some of his comments and recommendations. A preliminary draft of the proposal has already been sent to the Negros provincial board.

The PSSC plan was guided by three basic concepts: 1) a decentralized strategy for development 2) the need to effectively integrate equally important aspects of development-economic, social, cultural, political and environmental — and franslate these into viable, sustainable programs, and 3) the need to institutionalize participatory strategies in community-building and reconstruction.

PSSC-CHINESE ACADEMY OF SOCIAL SCIENCE EXCHANGE PROGRAM

From February 16 to March 15, the Philippine Social Science Council, through a grant from the Ford Foundation, hosted Mr. Zhou Xiao Bing of the Institute of World Economics and Politics, Chinese Academy of Social Sciences. Mr. Zhou is a graduate of political economy of Beijing University and is presently assistant researcher at the CASS. His main interest in the Philippines was on current political and economic developments, specifically with respect to the debates on the Comprehensive Agrarian Reform Program (CARP), the government's privatization program, agro-industrialization program and the role of multi-nationals in the Philippines. He expressed preference in soliciting the opinions of the Filipino social scientists.

In the course of his visits among the different institutions in Manila as well as outside Metro Manila, he collected materials, books and

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ANNOUNCEMENTS

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issues and strategies for the resolution of developmental problems. It highlights community development and organizing with a historical perspective.

The Diploma in Community Organizing, as approved early 1987, had as first batch a total of 11 enrollees. Now on its second year of implementation, the Dip. C.O. is an integrated program providing one year of formal training in community organizing.

The program provides a one-year classroom and field instruction based primarily on the recognition that communication is one of the most appropriate responses to the need to transform the pervasive realities of poverty and injustice in many rural and urban communities.

PSSP 14TH NATIONAL CONFERENCE

Pambansang Samahan sa Sikolohiyang Pilipino will hold its 14th National Conference with the theme. "Katutubong Panggamot: Halaman Hayop at Kalikasan," on October 14-15 at the Waldo Perfecto Hall, De La Salle University.

The conference, headed by Lilia Antonio, will contain five sessions tackling different topics like: Ano ang katutubong Panggamot? Panggamot sa Pamamagitan ng Iba't-ibang Bagay; and Ispiritwal na Panggamot.

SURIGAO HERITAGE STUDIES AND RESEARCH CENTRE

The Surigao Heritage and Research Centre needs students, academicians, and other interested qualified people to help undertake research in Mindanao on the following subjects: anthropology, human geography, sociology, history, Spanish studies and other related disciplines.

Spearheaded by F. Almeda and assisted by Paul Mathews, the Heritage Center is attempting to establish a modest study/research center and library in Surigao City. This will facilitate the over-all study of Surigao del Norte and del Sur. The Center also seeks funding to make the project an on-going affair.

Interested parties may answer through mail to F. Almeda Jr., Philippine Port Authority, Surigao City, Mindanao or to Paul Mathews, Sociology, University of New South Wales, P. O. Box 1, Kensington 2033, New South Wales, Australia.

NEWSBRIEFS

(Continued from page 41)

UP-SLIR DEAN NAMED

The UP Board of Regents approved the appointment of Prof. Rene E. Ofreneo as Dean of the UP School of Labor and Industrial Relations. Prof. Ofreneo succeeds Prof. Jose C. Gatchalian whose term expired last 30 April 1987.

Prior to his appointment, Prof. Ofreneo served the School in various capacities as a member of the academic staff. He was a training specialist and senior lecturer from 1977 to 1982, and coordinator of the Women Workers' Education Program from 1985 to 1987. From 1978 to the present, he edited the *Philippine Journal of Industrial Relations*, a semi-annual publication of the School.

Prof. Ofreneo obtained from UP his A.B. in Journalism in 1974, his M.A. in Industrial Relations in 1979 and his Certificate in Development Economics in 1981.

UP INSTITUTE OF INDUSTRIAL RELATIONS NOW A SCHOOL

The University of the Philippines Board of Regents (BOR) at its 1001th meeting last May 24 decided to elevate the Institute of Industrial Relations (IIR) to the School of Labor and Industrial Relations (SLIR).

The recent change in name of the unit is the third in its 24 years of existence. Originally known as the Labor Education Center (LEC), it became the Asian Labor Education Center (ALEC) in 1958 when it opened its doors to Asian trade unionists who came for training in trade union leadership. In 1982, the BOR changed its name to Institute of Industrial Relations (IIR), and again to School of Labor and Industrial Relations this year in order to better reflect its functions as an academic unit in the University of the Philippines.

PSSC ACTIVITIES

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publications on the politics and economics of the Philippines.

The initial itinerary submitted by Mr. Zhou consisted of visits to the Asian Development Bank, the UP School of Economics, the Center for Integrative and Development Studies and the UP Asian Center. Apart from these institutions, the PSSC arranged for visits to the Third World Studies Center, the De La Salle University Research Center, the China Studies Program of Ateneo, UP Baguio, the Cordillera Studies Center, the Alternate Resource Center in Davao City, the Ateneo de Davao, the International Rice Research Institute and the Department of Foreign Affairs.

The Ford Foundation grant will also enable the PSSC this year, to send a Filipino scholar to the Chinese Academy of Social Sciences as well as host a Chinese scholar from the CASS. Next year, one Filipino and one Chinese scholar will undertake the same exchange.

CSS PARTICIPATES IN BOOK FAIRS

Motivated by its function of helping disseminate social science information, the Central Subscription Service (CSS) participated in three book exhibits for the first half of 1988.

CSS joined Ateneo de Manila University Book Fair last January 17-29, participated in Philcite's Book Fair Manila last February 20-28 and sent selected titles to "Exhibit and Book Sale" held in Cebu last June 1-4 as sponsored by the Academic Libraries Book Acquisition System Association.

In a related development, CSS recently entered into a contract with the Social Weather Stations to be the distributor of SWS publications. Also, NEDA's Philippine Institute for Development Studies (PIDS) has renewed its contract with CSS to distribute PIDS publications.

UNESCO PUBLICATIONS

Unesco. Principal Regional Office for Asia and the Pacific. Technical Cooperation Among Developing Countries in Asia: An Overview; A UNESCO-ESCAP joint publication, by Luca Dall 'Oglio, Bangkok, 1988.

Unesco Regional Expert Meeting on Women's Participation in Decision Making in Various Spheres of Public Life, Bangkok, 12-16 October 1987. Women's Participation In Public Life; Report of the Regional Expert Meeting. Bangkok, Unesco, 1988.

Unesco Regional Research Seminar on Perspectives on Asia's Futures, Bangkok, 20-24 July 1987. Perspective on Asia's Futures; Report on the Seminar, (convened by the) Regional Unit for Social and Human Sciences in Asia and the Pacific, PROAP. Bangkok, UNESCO, 1987.

Unesco. Programme In Social and Human Sciences in Asia and the Pacific, Report For 1984-1985. Bangkok, Unesco, 1986.

Unesco Regional Expert Meeting on the Asia-Pacific Information Network in Social Sciences, Bangkok, 12-16 May 1986. Asia-Pacific Information Network in Social Sciences (APINESS); Report of a Regional Meeting. Bangkok, Unesco. 1986.

Unesco. Regional Office for Education in Asia and the Pacific. Mass Media and the Minorities; papers presented at an International Seminar organized by the Division of Human Rights and Peace, Sector for Social and Human Sciences, 2-6 September 1985. Bangkok, 1986.

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P 120

Awit and Corido:
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Damiana L. Eugenio, 1987,
P 180

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Tenants', Lessees, Owners
Welfare Implications of
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Mahar Mangahas, Virginia A. Miralao
Romana P. de los Reyes
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Monks, Dreamers, Preachers, and Rebels: Religious Solutions to the Problem of Meaning in a Peripheral Capitalist Society edited by John P. McAndrew, 1987. P 55

The Making of Cory
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A History of the Philippines Samuel K. Tan, 1987. P 45 State Violence: Papers and
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Seminar Workshop on State Violence
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Problem Drugs
published by the Health
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reprinted by HAIN, 1986.
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Filipino Children Under Stress:
Family Dynamics and Therapy
Maria Lourdes Arellano-Carandang, 1987.
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Transformation in Asia
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Philippine Political Experience
Carolina G. Hernandez, Winifreda
Evangelista, and Edgardo Maranan,
1987.
P 60

Restoring Health Care to the Hands of the People: Proceedings of Seminars Sponsored by the Bukluran Para sa Kalusugan ng Sambayanan (BUKAS) published by HAIN, 1987.

Caring Enough to Cure: Diagnosing the Disease-Poverty Syndrome published by the Council for Primary Health Care, 1986. P 45

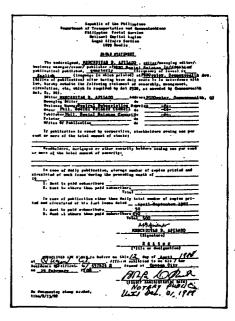
The Church and Its Social Involvement in the Philippines 1930-1972 Wilfredo Fabros, 1988. P 80 Militarized and Dehumanized:
Reflections on the
Conditions of Tribal and Moro
Peoples in the Philippines
published by the CCA-ERM and
NCCP-PACT
P 67

Low Intensity Conflict:
The New Battlefield in Central America
Tom Barry
P 30

Kasarinian
Philippines Quarterly of Third
World Studies V3 No. 4, 1988.
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Marxism in the Philippines Second Series Third World Studies Center, 1988. P 50

The Bases Factor: Realpolitik of RP-US Relations Patricia Ann Paez, September 1985. P 150



(Continued from page 2)

nationalist consciousness as we seek cooperation between nations in a global village. We have to tackle issues that relate to social justice, human rights, democratization of opportunities, access, and finally, the issues of peace and national unity.

The contents of our mass media-TV, film and radio tend to focus too much on violence and conflict and therefore create the image of a society that is torn with strife. The mass media primarily see their role as that of reflecting reality and tend to selectively favor news that create divisiveness rather than unity. While our mass media decry the repression in the past decade, they however have not been able to develop a more responsible alternative as the tendency was to swing to the side of licentiousness. We now realize that many of our national problems have been abetted by the media through misinformation and disinformation.

Many of the symptoms of the absence of appropriate communication strategies are seen in the emergence of conflict situations - in the conflict between the landowner and the farm workers, of labor and management. Unfortunately, many of our present approaches in the settling of disputes are primarily confrontational, adversarial or win-lose strategies. These competitive approaches are unfortunately modes we have learned from the West. Our cultural anthropologists state that the majority of our people - those coming from traditional communities including ethnic cultures still utilize harmonious and cooperative means in solving their problems. Communication research on these aspects can be translated into communication behaviors that will influence our people at all levels - the planners, the managers, labor and other sectors of our society.

While we focus on how we can more effectively manage our present communication resources, we must also look to the future. We are now in an Information Society and whether we like it or not, we have to plan for the uses of the new communication technology such as satellite and computers not only for business applications but also for nonformal learning, delivery of health services, disaster warning systems and other applications in rural development. PCS can effectively network institutions and coordinate efforts in the study, planning

and evaluation of the new communication technology. As we do so, we must learn from the experiences of other countries, especially the more technologically developed so that we may be able to develop appropriate policies. For example, there is a tendency towards privatization. In our country, most of the mass media are privately owned and so the direction may have to be towards an alternative to privatization without moving to government ownership or control. There are other developments in the Region such as that of the Information Network system in Japan that is going to affect not only Japan's information society but also its neighbors and partners. The US policy of being an importer of raw information and exporter of processed information also indicates a movement towards a one-way flow of information rather than reciprocity.

In summary, PCS would like to see the following happen in the field of communication:

- (1) a more coordinated communication system with comprehensive communication policies. The latter will examine concerns on:
 - (a) access of people to media
 - (b) access to research information
 - (c) access to information on public official's to improve public accountability
 - (d) preferential treatment to community media vis-a-vis taxes and tariffs
- (2) a broadened Telecommunications Commission which shall carry out the mandate of the Constitution;
- (3) more balance in programming and greater decentralization of communication resources;
- (4) use of communication technology for nonformal education;
- (5) greater use of smaller and indigenous communication, group media and learning centers; and
- (6) an alternative broadcast system.

Finally, we would like to see communication technology utilized more in solving some of our pressing needs today such as the reorientation of bureaucracy, and the establishment of more adequate mechanisms for consultations between the government and non-government organizations and other various sectors on our population. This would then contribute to people empowerment, a prerequisite to participatory democracy.

The PSSC SOCIAL SCIENCE INFORMATION primarily seeks to serve as a clearinghouse for the exchange of information, documentation, research activities, and news on people involved in the social sciences. Since 1973, it has endeavored to be a regular and comprehensive inventory of information and a catalyst of discussion.

Unless so indicated, the views expressed by the authors of feature articles in this publication do not necessarily reflect the policies of the Philippine Social Science Council, Inc.

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