

## FINAL PROJECT NARRATIVE REPORT

You will need to refer to your Project Application Form and the Agreement with WACC. Please answer the questions as fully and concisely as possible to help us learn about your completed project. The report should not exceed 15 pages, excluding appendices. Please return the report with any supporting documents and materials to WACC. We welcome stories about how individuals benefitted from the project, with photos. We also welcome case studies. Please place stories and case studies, if any, in an appendix.

### 1. GENERAL INFORMATION

<b>1.1 Project Title:</b> (as in the Agreement)	Media makers: Strengthening voices of Filipino women from marginalised communities
<b>1.2 Project Reference Number:</b> (as in the Agreement)	1857
<b>1.3 Full Name of Organisation:</b>	PinoyMedia Center, Inc.
<b>1.4 Country:</b>	Philippines
<b>1.5 Full Postal Address:</b>	57 P. Burgos St., Project 4, Quezon City
<b>1.6 Physical Address:</b>	57 P. Burgos St., Project 4, Quezon City
<b>1.7 Contact Person:</b>	Ilang-Ilang Quijano
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<b>1.10 E-mail:</b>	<a href="mailto:pinoymediacenterinc@gmail.com">pinoymediacenterinc@gmail.com</a>
<b>1.11 Website:</b>	<a href="http://www.pinoymediacenter.org">http://www.pinoymediacenter.org</a>
<b>1.12 Period the project was implemented:</b> (from month/year to month/year)	January 2012 to December 2012

### 2. OUTCOMES AND IMPACT

<b>2.1 What was the project's long-term goal?</b>	
Increased participation in society of women in marginalised communities effectively practicing communication rights	
<b>2.2 What was the project's immediate purpose and to what extent was it achieved?</b>	
The project's immediate purpose: Women in marginalised urban poor, worker, migrant family, and peasant communities participate and are represented in gender-sensitive alternative and mainstream media. This purpose was achieved to a remarkable extent during the project.	
<b>2.3 To what extent were the expected outcomes and outputs achieved?</b>	
Expected outcomes and indicators	Achieved outcomes (disaggregated by

<p>1) 50 women from marginalised communities articulate concerns and discuss community-led solutions through alternative and community media. They serve as community correspondents for the alternative media outfit <a href="#">Pinoy Weekly</a>, and create community media initiatives with the assistance of PMC.</p> <p>2) 20 women leaders effectively communicate their communities' concerns to the public, the media, and policy-makers. They effectively deliver speeches, media interviews and statements that will be documented and assessed by PMC in a "Media Maker Monitor".</p> <p>3) 30 campus (youth) journalists instill the practice of gender-sensitive reporting on marginalised women. They publish gender-sensitive stories on marginalised women in campus-based media and Pinoy Weekly</p>	<p>sex)</p> <p>1) 38 women, as well as 44 men, from marginalised urban poor, peasants, migrants, youth, and Muslim communities were equipped with skills that helped them articulate the concerns of their communities through alternative and community media. Some of them became correspondents for Pinoy Weekly, while most of them were able to plan for and carry out community media initiatives, such as community mobile radio and printing of news leaflets, with the assistance of PMC.</p> <p>2) 65 women leaders, as well as 4 men, were able to more effectively communicate their communities' concerns to the public, the media, and policy-makers. PMC documented and assessed some of their public speeches, media interviews, and statements; while other women leaders undertook self-documentation and self-assessment with the assistance of PMC.</p> <p>3) 8 women campus journalists, as well as 6 men, were trained on gender-sensitive reporting on marginalised women, and encouraged to publish gender-sensitive stories on marginalised women in campus-based media and Pinoy Weekly</p>
<p>Expected outputs and indicators</p> <p>1) 50 women from marginalised communities have basic journalism skills and knowledge to participate in alternative media and lead community media initiatives. They finish PMC-led training in citizen journalism (news and feature writing, photography, broadcast media, and the utilisation of new media), produce stories for Pinoy Weekly, and plan community media initiatives.</p>	<p>Achieved outputs (disaggregated by sex, if applicable)</p> <p>1) 38 women, as well as 44 men, from marginalised from marginalised urban poor, peasants, migrants, youth, and Muslim communities are equipped with basic journalism skills and knowledge through PMC-led trainings in citizen journalism (news and feature writing, photojournalism, video reporting, and the utilisation of new media). Some of them produced stories for Pinoy Weekly, and most have</p>

<p>2) 20 women leaders have effective communication and media skills and knowledge to strengthen their organisations' communication capacity. They finish PMC-led training in public speaking, media liasoning, and writing media statements, and apply their skills and knowledge in their work for community organisations.</p> <p>3) 30 campus (youth) journalists have skills on gender-sensitive reporting and knowledge about the situation of marginalised women. They finish PMC-led training in gender-sensitive reporting, and produce gender-sensitive stories about marginalised women.</p>	<p>planned and carried out community media initiatives.</p> <p>2) 65 women leaders, as well as 4 men, were equipped with communication and media skills and knowledge to strengthen their organisations' communication capacity. They finished PMC-led trainings in public speaking, media liasoning, and writing media statements, which they are able to apply in their work for community organisations; their development is monitored and assessed with the assistance of PMC.</p> <p>3) 14 campus or youth journalists acquired knowledge and skills on gender-sensitive reporting of marginalised women, combined with community exposure. They have been encouraged to produce gender-sensitive stories about marginalised women in their localities.</p>
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2.4 What other observations did you make? Please mention anything that may illustrate the benefits arising from the project.

The project Media Makers contributed to the development of women leaders both at the national and community levels, in terms of their communication and media skills. It also boosted grassroots-based and issue-based citizen journalism through established alternative media channels like Pinoy Weekly.

2.5 If you observed any unintended positive outcomes arising from the project, please describe.

Some unintended positive outcomes of the project include the further development of the women media liason officers of urban poor and migrant organizations that were trained. After the training, PMC introduced them to key media people in the TV industry and through actual fieldwork, taught them how to “sell” their stories to the mainstream media. This has achieved some success—it helped media coverage of the case of Terril Atienza, an Overseas Filipino Worker (OFW) who died under abusive circumstances in Mongolia, and in the case of stranded OFWs in Syria (cases were featured in print dailies, magazines, and TV news shows). It also helped achieve media coverage of the resistance of an urban poor community in North Triangle whose homes are about to be demolished to give way to a commercial complex (story was featured in a TV magazine show).

<p>Another unintended positive outcome is that the women urban poor leaders trained by PMC were featured in a documentary, Puso ng Lungsod (Heart of the City), produced by PMC and Goethe Institute. The documentary, which is about the resilience and unity of urban poor women faced with threats of demolition, won Best Film at the Cebu International Documentary Film Festival. It was also shown at the Chopshots South East Asia Documentary Film Festival in Jakarta, Indonesia.</p>
<p>2.6 If you observed any negative outcomes arising from the project, please describe.</p>
<p>N/A</p>
<p>2.7 Did you observe any long-term impact (positive or negative) in the wider context that might be related to the project interventions?</p>
<p>A positive long-term impact of the project is the development of PMC as a national institution that regularly serves the communication and media needs of various multi-sectoral organizations that serve marginalized communities of both women and men. In the wider context, this will create wider democratic space and give greater attention to people's issues and concerns that the mainstream media and policymakers tend to ignore. A stronger relationship with PMC also has the impact of strengthening the overall capacities of these organizations, which are in the best position to practice the tenets of effective communication for empowerment and social change.</p>
<p>2.8 What methods did you use for assessing outcomes and impact?</p>
<p>For assessing outcomes and impact, PMC was in constant communication with partner organizations and beneficiaries through email, phone, and consultation meetings. Media monitoring as a method to assess impact was also done through TV and radio monitoring, online and print media monitoring, and self-monitoring of some selected beneficiaries. Regular contributions to Pinoy Weekly through its citizen journalism webpage (<a href="http://www.pinoyweekly.org/new/citizen-journalism">www.pinoyweekly.org/new/citizen-journalism</a>) were also an effective method for monitoring and assessing the development of beneficiaries.</p>
<p>2.9 Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.</p>
<p>Direct beneficiaries: 111 women and 54 men from urban poor, worker, peasant, migrant family, and youth communities</p> <p>Indirect beneficiaries: Communities and grassroots organizations</p>
<p>2.10 What is the likelihood that the project outcomes will be sustained over the medium and long term? Please explain.</p>
<p>There is a certainty that the project outcomes will be sustained over the medium and long term, because citizen journalism and media and communication skills trainings are part of PMC's programs within the framework of continuing support for various multi-sectoral grassroots organizations. Women leaders developed with the help of this project will likely maintain strong linkages with PMC, as PMC continues to monitor their development through regular coverage in Pinoy Weekly, constant monitoring of the mainstream media, and now established feedback mechanisms. Pinoy Weekly as a regular alternative media channel has been around for 10 years is likely to continue and even expand both its print and online newsmagazines, reinforcing the need to tap citizen journalists from among the ranks of marginalized communities across the country.</p>

2.11 What has been the most important change brought about by the project and what is the key evidence for this change?

The most important change brought about by the project is the improved over-all communication capacities of cause-oriented and grassroots organizations that serve marginalized communities, and the increased confidence of women grassroots leaders in becoming comprehensive communicators. The key evidence of this change is the increased visibility of women leaders both in their communities and in the alternative and mainstream mass media. Another key evidence is the commitment of grassroots organizations to create and develop community-based public information teams, with the crucial participation of women. These organizations are committed to further train these teams in the maximization of all forms and channels of communication that are available.

### 3. ACTIVITIES

3.1 Please provide a summary of the major activities carried out in comparison with those planned. In the case of significant changes, please explain the reasons. If applicable, please report on specific activities for women and men respectively.

Planned activities	Actual activities ( <i>state if they were specifically for women, for men, or for all</i> ):	Explanation of change
<p>1. One two-day <b>Communication and media skills training</b> in the National Capital Region among urban poor, worker, migrant family, and peasant communities. 20 women participants.</p>	<p>1. Four one-day <b>Communication and media skills training</b> in the National Capital Region among urban poor, worker, migrant family, and peasant communities. Women and men participants.</p> <p>a. Muntinlupa, 10 women participants <b>(urban poor)</b></p> <p>Topics: Principles of effective communication Public speaking</p> <p>b. Tondo, Manila, 18 women participants <b>(urban poor)</b></p> <p>Topics: Principles of effective communication Public speaking</p>	<p>Because of the need of more communities for trainings, PMC decided to hold more trainings for a higher number of beneficiaries. However, trainings needed to be compressed in one day to overcome practical constraints. Through consultations, PMC found out that organizations preferred centralized one-day trainings because these have potential to gather more women leaders from different communities in NCR. However, many of these women, especially from urban poor communities, cannot be away from their families for one night.</p>

<p>2. Two four-day <b>Citizen journalism trainings; one in Mindanao (urban poor, migrant family, and peasant communities) and one in NCR (workers). 50 women participants</b></p>	<p>c. Quezon City, 13 women participants <b>(multi-sectoral)</b></p> <p>Topics: Principles of effective communication Public speaking</p> <p>d. Quezon City, 18 women and men participants <b>(migrant families)</b></p> <p>Topics: Principles of effective communication Public speaking Writing for advocacy Media engagement</p> <p>e. Quezon City, 13 women participants <b>(urban poor)</b></p> <p>Topics: Principles of effective communication Public speaking</p> <p>2. Two four-day <b>Citizen journalism trainings; one in Mindanao and one in NCR.</b></p> <p>a. Kidapawan City, Mindanao, 33 women and men participants <b>(urban poor, migrant family, youth and peasant communities)</b></p>	<p>While primary beneficiaries were women, it was unavoidable for a number of men to be included in the training. This was because the partner organization, Migrante International, is not specifically a women's organization. They also have little or no opportunities for trainings and want to maximize it even for male members. PMC instead made sure that women's participation is actively sought out.</p> <p>While primary beneficiaries were women, it was unavoidable for a number of men to be included in the training. This was because the partner organizations were not specifically women's organizations. They also have little or no opportunities for trainings and want to maximize it even for male members. PMC instead made sure that women's participation</p>
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<p>3. Two gender-sensitivity reporting trainings for campus (youth) journalists, men and women</p>	<p>Topics: Principles of effective communication Public speaking Writing for advocacy Media engagement News writing Photojournalism Basic videography Citizen journalism</p> <p>b. Quezon City, 32 women and men participants (<b>urban poor</b>)</p> <p>Topics: Principles of effective communication Public speaking Writing for advocacy Media engagement News writing Feature writing Photojournalism Citizen journalism</p> <p>3. One gender-sensitivity reporting trainings for campus (<b>youth</b>) journalists, with citizen journalism topics. Conducted in Dagupan City, Pangasinan province with 32 women and men participants</p> <p>Topics: Gender-sensitive reporting Citizen journalism Photojournalism</p>	<p>is actively sought out.</p> <p>PMC was unable to arrange trainings with women workers in export-processing zones as originally planned because the partner organization was not ready and was unable to fulfil PMC's training needs analysis (TNA). Instead, PMC opted to conduct it with urban poor organizations (Kadamay and Urban Poor Resource Center of the Philippines) that were more ready to participate in the project, and was able to submit TNAs.</p> <p>To accommodate additional participants and number of media and communication skills trainings, only one training on gender-sensitivity reporting was conducted. This training however surpassed the expected number of participants, and was also mixed with citizen journalism training, as per the request and need of partner organization College Editors Guild of the Philippines.</p>
<p>3.2 How did the beneficiaries react to the programme activities?</p>		

Beneficiaries highly appreciated the program activities. They expressed gratefulness in receiving communication trainings, which are hardly ever given. The following are some statements culled from our feedback forms:

Citizen journalism

“I learned about the technicalities of photography, how to construct a story and use it for advocacy.” (Jay Apiag)

“The training was very useful and I am extremely thankful because I learned a lot about writing and how to get your message across through social media.” (Dats Mahabama)

Media and communication skills training

“Now I know the techniques in public speaking, and how to prepare for a public speech so that people will listen to what I say.” (Jocy Lopez)

“As a woman leader, I learned that you have to constantly learn how to connect your audience. And that there are certain things that the media is looking for. While you do not compromise your advocacies, you also have to study their sensibilities and try to adapt.” (Nerissa Neri)

Gender sensitivity training

“This is the first time that I learned about the dos and don’ts of gender sensitive reporting. This is not taught in school so I’m very grateful.” (Camille Apostol)

3.3. If the project is primarily purchase of equipment, please describe what kind of impact / change the equipment is bringing to the beneficiaries.

N/A

3.4. If the project included a workshop, seminar, or consultation, please attach the list of participants, the themes/topics of their speeches/papers, and any statement, declaration, or other material published.

Please see ANNEX 1 for Media Exposure of Selected Women Leaders

ANNEX 2 for Case Study: Estrelita Bagasbas

ANNEX 3 for Write-up and photos of trainings

ANNEX 4 for Training Modules: Some examples

ANNEX 5 for List of Participants

Please visit the Pinoy Weekly [Media Makers: Citizen Journalism website](#) for workshop outputs and other story contributions

**4. CHANGES IN THE ORGANISATION**

4.1. Please note any important changes or events that took place that directly affected the project. These can relate to management, planning, staffing, or other matters.

N/A



## 5. CONTEXT

5.1 Please note any important changes in the following contexts since the project began and summarise the implications for the relevance of the project.

Political:	There has been no significant improvement in the economy and political governance. In fact, communities have become more disenfranchised and disempowered than ever, with less economic opportunities and even lesser opportunities to exercise the right to freedom of expression, assembly, and organization. This year, more political activists have been harassed, filed with trumped-up charges, and imprisoned. The government passed an overbroad and vague Anti-Cybercrime Law that is deemed by civil libertarians as a threat to internet freedom and other basic rights. This law imposes harsh penalties on online libel and allows for electronic surveillance of citizens without a court order. Thus it becomes even more important to exercise and defend communication rights especially of marginalized communities who stand to lose the most in a more repressive political environment.
Social:	Social media is fast becoming an alternative way for citizens from marginalized communities to reach an audience, causing some to question the relevance and role of the media as gatekeepers of information. However, grassroots and community organizations, if they are to use social media effectively and to advance certain causes, all the more must be learned of the basic tenets of journalism, if they long to catch the attention and be taken seriously by the general public and policymakers.
Natural environment:	N/A

5.2 To what extent is the project still relevant in the present-day context? Please explain.

In the present-day context, the project is even more relevant because many grassroots and cause-oriented organizations in the country are just beginning to develop programs for the systematic development of communication capacities through training, monitoring, and assessment. Citizen journalism is also only beginning to take life because of the rise of social media. Despite the limited access to information communication technology of many marginalized communities, a lot of initiatives can still be explored in terms of maximizing democratic space on the world wide web. Finally, there remains a woeful lack of gender-sensitive reporting in the media, reflected in the lack of training even among youth journalists. Thus PMC believes that all three components of the project is still relevant and will continue to remain relevant.

## 6. YOUR ORGANISATION'S LEADERSHIP ROLE AND NETWORKING WITH OTHERS

6.1 Has the project and the support from WACC helped your organisation be in a better position to provide leadership for further initiatives of your own or of others? If so, please explain.

The project and support from WACC has helped build PMC as an emerging institution

that serves the communication needs of cause-oriented and grassroots-based organizations. Through the project Media Makers, PMC was able to introduce to organizations the concept of communication rights and how the tenets of effective communication and journalism can be used to further their advocacies. This has encouraged initiatives by partner organizations to develop public information teams and further train their leaders, especially women. Now, we have instituted monthly consultations with partner organizations to continue and strengthen our work.

6.2 In what ways has your organisation articulated and shared good practices, lessons learned, and/or resource materials with other organisations working on similar or related concerns? If you have not done so, do you plan to do so? How can WACC assist?

PMC has shared lessons learned, good practices, and training modules with various partner organizations working with grassroots communities--many have in fact requested our help in facilitating similar trainings, in which we have provided either facilitators or training modules developed under the project.

## 7. CONCLUSIONS

7.1 What lessons and good practices have emerged from this project?

An important lesson learned from this project is that the exercise of communication rights of marginalized communities starts with their awareness of its importance and place in the struggle for political, social, and economic rights. Members and leaders of cause-oriented and grassroots-based organizations must be made aware that communicating effectively to as many people as possible is vital for their own empowerment. It is also this awareness which will push the organization to institutionalize public information systems and develop members and leaders as comprehensive communicators.

In terms of citizen journalism, a lesson learned is that without institutional support to grassroots organizations whose members were given journalism trainings, and follow-up trainings, it is difficult to sustain regular contributions. This is because not all members have access to technology, and unless the organization provides equipment and resources, most would not be able to submit written stories, photos, or videos.

A good practice that emerged from this project is the regular consultations between organizations wherein public information problems are discussed and best strategies in dealing with the mass media is discussed. Other good practices that emerged are the fieldwork training of media liaison officers and the self-monitoring of women leaders. Because of positive feedback from the project, partner organization College Editors Guild of the Philippines will also start to incorporate gender-sensitive reporting in their basic journalism trainings--another good practice. Finally, the experience of training members of grassroots organizations as citizen journalists has given way to the good practice of seeking potential trainees from communities that we cover and monitor.

7.2 What challenges and difficulties were encountered, and how did you address them?

It was difficult getting some partner organizations to exclude male members and leaders, since they lack such opportunities for training and want to maximize them. As a compromise, PMC allowed male participants in the trainings, provided that facilitators actively seek out and prioritize the participation of women, and tackle gender issues

during discussions.

With PMC's limited capacity to monitor the development of all women leader beneficiaries, especially in activities such as meetings and public fora held within their communities, self-monitoring was taught, with PMC providing a formatted notebook where they could log in their public appearances and assess themselves as communicators. However, not all leaders were motivated to self-monitor, while others lost or accidentally had their notebooks destroyed (one was washed out during a flood).

Another challenge was to sustain community contributions to Pinoy Weekly's website without a certain amount of support in terms of providing equipment such as cameras and computers. While organizations have offices with equipment, these are limited and sometimes far from the communities themselves, thus restricting access. PMC addressed this to some extent by instead making sure that organizations plan for the comprehensive needs of their public information teams and point to helpful networks that are possible sources of additional support.

**7.3 Did the project have any impact on gender equality issues?**

The project definitely had impact in terms of ensuring greater gender equality within cause-oriented and grassroots organizations, by paying specific attention to the development of women members and leaders as comprehensive communicators. The trainings also helped the women articulate gender-related issues and concerns that were previously not brought to the fore, such as the lack of access to reproductive health services, handling violence against women, sexism, and lack of opportunities for socio-economic opportunities for women. The project also raised awareness on gender-sensitive reporting among youth journalists, who admitted to not being taught the said subject in journalism classes, much less apply it to reporting on marginalized communities.

**7.4 What further work needs to be carried out or follow up steps taken, if any?**

There is a need to further encourage regular contributions from women citizen journalists from marginalized communities. There is a need to increase efforts to bridge marginalized communities with the mainstream media through more frequent liaison support.

**7.5 Other comments, if any.**

N/A

**7.6 We would like to receive digital copies of materials produced such as manuals, training materials, and other products to share them with others. We would also appreciate digital copies or internet links to photos, video or audio recordings produced by or about the project. Please indicate below what you are sending us.**

We are sending the following as Annexes:

- Please see ANNEX 1 for Media Exposure of Selected Women Leaders
- ANNEX 2 for Case Study: Estrelita Bagasbas
- ANNEX 3 for Write-up and photos of trainings
- ANNEX 4 for Training Modules: Some examples
- ANNEX 5 for List of Participants

Please visit the Pinoy Weekly [Media Makers: Citizen Journalism website](#) for workshop outputs and other story contributions

Name and position of person submitting the report.

Ilang-Ilang Quijano  
Executive Director

**Signature:**

**Date:**

March 31, 2013

A handwritten signature in black ink, appearing to read "ilang-i lang quijano".

Version June 2012