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May, 1974

FINAL REPORT

PROCEEDINGS

*of workshop-seminar
held in Los Baños, Laguna
on May 7-9, 1974*

*Convened by the
Southeast Asian Ministers of Education Secretariat
and the
Southeast Asian Regional Center for Graduate
Study and Research in Agriculture
(SEARCA)*

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I. FOREWORD

F O R E W O R D

The material in this volume virtually records the proceedings of the SEAMEO public information workshop held on May 7-9, 1974 in Los Baños, Laguna, under the sponsorship of the Southeast Asian Ministers of Education Secretariat and the Southeast Asian Regional Center for Graduate Study and Research in Agriculture. It consists of the keynote addresses, the working papers presented by the resource persons, the articles on their respective public information programs discussed by the information officers of the various centers of SEAMEO, the problems perceived by the participants, and a summation of the proceedings.

The participants included the SEAMEO Desk Officers and information officers of the seven SEAMEO Centers, namely ARCAFA, BIOTROP, INNOTECH, RECSAM, RELC, SEARCA and TROPMED.

The workshop was held toward the development of improved information programs for the Centers and SEAMES, individually and collectively, in order to enhance the progress that is being made by SEAMEO as a whole.

As a result of the workshop, a handbook on public information is in the process of being formulated.


J. D. DRILON JR.

*Office of the Director
Southeast Asian Regional Center
for Graduate Study and Research
in Agriculture
June 1, 1974*

11. KEYNOTE ADDRESSES

OPTIMIZING ACHIEVEMENT IN SEAMEO AND SEAMEO PROJECTS THROUGH COMMUNICATIONS

**Jose D. Drilon Jr.
Director, Southeast Asian Regional Center for
Graduate Study and Research in Agriculture**

First, let me say a word of welcome to all of you who are here to participate in this three-day seminar-workshop on information programs for SEAMEO and SEAMEO Centers. In addition, let me express the hope that the seminar-workshop discussions will turn out to be both pleasant and productive.

Background

It was sometime in September last year that Mr. Lee St. Lawrence of the Bangkok-based Regional Economic Development Office (RED) of the U. S. Government and I had quite a lengthy discussion about the progress and problems of SEAMEO Centers. It was a rather wide ranging discussion, but three specific impressions emerged out of it.

1. The SEAMEO Centers have gone a long way in achieving their objectives and have demonstrated rather well how regionalism can be made to work in this part of the world.
2. Not enough is being done to spread the gospel of this performance and, through this, to enhance performance itself.
3. It was high time that the SEAMEO Centers and SEAMES should meet on the problem of optimizing opportunity for achievement in SEAMEO projects through better communications.

It was agreed that SEARCA should discuss with SEAMES the possibility of such a meeting and that if a consensus was reached, RED could perhaps provide the needed financial support.

The opening of this three-day seminar-workshop indicates that we did reach a consensus with SEAMES.

Objectives

The objectives of this seminar-workshop can be gathered from its structure. It is expected that:

1. The SEAMEO Centers, through their information officers with the help of consultants and resource persons, will be able to exchange ideas on their respective information programs and, in the process, give themselves the opportunity to develop more effective information programs.
2. The SEAMEO Centers, interacting with SEAMES representatives, will be able to forge a collaborative information program that would promote regionalism as an approach to development efforts.

As a more specific procedural objective, this seminar-workshop expects to produce an information handbook which SEAMES and each SEAMEO Center can use in improving SEAMEO's information programs.

Certainly, the basic requirement in this regard is to strengthen the individual programs of the SEAMEO Centers but, in addition to this, there should be an opportunity for a complementation scheme among the various centers, one that would promote their collective effectiveness as instruments of regional collaboration.

Regional Collaboration

The original purpose of SEAMEO was to provide a venue for cooperation and for sharing of resources and strengths in education, science and culture among the member countries in order to improve the quality of living in the Southeast Asian region.

The approach employed has been the establishment in member countries of "Centers of Excellence" -- ARCAFA in Phnom Penh, BIOTROP in Djakarta, INNOTECH in Saigon, RECSAM in Penang, * RELC in Singapore, SEARCA in Los Baños and TROPMED in Bangkok.

* Applied Research Centre for Archaeology and Fine Arts; Regional Centre for Tropical Biology; Regional Centre for Educational Innovation and Technology; Regional Centre for Education in Science and Mathematics; Regional English Language Centre; Southeast Asian Regional Center for Graduate Study and Research in Agriculture; and Regional Project for Tropical Medicine and Public Health.

It should be noted that these Centers cover quite a wide spectrum or problem areas related to national development, and they concentrate on people both as a means and as an objective.

The rationale behind the approach is to let every host country take principal responsibility for the operation of a Center so that such a Center could make available its services to the other member countries. Therefore, not all the member countries need to put up similar Centers and as a consequence, a more beneficial resource allocation results in the region. Also, a framework for cooperation is thus naturally provided for the member countries under the scheme as the very nature of the activities conducted by each Center calls for the participation of appropriate agencies of member countries in these activities. In addition, a political agreement binding the member countries as symbolized by the charter of SEAMEO, imposes a commitment on the part of member countries to collaborate on the implementation of policies and programs approved by the Southeast Asian Ministers of Education Council.

Need for Communication

But the scheme of collaboration, when reduced to operational terms, poses continuing problems relative to the development of linkages between and among:

1. In-country program participants;
2. In-country program participants and governing bodies;
3. Inter-country program participants;
4. Centers and SEAMES as the coordinating arm of SEAMEC;
5. Centers, channels and users of information and services the Centers offer;
6. Centers and donors; and
7. SEAMES and donors

In essence, rapport needs to be established between and among five categories of people and they are:

1. Those who provide program support;
2. Those who implement programs;

3. The linkage developers;
4. The channels of information; and
5. The information users.

Such rapport is not easy to develop and the complexity of linkages that are needed is dictated by certain factors, some of which are:

1. The range of activities each Center pursues;
2. The number and location of channels and users of information;
3. The fact that member countries are located at different stages of development;
4. The multiplicity of competing activities at in-country regional or international levels;
5. The number and peculiarities of domestic and international donors;
6. The tendency toward nationalistic positions and the national interest, as a matter of basic foreign policy; and
7. Environmental changes generated by progress at the national and regional or international levels.

These complex and complicating factors, however, make linkage development interesting and quite challenging.

Significance of Results So Far

Many of those who have watched SEAMEO grow from the beginning are quite gratified by the progress so far achieved by this regional organization.

Mr. Lee St. Lawrence, until recently the Director of the U.S. Regional Economic Development Office in Bangkok, once remarked at the lively Phnom Penh SEAMEC Conference that the Asians "were now really running their own affairs in SEAMEO." Four years ago, he confided, it was impossible for discussions to go on without the issues being referred to the representative of the U.S. Government to the Council meeting.

Indeed, SEAMEO and its Centers have gone a long way since their birth!

Partly, this indicates a unique policy of assistance on the part of the United States, a posture that is quite a departure from traditional U. S. assistance programs, an orientation which operationally places great faith and confidence in the capacities of Asians, and a strategy that is proving successful in harnessing the potential of Asians in terms of their ability to produce enlightened leaders to run their own affairs.

In the beginning, it was only the U. S. government and the Ford Foundation that assisted member governments in getting SEAMEO off the ground. Now, the list of donors has lengthened to no less than 17 countries and institutions*, and this phenomenon is a tribute to the success SEAMEO and its Centers have thus far attained. For indeed, success attracts recognition and support, while failure repels.

But SEAMEO's roots have just taken hold in the ground, so to speak. The success must be carried forward into the future, and we must turn every stone to make that possible and to ensure it.

This is part of the reason for this important three-day seminar which begins today.

Our central purpose, in summary, is how to optimize SEAMEO's opportunities for achievement and, toward this end, how to enhance the performance of the SEAMEO Centers through more effective communications programs.

* United States of America, the Ford Foundation, Netherlands, Canadian International Development Agency, Australia, New Zealand, the International Development Research Centre, Great Britain, the Colombo Plan, Germany, Japan, France, Lee Foundation, Philippine Business for Social Progress, National Science Development Board, Thomas de la Rue Ltd., San Miguel Foundation, and the SEAMEO member governments.

**SEAMEO: A RESPONSE TO A CHALLENGE
AND AN OPPORTUNITY**

**Dr. Waldo E. Stephens
Executive Vice President, Oklahoma
Oils, Inc., Oklahoma City**

We meet here in Los Baños at a time when the world economy is under severe stress and all nations, advanced and developing, are subjected to new crises of serious proportions. Emerging global issues of recent development overlay and add to the difficulties of resolving various post-war problems.

It is a timely and significant decision that brings you together for a mutual sharing of reactions relating to sudden changes that affect your respective countries, for an evaluation in depth of current realities confronting SEAMEO and a frank appraisal of measures designed to provide a coordinated, meaningful advance of SEAMEO's programs.

It is a special honor to be included in your fellowship of concern and purpose that relates to the wellbeing of all peoples of Southeast Asia and the world. The statement I have been asked to make in behalf of a constructive program for various SEAMEO units, is offered with genuine respect for your capabilities and dedication to a great cause. I speak as a private citizen of the United States and as one deeply committed to the success of SEAMEO. It is my hope that you will feel completely free to ask for clarification of my views and suggestions. I feel that I am with friends and together we are privileged to search for more effective ways to win acceptance of and support for SEAMEO's noble cause.

SEAMEO is more than an educational institution soliciting contributions to help finance its programs. Its horizontal dimension that embraces regionalism with adaptations in each of the eight member countries, and its vertical dimension from Centers of higher education in foundation disciplines to primary and secondary schools of numerous communities through teachers trained to teach teachers how to teach, justify special recognition. The time and environment in which it functions with mounting needs for specialized competence and qualified personnel in a variety of disciplines make SEAMEO not only relevant to immediate requirements of manpower but an integral part of the strategic efforts to make the development of human and material resources a reality.

What are the regional and global necessities and possibilities that provide the rationale, the justification for SEAMEO? Limited time does not permit more than a brief listing of major regional and world problems that confront the people of Southeast Asia. It is within the context of these compelling forces that SEAMEO takes on significant status.

I. RATIONALE FOR SEAMEO'S EXISTENCE AND SERVICES

A. REGIONAL OPPORTUNITIES AND CHALLENGES

The economic future of Southeast Asia rests on the size and range of its resources, capability of its manpower and its strategic position. It is one of the richest mineralized areas of the world in volume and variety of raw materials; also vast agricultural potential. Its abundance of natural resources includes commodities where future world demand is expected to exceed world supply thereby affording the region an opportunity for rewarding economic development and trade.

The dominant asset of Southeast Asia is considered to be the intelligence of its people. Their commitment to "modernization" is reflected in their determination to acquire professional competence and essential skills for economic and social improvements. Their heritage of religious and cultural achievements and the scientific and technological contributions of ancient China and India provide encouragement and precedent for current innovative undertakings in economic and technical advancement.

Southeast Asia's strategic position gives great promise for the future of the region. The expanding network of communications, lanes of world commerce, coastal and oceanic shipping and some twenty world jet airline routes all converge here at the crossroads of the Pacific and Indian Oceans; the earth's greatest expanse of resourceful waters and the scene of an emerging arena of dynamic, competing civilizations, which once characterized the Mediterranean and Atlantic Basins. Here lies the challenging frontiers of the future with almost unlimited opportunities.

The importance of Southeast Asia is not limited to its resources, manpower and strategic position. A world perspective is necessary to obtain a view of the region's range of interests, commitments to world developments beneficial to all mankind and the significance of SEAMEO's response to the recognized requirements for human and material improvements.

Like all developing countries of the world, Southeast Asian nations present a complex of difficulties that constitute formidable barriers to urgently needed improvements in social, economic and political conditions: diversity of cultures, ethnic and communal affiliations, numerous languages, customs and traditions of deep rootage and influence.

The revolutionary movements that shook the world and forced institutional changes in the twentieth century are active in the societies that make up Southeast Asia: the overthrow of old regimes, dismemberment of empires, emerging new countries population growth, unemployment, impact of science and technology, rapid transportation and communications contributing to interdependence, agricultural gains with hybrid grains and fertilizer; all contributing to rising expectations and explosive unrest of serious dimensions.

B. WORLD ENVIRONMENT: ITS IMPACT UPON SOUTHEAST ASIA

A list of the more serious world problems is presented without comment.

Emerging New Crises and Issues

Energy shortages and embargoes
 Sudden rise in energy prices
 Fertilizer scarcity
 Food scarcity and increasing threat of famine
 Decline in tourism and revenue
 Serious imbalance in mounting human needs
 and limited world resources
 World politics of scarcity and economic blocs
 Accumulative slow-down in economic activities

Old Problems Awaiting Solutions

Trade liberalization
 Monetary reform
 Inflation
 Population growth
 Ocean wealth
 Debt burdens
 Excessive expenditures on armaments
 Commodity prices and protectionist restrictions
 affecting developing countries

The current world situation presents a new imperative of global interdependence and effective cooperative action by all countries.

Six Problem Areas of the World

Secretary of State Henry A. Kissinger in his address on April 15, 1974 before the Sixth Special Session of the United Nations General Assembly, listed six problem areas of the world that "must be solved to spur both the world economy and development".

First, "a global economy requires an expanding supply of energy at an equitable price,"

Second, "a healthy global economy requires that both consumers and producers escape from the cycle of raw materials surplus and shortage which threatens all our economies."

Third, "the global economy must achieve a balance between food production and population growth and must restore the capacity to meet food emergencies. A condition in which one billion people suffer from malnutrition is consistent with no concept of justice."

Fourth, "in a global economy under stress cannot allow the poorest nations to be overwhelmed."

Fifth, "in a global economy of physical scarcity, science and technology are becoming our most precious resource. No human activity is less national in character than the field of science."

Sixth, "The global economy requires a trade, monetary and investment system that sustains industrial civilization and stimulates its growth."

Secretary Kissinger, in his United Nations General Assembly address, stated:

"We in this Assembly must come to terms with the fact of our interdependence ... We are part of a single international economic system on which all of our national objectives depend ... The world economy is a sensitive set of relationships ... Each of the problems we face is part of an interrelated global problem ... The great issues of development can no longer be realistically perceived in terms of confrontation between the haves and the have nots or over distribution of static wealth .. No nation or bloc of nations can unilaterally

determine the shape of the future ... If the strong attempt to impose their views, they will do so at the cost of justice and thus provoke upheaval ... If the weak resort to pressure, they will do so at the risk of world prosperity and thus provoke despair ... We need mutual respect for the aspirations of the developing and the concerns of the developed nations ... We are faced with a common challenge and can only meet it jointly."

I have quoted at length from Secretary Kissinger's address in order to give emphasis to the outlook and proposals of the United States as emerging new crises increase the hazards of old unsolved world problems.

A review of Southeast Asia's resources, developments and prospects brings into focus the current status and promise of the region in which SEAMEO is responding positively to opportunities and making a significant contribution to human and material development; also providing a model for other developing countries.

C. REFERENCE TO ASSETS, ADVANCES AND PROSPECTS OF SOUTHEAST ASIA IN THE LIGHT OF KISSINGER'S SIX PROBLEM AREAS

1. Supply of Energy:

Malaysia and Indonesia have already established deposits of oil and gas reserves in substantial quantities with other Southeast Asian countries giving promise of minerals of significant volume. Off-shore drilling on the continental shelf of certain countries in the region offers the possibility of locating new sources of petroleum. Increasing exploratory and developing activities of various oil companies operating in the region can be expected with the unprecedented demands for "expanding supply of energy" motivating extra efforts to meet the Southeast Asian requirements.

Water Resources and Electric Power

The four riparian nations in the Mekong Lower Basin will never be without an endless supply of water to generate electricity, for irrigation and various economic and social improvements. There is an endless cycle of renewed power that makes it possible to establish an industrial, agricultural and business complex on the lower Mekong and its tributaries that no other region in the world can surpass.

Moisture from the evaporating tropical waters of the South China Sea and the Indian Ocean rises into the stratosphere and is carried northward by expanding air current into cooler climates where it condenses and falls as rain and snow in the Himalayan ranges. Melting snows and monsoon rains fill the Mekong channels to overflowing with flood waters that are returned to the South China Sea where the cycle of evaporation and rainfall is renewed.

Control of the Mekong to prevent floods and to provide ample water supply in time of drought will eliminate tragic losses in human life, property and crops that have retarded economic development for centuries. Now the ingenuity of man and a remarkable demonstration of support for the vast public works on the Mekong from more than twenty different nations and twelve specialized agencies will make the Mekong increasingly beneficial to the twenty-five million people within its watershed. The economic advance of Thailand, Khmer Republic, Laos and South Vietnam supported by the Mekong development will contribute to the economic improvement of the other countries in Southeast Asia.

Every effort should be made to carry forward the construction of additional dams on the Mekong to make possible agricultural production, fisheries, electric power, irrigation and others. Here is a tremendous source of energy, that requires little or no oil and gas resources, at favorable prices.

Surveys should be initiated to locate other sources of energy within the region in order to place Southeast Asia in proper perspective in the developing world.

2. Escape from the cycle of raw material surplus and shortage which threatens all our economies.

The region of Southeast Asia is recognized as one of the foremost mineralized areas of the world. Its vast agricultural potential awaits specialized research, technology, business, financial, and organized developments of expanding dimensions.

New studies of possible improvement in land uses could be rewarding. The growing demand for palm oil has brought a boom to the rich monsoon land of the Malayan Peninsula. Land in Malaysia that was once covered by jungle or rubber plantations is being cleared and replanted to the fast-growing palm. Malaysia exported more than \$150 million worth of palm oil in 1973. Planting has increased eight-fold since 1960. Palm oil has become an increasingly important food and industrial product used in margarines, cooking oil, cosmetics, soaps, detergents, paints, lubricants and in steelmaking.

The Malaysian Federal Land Development Authority has, since 1956, settled 27,000 families, average of 5.5 people to the family, on reclaimed land with opportunities afforded the families to achieve improved living conditions. I refer to this significant program to indicate what is being done, and may be duplicated in other areas by experimenting with soil and climatic conditions that are suitable for particular agricultural developments.

The untapped resources of Southeast Asia present a significant opening for future development in a resource-limited world.

3. A balance between food production and population growth and restore the capacity to meet food emergencies.

Without attempting a detailed account of four areas of significant advances in Southeast Asia's developments relating to food production and a capacity to meet food emergencies, a listing of the major fields of agricultural activities indicates an encouraging development with increasing potential to feed the people of Southeast Asia.

First, the International Rice Research Institute (IRRI) contributed greatly to a possible balance between food production and population growth with its hybrid rice breakthrough that indicates according to the Asian Development Bank's study of Southeast Asia's Economy in the 1970's, a "new dimension" in Southeast Asia's economy. The so-called Green Revolution requires more, however, than an improved variety of edible grain.

There is a vast complex of added research projects, water control, transport and storage facilities, fertilizer production, credit agencies and market management required to achieve the economic breakthrough and advance that "miracle rice" promises as a new possibility in food production.

Second, the Asian Vegetable Research and Development Center (AVRDC) in Taiwan, which was started in 1972, has set its initial objective to provide millions of peasant farmers with six vegetables for early cultivation: mung beans, soybeans, tomatoes, sweet potatoes, Irish potatoes and Chinese cabbage. Some twenty-six different vegetables have been listed as suitable for Asia's climate and soils.

The importance of this phase of food production lies in the fact that vegetable crops not only provide "a source of vitamins, minerals and plant protein," but introduce labor-intensive production that affords tens of millions of people opportunities for employment, small cash incomes and a better balanced diet.

Third, fertilizer is essential for increased yields of various crops. With Malaysia and Indonesia as source of substantial oil and gas reserves, definite plans for construction of fertilizer plants becomes a feasible and rewarding undertaking.

Fourth, tropical biology takes on added importance in view of the urgency to safeguard agricultural products against mildew, mold and other destroyers of food.

4. A global economy under stress cannot allow the poorest nations to be overwhelmed. The regional pattern of Southeast Asia's educational and training programs, such as SEAMEO sponsors, results in the more advanced countries in the region supporting special activities to aid the less fortunate countries in advancing their manpower potential. Subjected to prolonged war and internal disorders, some of the Southeast Asian areas have been unable to make possible improvements in their economic situation.

5. Science and technology are becoming our most precious resource. One of major requirements for the promotion of science and technology in Southeast Asia has already been met: the creation of a climate of receptivity and support of scientific and technological disciplines.

Associated with the conviction that the physical environment can be changed for the better by human effort there is a willingness to help bring it about at the cost of sacrifice. Here is the root of our contemporary dilemma and perhaps the key to its solution.

SEAMEO, with its emphases upon research disciplines in medical science, public health, mathematics and science, biology, agriculture and innovative technology, is contributing to the expansion and use of science and technology with commendable recognition of this "precious resource."

6. A Trade, Monetary and Investment System

The strategic position of Southeast Asia is one of the major factors that gives promise of an expanding economy in the future. It is the crossroads of the Pacific and Indian Oceans where the expanding network of communications, lanes of world commerce, coastal and oceanic shipping and jet airline routes converge. It is destined to become the source as well as the clearing center of expanding trade activities. Its abundance of natural resources and supply of essential commodities that constitute a source of reserve raw materials will turn more world consumers to this source of supply.

The establishment of a liberalized trade system takes on increasing importance for the countries of Southeast Asia. Secretary Kissinger's recognition that "a new commitment is required by both developed and developing nations to an open trading system, a flexible but stable monetary system, and a positive climate for the free flow of resources, both public and private" opens the door for the governments of Southeast Asia to participate actively in these constructive undertakings.

Support for a "flexible but stable monetary system, and a positive climate for the free flow of resources" to help advance the significant Mekong projects, Regional Transport construction and the business aspects of the promising agricultural expansion presented by miracle rice can bring to Southeast Asia a new era of economic growth and well-being.

II. SEAMEO'S CONTRIBUTION TO SOUTHEAST ASIA'S HUMAN AND ECONOMIC DEVELOPMENT

A. REQUISITES FOR THE PROCESS OF DEVELOPMENT

The shift from "security" to "economic development" as the dominant emphasis in this last quarter of the twentieth century makes it imperative that the meaning and requisites of development be clarified. The type of development that is most urgently needed by developing countries is "a process of technological application toward an economic growth."

Development under conditions that prevail in Southeast Asia today involves more than the transfer of technology from outside the region. The "process of technological application toward an economic growth" requires as a pre-requisite a scientific base of research disciplines designed to train a large corps of leaders with diversity of skills, professional competence as the counterpart to the manpower forces disciplined in technology-engineering knowledge.

The "process" of a successful application of technology involves research disciplines related to a "scientific base" and a "technology-engineering" base. The first includes essential disciplines in the physical life and behavioral sciences. Among the more important are meteorology, soil chemistry, microbiology, marine biology, forestry, plant genetics, mathematics, medicine and others.

Related to the technology-engineering base are hydraulics, electric power, flood control, communication facilities, demonstration farms, construction projects, branches of engineering, computer models and others. The excessive reliance upon foreign technology-engineering know-how with little or no opportunity in a developing country to learn disciplines related to the scientific base is an invitation to costly disappointments.

The Marshall Plan brought into clear focus the significance of the two-fold training of competent leaders in research disciplines related to the scientific and the technology-engineering realms of knowledge. The surprising economic and industrial recovery of the nations of Western Europe within a short period of time after the delivery of new technological tools and engineering complexes was made possible by the broad expanse of research disciplines which the scientific base afforded. The same was true of Japan.

The attempt to duplicate the development in Europe and Japan by providing technology-engineering processes to societies in the developing countries that lacked the special research disciplines relating to the scientific base proved to be a costly assumption. Numerous theories relating to "gaps" and "absorptive capacity" of the less developed societies sprouted out of the frustrations arising from the lack of the essentials of developments.

It is the increasing effectiveness of SEAMEO's contribution to the enlarging range of research disciplines rooted in the scientific base of specific realms of knowledge that gives this regional program a rating of real significance. A total list of all the research disciplines centered in the regional training programs -- English language, Science and Mathematics, Tropical Medicine, Tropical Biology, Agriculture and Technology -- will reflect a commendable advance by Southeast Asian developing countries in preparing an enlarging pool of manpower as a prerequisite for successful advance of technology-engineering factors of production and economic growth.

The International Rice Research Institute achieved a major breakthrough in its research disciplines involving hybrid vigor and plant genetics to give Asians a new dimension in food production. With this and other miracle grains available for increasing supplies of food, the future of Southeast Asia's agricultural program holds real promise.

B. CHANGES IN THE RELATIONS AMONG NATIONS

New Status and Role of Developing Countries

Again, the listing of the main topics will be sufficient to designate the emphasis desired with brief comments for the clarification of certain points.

- ... Some ninety-five developing countries have more than two-thirds of the world's population. High rate of population growth centered in these areas will increase human privation and give rise to serious unrest if more is not done to alleviate human suffering.
- ... The underdeveloped countries are the sites of major mineral deposits, raw materials and strategic commodities required by the developed nations for their economic activities and services.
- ... The changed relations among nations is seen in the new concepts of power. The status of developing countries possessing critical resources needed by advanced societies has shifted from weak to effective power over the vital materials required for a viable national and world economy.
- ... A more even-handed status and relation of all nations is imperative.
- ... A new fear presents a compelling reason for cooperative action: survival and stability of the recently achieved social and economic advance in most parts of the world.
- ... Today's crises, aggravated by oil embargoes, sudden high prices, shortage of fertilizer and food, affect more people around the world than any other recent development.
- ... The strong cannot impose their views and the weak cannot resort to undue pressure without everyone suffering unavoidable losses and reverses.

- ... The imperative of interdependence is now at the center of international relations and world adjustments. New concepts, new perspectives and new institutions are required to avoid excessive disaster and achieve a transition from current crises to collective, cooperative gains.
- ... The dominant issue is not "national interest" of the strong or the weak but human survival and civilized behavior by all peoples.
- ... Moral and humanitarian considerations are not enough to withstand the pressures of domestic priorities and parochial nationalism.
- ... The material affluence of advanced countries is threatened by scarcity of foreign resources if underdeveloped countries should embargo their vital raw materials to which the developed nations have had access. If economic blocs are formed and embargoes imposed, the advanced nations with the "precious resource" of science and technology could seek substitutes and produce new products that would reduce the market for foreign raw materials.

III. OBSERVATIONS AND SUGGESTIONS RELATIVE TO A MEANINGFUL INFORMATIVE PRESENTATION OF SEAMEO'S PROGRAMS TO POTENTIAL DONORS, INFLUENTIAL LEADERS AND THE GENERAL PUBLIC

There is no substitute for informed understanding and accurate presentation of the positive response of SEAMEO to the challenge of Southeast Asia and its constructive role that is relevant to the essential requirements for development throughout the region and in other developing countries.

Eight Southeast Asian countries are committed to and engaged in a significant undertaking in regionalism that can point the way to more than eighty other developing countries through cooperative action, orderly procedures and the training of a diversified manpower force in skills and competence essential for human and material development. What happens in Southeast Asia in the way of success or failure will have far reaching influence in the Third World. It is an opportunity, a necessity, to provide financial and technical assistance to help sustain SEAMEO and to ensure the influence it provides to help stabilize social and economic systems that affect the well-being of developed countries and foreign investments.

A Brookings Institution study states that "a development plan which is not consciously related to the major non-economic factors operating in a country concerned would be only a theoretical exercise." Perhaps the dominant factor in the current world crises of energy, fertilizer, food shortages and rising prices is the human aspect of economic reverses.

The world situation calls for initiative, tolerance, understanding, courage and patience. Southeast Asian leaders can communicate an image of positive, constructive support for the stabilization of economic development and political support of measures that can be of great benefit to Southeast Asian countries.

Secretary Kissinger's pledge of continued U.S. aid to developing countries affords an opportunity for leaders to initiate useful, constructive proposals that will comply with the standards and make Southeast Asian countries eligible for additional U.S. assistance plans outlined by Secretary Kissinger.

It should be noted that there has been a shift in U. S. policy from active leadership in proposing programs for development to a supporting role for economic improvements initiated and supported by developing countries.

The dominant strategy today of advanced countries has shifted to economic growth and human well-being rather than military priorities and prestige. The excessive expenditures today by advanced and developing nations for armaments constitute an all but impossible drain upon the economies of the world and diverts urgently needed financial resources from the pressing needs for development.

The pattern of action by all nations will be a determining factor in maintaining a stable world order or a dangerous decline into the lower levels of privation and uncivilized conduct. For a people to give voice to realism, clarity of purpose, fairness and firmness of claims, respect for the rights of others and concern for the less fortunate is to achieve a stature of respect and confidence that transcend limitations of economic backwardness.

Special note should be made of the various proposals Secretary Kissinger outlined in his address before the U. N. General Assembly. Among the more important announcements that can be beneficial to Southeast Asia are: (1) An international group of experts, working closely with the U.N. division of resources, should undertake immediately a comprehensive survey of the earth's non-renewable and renewable resources; (2) Priority in U. S. aid programs will be given to help developing countries substantially raise their agrarian production. In this connection, the Secretary indicated that the U. S. Government expects to increase its assistance for the purpose stated from \$258 million, FY '74 to \$675 million FY '75; (3) The U.S. is ready to provide assistance to other nations in improving the operation of fertilizer plants and to make more effective use of fertilizer; (4) The U. S. is prepared to offer technological skills to developing new fertilizer industries, especially in oil-producing countries, using raw materials and capital they possess; (5) The U. S. urges the establishment of an international fertilizer institute as part of a larger effort to focus international action on two specific areas of research: improving effectiveness of chemical fertilizers, especially in tropical agriculture, and new methods to produce fertilizers from non-petroleum resources. The U. S. will contribute facilities, technology and expertise to such undertakings; (6) The U. S. is committed to continue its program and pledges itseconomic support for an early replenishment of the International Development Association Funds. This involves the World Bank "soft loan" assistance to some twenty of the poorest countries of the world; (7) The U. S. will help meet the developing nations' two most fundamental problems -- unemployment and hunger, recognizing the need for farming technologies both productive and labor-intensive.

In preparing an appeal for contributions in funds, technical know-how and equipment, make clear that such assistance will be mutually beneficial to all participants in a given project or program.

It is of utmost importance that we recognize the interrelation of various problems and the importance of cooperation to reduce conflicts and discord.

Fear plays an important role in the response of advanced and developing nations to national and global crises. It is not charity, humanitarian motivation or strategic advantage but compelling necessity that moves various interests and powers to view the well-being of others as the greatest safeguard of their respective rights.

The Marshall Plan was a success because there was a shared sense of purpose, of values, of destination. Today, there is a serious lack of a comparable sense of purpose with respect to the essentials of human and material development in the Third World.

May I close my presentation with a brief reference to the attitudes, motives and misunderstandings that can so easily sap the vitality of mutual trust and endeavor with those involved experiencing counter-productive responses.

It is my belief that any outside help or effort to assist in a deserving project that makes Southeast Asians feel inferior is a detrimental approach. Any proposal for cooperative effort must ensure mutual respect, confidence and action.

The purpose of each undertaking that involves sharing of funds, technical know-how and tools should be to advance the capability of the people of Southeast Asia with Asian solutions to Asian problems to be maintained at all times. The role of outside assistance is to help provide urgently needed opportunities for the up-grading of Southeast Asia's manpower forces.

Great benefits can come from the encouragement of cooperation within the scope of communal alignments. There is a need for new concepts and motivating forces that prompt all groups to support projects that contribute to independence of economic strength, from which all benefit.

Perhaps the greatest handicap for those who seek to bridge the chasm between East and West is related to what Sir Alfred North Whitehead called "the fallacy of misplaced centrality;" the limiting of human understanding to those in society of similar outlook to one's own; also a lack of empathy needed to make development a two-way undertaking for the flow of knowledge, insight, a choice of priorities and a willingness to admit, "I don't know." This factor may play a far more important role in determining the "absorptive capacity" of both sides than we recognize.

Southeast Asia presents great opportunities in many fields of interest and rewarding participation. Asian leaders in numerous fields of endeavor deserve recognition and encouragement for their vision, dedication and practical courage. It is a massive undertaking to attempt to move their societies with roots deep in traditions, beliefs and cultures the West knows little about, into the buffeting cross-currents of modernization that gives hope of releasing their people from the bondage of poverty, disease and illiteracy.

All of us need to ponder the meaning of dynamic ideas whose day has come; concepts and ideals in search of a voice to make them known in their true perspective and enriching content. Anyone privileged to be associated with the forward phalanx of Southeast Asian builders cannot fail to sense the rare privilege afforded "to have a hand in history."

III. PROFESSIONAL PAPERS

THE NEED FOR AN EFFECTIVE COMMUNICATIONS
PROGRAMME IN A CHANGING SOCIETY

Dr. Gloria D. Feliciano
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My task this afternoon is to discuss with you the need for an effective communication programme in a developing society. In line with the theme and main purpose of this seminar-workshop, I shall take prior note of the relevance of such a programme to the state of progress in Southeast Asia today, as well as to the value-orientations and aspirations of the people of the region to attain national and regional progress.

One of the purposes of this 3-day gathering is to come out with a handbook for use by information offices of the various projects of the Southeast Asian Ministers of Education Organization (SEAMEO), of which the Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA) is one. In view of this, I shall do my best not to talk too much like a professor nor sound like a dyed-in-the-wool academician; rather, I shall try very hard to speak as a practitioner or a worker and give you information which hopefully may find its way into your proposed handbook.

State of progress in Southeast Asia today

At the last discussion session three weeks ago of the 2-month training in mass communication for ASEAN information officers held at the University of the Philippines Institute of Mass Communication, it was the consensus of the ASEAN participants that Southeast Asian countries today are making some strides in improving their economies but that they are far from achieving or from having achieved national and regional progress (with the exception of Singapore). This assessment was based on the shared experiences of the participants and on various study findings presented during the training programme. The factors used by these Asian media men in their assessment are obvious in the following excerpt based on their deliberations:

"In spite of the differences in cultures and sub-cultures in the region, the Southeast Asian countries share a common history of misery: they are poor, they can hardly read nor write, they are increasing by more than a million each month, they suffer from hunger and malnutrition, they have communications systems that are not capable of speeding up national and regional progress"; and, more importantly, they still follow traditional ways and subscribe to age-old values and aspirations which generally work against progress".^{1/}

These information specialists made it clear, too, that the above situation existed more in the villages where the great bulk of the Southeast Asians live, rather than in the cities.

Let us take a quick look at the Southeast Asian scene and see whether or not the facts relating to the above factors warrant the foregoing assessment.

Poverty

On the issue of poverty, the figures speak for themselves. Per capita income range from a low of \$74 for Burma, less than \$80 for Indonesia, \$150 for Cambodia, \$113 for S. Vietnam, \$170 for Thailand, \$231 for the Philippines, \$350 for Malaysia to a high of \$876 for Singapore. The gross national product (GNP) for these countries are: \$892 million for Cambodia, \$3.5 billion for Burma, \$4.3 billion for Malaysia, \$4.7 billion for S. Vietnam, \$6.6 billion for Thailand, and \$12.3 billion for Indonesia. All figures except that of Cambodia (1968) are based on 1971 estimates. The statistics just cited may be attributed to the predominantly agricultural economies existing in the region. With the exception of Singapore, the great majority of the population of the Southeast Asian countries live in the rural sector (Malaysia, 61%, Philippines, 70%, Indonesia, 85%). Additionally, from one-third to one-half of the GNP is derived from agriculture.^{2/}

In recent years, the use of GNP to measure a country's state of progress has been criticized by social scientists. These scientists claim that, in using this yardstick, little regard if at all is given to the distribution of the national wealth and income. A country may therefore appear to be rich when in reality its people are impoverished. It has been suggested that attention must be given not only to growth for the sake of growth but also to the equitable distribution of income and the social benefits arising from progress. Hence, a country's progress must now be measured in terms of "gross national welfare".

Illiteracy

Literacy levels are still generally low. Illiterates in the Philippines constitute 28%; Singapore, 30%; Burma, 40%; S. Vietnam, 40%; Cambodia, 42%; Indonesia, 54%; Malaysia, 57%; and Thailand, 67%. These figures, however, need to be taken with some reservation since they tell only one half of the picture. Study results in some countries of the region show wide gaps between claimed literacy and functional literacy. These study findings also suggest the need for the preparation and introduction of a built-in literacy test within the survey questionnaires of the various countries of the region to meet this problem.^{3/}

High birth rates

Birth rates in the countries of the region continue to be high: 48/1000 in Indonesia, 45/1000 in the Philippines, 44/1000 in Cambodia, 42/1000 in Thailand and in Laos, 41/1000 in Malaysia, 40/1000 in Burma and 23/1000 in Singapore.^{4/} These high birth rates are generally due to lack of financial, human and material resources and facilities as well as services, resistance of target couples based on value orientations and beliefs which are against family planning and poor communication support to the family planning programmes.

Low food supply and malnutrition

In recent years, there has been growing concern about the food problem in view of the rapid population growth of the developing countries just described. Food supplies available today in the Southeast Asian countries are inadequate for a healthy, active life, both in quantity and nutritional quality.^{5/}

It is reported that population growth alone will call for increase in food supplies of more than 40% for the period 1965-1980 and 120% for the period 1965-2000. Such increases, however, would only maintain the existing levels of nutrition and food consumption in the countries of the region. Considering the need for better nutrition and the effect of rising incomes on food demand, the actual demand for food supplies will be much larger. According to the Food and Agriculture Organization (FAO), in order to provide enough food and better quality diet for the growing population of the countries of the region, the total food supplies of these countries will have to be increased by 75% for the period 1965-1980 and by 225% for the period 1965-2000.^{6/}

The food problem in the countries of the region does not mean only feeding the "hungry" but also reducing malnutrition which is especially serious for pre-school children whose mental and physical abilities may be permanently retarded. The "green revolution", heavy capital investment in fertilizers and irrigation and substantial lowering of birth rates hold out some hope in meeting this "twin" problem.

Communications systems

Mass media development in most Southeast Asian countries, while still inadequate especially by western standards, has taken on an accelerated pace as part of the strategy of Asian governments to speed up the development of their economies. The inadequacy, however, is highly significant especially in the face of growing population widely dispersed over large and very often, inaccessible geographic areas. Evidence of media deficiencies have come out from various studies and reports: there are only 7 copies of newspapers per 1000 people in Indonesia, 9/1000 people in Burma, 22/1000 in Thailand, 19/1000 in the Philippines, 56/1000 in S. Vietnam and Malaysia, respectively, as contrasted to Hongkong's 487/1000 and Japan's 492/1000. UNESCO's ratio for a country to support normal growth is 100 copies/1000 population. One can therefore see how inadequate the print media are in the various countries of the region. Let it be pointed out, however, that UNESCO's measure may not be valid in the region where listening to one person reading a newspaper by a group is a common phenomenon in many villages. The same holds true for radio and television.

Radio covers a wider audience and has the farthest physical reach in Southeast Asia's villages. The number of radio receivers range from a low of 388,000 in Burma to a high of 2,554,503 in Thailand. On the other hand, although television has increased in popularity starting in the mid 60's, especially in the urban centers, it reaches a negligible proportion of the population of the countries of the region.

There are several other reasons which may explain why the communications media have not advanced as rapidly as expected in some countries of the region. They include the following: a) the many languages and dialects spoken in most of the countries (except Thailand), b) the rapidly rising populations, c) the sub-standard living conditions in many villages of the various countries,

d) the lack of enthusiastic support of media development programmes and projects by governments, e) the limited paper supply, lack of equipment, inadequate production and poor distribution facilities and methods, and f) the inadequate training of media men in communication as well as the low status of the communication "profession".^{8/}

Age-old values and aspirations

In general, values have been defined as ... "shared conceptions of the desirable, as criteria or yardsticks for preferential choice, as goals or objects worth pursuing, worth sacrificing for." Some specific kinds of values relevant to the peoples of the region include the following: authority, power or influence, respect or status, enlightenment or knowledge, health and well-being, rectitude or the importance attached to following one's conscience or collective standards, wealth, affection or love between persons, familism, personalism, freedom, security or survival; religious or supernatural values and aesthetic values.^{9/}

It has been shown that some of these values, individually or in combination with others, can work for or against progress depending on how their participation is enlisted in the process of accelerating change.

Let us consider one or two examples. Let us discuss the value of having strong family ties which, in the jargon, is termed familism. It has been observed that, of many institutions, only the family has remained truly Asian for the Asian family has been the slowest to change in value orientation. This has implications for the communications programme which we shall be dealing with later in this paper. For, if it is true that the Asian is familistic, then it would follow that, in order for an Asian to feel at home in any organization or institution, say, an information office, this office should then create an atmosphere which is largely familistic in character. This means that the office should support the Asian temperament by cultivating relationships which exhibit the warmth and the relaxed atmosphere in which the Asian feels at home, in which he thinks and feels he is recognized as a person and not as a mere function, in which climate, the office head understands him in his totality.^{10/} Studies have shown that it is in this kind of an atmosphere where the Asian exhibits the trust and confidence he thinks he should have in others, where he is efficient, diligent and dedicated.^{11/}

This family-orientedness of the Asian has not only brought about the almost ceremonial politeness of the Asian but has also formed the idea of attributing an inner debt of gratitude on the children's part to parents who gave them life and livelihood. Called Hutang-budi and Budi-Bahasa in Indonesia and Malaysia, this inner debt of gratitude which Filipinos term utang-na-loob, was enlisted by the Japanese in the modernization of their country. It was observed by the Japanese toward equals (termed giri) and toward parents, teachers and, more importantly, toward the country.^{12/}

On this same value of familism, this researcher has observed that, in some countries of the region such as the Philippines, said value often takes the form of "exclusive nationalism". This means that love of country is often equated with love of family or love of clan, if you will. If progress in the Southeast Asian countries is to be accelerated, perhaps there is need to foster what Gunnar Myrdal calls a more "inclusive nationalism", a kind of nationalism which would imply an expansion of love and loyalty beyond the confines of the family or clan, "... to include the entire entity of peoples living within the country's boundary".^{13/}

The wise use of a combination of value orientations such as authority, status and knowledge was demonstrated by the Japanese when, in the process of modernizing their country, they built authority into the rigid class structure which the government sought to maintain and to which it was dedicated. Hierarchy, minutely defined and rigidly enforced, underlay the political ethics of traditional Japan. This hierarchy provided an elite group that had status or respect and knowledge or enlightenment and therefore could wield and did wield authority easily and effectively.^{14/}

But the inevitable negative influence of some values in the change process cannot be overlooked. One example is the fatalistic and negativistic outlook of some traditional Asian farmers who are content with whatever their lands produce, who are not inclined to attempt to improve their yield, who have a negative attitude toward work, even of a supervisory kind, such that they prefer to lease their lands to other tenants rather than cultivate these with hired labor. This situation has slowed down advances in agricultural productivity and intensified land use in some countries of the region.^{15/}

Aspirations are strong desires designed to be realized by individuals or groups such as for example, ambitions, ideals, accomplishments, ends or goals. Some deeply-held values can be the basis of aspirations if there is an intent by the individual or group to realize them (the latter).

Rural development studies in the region have reported some of these aspirations in both, the traditional and modernizing villages. These include the following: 1) to own land (because "land is the most stable and prized possession of man"), 2) to have many children (because "children are gifts of God, sources of happiness and prestige and insurance in old age"). 3) to provide education for the children ("some of the children should not be chained to the farm like us"), 4) to earn the respect of the community ("to be accepted by the community is a source of happiness"), and 5) to have time for leisure ("there should be a reward for work; life is too short so relaxation is needed").^{16/}

These aspirations are evidences that the present situation in the Southeast Asian villages need not persist. In addition, there are other indications that the farmers in the region want change in their present situation. This they articulate rather tangentially and often, in exhortative statements such as the following: "Land reform should receive attention by the government", "Children of peasants should not all be peasants like their fathers", "Fertilizer is needed to bring in more palay" (rough rice), "Rats should be killed", "I should like to learn about that new planting method", "You need to plant that new rice variety", "We should irrigate the next crop", and so forth.^{17/}

There is no mistaking the signs. Progress is imperative and is happily welcome by some change-oriented Asians as evidenced by the above study findings. Progress which implies economic change: that farms be made more productive through fertilizers, irrigation, the use of new varieties of crops, through rat control measures, through the adoption of new planting methods and so on and so forth; progress which is accompanied by social transformation: the loosening of familistic ties, the shift to a more positive attitude toward work, greater reliance on self rather than on Fate, less concern for status, more effective management and use of time whether in the office, in the farm or in the home, raising of aspirations such as wanting to educate the children beyond grade four and likewise wanting to have less children to achieve the former; wishing to own a radio in addition to buying a newspaper or a magazine now and then, progress which implies balanced and related growth in all the sectors of society.

Central to these changes, to any of these changes, is communication. For any kind of change whether in science, education, agriculture, and health implies a change in the attitude of the acceptor. This change is usually a very slow and gradual process. It begins in the mind of the acceptor as he obtains information about a new idea or practice. It develops as he seeks and/or receives more and more information about the new idea or practice. This information paves the way for a free, frank and open discussion about the new idea or

practice which may finally lead to decision-making and its acceptance and use. This is broadly a process of change where communication -- that is, transmission of information and the establishment of a relationship or rapport between the communicator and the recipient of his messages -- plays a central role. This rapport, with the proper motivation using a variety of communications media, messages and approaches and through some period of time, ¹⁸⁷ can lead to the acceptance and use of the new idea or practice.

Clearly then, there is need for a communications programme to bring about change or progress. And to achieve progress at the national and regional levels require a communications programme that is effective.

Within the terms of reference presented in the earlier part of this paper, and on the basis of the problems and needs of the countries of the region as gleaned from available studies, an effective communications programme would have to aim at clear-cut and, as much as possible, operationalized objectives and goals.

For greater utility to this Seminar-Workshop, these proposed objectives and goals which underscore the need for said communications programme, can be applied to SEAMEO projects. For this purpose, they will be classified into two groups: the first group will deal with those which are directly relevant to SEAMEO projects and the second group, to the problems and needs of the countries of the Southeast Asian region which need to be met in order to attain national and regional progress.

I. Objectives/goals directly relevant to SEAMEO projects

1. To articulate the objectives/goals of the various SEAMEO projects in the fields of science, education, culture, agriculture, health, language and tropical biology as well as the means through which each of these objectives/goals may be attained;
2. To impart to SEAMEO audiences -- major donors, member countries, friendly governments, professional groups, the general public -- more and better knowledge of the nature and requirements of the process of change through which progress in the projects of the individual member-countries and the region may be realized;

3. To project via various formal communication media, the activities of the different SEAMEO projects in order to bring about greater understanding of said activities among the various groups composing the projects;
4. To give greater depth and significance to the policies and decisions of the various governing bodies of SEAMEO via informal communication channels such as consultative meetings, conferences, symposia and the like;
5. To attain consensus, through these informal communications channels, on said basic policies and decisions which affect the various project personnel and audiences of SEAMEO;
6. To give support to the SEAMEO projects' objectives/goals which speed up national and regional progress, particularly along the lines discussed earlier in this paper -- low per capita income, high population growths, illiteracy, etc.
7. To provide the various target publics of SEAMEO with continuing information about the progress of the various projects;
8. To stimulate discussion by those concerned, on the progress attained by the projects and encourage their participation in assessing the plus and minus factors relating to said progress;
9. To provide additional means of sharing experiences among the various SEAMEO projects through institutionalized exchanges of communication materials;
10. To focus attention on SEAMEO's problems and needs that need immediate solution and attention by those concerned.

II. Objectives/goals directly related to national and regional progress

1. To facilitate the process of change by spreading adequate and accurate information on new ideas or practices and by cushioning the stresses and strains which accompany change;
2. To assist in the change of attitudes which slow down progress (e. g., reluctance to take risks and to work in new jobs/professions; to do tomorrow what can be done today, to leave all the chance, and others);
3. To help establish and sustain dialogue between the various sectors of society in the Southeast Asian countries which need it;
4. To generate, through studies, new approaches in communicating new ideas and practices to target audiences (e. g., poetic jousts to present the advantages and disadvantages of a new practice; folk drama using village talents; choral groups singing songs with development-oriented messages, etc.);
5. To raise present levels of aspirations to accelerate progress at the national and regional levels;
6. To help bring about change at the individual level and at the group/community level;
7. To develop a climate characterized by a readiness for change through informational, motivational and educational campaigns utilizing various communications strategies (e.g., coordinated use of media, use of self-teaching media materials, use of folk and modern media, etc.);
8. To provide information relevant to the various sectors of society in order to lessen the communication gap between the urban and rural folk, the majority and the minority groups, the haves and the have-nots and the leaders and the led (masses);

9. To supplement institutionalized efforts in the teaching of skills through farmers' groups, mothers' clubs and other forms of extension-communication approaches (e.g., farm and home visits, field trips, agricultural fairs, etc.); and
10. To enlist the support of rural communications media -- village elders, council members, religious leaders, etc. -- in order to hasten/accelerate progress.

Programme implementation

The carrying out of a communication programme having the foregoing objectives/goals in an efficient and effective manner may need to take into account several things, namely: 1) the objectives/goals of the various components of the programme; 2) the available resources and facilities -- physical, financial and material; 3) the over-all policies and goals of the member-countries; 4) multi-sectoral and multi-disciplinary approaches; and 5) the support of government and private, voluntary entities.

The justification for an effective communications programme in a developing society, its possible objectives/goals and the factors that need to be considered in implementing it which have just been presented to you may not be realistic and feasible in some of the countries represented in this gathering. But this I leave to you, esteemed colleagues, for discussion during the open forum. Thank you very much.

A VIABLE DEVELOPMENT COMMUNICATION
PROGRAMME: A PLUS FACTOR IN
NATIONAL DEVELOPMENT

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To do justice to my assigned topic this morning, I should try to answer four questions:

1. What is meant by national development?
2. What is development communication?
3. What makes for a viable development communication program?
4. What is the relation of a viable development communication program to national development?

Considering the reason for our coming together at this seminar-workshop, a fifth question is indicated: What insights gleaned from development communication programs may be profitably carried over to SEAMEO information programs? Or, to use more fashionable language, what technology transfer is possible between development communication and SEAMEO public information programs?

National Development

A good part of what development communication is hinges on what we mean by development. Like all multi-dimensional and dynamic concepts, development does not invite neat definitions. In this second decade of sustained effort to work towards it on behalf of the poor countries of the world, its intermediate goals and how to reach them remain the subject of conferences, journal articles, individual and national soul searching.

Development as a process might well be described as "the continuing efforts of individuals, groups or nations to remedy basic defects, to institute significant, far-reaching changes in order to make life better."^{1/}

"To make life better" - here lies the rub. The quality of human life is so value-laden a proposition that decades from now - if we are lucky - I suspect that our great grandchildren will still be arguing as to whether life has become better or not, whether development has indeed been achieved or not.

In the days when development was simply a matter of raising GNPs and per capita incomes, it was no great problem to quantify developmental gains. It has become evident, however, that economic development is not the whole of development. The advances must be made on all fronts - economics, social and political - in order to achieve an ultimate goal described by Dudley Seers as "the realization of the potential of human personality," by Denis Goulet as providing "all men with the opportunity to live full human lives," and by others in equally qualitative terms.

Towards these large ends, Seers concretizes the minimum necessities required by every human being to develop his potential:

1. Enough food
2. Employment
3. Equality

These are the indispensables without which the human personality cannot unfold fully. As they are attained, Seers sees the increasing importance of other requirements: enough education, freedom of speech, citizenship in a truly independent nation and, eventually, freedom from repressive sexual codes and from noise and pollution. But until poverty, unemployment and inequality remain high in any country, the other requirements cannot - some go so far as to say should not - be given due weight.

Development Communication

Using Seer's measures, it follows that all communication that consciously promotes development - that is meant to diminish poverty, unemployment and inequality - is development communication. The next thing we shall do is to specify some of its priority topics and some of its characteristics.

There should be no great quarrel about what the pressing topics of development communication are. They are contained in the 4- or 5-year plan of every developing country. Food production, population control, nutrition, health and sanitation are the big problems shared in common. They are the real meat of the day's events in developing countries and should be reported as such and in their proper context, but are so often not.

Development communication as a discipline is purposive and goal-oriented. Its very phrasing puts the emphasis on the object, rather than on the mode, of communication. Its general purpose is to change levels of knowledge, attitudes and skills in relation to specific goals. These goals are properly couched by behavioral objectives, whose evaluation will indicate the success of communication. In development communication one is actually engaged in educating and motivating people, not in disinterested reporting of facts or in self-expression.

It is basically persuasive communication. While authoritarian communication may induce faster gains and might be used in short-term strategies, in the long haul, only persuasive communication is compatible with the true goal of development.

A new offshoot of the behavioral sciences, development communication borrows the principles and methodologies of sociology, psychology, economics, linguistics, education and the other social science to raise the efficiency of the communication process. Research is another one of its tools, the use of which, especially of the quantitative methods, demonstrates its linkage to the sciences. The development journalist, for instance, may not himself choose to do research but he knows enough about its methods, terminology and limitations to use its findings intelligently.

While development communication springs from the social sciences it retains long connections to the applied arts. In the application of communication skills to specified ends, the creativity of the writer, the performer, the graphic artist, the director and all those associated with the artistic side of the communication media can make the difference between pedestrian, and therefore ineffective, communication and sensitive, and therefore more meaningful, communication.

The unrecognized core of development communication is analysis and planning. After the objectives of communication are stated, the development communicator traces the paths along which communication must flow and diffuse, identifying the lines of authority involved and the linkages and constraints; the separate audiences to be informed, motivated and educated; the message content for each audience; the combination of channels for the messages to reach the audience. The results of analysis, put together make up a communication plan with reference to the stated objectives.

Development communication uses the logical media in the circumstances, whether they be human, mechanical or institutional. It has no bias for the mechanical mass media, using them like any other when the situation asks for it, but not relying on them when other media will logically do better.

The development communicator, then, is one who understands the process of development and the process of communication. He is trained to delve into subject matter deeply and broadly. He has first hand knowledge of his several audiences. He understands the communication media and has the necessary skills to make them work for him.

A Viable Development Communication Program

When we start to talk about the viability of development communication programs, we begin to get into the area of communication strategies. So obviously pivotal is the communicator's role in a development program that it is probably a strategy all by itself to get dedicated, competent communicators. Assuming the communicators' commitment to development, two other qualities that he must have bear repeating: the discipline to bone up on subject matter that he is to communicate and a passion to know his audiences. There are other qualities that he should have, but without these two, he might as well not have the others.

For the development communicator, proficiency in communication techniques is no substitute for a thorough grounding in subject matter. Next to an understanding of the development process, expert knowledge of subject matter is what sets the development communicator apart from the generalist communicator. Subject matter is the very substance of any development program and knowing it wholly establishes the creditability of the communicator. An error in fact, such as the dosage of an insecticide, can have serious after effects on the entire program. That is why the development communicator usually clears his material with a subject matter expert, a practice that, as we know, is alien to the training of the generalist communicator.

Who is the primary audience of development communication? The population statistics of developing countries leave no doubt as to who it is. In the Philippines and South Vietnam, 70% of the population live in the rural areas; in Thailand, 82%; in Indonesia, 85%; in the Khmer Republic, 89%; in Laos, 90%.^{2/} This demographic item alone carries unescapable implications for the choice of communication channels and strategies for development programs. It is a fact that the Asian communicator, in most cases urban-based or urban-oriented, must truly appreciate before he can be an effective planner and conveyor of developmental messages. Yet in the Philippines, the persistent use of print and of English as a language medium in information vehicles that are purported to be for the village family is an indication that this fact has not sunk in.

Surrounding the primary audience of development communication are people who have a good deal to say about what and how communication gets to it. As reinforcers, legitimizers and facilitators of developmental messages, they are themselves audiences in their own right for whom other sets of messages should be designed.

It might be useful to complement what has been said this far with illustrations from a successfully concluded phase of a Philippine development program that is known as Masagana 99. Phase I of Masagana 99, the country rice program for the wet-season crop of 1973-74, was, in the words of one of its prime movers and the author of the report on which this analysis is based: "the most massive and most intensive rice production program ever attempted by government in the country's history.^{3/} The campaign was probably the first time in the Philippines that a mass communication medium, radio, was used systematically as part of a planned government program of change.

Several of its features are worth pointing out:

1. It was an integrated approach to what was essentially a communicative undertaking - how to transfer the wherewithals of recommended rice technology to essentially small rice farmers who would need to get bumper yields from their riceland in the space of about six months. The planners identified the necessary inputs - credit, fertilizers, pesticides, seeds, information - and made sure they were introduced into the program area in large quantities. Information was recognized as a decisive component of the program and received its share of planning and financing.
2. Based on the program objectives, general communication objectives were set up. They were to convince the farmers of the value of Masagana 99, to motivate them to participate, and to deliver to them the step-by-step instructions on how to grow rice the Masagana 99 way and how to get hold of the farming inputs.
3. The major responsibility for communication planning coordination, supervision and execution was given to one agency, which happened to be an advertising agency. Since advertising practitioners are purposive communicators too, the program benefited on the whole. The advertising men, for their part, found it a novel experience to address their skills to primarily developmental objectives and were soon talking about "missionary zeal and spirit" needed to make the Masagana 99 program a success.
4. As "bridges" for technology transfer, the planners deliberately used a mix of human, mechanical and institutional media; the provincial governor, farm technicians, fertilizer and pesticide companies, credit institutions, newspapers, television and radio.

5. A number of motivational devices were used for the farmer audience and for the broadcaster and field technician audiences: the threat food shortages and of suspension from duty of uncooperative government personnel, prizes, and fostering of a spirit of camaraderie among the farmers and between the farmers, broadcasters and field technicians.

6. Professional broadcasters did not do the job of producing and airing the Masagana 99 radio programs. It was given to farm management technicians because of their greater knowledgeability in the subject matter of rice production. The radio spots, jingles and dramas were done by the agency, however.

7. The advertising agency men made special efforts to update their knowledge of barrio life and had to discard some stereotyped notions in the process. They found the celebrated nipa hut gone, for instance.⁴ In its place was a sturdier construction of mixed materials. The barrio wife's aspirations included a piano for the living room. This new information went into the concoction of the radio spots and dramas.

Development Communication and National Development

The relationship between national development and a viable development communication program like Phase I of Masagana 99 is plain. The goals of development communication programs build up to the final goal of development which, to get back to our starting point and to quote again from Goulet, is "the ascent of all men and societies in their total humanity."

Public Information and Development Communication Programs

Most of the insights from development communication that are transferable to SEAMEO information programs are implicit in what I have already said. Public relations is a third form of purposive communication and is therefore also concerned with a total approach, clear objectives, systematic analysis and planning and continuous evaluation. Perhaps we can best bring out those transferable insights by mulling the answers to some questions:

1. What are the general and behavioral objectives of each of the seven SEAMEO information programs? In other words, what are the outcomes that each center proposes to achieve.

2. Who are the individuals, groups and/or nations that would have direct interest in the attainment of these objectives or whose support and goodwill are needed to attain them?

3. Who are the mediating individuals, groups and/or nations, including those in the SEAMEO organization itself, that would have a significant influence on the decisions of the primary audiences specified in #2?
4. What are the perceptions, aspirations, attitudes and other characteristics of each audience in general and in relation to the SEAMEO center concerned?
5. Which of these characteristics need to be changed or reinforced to make each audience want to participate in or support the activities of the Center?
6. What information and when should be transmitted to each audience to make them want to participate in or support the activities of the center?
7. What information and when should be transmitted to each audience to let them know exactly how they can participate in and support the activities of the center?
8. In relation to the characteristics of the audiences and the information to be transmitted, what combination of human and mechanical media will best convey the information to each audience?
9. What other organizations have program objectives similar to or related to those of the SEAMEO center and how may overlaps and conflicts between them be minimized?
10. What structural, material and other types of constraints are present in the environment of the SEAMEO center and how may they be overcome?
11. How may the SEAMEO centers themselves coordinate their information activities?
12. How may each SEAMEO center progressively evaluate the effectivity of its information program?

The communication field is just as prone to cliches as any other. In offering this framework for an analysis of SEAMEO information programs, I would urge an objective eye aided by a readiness to try fresh answers.

ATTAINING NATIONAL DEVELOPMENT THROUGH
SCIENCE AND TECHNOLOGY

Dr. Librado D. Ibe
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Energy Commission

"Man possesses, for a small moment in his history, the most powerful combination of knowledge, tools and resources the world has ever known. He has all that is physically necessary to create a totally new form of society -- one that would be built to last for generations. The two missing ingredients are a realistic, long-term goal that can guide mankind to the equilibrium society and the human will to achieve that goal."

The Limits of Growth

Man, as early as in his primitive caveman days, has always been trying to understand his physical environment. With the use of the knowledge acquired he then improvises tools, equipment and devices or produce materials to enable him multiply his physical strength, protect himself from his enemies and the destructive forces of nature produce more food supply, and ultimately achieve healthful and comfortable living. As his number multiplied, he further saw the necessity and advantage of socializing with his fellowmen, giving rise to the formation of communities which eventually grew up to become self-governing nations. In this gradual development of the human society and nations, science and technology -- the progressive acquisition of knowledge and the development of tools, equipment and systems -- not only had continuous interacting effects but paved the way for the economic growth and progress of nations.

In this evolution, however, the development and advancement of nations neither took place simultaneously nor at uniform or equal pace. Some countries progressed more rapidly than others to such extent that today we recognize some nations as fully developed while a large number are still developing. Most of the developing countries, because of their historical backgrounds and internal political troubles, had their economic growth stunted and progress considerably delayed. A number of these countries were once dominated by foreign powers who not only salted away some of the wealth of the lands occupied but provided minimum opportunities for the natives to acquire requisite education and technical competence to occupy more responsible positions in government and industry. A few others had been bothered from time to time by tribal rivalries or internal political conflicts which not only wasted available manpower but greatly dissipated meager financial

resources as well. These countries, upon attaining their political independence, readily realized the inadequacy of their preparedness for development and thus had to pursue crash programs to accomplish some degree of scientific growth and technological advancement.

Scientific research and technological development started taking place in the Philippines at about the turn of the present century. However, the second World War created widespread destruction of facilities that made us practically start anew on the revival of the agriculture-based economy while at the same time encourage and promote industrial development of the country. The passage of the Philippine Science Act of 1958 subsequently laid the foundation for the national scientific effort in the country with the National Science Development Board providing the general leadership and overall coordination. The country's long-range development objectives for a sustained economic prosperity include, among others, the general reduction of unemployment, attainment of higher per capita income and more equitable distribution of wealth among the people, internal stability and security, and regional industrialization.

For the ultimate attainment of these objectives priority areas have been identified as follows:

1. Exploitation of the country's natural resources and raw materials to reduce importation of foreign materials and ensure adequate supply of better food, clothing and shelter to support the growing population;
2. Exploitation and development of indigenous sources of fuel and energy to sustain the increasing demands for power and energy;
3. General improvement of public health and sanitation as well as proper nutrition of the people;
4. Upgrading and expanding the nations' export products to improve the country's foreign exchange position;
5. Conversion of agricultural and industrial waste materials into useful consumption goods needed locally and have dollar-saving and dollar-earning possibilities as well; and
6. Manpower development programs to ensure adequate supply of workers with specialized skills and competence needed in agricultural, industrial and commercial operations.

Agricultural Activities

The Philippine economy still rests mainly on an agricultural base with sincere efforts being pursued toward the establishment of agro-industrial complexes. In this regard, the main thrust of the research and development efforts is aimed at self-sufficiency in the country's staple crops of rice and corn. Quite recently, the national government gave all-out technical and financial support to the production of the Masagana 99 rice variety which, together with the planting of other newly developed high-yielding and fast-growing varieties, may soon bring about abundant supply of rice in the country.

Corollary to the drive for self-sufficiency in rice and corn is the Green Revolution campaign being carried out throughout the country. This campaign, which promotes the planting of green vegetables, tubers and other short-term cash crops in community backyards and idle lands, is aimed at providing adequate supply of nutritious foods at low cost to the average Filipino in addition to giving the home planter some extra. Further support to this campaign is given by the government through the establishment of collection stations and terminal food markets, for a systematic purchase, storage and marketing of the agricultural produce. Government technical personnel are also fielded to render advice and assistance to the farmers on some problems met including, for example, plant cultivation, fertilizer application and pest control.

The fishing industry is also being boosted with the development of fish pens techniques and the promotion of brackish water and inland fresh water fish culture in some areas of Luzon and the Visayas. In Mindanao, a major breakthrough was reported to have been achieved in the increased production of jumbo shrimp (sugpo) fry under controlled laboratory conditions. Initial success of these ventures already give promise of abundant year-round supply of different special fish varieties which are in great demand locally and command attractive prices in the foreign markets.

Other agricultural researches presently given serious attention and in-depth economic studies include the production of early fruit-bearing, high yielding and dwarf varieties of coconut, the cultivation of sunflower for the extraction of edible oil as supplement to coconut oil and corn oil, land use and soil management, fertilizer application, animal breeding and nutrition, pest control, processing and utilization of plant products, and many others.

Industrial Activities

As the government pursues the nation's agricultural production program, similar attention and equally intensive efforts are being exerted toward the establishment of additional industrial plants and factories as called for in the country's development strategy. In this connection, more cement plants, sugar centrals, textile mills, wood processing and other chemical plants whose outputs are partly intended for export are being put up.

Like most developing countries, we rely heavily on innovative transfer of technology. However, the government lays emphasis on the promotion of plants utilizing local raw materials as well as agricultural and industrial waste products, and the establishment of factories based on labor-intensive technology. Capital-intensive and labor-saving technology, which is characteristic of developed countries, may also be adopted when there is evident need to take such action. However, such technology may have to be modified somewhat in order to suit local conditions and encourage the development of local skills and associated industries. The geothermal and nuclear power plant projects are typical examples of capital intensive ventures of the government while labor-intensive enterprises underway include the car manufacturing plants and the printed-circuit electronics factories.

On a much smaller scale other industries, the development of which is being promoted include the production of cotton, silk, piña and jusi dress materials, wood carving, weaving, ceramics industry, and many others.

Infrastructure Programs

National development relies heavily on the availability of facilities and services with which items of commerce and industry could be transacted, transported and delivered. For this reason, the government has several infrastructure projects on transportation, telecommunications, water supply, power generation and load development. The Pan-Philippine highway, when completed, will provide important land transport links to different places in Luzon, Mindanao and some islands in the Visayan region. Concurrently, the cementing of provincial highways and feeder road extensions as well as improvement of other transport facilities by air and water are under execution.

Communication lines, by wire telephone, radio, microwave and other high frequency transmission modes are already well established with transformers or relay stations set up at strategic locations.

To spur a more rapid progress and improvement of life in the rural areas, irrigation and sanitary water supply systems as well as electric cooperatives are being encouraged and established. Dispersal of industries to regions where sources of essential raw materials and power supply are very close or readily available is also being mapped out. Such strategy will encourage regional industrialization and subsequently solve the present problem of population congestion and concentration of industries in the Greater Manila Area.

Fuel and Energy

The recent energy crisis, brought about by the cutback in the production with marked increases in the price of crude oil, catalyzed national policy decision on the accelerated exploitation and utilization of indigenous sources of energy for bulk power generation as well as limited domestic applications. Government efforts are presently directed at further development of hydropower sources, geothermal fields and the construction of nuclear power plants to help meet the increasing demands for electric power and energy in the country and to reduce to the minimum the country's dependency on imported fuels. It is estimated by the National Power Corporation that an additional 6000 megawatts of hydropower and no less than 600 megawatts of geothermal power could be economically tapped. The nuclear power program envisages the addition of about 9000 MW of power from nuclear plants within this century.

Environmental Pollution

Advances in science and technology, while paving the way for the economic prosperity and progress of nations, also introduce new problems for the human society. The most serious of these problems is the pollution of the human environment. Man, probably in his eagerness and desire to get more results out of his endeavors, caused the release of chemicals, some heat and other waste products into the atmosphere without much thought of the possible consequences on plant and animal life. Due to this apparent carelessness or lack of foresight, there is hardly any land area, river, sea or the air around us that has not been affected by pollutants coming from pesticides, fertilizers, plant chemical discharges, domestic wastes, gaseous discharges from motor vehicles, power plants and many other human activities. Having been made aware of this problem and the further consequences of unabated pollution there is now general agreement and consensus that this unwarranted assault on the human environment has to be stopped and further pollution, if any, controlled at reasonable

levels. In the Philippines, cleaning of the rivers, lakes, streams and habitable land areas is now being carried out at national and local government levels. Concurrently, appropriate government agencies monitor and analyze the industrial plant discharges and when the effluents exceed acceptable upper limits, the installation of pollution abatement systems is directed.

International Cooperation

Modern science and its accompanying advances in technology has made the world become so small that developments taking place in any one country affect the economic and political situations in other areas. Countries today depend on others for their supply of resources and materials for commerce and industry who in turn apply advanced technologies for the manufacture of finished products.

Countries within the same region, particularly those at almost the same economic and technological levels, are faced with similar if not identical problems of development. In such cases, joint and collective approach to these problems, through regional or international cooperation, would be advantageous and could bring about more effective results. The call for regional collaboration among countries in Asia was sounded by no less than our national leader, President Ferdinand E. Marcos, in his keynote address at the first meeting of the association for Science Cooperation in Asia last March 1972 when he said that "Single nations working in isolation and in jealous concern for their achievements will not get very far. Nations working together exchanging knowledge and extending support to each other within the constraints of their national interest, would move more rapidly toward development and thus to the attainment of their dearest hopes for a better life for their people".

International cooperation in science and technology could be accomplished in many ways and forms. Bilateral and multilateral agreements specifying areas and modes of cooperation could be forged among governments. By and large, such cooperation is most effective through exchange of scientific information and technical expertise. Joint execution of research and development projects with defined objectives and delineated responsibilities would ensure minimum duplication of efforts and bring about faster results at minimum costs. Collaborative undertakings among the scientific and technical personnel, with occasional visits to the laboratories or project sites in the region would, in addition to fostering closer working relations among the workers, enable them to acquire better understanding and appreciation on the economic constraints and technical problems of development in various countries, which added knowledge may be of value in the planning and program of development projects in their respective countries.

**DEVELOPING A PROPER ATTITUDE TOWARD SCIENCE
THROUGH THE CLASSROOM AND THE MASS MEDIA**

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I consider it a privilege, indeed, to be invited to speak before this group of Asian regional leaders who man the very important information offices of the Regional Project Centres of the Southeast Asian Ministers of Education Organization, SEAMEO, for short. The topic assigned to me -- attitude development in science -- is an important responsibility and goal of education since it is a primary influence on the progress of the child in school work and of the individual in adjusting to life.

Attitude, as everyone knows, directs the free acts of the individual, or at least determines the quality of his reactions to certain situations. In other words, the action of an individual in specific situations is primarily a function of his attitude towards that situation. Thus in science education, as it is at this point of the conference, we give value and consideration to the development of a "proper" attitude toward science. William Trow defines attitude as a person's tendency to move toward, against, or away from a person, object or situation. In this context, "proper attitude" would mean the tendency to move toward a person, object, or situation; it is a positive tendency or predisposition

Since I am not a psychologist, I propose to share with you our experiences, thoughts and yearnings on the topic for discussion today as it relates to the Philippine context.

The eminent science educator, Gerald S. Craig, defined science as man's attempt to explore, to interpret and to operate with materials and forces of the universe that surrounds him. From this viewpoint, a proper attitude toward science means that quality of mind that predisposes and leads an individual to pursue or utilize science in order to understand it better or to produce something useful. For the pupil in school, it is that frame of mind reflected in his eagerness to engage in learning activities that use science process skills and lead to the synthesis of science concepts and information. For the out-of-school youth, it is that predisposition to utilize science processes, principles and information in the pursuit of a happy and progressive life for himself and his fellowmen. This attitude is characterized by intellectual curiosity, passion for truth, respect for evidence and appreciation of the need for free communication and truthfulness in science. In earlier years, educators had called this "scientific attitude". Let us describe the role of the classroom and the mass media in the development of a proper attitude toward science.

The role of the curriculum and the classroom

Attitude development as an educational goal, I understand, has no specific termination point on the educational ladder. We cannot declare nor promulgate that, say, at the end of elementary schooling, the child shall possess a positive attitude toward science which is permanent and final. Nevertheless, attitude development is a fundamental educational goal and the teachers and schools accept the fact that, whether they like it or not, they and their instructional practices and policies influence the development of attitudes among the pupils and students. This is to say that attitude is the consequence of experience, and a proper attitude toward science is, science educators point out, the cumulative effect of success experiences in the science curriculum. Conversely, a negative attitude toward science is the outgrowth of failure in the activities identified with science learning. It is upon this thesis that the newer science programs build upon the child's natural tendencies and previous experiences, and organize content in an integrated or interrelated manner. It is also upon this thesis that classroom practice has been re-oriented to give the student some legitimate freedom, release him from the boredom of long sitting, and allow him to make inquiries, prove his point, and at times challenge the statement of the teacher.

The small enrolments in science and science-rich courses in college today and years back, and the observable dislike for science and mathematics by many people, suggest that the traditional curriculum produced more graduates with unsuccessful experiences in science and fewer graduates with success experiences. Thus, at the crossroad of education, when the choice of further education became theirs, more students elected to pursue college courses that had the least amount of science and mathematics load.

Could we blame them for their decision? I would say no, for their decision was based on a feeling of inadequacy. The students must have felt that the knowledge, abilities, and skills that cumulated in them from the learning experiences that the school provided them were not sufficient preparation for a science or a science-rich course. Theirs, then, was a wise decision. School people admit that they have been tools for the unsuccessful preparation of students, but they humbly say that they give the best that they know at the moment.

When we look back at the traditional science curriculum and criticize its seeming ineffectiveness, we return to the idea that it did not give success experiences to the learners. Its book-centered type of fact accumulation, cookbook method of performing laboratory experiments, fact-recalling type of achievement testing, and faucet-pail model of teacher-student relationship allowed only a few students

to gain success experiences from the science learning program; school science did not cater to the natural tendencies of young individuals; it did not stimulate and build upon their natural curiosity about things in the environment; it did not satiate their desire to manipulate materials and forces that interest them; it did not engender in them the spirit of inquiry. As a consequence, only the few students who were able to adjust to the learning conditions and meet the requirements of the curriculum, found enjoyment or maybe self-fulfillment, in the old science program. An "improper" attitude toward science, if I may use such a term, was the net attitudinal result of the old science curriculum on the bigger population.

This recognized inability of the traditional science program to promote the goals of science education among the larger population triggered the re-direction of the science offering toward a more student-dominated, skills-development-oriented, and environment-centered program. Social phenomena have shown that an instructional offering that is truly relevant to the needs of individuals and society is the demand of the time upon our schools today. Curriculum innovators hope that the development of a proper attitude toward science will be squarely met by the adjustment embodied in the new science program. A forward look at the society in the years ahead has convinced us that it is suicidal to retain the old educational program and instructional practices; time and events have demonstrated their impotence as tools for preparing more people to participate in the advancement of human progress.

How did the schools improve upon the old curriculum? A very serious rethinking of the curriculum was done to bring about the improvements of the present elementary and secondary school science program. A critical analysis of the factors that effect the quality of the education product gave insight into the steps to take. The educational goals were broken down into clearer instructional objectives by stating them in behavioral terms; the subject matter content was revised and reorganized in the light of value and learning theory, logical sequence, and time constraint. The learning activities were more closely geared to the attainment of behavioral and knowledge goals. Achievement evaluation was more directly related to the measurement of the degree to which the objectives were met, and the role of the teacher in the learning situation was re-defined.

The present elementary science offering capitalizes on the natural tendencies of children. Play which is the favorite activity of children in the early grades is utilized by the teacher to make them aware of natural phenomena, materials and relationships in the environment. For example, in the game of shadow-head stepping, the teacher leads the grade one children to the awareness of the

relationship in position among the source of light, the opaque object and the direction of the shadow. Experiences with other objects and situations help the children generalize this relationship through the inductive questioning by the teacher. A continuing growth in the sophistication of the activities and concepts accompanies the children's movement through the grades. Inquisitiveness is encouraged because the teacher is not afraid anymore to say "I don't know" to certain questions that children sometimes ask. The observable effect of the new program is that the children exhibit feelings of self-realization in the pursuit of varied, easy but thought-stimulating activities.

Another major difference of the new science program from the old is its stress on the progressive development of science process skills in the children. The basic processes of observing, communicating, classifying, measuring, inferring, predicting, using space-time and mathematical relations are developed in the lower grades. They make the foundation for building in the students in the later years the integrated processes of controlling variables, formulating hypotheses, defining operationally, interpreting data, building models, and experimenting and reporting. Are these science processes and skills valuable to the growing child? Of course, for they are the abilities he will use for effective problem solving and decision making in life.

The content of the present science program relates more loosely to the understanding of the child's physical environment. The curriculum helps him understand the factors that affect life in his community and provides him with science principles, concepts and facts that will help him adjust to or modify his environment to his advantage. It is hoped that this body of information meets that criterion of having "survival value". The subject matter content is not a hard-and-fast set of concepts to be learned by all groups of pupils. We do not want a straight-jacket curriculum for our children. Society's concern over science-related problems such as the rapid population growth, food scarcity and its consequent nutrition problems, drug-abuse, pollution and the need to conserve natural resources is taken up by the school. The topics add to the indefiniteness of the yearly amount of science content. We want to look at this fluidity of content as a sign and a leeway for making education for the masses continually relevant to life.

The new science program has required the teacher to re-assess her place in the classroom and revise her concept of teaching. Well-planned in-service education activities have helped many teachers acquire competence in demonstrating the concept of teaching as a "drawing out" rather than as a "pouring in" activity. These teachers have accepted their role in the classroom as facilitators of learning.

who structure the learning environment, motivate the students into self-direction, ask inductive questions, and give encouragement. Through expert handling of the situation, the teacher draws out from the students latent abilities through the exercise of which they synthesize procedures and information which in the past the teacher "poured" into them. The new concept of science teaching has given the teacher the courage to admit ignorance about some things. This intellectual honesty, this frankness should rub unto the students and contribute to the acceptance of the fact that not everything in this world has been learned nor does anyone have the right answer to every question.

Maybe you will ask: How has this new science program and classroom practice contributed to the development of a proper attitude toward science?

No research, to my knowledge, has been conducted yet to determine attitude development in the present science program. But just as contentment may be inferred from a person's facial expression and behavior, I would like to say that observations of children and classes at work in formal and in informal situations suggest the presence of a glowing love for the subject. Toy making at home, model building, the reading of more science books, the self-assigned observation of natural phenomena and the undertaking of experiments whether done in relation to school science work or simply out of personal curiosity, are sure signs of a positive attitude, a proper attitude, toward science. These activities are observable in many science classes now. Any lack of generality in big school populations springs from other causes than the new science program and classroom practice. One reason for any lack of generality in certain areas or groups of children is the observable inability of some teachers to handle the new science program the recommended way.

The role of the mass media

We have much reason to believe that the attitude of individuals toward science, and toward other curricular subjects for that matter, is not totally the result of school experience alone. While other environmental contacts may not markedly influence attitude formation as we feel school experiences do, it cannot be denied that off-school contacts with non-school people such as home folks, friends, and neighbors, and with communications media such as periodicals, radio, television and movies, in a way help bend that attitude toward the positive or the negative. For the moment, let us accept that the conditioning of non-school people so that they will become promoters of positive attitudes toward science is an impossible dream. But we know that mass media can be a potent force for assisting the school in the development of a proper attitude toward science.

A positive approach to "selling" science through the mass media is in accord with pedagogical theory. The periodicals, radio and television could endeavor to inform the people on the value of science for the improvement of life, say, by describing how the application of science improves harvests, health and sanitation, and fuel utilization. Progress through the application of science in communities where the environmental conditions are closely similar to those of the communities of the media audiences will have high appeal. For example, the improvement of life through science utilization in an Asian region will most probably appeal highly to the rest of the Asian audience. It would be beautiful if the Asian countries could exchange experiences through a common communications media, but it must be stressed that information, specifically science information, must be presented in a way that the target Asian audience will understand. For example, if English will be the medium of communication, for the Asian reader to understand, the writer or speaker must exercise vocabulary control. No science news is so frustrating to a non-scientist as one that is presented in the scientists' language.

We are told that volumes and volumes of science information are gathered each day. While this is both wonderful and challenging, the general population will not find much interest in listening to all of them. More science news should be those that are relevant to finding solutions to their problems, basically production and health, and to the development needs of the country. A very good example of a radio program that teaches the people practical science is the early morning program of a broadcasting station in the Philippines entitled "Tayo'y Maghalaman", that is, "Let's Plant". The sunrise broadcast instructs the listeners on the more productive ways of growing certain plants. The program also broadcasts procedures on how to raise chicken and pigs and other animals with economic value.

Another worthy example of a radio program on practical science for the layman is the broadcast of the College of Forestry of the University of the Philippines at Los Baños, on forest conservation at Mount Makiling, at the foot of which we are now gathered. This forest conservation program is geared towards the communities around the mountain so that the people may be able to participate in preserving the value of the mountain forest to the ecology of the surrounding fields, farms and communities.

These two examples bring us to the idea that one way by which media, in this case, the radio, can participate in making the youth and the adults not only science-conscious but science-users, is by maintaining a regular science information program which broadcasts procedures and news relevant to the production needs of the target

audiences and the development needs of the communities. The broadcast should be at an hour when most of the target audience are free to listen to the radio. The airing of special science programs such as science quizzes, fairs and exhibits will help promote science consciousness and understanding of science work in schools. In the Philippines, science fairs, quizzes and exhibits are held annually at the local, regional and national levels. That the other media, the television and periodicals in particular, can undertake similar promotional programs need no further elaboration.

The information offices of the SEAMEO projects

The value of a functional information programme to the goals of SEAMEO and its regional projects was recognized by the planners of the Organization and its regional centres. For example, the RECSAM Steering Committee which planned the structure and programmes of the science and mathematics education centre, described as one of the basic functions of the Information Division that of "assuming responsibility for the distribution of bulletins and newsletters relating to (i) activities connected with the Centre and its member countries and (ii) international projects outside the region. The RECSAM Development Plan also lists as a responsibility of the Information Centre the promotion of public relations, a service deemed "critical" because of the need to build a good external image for the centre. The organizational chart of SEAMEO shows that the Information and Clearing House is incorporated as a basic service of each and everyone of the six SEAMEO projects. Further to serving as a clearing house of projects and image building, the Information program of SEAMEO and its projects should relate to the development of a proper attitude toward science among the Asian people.

The Asian region is a developing area. While science is taught in the respective educational systems of the countries in the region, there is a need to relate the science that the schools teach to the requirements of life and development, and to do that articulation without undue delay. The Asian masses need that type of science knowledge that will allow them to actively participate in production and in the utilization and conservation of natural resources, with the end in view of satisfying the needs of a good life today and providing for an equally-good, if not better, life tomorrow. They need the science that is applicable to the indigenous problems of their localities. With its rich resource of pertinent information, the information programme of its regional centre can, and it should, be geared towards meeting this service need of the Asian region. The returned participants from the training courses of each centre can be used as a second medium in the dissemination of the much needed knowledge. In fact, the quality of the service along this line will be the main basis upon which the SEAMEO audience will form their image of the centre. No amount of press releases can alter the image that an information programme causes its audience to form about the SEAMEO centre.

To my mind, a good information program reaches more people and places than just the central offices of the member countries. Specifically, it should reach out to the returned participants in the remotest area of the region. The feeling of belonging that this service will engender in the returned participant, I would like to think, could encourage him to react with the centre and, by contributing articles to the periodical, share his experiences, his successes and difficulties with the rest of the media audience. I would like to think further that by effecting such a two way communication process, the information programme of the centre contributes invaluablely to the professional and cultural growth of its audience.

What information do the Asian readers wish to read from SEAMEO periodicals and publication? Speaking as a layman and as an educator, my answer would be "information that is relevant to the improvement of life in Asia." I would break this down into the following categories:

1. Educational/instructional materials relevant to the educational needs of children in the region;
2. Research/project reports whose findings can be used for the improvement of practices in the Asian region;
3. Inquiries from the audience and responses (by the centre or by other members of the audience) to them;
4. Information from the sister centres pertinent to the centre's programme and deserving of a wider circulation;
5. Outstanding achievements and biographies of Asian scientists working in the region;
6. Descriptions of contemplated activities or projects at the the centre;
7. Periodical report on the centre's status and achievement;
8. News exchanges from the SEAMEO countries;
9. Relevant materials from without the SEAMEO region.

After about five years of productive existence, it is high time that the SEAMEO centres should establish a viable information programme that provides its audience regularly with pertinent information materials. The Organization and the centres have demonstrated the desire, sincerity and capability of the member countries to work together for the common weal. An efficient information programme can strengthen the faith of the Asians in SEAMEO. By helping enliven that Asian faith in their ability to improve and develop the region, a strong information programme will help nurture the pride of the Asian in his culture. The then Secretary of Education Carlos P. Romulo described this cultural goal of SEAMEO thus:

"... I believe that Asia must be conceptualized as a unity -- a confederation of values and criteria and quality of thought, in the same way that Europe stands for the contemporary mind as more than a geographical continent but a common culture and civilization. And the way to start this is through an effort to achieve a unifying element in education so that the youth in the region will start to regard themselves and the destiny of their societies in terms of the integrity of Asia".

A functional information programme in the SEAMEO centres can contribute a great deal to the development of a proper attitude toward the Asian regional effort to make this part of the globe a better place to live in. The planning of the centres' information programmes, I understand, is your mission today. May the success of your efforts be immediate.

Thank you.

LINKING THE PEOPLE WITH A BUSINESS FIRM
THROUGH THE MASS MEDIA

Leonides C. Valencia
President, Public Relations Society
of the Philippines

The media connection between a business firm and the people that it serves is a growing, beneficial and vitally necessary connection. Once upon a time, a corporate executive did not worry if the public knew little of his firm. "I'm not in the business to please the public," J. Pierpont Morgan is reported to have said. Now it is a truism that a business that does not keep its communication lines open to the public runs the risk of going out of business -- and the quickest, most effective way for a business firm to reach as many people as possible at one time is through the media.

This is done in two ways: by advertising, which is expensive, seldom completely believed, but which generally comes out in the form, design and wording desired by the advertiser; and by media news releases, which are not paid for, but which come out only when they meet the news desk's criteria of timeliness, interest and significance to readers.

A survey of news coverage generated by the public relations office of the company for which I work reveals that for a recent, representative one month period, the newspapers of Greater Manila published a total of 1,801.25 column inches of our news releases. This comes to an average of over 50 column inches of published news per day -- a total value of ₱58,272 if we had paid for it at advertising rates.

Only one of these news releases, concerning a beer-drinking contest, names a specific product of the Company; the rest have to do with personnel movements, substantial donations, involvement in civic pursuits, and awards of excellence for a host of other activities in which the Company and its people are engaged. There is indeed a lot to say about this Company, and we try to say it by issuing to the media anywhere from four to fifteen news releases every week.

But this is just the tip of the iceberg, and a vast range of our Company's communication efforts and projects goes unreported in the mass media. This is so for two reasons: first, because not everything we do will be of immediate interest to a hundred thousand or more newspaper readers; and second, because the mass media too have their limits, and will always rank second to personal, face-to-face communication as far as impact and effectiveness are concerned.

To express our appreciation for the sales efforts of our dealers in the provinces of Laguna and Batangas, for instance, we have just held a day-long program in their honor, bringing from Manila professional entertainers not just to perform for them but to visit them at their stores as well. As part of a continuing program to inform the public about the high standards of quality that govern our operations, we host upwards of 25 organized tours each week in our dairy products plant, two of our breweries, and other production plants. We have also just honored 45 of our employees for contributing suggestions that have led to significant improvements and savings in our operations. We make extensive use of what one might call the non-mass media, the private communication linkages between the Company and its publics: the employee monthly magazine, annual reports to stockholders, letters of the President to Employees. Even those people who come to us in anger, or with cause for complaint -- and let us be candid: all corporations have this experience, for none of them is perfect -- they even, and especially, receive our attention, our reassurances and explanations, and if necessary, our rectifying action.

Why, one might ask, all this effort at communication? Why is it so vital that we keep our lines open to the public? Just what is this business of public relations?

Ironically, the public relations profession has never enjoyed a very good public image itself. It is sometimes dismissed as press agency, or pageantry. The PRO stereotype, as discussed by business writer Alfio Locsin before the Public Relations Society of the Philippines in 1970, is a combination gimmick man, backslapper, nightclub habitue and carnival barker. A man who sprays the perfume of expensive brochures, puffy press releases, neon spectaculars and glittering beauty contests over the stench of profiteering and robber barony.

There are two reasons for this image: First, because some fringe operators have in fact been guilty of these shady practices, to the discredit of the profession as a whole. Second, because the standards of public relations profession reflect those of the industrial economy to which it owes its existence. And once upon a time the moral ethic of that industrial economy, summarized in the simplistic catch-phrase "laissez-faire," approached the ethic of the jungle. "Caveat emptor," in Vanderbilt's immortal phrase "the public be damned."

Herman Steinkraus, former president of the Chamber of Commerce of the United States, recalls that in his boyhood days the individual employee was a zero in the organization. Steelworkers worked in two shifts of twelve hours each. The company paid so much, take it or leave it. If the employee did not please he was fired. If he died on the job, his life insurance policy, if the company paid for one,

covered his funeral expenses and little more. If he retired, he was simply let go, without a retirement pension. Why pay them anything after they are through?

But a new day has dawned. Under the withering fire of criticism from the press, the legislators, the clergy, the youthful activists in universities, private enterprise -- in this country no less than others -- has undergone a period of soul-searching, and concluded that a corporation must change in concert with a changing society.

Management now accepts that the gains of industrial progress and productivity must properly redound to industry's publics -- its consumers, employees, investors, government and the community. It now acknowledges that the interests of all these elements must be served -- not because the Company feels like it, but because it is its duty.

This duty, moreover, is growing in scope and magnitude, because the climate, the conditions, indeed the very ground rules for the conduct of business have changed greatly. I still believe that the profit motive of private enterprise is a sound and worthy motive, and that private enterprise is still the basis of the best economic system known to man, the system most capable of filling human needs and of advancing human welfare. I also believe that one reason for its enduring success is its innate resilience, its great capacity to respond to challenge and to change.

Corporate leaders now regard the employee not as a wage-earning economic unit, but as a human being who performs best when he is interested in his work, rewarded for his performance, informed of his company's progress, and convinced of his stake in its future.

Corporate leaders have also learned that *laissez-faire* is passé, that some degree of government monitoring and supervision is inevitable, beneficial and in the public interest. For if industry is the generator of the nation's wealth, government is its arbiter, the decisive voice on the questions of allocating scarce resources and charting the directions of investment. Never has this principle been more valid than today, when the government's economic policies and business incentives play a stellar role in the national effort to spur production, spread wide the benefits of prosperity, and telescope our arduous ascent to full industrialization to within a decade.

The most recent criticisms of private enterprise's operational style issue from the allied forces of consumerism and ecology. The first demands candor and quality in the conduct of business, starting with the basic guarantee that the fruits of industry do not poison, weaken or degrade the human body. The second is the urgent reminder that our spaceship Earth has finite resources, to be used intelligently,

with care, and indeed with reverence. Thus far it should be admitted that the initial reaction to these forces was slow and painfully reluctant but these are ideas whose time has come, and our enlightened response, when it comes, may someday yet be referred to as our finest hour.

Viewed in this light, the task of the public relations office in the contemporary business corporation takes on a different color and complexity.

Its job is not to change with the flick of a magic wand the company's character or public countenance.

Its task is a fourfold function: (1) to study those areas of corporate behavior which have a social significance, an impact on the security of the employee, the satisfaction of the investor, the health of the economy, the well-being of the consumer and his environment; (2) to project to management the needs and the sentiments of the public; (3) to reconcile and adjust that corporate behavior to the public interest; and (4) to communicate the relevant information to the public (or the corporation's different publics) and thereby develop their favorable response and goodwill toward these corporate efforts. Underlying these functions, of course, is a fundamental assumption: that the corporation and its publics are interdependent and symbiotic.

Thus, the corporation for which I work has framed a raison d'etre and a set of basic objectives for its public relations office; and while this basic stance and set of guidelines are those of our company, I believe they are widely applicable to the rest of the corporate world. The raison d'etre is that the company has always been vitally interested in the attitudes and goodwill of the public and its employees regarding its services, its products, its plans and accomplishments -- in fact, in all the ways in which it conducts its business. The basic premises that it wishes to demonstrate are the following: (1) that the company is a good organization to work for; (2) that it wishes to establish an ever-increasing acceptance of its products by its customers, dealers and the consumer public; (3) that it is a dependable, progressive, scientific-minded organization, producing and marketing quality products; (4) that it is a good corporate citizen; (5) that its operations help strengthen the national economy and enhance the well-being of the people; (6) that it complies both in letter and in spirit with government regulations; and (7) that it desires a close and harmonious working relationship with the media to ensure full and sympathetic coverage of its activities and accomplishments.

How these basic premises are translated into and expounded through the myriad communications emanating from a business firm will vary with each company. Some PR offices consist of a skeleton

staff of fewer than five persons; ours, in contrast, is an organization of over 50, with separate sections for internal publications, which produces the monthly employees' magazine, the letters of the President, the annual report, and like publications; audio-visual productions, which supply photographic and electronic recording requirements; special projects, which range from routine plant visits to full-blown relief campaigns in times of national emergency; media relations, which channels news releases, backgrounders and position papers to the media, and which assist the media in its job of reporting on and analyzing business trends and events; all backstopped by a research bureau that conducts surveys, monitors data, acts as listening post for the stream of messages from without. Whether we are succeeding in getting through to our audiences is perhaps not for me to say; but I will say that any success we enjoy is a measure not so much of our skills as professional communicators, as of the soundness and the relevance of the entire range of corporate policies and actions which we enunciate and interpret. In the final analysis, a business firm's public countenance depends not on what it says, but on what it does.

This axiom, it should be stressed, extends beyond the corporate world, to any private or government institution that deals with the public and that needs the public's acceptance and support. The information strategies that are evolving from the seminar-workshop, to be applied by the different ministers of education in Southeast Asia, will differ from the communication strategies of private industry in specific aim and detail; the principles will remain the same.

And the need to mount a communication program takes on a special urgency because the nations of Southeast Asia share a host of major, almost crippling problems -- and it is becoming more clear each day that every resource held by every sector of every society will have to be harnessed if this region is to survive. This part of the world is running out of time and space. Fully four-fifths of the annual increase in world population takes place in the developing countries. The world's food reserve stockpiles, according to the latest available records, show about 53 days' supply of wheat in the world, and 35 days' supply of feedgrains, including rice. Both levels are at their lowest in a decade, a perilously thin margin of safety. Employment levels are not only alarmingly low, but bound to be increasingly problematic in part because much industrial investment uses modern manufacturing techniques which are capital-intensive; in part because, as our own Carlos P. Romulo, himself a former secretary of education of the Philippines, has observed, our educational system has a colonial heritage: "In transplanting the forms and substances of Western educational institutions into Asian cultures, colonial regimes planted the seeds of present-day dysfunctions." One such dysfunction is the unemployability of great masses of our graduates, because the educational system is simply not geared to the needs of development.

And if the educational systems of Southeast Asia are now called upon to mount a massive redirection effort in line with greatly altered social aims and conditions, if on the one hand they are expected to continue to transmit cultural heritages that are threatened with rupture, and on the other hand to contribute to modernization by training people for the kind of jobs required for development, the industrial sectors of these societies face an equally compelling challenge: to create the job opportunities for the constantly increasing ranks of labor, even as they constantly upgrade the existing work force, all the while operating under the aegies and constraints exerted by enlightened governments and concerned publics.

The people we serve stand, so to speak, at the intersection of your interests and ours: and it is the task of the professional communicators in our separate sectors to scan the horizon, to feel the throb and pulse of public sentiment, and to make known to these people, through personal and media channels, our individual and convergent responses to their needs. Our hands are joined in an awesome undertaking, but it is nothing that cannot be surmounted by the human spirit.

THE INDISPENSABILITY OF DIALOGUE
BETWEEN BUSINESS FIRM AND CONSUMER

Leonides P. Gonzalez
Executive Vice-President and
General Manager, Planters Products

In a developing society such as ours, the corporation has emerged as one of the more powerful forces for growth and progress. Under our free enterprise system, it has assumed the major role in providing the goods and services needed by the people and, as such, is one of the most important elements of economic growth.

Theoretically, it is the firm that can optimally utilize any given resources. Because of open competition in a free market, it is the corporation that can produce most efficiently which will survive. The system will not tolerate inefficiency and under-productivity in the long run. Thus, as an industry develops and grows, members of that industry that fail to keep up cannot hope to remain in business.

And so we have a constant drive toward perfection. Technologies are improved, means of production are adjusted, men are given better training - all these are made to further increase productivity because resources are undeniably scarce. And in this age of shortages we have no choice but to use resources as efficiently as we can.

How does the corporation, now, go about fulfilling its role? There are four main functions that can be distinguished.

One is planning, in which the overall objectives and policies are laid out, and operating procedures formulated. Financing is another aspect - where and how will the corporation get the funds for its operations? Production is another function - procuring and processing the raw materials into finished goods. Then the products are sold and distributed to reach the people who have need of them - the marketing side.

In fulfilling the role it plays in society, the corporation interacts with various groups, or "publics" in PR parlance. This interaction produces social relationships which require good communication if the relationships are to remain smooth and harmonious.

Stockholders are one group with whom smooth relationships are obviously necessary. Employees are another important group. So are suppliers, particularly in these times of material shortages. Distributors are likewise important, being a vital link in the marketing network. Regulatory agencies, particularly in sensitive industries, are another major "public".

And then we have the consumer the ultimate source of the corporation's income and its reason for being.

Obviously, the basic relationship between the corporation and the consumer is that the corporation supplies a product or a service which the consumer buys. This relationship cannot proceed smoothly - as a matter of fact it cannot even exist at all - unless there is dialogue and two-way communication between the company and the consumer.

To elaborate: the company must first find out what the consumer's needs, potential or actual, are. This is necessary so it can know what product or service to offer the consumer. The company must also know the consumer's characteristics. What are his preferences? How much purchasing power does he possess? What standards of product quality does the consumer have?

The company also needs to know what the consumer thinks of its product. Is it accepted by the consumer? What does the consumer think of the service rendered by the company? Of the company's overall image? And so forth and so on, as those of you who are familiar with marketing and marketing research know so well.

All this information is vital to establishing and maintaining smooth relationship between the company and the consumer. Occasionally, the consumer may provide the information himself, perhaps by writing a letter to the company either complaining about or praising the company's product or service. Most of the time, however, the corporation must draw this information from the consumer on its own initiative. This is particularly true of the Filipino consumer. Either through research surveys feedback from dealers and fieldmen, or any number of other methods, the company must begin the dialogue between it and the consumer.

What happens when this dialogue is absent or is insufficient?

A comparison of business two decades ago and business today will show that business has steadily improved both the quality and quantity of its output and has become increasingly oriented towards social responsibility. And yet, the reputation of business has not improved correspondingly.

The housewife at the supermarket may think that business firms are creating artificial shortages when she has a hard time buying sugar or cooking oil. The fisherman whose catch dwindles every day may blame the pollution from factories. And any consumer faced by rising prices may be tempted to think that business firms are raking in profits at his expense.

Some of these complaints may have a germ of truth in them. But they do not apply in general. What has happened is that with the success of private business in providing more and higher quality goods, the consumers' standard of living has been raised without their really realizing it. They eat more in quantity and better in quality - and demand more. They wear fancier clothes - and demand more. They live in more comfortable homes - and demand more. Their appliances enable them to enjoy conveniences undreamed of by their grandparents and they take these for granted. It is only natural that as they achieve something now, they reach out for more. Unless consumers are conscious of this, they will inevitably expect to much and find the performance of business lacking.

Without good communication, unfortunate consequences may occur. Talented people may veer away from a career in business. Regulatory agencies may have to step in to protect the public's interest. More important, the consumer may hesitate to buy, or may buy with much misgiving, believing that he is a victim of a dishonest system.

In other words, business must dialogue with that very important public - the consumers. It must not be overly secretive and sensitive about inquiries. While it is true that some data must be kept confidential, the corporation has to communicate more than the bare minimum required by law. There are times when excessive secrecy can have unfavorable effects.

A constant problem area, especially in this present time, is the fact that consumers sometimes feel neglected or taken advantage of.

A corporation must make a reasonable profit so it will remain viable and continue serving the consumer and the community. Consumers, however, may see this in another light: that the company has money, resources, and connection, all adding up to a great deal of corporate power; and that the corporation's main objective is to gain as much profits as possible, even at the consumer's expense.

Many times, the consumers suspect business firms of hoarding or underproducing, waiting until prices will have gone up because of the resulting shortage. Shortages, however, are very much a part of today's market because of recent developments such as the energy crisis.

These factors are completely beyond the control of business firms. but the companies are often eyed with suspicion and, in some cases, as greedy manipulators.

Along the same vein, consumers can sometimes equate increased prices with increased profits of corporations. The initial reaction of a consumer to a price increase by a business firm is to blame the business firm for the extra expense.

But in this time of inflation and spiralling costs, business corporations have practically no other alternative. Not only are material costs going up, but employees' salaries have to be raised to meet the rising cost of living. And to keep the business viable and continue serving the community, corporations are sometimes forced to increase prices, a move which is often misconstrued.

In some cases, especially when the product is of an essential nature to the life of the community, companies have to absorb some of the cost increases to the point, sometimes, of incurring losses for the benefit of consumers and the community.

But how can the public be made aware of this?

One way would be through the mass media. Business can present its side in newspapers, magazines, radio and TV. An explanation of facts and figures can help give consumers a more realistic view of the situation.

The various media, of course, have their individual advantages and limitations depending on the message and the target audience.

For example, print media like newspapers are most effective in reaching urban publics, particularly the middle and higher-income groups. Messages in print can be lengthier and more complicated than those projected through TV, but they lack the immediacy and audio-visual character of this broadcast medium.

Radio can be very effective in reaching certain types of audiences but not others. And so forth and so on.

Corporations can also use their dealers and distributors to reach their customers. This channel can be very effective because of the direct personal contact involved. Care, however, should be taken to ensure that the message is transmitted accurately and in the right context.

The benefits of open communication are obvious, for good communication improves not only the firm's relationship with consumer but also its relationships with its other publics.

Communication is likewise important in marketing.

There are times when a company has a very good product to offer. But if the customer is unaware of this product due to improper exposure by the company, or if only inadequate information reaches him, not enough for him to fully appreciate the product, then he will not buy nor even consider the product, resulting in loss of sales to the company and loss of benefit to him.

Both these defects can be avoided by for example, advertizing. Sufficient exposure of the product to the public - a description of the item, how it works, its benefits - will provide the consumer the necessary knowledge by which to evaluate it.

Another way by which the company can project its product is to provide enough information on the labels that accompany the product. In this case, more detailed information can possibly be given.

A qualification, however, is in order here. In its eagerness to promote its product, a company may sometimes exaggerate the qualities and capabilities of whatever it is selling - which may create dissatisfaction. In other words, product information and expectations should be realistic and consistent with the goods.

On the other hand, it may be the company which lacks adequate information -- this time on the needs of the consumer. There is nothing more wasteful, especially at this time when resources are becoming increasingly scarce, than to produce goods which are not needed and to fail to produce goods which are.

For again it is a double loss - a loss to the corporation and a loss to the consumer. In effect, the firm has lost a marketing opportunity while the needs of the consumer have been left unsatisfied and unfulfilled.

This problem can be corrected in a number of ways depending on which channel is open and is feasible. For one, good market research can be an effective barometer indicating what consumers think of a product, what they believe it can do and what it fails to do. More important, a good survey will reveal the needs of the market.

Another important source of feedback is the complaints that consumers express either directly to the company or through its distributors, dealers, or salesmen. Many companies will probably regard

this is an irritant - something that just has to be put with. But in many instances, it can be used as a starting point from which to improve for it can pinpoint the areas of trouble - whether in the production or in the communication.

As we have seen, there is a necessity for establishing and maintaining dialogue between the company and the consumer.

How then, can this dialogue be established? There are three basic steps, from the point of view of the company.

First, discover and analyze the attitudes of consumers towards the company, its products, its activities.

Second, examine the company's present policies and actions and revise them if necessary so that these policies and actions benefit the consumer, not just the company. In other words, the company must recognize its social responsibility and take definite steps to fulfill it.

And third, communicate the company's policies and procedures, its "good performance", to consumers, in other words, the consumer must be made aware of what the company is doing, particularly those things which benefit him.

The first step is relatively simple. The company can use opinion surveys, market research surveys, and feedback about it. This must be done on a regular and continuing basis. And it must be comprehensive in scope, not limited to what the consumer thinks of a particular brand or product.

For while it is true that the consumer's attitude about the company's products is important in determining his attitude toward the company in general, there are several other significant factors, such as the quality of the service rendered by the company and its "human" image. Let us not forget that people tend to ascribe human traits to legal fictions like the corporation. People tend to say that this or that company is "friendly", or "unfriendly", "helpful" or "indifferent", and so forth. This is of particular significance in Filipino society.

The second step is more difficult, because the corporation must reconcile the consumer's interest with its own objectives. These, as you well know, often do not coincide. The corporation may have as legitimate objectives growth and profitability. On the other hand, the consumer has the equally legitimate objectives of obtaining the best possible product at the least possible cost.

These two interests, while they may not coincide, can and should be reconciled. The corporation must develop and implement policies that allow it to remain viable and earn a reasonable profit while giving consumers quality products at reasonable prices.

These policies and their implementation must then be communicated to the consumers and two-way dialogue established. The media to be used, of course, will vary depending on the message to be projected, the people to be reached, and so forth. You are doubtless familiar with the various communications techniques available and it will not be necessary to dwell on them.

To sum up, a dialogue between the corporation and the consumer is not only necessary but beneficial to all parties concerned. To be effective, this communication must be based on a solid foundation of mutual service. As a well-known PR executive once put it, the secret of having smooth relations is 90% doing good and 10% telling people about it.

It is my sincere hope that business will continue to earn better and better grades in this regard.

GOVERNMENT, PEOPLE AND MASS MEDIA:
PARTNERS FOR PROGRESS

Amante E. Bigornia
Assistant Director, Bureau of
Standards in Mass Media

The participants in this seminar workshop come from countries that have something in common, aside from geographical, racial and cultural ties. And this is the fact that they are faced by the same difficult, sometimes frightening problem: how to free themselves from the bondage of want and ignorance.

Progress is the key word; and development is the answer to the central problem. And with such parallel predicaments and common objectives as our countries have, it is imperative that we learn from each other, help each other. I suppose that it is the realization of this desire to work hand-in-hand towards the solution of the common problem that spawned this seminar-workshop.

The subject given me to discuss in this seminar is how government, people and mass media could, or should work in partnership towards the achievement of this common objective. For indeed, just as progress is the common objective of our countries, so is it the common objective of any government, the people governed by that government and mass media in their country. It is the function of government to shape a progressive, stable and happy nation; people strive for a better life; and mass media cannot perform its function efficiently and effectively under an unhealthy atmosphere.

It would be presumptuous on my part to even attempt to discuss the matter on an area basis. Since I am not too conversant with situations in the other countries, I believe it would be best to take the Philippine experience as, shall we say, the reference point. Our countries have so many things in common that solutions to particular problems in one country could be used, with slight modifications, to resolve similar problems in another country.

A few years back, or, to be more precise, before Presidential Proclamation 1081 which instituted martial law in our country, I would have had second thoughts about accepting your kind invitation to share ideas with you on this subject. At that time, mass media tenaciously clung to the role of critic of the government; it took the posture of a watchdog critically eyeing all political, economic and social activities of the people. Large segments of our people

were starting to be disillusioned with their government, being easy prey to small but dedicated bands of enemies of the duly constituted authorities. Under such circumstances, talk of partnership between the government, the people and mass media would have been hollow, if not ludicrous.

Today, however, the climate has changed considerably, and such a partnership is not only feasible; it has become necessary, imperative.

For President Marcos has launched what he calls a democratic revolution, a revolution to change the make-up of the nation, the ultimate goal being the establishment of a New Society.

The big leap has been taken. There can be no turning back. . . But such is the nature of inertia that there are still some people, even those who believe in the objectives of the revolution, who find it hard to accept the fact. However, their numbers are growing smaller every day. More and more people are convinced that the partnership we speak of must be strengthened if the desired goals are to be achieved.

Mass media plays a pivotal role in this effort. For it is not only the bridge between government and the masses; it is likewise the catalyst, the spark plug, as it were, to make them interact as desired. No matter how well-planned the programs geared for progress may be, no matter how badly needed their implementation may be, if they are not explained very well to the people, if they are not understood very well by the masses whose support they must have if they are to succeed, they would come to naught.

Just as important, mass media must stimulate or prod the two other members in the partnership into pursuing their function and responsibilities in the developmental process with greater vigor. Government and people, as you know, have a tendency to let things slide along, as well as a predilection to lassitude. It is the function of mass media to galvanize them into action, to excite them into exerting greater effort.

You might wonder that I could suggest such a task to media when at this time mass media in this country is seemingly incapable of performing this function. It could be that in your respective countries, mass media would seem to be in a similar state.

For indeed mass media in this country is apparently ineffectual if not impotent. Let me stress, however, that I use the word "apparently".

It is the complaint of almost everyone, from the barbershop philosopher to the student of political life to some mass media practitioners themselves, that mass media, after Proclamation 1081 has become insipid, uninteresting, tame and therefore not worth paying attention to.

The newspapers, it is said, have become service arms of communication of the government, so much so that if you have read one, you have read all. Radio and television, it is also said, offer nothing but crude inanities, programs that say nothing and mean nothing. As for the local films medium, it has not graduated from its silly themes and sillier presentation of such themes and therefore people are not overly concerned of what has become of it after the imposition of martial law.

But a closer look at mass media in this country today should tell us that it is undergoing a profound change. And like any living organism that is undergoing a metamorphosis, it has to pass through transitional phases where it would appear inert, even totally different from what it was and what it will finally be.

Such is media in this country today. But changes are occurring. Just as the attitudes of the people are changing, so are the attitudes of the practitioners in mass media, and just as government has taken new directions, so has media adopted a new orientation.

Gone are the glaring headlines on vice and sex, the spicy morsels of gossip passed on as commentaries, the "hard hitting" exposes of the shenanigans of the high and the mighty. In their stead are development-oriented reporting, stories containing facts useful in the development process.

Such changes were brought about with the help of government. For as Information Secretary Francisco S. Tatad explained in a recent speech, and I quote: "We must rid ourselves of the double-talk we indulge in everytime we are asked about the status of the mass media in our country. And we must speak the truth once and for all that though we subscribe to the private ownership of the mass media, society through the government will and must continue to evaluate their work."

"The absence of clarity in the media situation -- in government policy for the most part -- obscures all efforts to program the concept of development communications. Why? Because the media industry without the forcing hand of government will not preside over their own transformation into this ideal. Government, let's face it, will have to exercise the utmost leadership in designing

such a program in creating the instrumentalities for re-training and education, and in overseeing the process of transition."

Whatever the critics might say about his interference by government, the changes are welcome. And I am confident that when media get their bearings, when they will be able to express themselves with more authority and assurance, such changes will be more pronounced and hence better appreciated.

This confidence was born and nurtured by the initiatives taken and are being pursued by government after the institution of martial law.

As you probably know, one of the first steps taken by President Marcos after 1981 was to organize the department of public information. Heretofore, there had been no central information agency of the government. The closest to it was a presidential press office, whose chief officer had the rank of cabinet member. In Presidential Letter of Implementation No. 12, which created the department of public information, the President charged the department with the primary responsibility, and I quote from it, "for the conduct of an overall and integrated information program for the Government and to render such program a relevant and effective instrument of development consistent with national interests and goals for the accelerated social and economic development of the nation."

Among the specific objectives for the department spelled out by the President were the following:

1. To bring the government closer to the people.
2. To foster a sense of national identity and unity.
3. "To stimulate public interest, opinion and participation in order to achieve changes in line with the requirements of Government, and explain in depth and with the widest possible coverage the policies and programs of Government in order to ensure maximum understanding, acceptance, and active support by the public."

It will be clear from the foregoing that the President was fully aware of the need for the partnership between government, the people and mass media if a New Society was to be established. And if any progress towards this goal had been achieved, it was because the three partners have responded with enthusiasm to the call of the President.

An example of this close cooperation that comes to mind easily is "Masagana 99," of which I am sure you are familiar with. The government took the initiative to solve our perennial rice problem. The media -- print, radio, television and film -- pitched in by giving the project an extensive and intensive coverage. The people, convinced by media rose to the challenge, and the result was a big boost to the effort towards rice self-sufficiency.

But that is but a crude example of how the partnership in this country has operated. The partnership has functioned in more complex ways.

As I have said, the government had taken steps to make mass media more effective as a partner. Thus, one of the first projects of our Bureau, the Bureau of Standards for Mass Media, was to organize advisory councils for each media -- advertising and public relations, radio-television, films and print. These councils do not only advise the Bureau on highly technical problems; they have participated in the dissemination of government information.

These same councils have been working with the Bureau to formulate codes of ethics and rules and regulations to govern their operations and activities. For it is the government's policy to have private media regulate themselves, a policy both President Marcos and Secretary Tatad have stressed time and again. It is recognized that a controlled press is ineffective in the performance of its functions and duties as a partner of government and the people in the development process.

The apparent lack of vigor of mass media in this country today is because we are, and I repeat, in a period of transition. Mass media has yet to fully address itself to the new directions the government has taken, as well as to its new duties and responsibilities.

Sometime in the nineteen twenties, there appeared an editorial which said in part, and I quote:

"A newspaper is a private enterprise, owing nothing to the public which grants it no franchise. It is therefore, affected with no public interest. It is emphatically the property of its owner, who is selling a manufactured product at his own risk."

This concept of media has since then changed. In this country, it had evolved, at the turn of the decade, into what we called "committed journalism," by which was meant by its prime movers that journalism must get involved actively with the issues affecting the country and the world if it is to be worthy of its position in society.

While this new direction was perverted by some sectors of media, it pointed to the evolution of the concept that media has a responsibility to the state, that if it is allowed to exist as a force in society it must be, as presidential decree No. 191 states, "an effective instrument in the attainment of social change."

This, then, is the Philippine experience. I imagine that it is not dissimilar to the experiences of the countries represented in this seminar-workshop. If this is so, we would do well, I believe, to collate these experiences and come up, hopefully, with programs on the regional level in which government, people and mass media would also be partners for progress.

THE ROLE OF A NATIONWIDE INFORMATION GATHERING AND
DISSEMINATION NETWORK IN A CHANGING SOCIETY

Jose Pavia
Manager, Philippine News Agency

The importance of the role of a nationwide information gathering and dissemination network in a changing society may be readily seen when viewed against the many activities of the Southeast Asian Ministers of Education Organization (SEAMEO). Take the Regional Center for Education Innovation and Technology (INNOTECH) experiment in Naga, Cebu. The public that supports SEAMEO, has the right to know how its money is spent. But not only that. In the case of the Naga experiment, dissemination of information on the preparation for the project could elicit comments and suggestions or studies that could help assure the success of the experiment. Dissemination of information on the apparent success of the experiment, once it is going on, could build up larger interest in the project and wider support. News of the success in Naga could lead to a Naga in every town in the Philippines.

The importance of one country or government having therefore its own national news agency -- whether that country be a developing society or not -- hardly needs elaboration. Suffice it to say that in Asia, not to speak of the rest of the world, almost every country has its own usually government-operated news agency.

In town currently are two correspondents from the Hsinhua or New China News Agency (NCNA) of Peking. The other China -- Taiwan -- came to the Philippines earlier, having long ago established the Manila Bureau of the Central News Agency (CNA), Kyodo of Japan, Antara of Indonesia and Orient Press of South Korea are other examples of national news agencies which have a wide range as those of the two Chinas. Kyodo, for example, operates several news casts a day that are beamed not only to Asia but also Europe. Central News Agency has representatives in major world capitals, and they file stories daily through the facilities of the United Press International (UPI).

The Philippine News Agency is not quite that large -- yet -- but it is now in the process of becoming a truly nationwide news gathering and dissemination network -- from the point of view of coverage as well as delivery of the news.

It all began with the President's declaration of Martial Law in September 1972 when the operations of the Philippine News Service (PNS) were suspended along with those of the other media facilities.

One of the priority projects of the newly-organized Department of Public Information was to set up a government news agency, what now is known as the Philippine News Agency, or PNA, within the Department's Bureau of National and Foreign Information (BNFI).

Negotiations for the purchase of the Philippine News Service facilities were begun and two former Philippines Herald editors whose services were enlisted by the Secretary of Public Information, gathered a small crew to organize the news agency.

On March 1, 1973, the Philippine News Agency began trial operation, transmitting from the old PNS offices in the National Press Club building, and using files from a small corps of correspondents in selected areas of the country.

In the beginning, PNA transmission was limited to the Manila area.

Within the next 12 months the PNA was in Cebu and in another month the PNA teleprinter network has linked the three principal islands of the archipelago.

It was in February that the PNA set up its Cebu City Bureau which now serves as headquarters for Visayan operations.

In March, the Bacolod Bureau was set up in Western Visayas. In April, Davao City in Southern Mindanao and Cagayan de Oro in Northern Mindanao were organized.

Actually, PNA teleprinter operations were extended for the first time out of the Manila area two months earlier - in December - when the agency set up a bureau on Mount Makiling for the international scout jamboree. The Makiling Bureau used a teleprinter to transmit an event coverage of the jamboree to clients in Manila.

To go back to the PNA network as it now exists: the Visayan network is to be completed with the organization of bureaus in Iloilo City in Western Visayas (Iloilo is to be the Western Visayas bureau with Bacolod as a sub-bureau) and in Tacloban City (Leyte) in Eastern Visayas.

The Mindanao network is to be completed with the organization of a bureau in Zamboanga City in Western Mindanao.

Then from the south, the organization of the PNA network backtracks to Luzon where bureaus are to be set up in -- to go by the PNA timetable which is dictated by the availability of

communications facilities -- Legaspi City for Bicol, San Fernando in Pampanga for Central Luzon, Tuguegarao, for the Cagayan Valley and Dagupan City in Pangasinan, San Fernando in La Union, Baguio City in the Mountain Provinces and Laoag City in Ilocos Norte for the Ilocos region. No bureau is contemplated for Southern Tagalog, since it is to be serviced by Manila.

It would be ideal if the government owned the network for the agency. But the Bureau of Telecommunications is not ready for this kind of operations. Neither is one single commercial carrier. So, for the Visayas, Mindanao and Bicol regions the PNA is utilizing the facilities of the Philippine Telegraph and Telephone Corporation. For Central and Northern Luzon the agency may tap the Philippine Long Distance Telephone Company.

How does the news go to the interior and back?

From Manila the PNA Report now goes, in addition to its clients in the Manila metropolitan area, to Cebu City, Bacolod, Cagayan de Oro and Davao City. (It might be interesting to note that Cebu City has five small daily newspapers besides a dozen-old broadcast stations.) News from Cebu goes direct to Manila by teleprinter. Cebu receives news traffic from the other bureaus and relays it to Manila. Manila files it back to the bureaus - in a matter of seconds.

There are two uses to which such a network can be put. One is the gathering and dissemination of the news -- for media and all other sectors.

The other is the gathering and dissemination of strictly government official information for government offices and media. This keeps the smallest government unit in the farthest corner of the country abreast of what the center of government is doing; and in any country, backward or developed, that is a major plus in government operation.

News as we read it in the papers or hear it on the radio, or dreary information passed between channels of government, it all really is information.

Let information reach any undeveloped part of a country, and you let progress -- economic progress -- reach that region.

If for nothing else the operation of a nationwide information gathering and dissemination network may be justified for its built-in capacity for developing a feedback system -- for public consumption or only for the eyes of the policy-planners and decision-makers or both. The end result is the development of dialogue between government and people, whether carried out directly or indirectly.

IV. PUBLIC INFORMATION WORKING PAPERS

AN INTEGRATED SEAMEO INFORMATION PROGRAMME

Gabriel Rajamoorthi
SEAMES Public Information Officer

In order to make our Organization better known at national, regional and international levels, there is a need for SEAMEO to develop an integrated vigorous and purposeful information programme.

Our main objective is to influence our audience in some way in order to cultivate an interest and gain their support for our Organization through the dissemination of information about SEAMEO. For our purpose, the Laswell Model for communication process (who says what to whom, through what channel, with what effect) can be used as guidelines in the development of an integrated SEAMEO information programme (see Figure 1).

Who? "Who" here refers to everyone connected with the Organization, particularly the Information Officers of SEAMES, of the Ministries of Education of member countries, and of the Regional Centres (including the TROPMED National Centres).

What? "What" here refers to the message to be conveyed. In our case, this information includes:

- a) the objectives of the Organization;
- b) the structure of SEAMEO -- organizational, administrative, legal and financial;
- c) the activities and programmes of the Regional Centres, the Secretariat, and in the member countries; and
- d) achievements to date of SEAMEO, namely, the Regional Centres and the Secretariat.

To Whom? This is the audience -- both in SEAMEO and non-SEAMEO countries -- of our information programme. In the SEAMEO countries, the audience will include Ministries of Education, other relevant Ministries, educational institutions and the general public, particularly potential donors. In the non-SEAMEO countries the audience will include governments, institutions, foundations, organizations, agencies, multinational corporations, selected individuals and other potential donors.

- Through what channel?** This is the medium of conveying our information. A variety of media may be employed for this purpose, viz:
- a) brochures, pamphlets, newsletters, digests;
 - b) advertisements, press releases, articles and write-ups;
 - c) talks, lectures and radio broadcasts;
 - d) audio-visual presentations such as slides, films, television; and
 - e) activities which include cultural activities, programmes concerning SEAMEO (e.g. organizing a "SEAMEO Night").

- With What Effect?** This involves an evaluation of the effectiveness or success the message about SEAMEO has been put across to the target audience. The degree of effectiveness or success of the SEAMEO Information Programme will have to be judged against the primary objectives of making SEAMEO better and more widely known; presenting a favorable image of the Organization; and securing more support -- moral, technical and financial -- and participation by the audience in SEAMEO affairs, activities and programmes.

An integrated information programme (see Figure 2) will involve close co-operation and coordination of efforts among the three separate units of SEAMEO, namely SEAMES, the member countries and the Regional Centres, each of which has a specific role to play, viz:

- a) The main target for SEAMES is the non-SEAMEO public, especially for the purpose of spreading the image of SEAMEO outside the region so as to enlist moral, financial and technical support for the whole Organization. Although SEAMES could also deal with the SEAMEO public, we feel that the respective member countries and the various Regional Centres would be in a better position to undertake the task.
- b) In the member countries the dissemination of information can be carried out by the Ministries of Education (SEAMEO Desk Officers) whose main emphasis will be on

the national level aiming at the audience in their respective countries (see Figure 3). Through the foreign embassies and missions in the respective member countries information about SEAMEO can also be disseminated to the non-SEAMEO audiences.

- c) For the Information Officers of the Centres, the main thrust of their programme should be directed toward the staff, personnel and course participants of the Centres as well as the general public in the country where the Centre is located. Centres could also inform the non-SEAMEO public about their activities and programmes, thus complementing the efforts of the Ministry of Education and SEAMES.

Notwithstanding the distinct functions of each of the three SEAMEO units, there should be co-operation and coordination of the efforts of these units, the operation of which is illustrated in Figure 4.

Diagrammatic Presentation of the "Laswell Model" as Adapted to the SEAMEO Information Programme

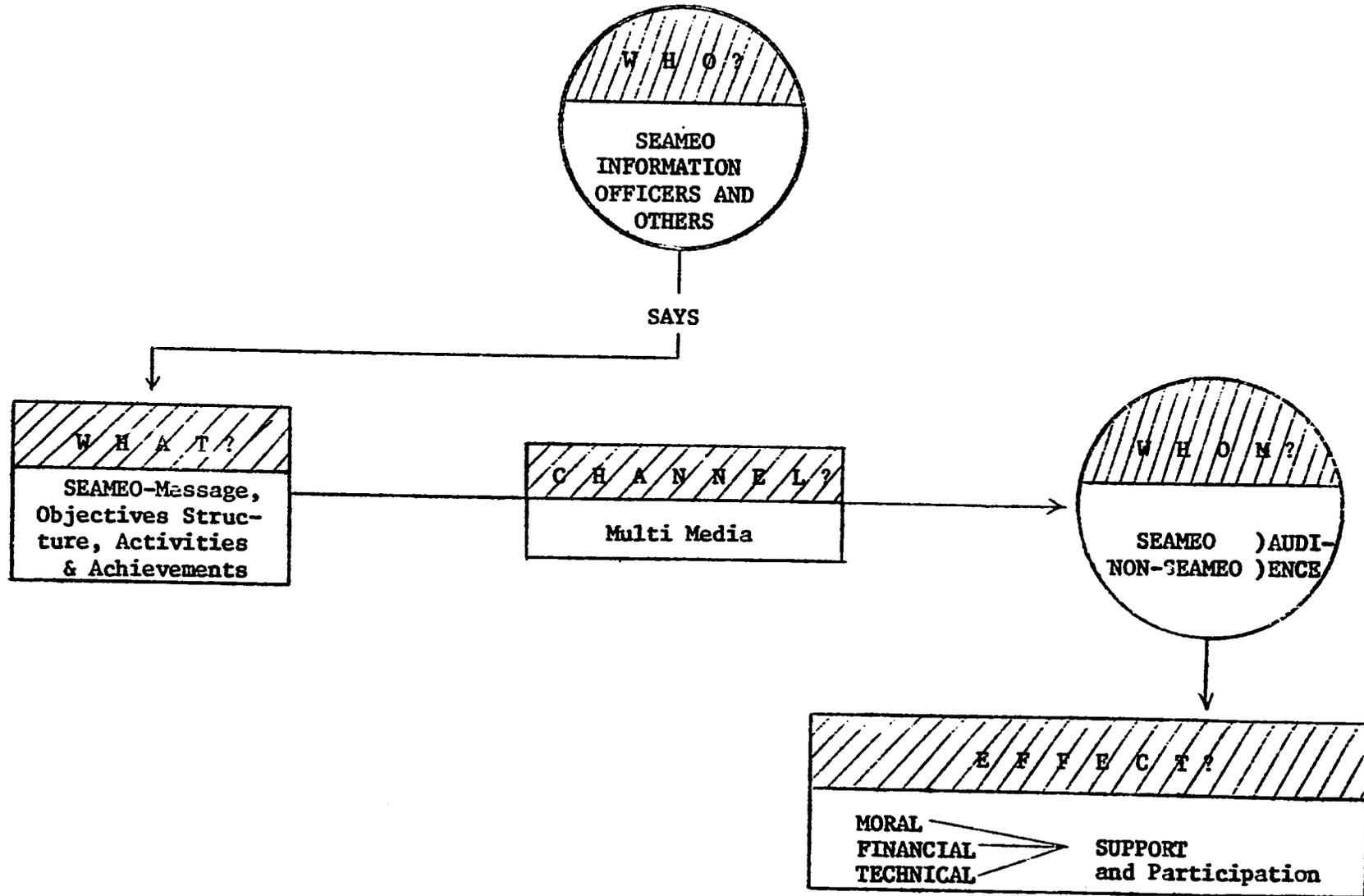


Figure 1

Diagrammatic Presentation of An Integrated SEAMEO Information Programme

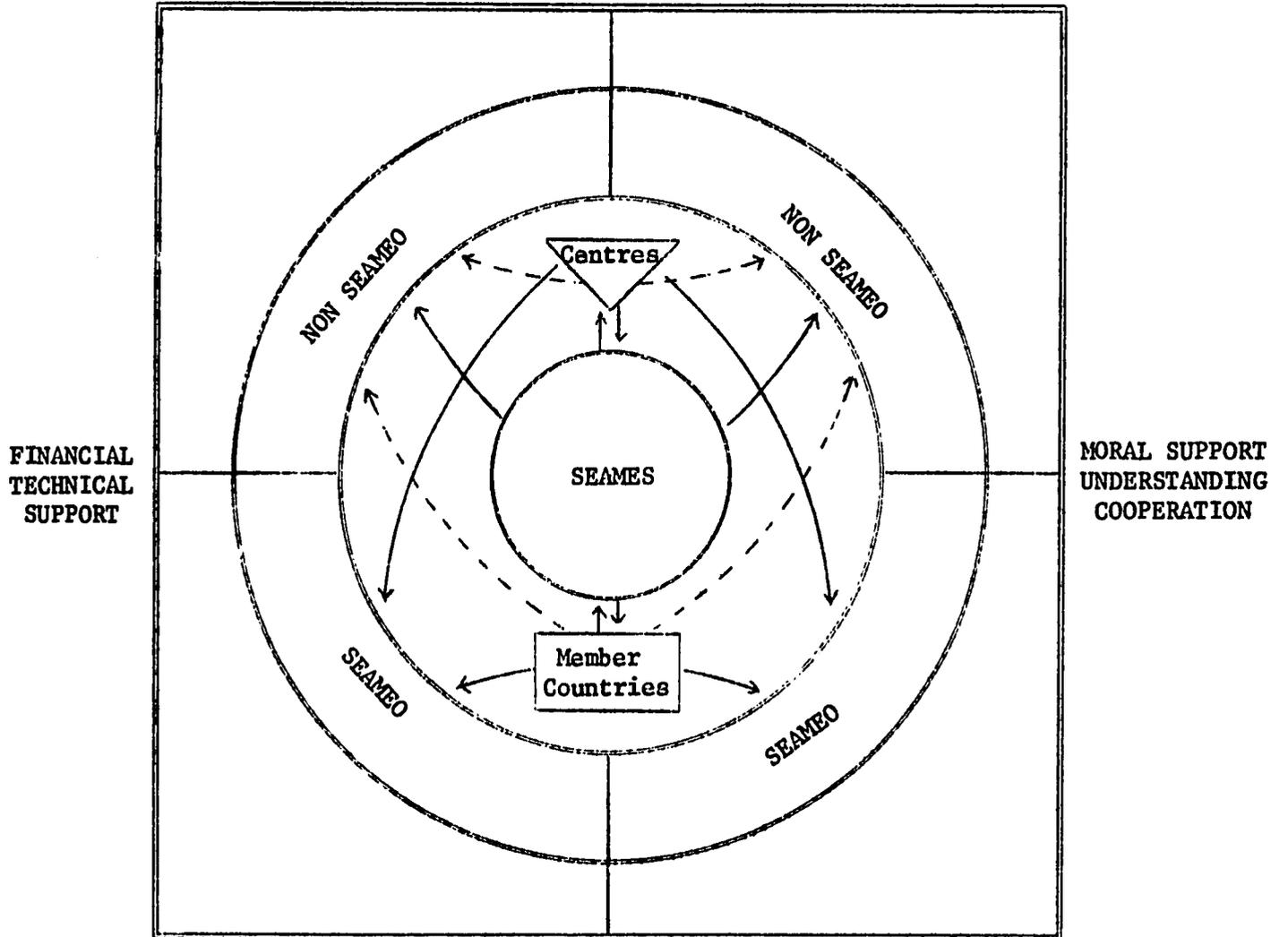


Figure 2

Dissemination of Information at National Level by
Ministry of Education (SEAMEO Desk Officer)

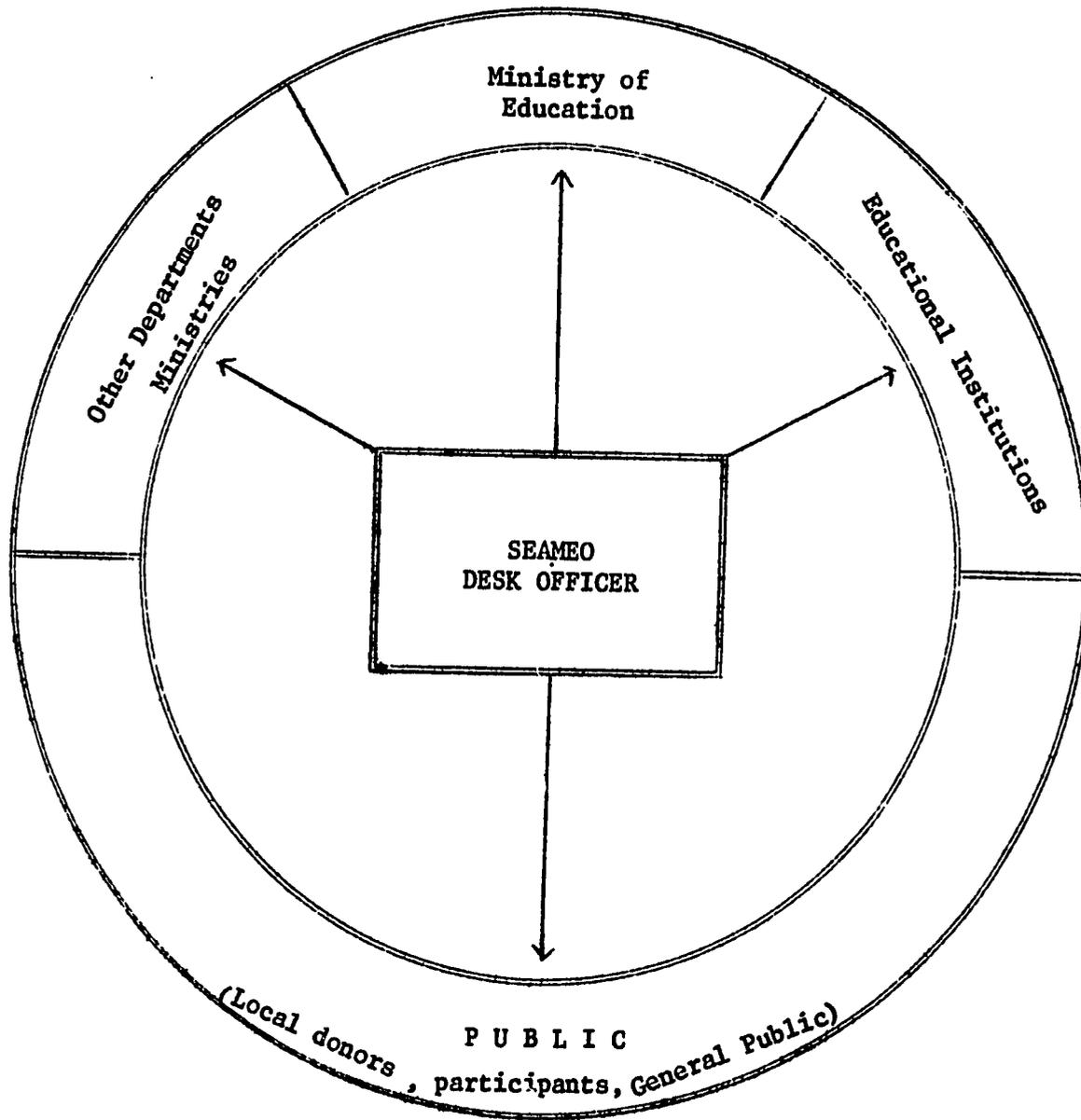


Figure 3

**Diagrammatic Presentation of Co-operation between Member Countries,
Centres, and SEAMES for Information Dissemination about SEAMEO**

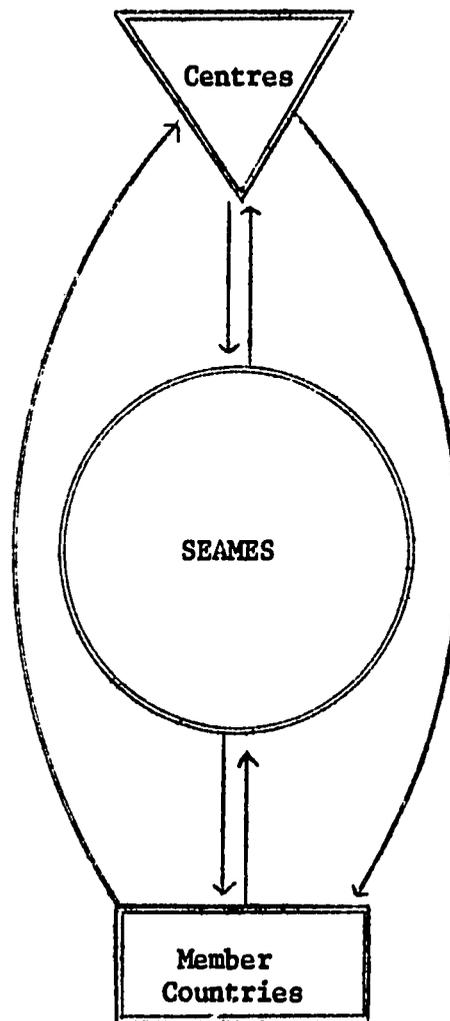


Figure 4

**PROPOSED INFORMATION PROGRAMME
FOR THE ARCAFA CENTER**

**Hou Sisavann
Assistant General Service, ARCAFA
Project Development Office**

Before the meeting of the Khmer National Committee for the drafting of the ARCAFA Development Plan, it has been proposed, subject to further modifications, that the activities and programmes of information of the ARCAFA Center be included among those of the Coordination Department.

According to the plan, the Coordination Department has the primary responsibility of taking up, gathering and coordinating the programs of the Training Department, Research Department and Documentation Department in order to present their activities to the region. If the three above mentioned departments develop their works in the Center in an internal way, the coordination department for its part is in charge of propagation and relationships of the Center with the art and archaeological institutions of the region by means of public relation, organization of scientific seminar, exchange of personnel and documentation and propagation of information. The functions of information of the Center will then be one of the most important functions to be put into practice in order to insure a cooperation between the Center itself and the archaeological institutions, university of fine arts and research organization in the Region.

End of Information:

The information propagation function of the Center is primarily directed to the public in general and professionals. The information program will deal both with scientific data and works of the Center. In this respect, it will address itself to the staff working in the field of archaeology and fine arts in Southeast Asia.

Nature of Information:

The Center will make known and propagate:

1. Its own documentation works and results of researches undertaken.
2. Documents and scientific articles published by the center itself and dealing with:

- archaeological prospecting in Southeast Asia.
 - sounding and excavation currently underway in Southeast Asia.
 - programs of restoration and conservation of monuments and archaeological sites underway.
 - program of study and protection of cultural properties.
 - conservation of past and present folk arts.
 - setting up of inventory card-index of cultural properties in Southeast Asia.
 - regrouping of data whose nature is linguistic, technological, economical, religious and artistic of traditional culture of the region.
 - research on the ancient objects and techniques.
3. News on its activities which are in progress and on its realization as well as the solutions conceived in order to solve the problems encountered by researchers.
 4. Information on the management of the Center.
 5. Information on the works and center programmes of the archaeological institutions of the region.
 6. Information on the works and the topics of researchers' activities.
 7. Information on works, books or documents available in the libraries of art, history and archaeology organization of the region.
 8. Information on meeting and seminar dealing with archaeology within the region and outside the region with report on these scientific discussions.
 9. Bibliographical information, account work materials, references on works conducted on a particular topic in the Region.

Means of Informing:

The publishing of the ARCAFA Center Bulletin is the primary means used by the Center to meet, if not all, at least part of the objectives. The said Bulletin acts as an effective link between the national organizations and researchers for the purpose of comprehending and knowing better the history and the cultural affinity, arts and archaeology of the Southeast Asian countries.

The scientific seminar and the newsletter will also be the means of information between researchers of the region, for these programs and expectations cannot be realized without this valuable collaboration of specialists of art and archaeology in the region.

BIOTROP CLEARING HOUSE AND INFORMATION CENTER

Mrs. R. Rosiana Budiman
Editor and Documentation Officer, BIOTROP

As stated in the Development Plan of BIOTROP, the major objective of the Clearing House and Information Center is to support and promote the professional activities of BIOTROP. To achieve this objective, it has been planned to have four functions in the Clearing House, each of them with its specific activities.

The four planned functions are:

1. The Library function which deals with acquisitions of books, periodicals, serials and catalogues; cataloguing and classification; readers services; exchange services; eventual capability of using microfilm or fiche; field support; and calendar of regional school terms and holidays.
2. Bibliographic and abstract function, dealing with regional and international bibliographic information; indexing and cross referencing; literature surveys for BIOTROP programs; English translation of important bibliographics, biological books, documents and articles, abstracts of selected important works and translated documents; information on biological activities and personnel; and support of national clearing houses.
3. Editing, reproduction and distribution function deals with the editing and layout of all Center publications, papers and reports; reproduction and distribution of all Center documents, requests for abstracts and for Species Identification Sheet; and maintenance and updating of mailing lists.
4. Public Relations function, dealing with publicity; press releases; TV/radio presentations; seminar, conference and BIOTROP courses support; newsletters, brochures, annual reports; and fund raising support.

These functions are to be coordinated by a Clearing House Manager, and will be developed and implemented so as to take advantage of existing facilities.

Up to now, only two of the four functions have operated since the recruitment of a librarian and an editor in the middle of 1972. Thus, several urgent activities of the other two functions have to be undertaken by either the librarian or the editor. Consequently, the two officers are relieved from some activities that are of low priority. Because until April 1974 the post of the Clearing House Manager was still vacant, the officers were responsible to the Director in the execution of their duties.

Below is the description of the actual activities/duties of the librarian and the editor.

Librarian:

1. Acquisition of publications

- Obtaining information on new publications.
- Collecting requests for books/periodicals/serials/catalogues.
- Selection and verification of requests.
- Publication order and payments.
- Receiving and checking books.

2. Processing of publications

- Registration
- Cataloguing and classification
- Filing and shelving
- Preparation of accessions lists
- Binding order

3. Readers' services

- Routing important publications
- Loan service to BIOTROP staff and visiting scholars/trainees/lecturers/students.
- Inter-library loan
- Reproduction service

- Literature search and reference
- Statistics on loan and readers

4. Distribution

- Selling BIOTROP Bulletin
- Exchange services.

Editor:

1. Editing and layout of newsletters

- preparation of newsletter material
- circulating the draft of newsletter to the Director and Program Managers for verification
- correcting the draft
- taking care of illustrations in the newsletter
- managing the printing procedure
- distribute ready copies
- checking receipt acknowledgements.

2. Editing and layout of Bulletins

- editing manuscripts received, correcting the language and form (the Program Manager concerned is responsible for the contents of manuscripts meant for publication)
- managing the printing procedure and order of reprints
- receive and check ready copies for distribution by the librarian

3. Editing and layout of scholars/students reports

4. Editing Status Reports of the Center/projects

5. Documentation

- maintenance and upgrading of mailing list
- maintenance and upgrading of trainees'/research scholars' records

- filing press clippings and routing them if necessary
- maintenance of photo collection
- filing prospectus of BIOTROP training courses and lecture notes
- collecting necessary data for the Director and SEAMES
- distributing SEAMES publications

6. Public Relation

- preparing and issuing press release through newspapers/radio/television
- receiving journalists and sometimes also guests
- supporting training courses
- coordinating an English upgrading course for staff members/scholars/students
- circulating news concerning BIOTROP to staff members

7. Translation

- English translation of contracts, Government Regulations, press clippings and survey reports
- contracting out English translation of books/compiled documents.

Since 1972, significant progress has been achieved by the two functions, although there are still a lot of shortcomings in the performance of the two officers.

The collection of books and monographs which amounted to 720 volumes in 1972 has now increased to 1451 volumes. Besides the books and monographs, the library has a collection of 329 titles of reprints and unpublished papers, and 82 titles of subscribed periodicals. The books have been obtained from Dutch grant, gifts and loan from other institutions/organizations, and by purchasing from U.S. bookdealers and local bookstores.

Cooperation with local, national and international institutions has been developed by both the librarian and the editor. Cooperation with local libraries has been executed through inter-library loan, while cooperation with local institutions is carried out through exchange of information and seminars. The local and national institutions which cooperate with BIOTROP are, among others: Bogor Agricultural University, especially the faculties of Veterinary Medicine, Fisheries, Forestry; The Central Research Institute for Agriculture; The National Biological Institute; The Forest Research Institute; The Department of Planning of the Directorate General of Forestry; The Central Library for Agriculture and Biology; The National Scientific Documentation Center; IDAYU Institute and many others. Among the international organizations/institutes which cooperate with BIOTROP are: CSIRO (Australia), Thai National Documentation Center (Thailand), Lantbrukhögskolan (Sweden) South Pacific Commission (New Caledonia), Biologische Bundesanstalt für Land- und Forstwirtschaft (Germany), Koninklijk Instituut voor de Tropen (the Netherlands), International Plant Protection Center (Corvallis, U.S.A.), the International Coordinating Council for the Programme on Man and the Biosphere (France), Impulphysik (Germany), the Asian Vegetables Research and Development Center (Taiwan), the International Development Research Center (Canada), ENDEAVOUR (England), Malaysian Agricultural and Development Institute (Malaysia), the International Association for Ecology (U.S.A.), the Inter Documentation Company (Switzerland), the International Institute for Tropical Agriculture (Nigeria), the Institute of Library Research of the University of California (U.S.A.), the International Fisheries Program of Auburn University (U.S.A.), the British Council at Jakarta and some others.

The Institute of Library Research of the University of California, which provides a computer-based abstract services covering worldwide publications in biological/agricultural sciences, has been doing an abstract research on tropical aquatic weeds for BIOTROP at no cost. The Inter Documentation Company has sent its Assistant Director of International Microfiche Center to BIOTROP to see the possibility of cooperation between the institute and BIOTROP. Free samples of microfiches have been received several times by BIOTROP. It is hoped that after the recruitment of Mrs. Sahertian-Bakhoven as Clearing House Manager this cooperation can be better developed.

Since the availability of a photocopying machine for library use (September 1973), requests for photoprints of articles have been received not only from the staff and scholars, but also from other institutions, home and abroad.

To assist the readers in locating certain publications, some accessions lists and catalogues are available in the library, namely Accession list of books, reprints and periodicals of the Central

Library for Agriculture and Biology, Catalogues of literature of the Forest Research Institute Library, List of Periodicals subscribed by the Central Library for Agriculture and Biology, the Union Catalogue of serials in special libraries in Indonesia.

BIOTROP Library Accessions List Nos. 1 and 2 have been published and sent to the 32 libraries which cooperate with the BIOTROP Library.

The librarian has participated in all the seminars for biological and agricultural libraries in Indonesia, organized by the Central Library for Agriculture and Biology, which aim at establishing a network of cooperation among libraries for biology and agriculture. One of the results of the seminars is the establishment of inter-library loan. She has also participated in the "Refreshing Course for (Scientific) Documentation and Information" organized by the Indonesian Institute for Sciences with the cooperation of UNESCO and the Central Library for Agriculture and Biology.

BIOTROP Newsletter has reappeared after its dormancy period of three years (Vol. 1, No. 1 was issued in 1969), and now BIOTROP Newsletter No. 7 is in press. The newsletter will always be improved according to suggestions from the readers which the editor continues to receive.

Press release and cooperation with national journalists have resulted in the publication and the broadcasting of BIOTROP's activities in newspapers (Sinar Harapan, Kompas, Pikiran Rakyat, Indonesian Observer), and through Radio Republik Indonesia and the Indonesian Television network (TVRI).

BIOTROP Bulletin No. 7 has been published, while No. 8 is in preparation. No. 8 will contain a report of an experiment of feeding cattle with alang-alang (*Imperata cylindrica* (L) Beauv.).

The English translation of press clippings has been circulated among non-Indonesian staff members, while translation of Government Regulation, Letters of Decision and BIOTROP's contracts has been made on the request of the Director. The editor has contracted out translations of compiled documents for the sake of efficiency of time.

An upgrading course in English has been provided for non-English speaking scholars/students and staff of BIOTROP with the help of several volunteers from BIOTROP and outside of BIOTROP.

The editor has participated in the seminars of editors of publications on biology and agriculture, initiated by the Central Library for Agriculture and Biology, which resulted in the Scientific Editing Course from 30 April to 12 May 1973. This course was organized by the Indonesian Institute for Sciences with the cooperation of UNESCO and the Central Library for Agriculture and Biology. Improvements have

been made to BIOTROP Bulletin and BIOTROP Newsletter according to suggestions given by the lecturers, especially Dr. Grunewald, an editor of a well-known scientific journal in West Germany. From then on BIOTROP has not published reprints anymore, and only original manuscripts will be accepted. The name of BIOTROP Newsletter has also been changed for practical reasons and to avoid confusion with the publications of SEAMES.

Recently, some copies of Council of Biology Editors Style Manual were acquired by the library, so it is expected that more improvement can be done to the bulletins of BIOTROP and to the technical reports of BIOTROP scholars/students.

For the development of the Clearing House and Information Center, it is felt necessary that short-term practical upgrading courses are provided for both the editor and the librarian, especially courses on technical English, efficient editing and distribution of publications, public relations, librarianship and documentation.

It is also suggested that a closer relation among the Clearing Houses/Information Departments of all SEAMEO Centers be developed. In order that each Clearing House can function as the Clearing House of all centers, it should be provided with complete information of the other centers' activities, especially the coming activities.

It is regarded necessary that each Clearing House can obtain the recent publications of every center, if possible free of charge.

INNOTECH'S CLEARING HOUSE AND INFORMATION ACTIVITIES

Mrs. Bui Thi Lam
Public Relations and Publication
Officer, INNOTECH

INNOTECH is the abbreviated title for the Regional Center for Educational Innovation and Technology. It has been established in Saigon as one of the regional centers of the Southeast Asian Ministers of Education Organization.

There are three primary functions of the Center. These are:

First, to provide training for key education in Southeast Asia to upgrade their skills in planning, decision-making and implementation of innovation programs directed toward priority educational problems. More than 140 educators participate in this program each year.

Second, to identify crucial and common educational problems in the region, to conduct applied research to seek solutions to the problems, to develop models and prototypes of these solutions which can be adapted for use by member countries and to provide consultative assistance to individual countries in their efforts to adapt INNOTECH prototypes. Currently, the major research effort concerns means for making a primary education available to all children in the region; currently only one-half of whom are able to complete a primary education. Research in rural villages in Indonesia and the Philippines is now being conducted under the title of Project IMPACT. In Vietnam, the Center is attempting to find ways to reduce instructional time, without lowering educational quality so that the savings in the time of teachers and facilities can be used to provide education for additional children.

Third, to keep member countries informed and up-to-date with regard to research, innovations and development programs in progress within and outside the region. This is a complex undertaking which involves the establishment of channels of communication and exchange whereby there can be a continuous flow of information to the center from institutions, agencies, and other sources of data on these subjects, and whereby the center can organize, screen, and digest this information for dissemination to point of utilization in the member countries. It is a vitally important function of a regional center, and if properly implemented can provide extremely valuable resources and reference bases for educational planning and research in the Southeast Asian countries.

INNOTECH intends in the coming years to expand its Clearing House and Information activities by developing a unit within the INNOTECH organizational structure which will include the following components:

A. Library

INNOTECH will maintain an up-to-date library on educational technology and related subjects to provide learning resources for trainees at the center and to provide reference materials on a loan basis for researchers and institutions within the SEAMEO region.

B. Publications

1. Newsletter
2. Bulletin or Journal
3. Seminar and project reports
4. Books

C. Clearing House

1. Collect and disseminate information.
2. Establish exchange of information relationships with agencies and organizations within and outside the region.

D. Public Relations

1. Promote news coverage and publicity.
2. Develop support for the Center.
3. Handle inquiries and visitors.

So far, the Center has developed a well stocked library, has published a monthly Newsletter since October 1972, has held a number of very informative and stimulating seminars and has published a variety of highly professional Research and Seminar Report. INNOTECH expects to begin publishing its Professional Journals in the very near future and it is in the process of establishing information relationships with various agencies and organizations within and outside the region.

Our Public Relations activities have been substantial since the Center's inception, beginning with news coverage and publicity of the Center through the regular news media, the Newsletter and continuing with direct contact with individuals or organizations and agencies which have assisted INNOTECH in the development of its research and training programs.

Much remains to be done in order to meet the demands of large scale information dissemination, but for the time being let me tell you what we have done.

First, let me give you a brief outline of the purposes of INNOTECH's Newsletter as well as summary description of its format, the Newsletter's publishing target and a short note on its progress.

INNOTECH Newsletter

Purposes:

1. Collect and disseminate information on new development in the region.
2. Disseminate information on relevant new development outside the region.
3. Inform educators in the region of INNOTECH concepts and activities.
4. Increase the awareness and credibility of INNOTECH in order to:
 - ... stimulate new ideas,
 - ... attract increased external support,
 - ... attract qualified staff members and visiting scholars,
 - ... attract outstanding presenters and participants to regional seminars,
 - ... create an interest among key educators to participate in INNOTECH training programmes.

Summary Description:

A two-color newsletter is published monthly and usually includes the following sections:

- ... a lead article on one current INNOTECH activity;
- ... summary descriptions of new educational developments in the region;
- ... an article by a professional staff member on a subject related to educational topics encompassed by INNOTECH;
- ... a list of available publications;
- ... a calendar of future activities in which the Center will be involved; and
- ... an occasional 2,000 words description of a new educational development outside the SEAMEO region.

Five thousand copies have been published on the first of each month, beginning in October 1972. We have available up to date issues from October through April.

Perhaps, at this point, examples of the kind of information the Newsletter has passed on to the Region so far would be of interest.

The Newsletter has reported on New Developments in the Region such as:

1. A technique on setting educational priorities which was developed and applied by the Indonesian Ministry of Education and Culture and which encompasses both "relevance" and "priority". The technique was titled the "Value-Contribution (VC) Method". (Vol. I, No. 1, October, 1972)
2. Then there was our Report on the Philippines on Dr. Pedro F. Orata's unique solution to the problem of making education accessible to students who could not afford to attend school. This solution is now widely known as the "Barrio High Schools".
3. Another regional educational development reported was the Thu Duc Demonstration School in Vietnam which was opened in 1965 with an enrollment of 240 pupils in grades 6 and 7. What makes the Thu Duc Demonstration School so special is that it is the first one whose curriculum is planned by the school staff and the Faculty of Pedagogy to which it is attached. It does not follow the uniform curriculum prescribed by the Ministry of Education as do all other schools throughout Vietnam. (Vol. I, No. 3, December, 1972)

4. Then there was our report on Thailand's Comprehensive School Project, Singapore's Educational Television programme, Malaysia's Project PMAS (a project for primary science and mathematics), the Khmer Republic's Mobile Library, and Laos' Fangum Comprehensive High Schools which is designed to provide for instruction in the national language and to emphasize the practical rather than the theoretical (Vol. I, No. 5, February 1973; Vol. I, No. 2, November 1972; Vol. I, No. 4, January 1973; Vol. I, No. 1, October 1972; Vol. I, No. 7, April 1973 respectively).

In addition to reporting new developments in the Region, INNOTECH's Newsletter often reports on world-wide educational developments. Some examples are:

1. Dr. Orata's Piglet Project wherein a boy or girl is given a piglet to take care of and raise, and to sell it after eight or nine months. With the amount that they receive, they pay their tuition fees, pay back the cost of the piglet (which is used to buy another piglet to be given to another student), and buy their own piglet to raise. (Vol. I, No. 7, April, 1973)
2. The Institute for Mathematical Studies in the Social Science (IMSSS) at Stanford University's proposal to design, implement, and evaluate, in collaboration with personnel in a developing country, a system of teaching elementary mathematics using radio as the primary means of instruction because of its relatively low cost, its ability to cover wide area, its proven effectiveness in instruction, and the widespread existence of radio facilities. (Vol. II, October, 1973)
3. A report on the DISTAR System of Science Research Associates. DISTAR is an acronym for Direct Instructional System for Teaching Arithmetic and Reading. The DISTAR system is based first of all on the concept of task analysis; that is, establishing the most complex tasks that students are required to perform in order to meet the objectives of the program, and then asking what the children must be able to do in order to perform those tasks. (Vol. II, No. 4, January, 1974)

The above information is all additional to the Newsletter's regular coverage of the Center's own Research and Training activities.

Regional Seminars

To broaden and give depth to INNOTECH's information resources and capabilities, the Center has held and will continue to hold Regional Seminars which are given full coverage by publishing Final Reports on the Seminars.

The last regional seminar concentrated on the use of community resources in providing primary education. It was held in Saigon on 12-16 November 1973.

The seminar was concerned with the economical and effective delivery of mass primary education. An earlier seminar was on means to deliver primary education. It led to the design of rural education projects in Indonesia and on Cebu Island of the Philippines.

The November seminar enabled the Center to give greater definition to the delivery of primary education by focusing on the use of community resources to replace or supplement those of the formal school system. The question toward which we directed the seminar was "How can effective mass education be provided through the optimum use of resources within the local community?"

Attendees at the Seminar came from each of the SEAMEO member countries (two participants from each -- one of whom delivered a paper). There were also five guest speakers from outside the region. Numerous other persons and organizations attended.

Technical Reports

INNOTECH has, in addition to the above activities, published regular reports on research activities. For example, since August 1973, the Center has published the following reports:

1. Tiro, A. A., Sudomo, M., Maneahindan, L. F., Prachak Deeprawat, Tran Thi Bich San. Primary School Objectives, Volume I. Comparison Among SEAMEO Countries. Saigon, INNOTECH, September 1973 (INNOTECH/PE-FR/Vol. 1/73).

Tiro, A. A., Sudomo, M., Maneahindan, L. F., Prachak Deeprawat, Tran Thi Bich San. Primary School Objectives, Volume II. Representative Examples from SEAMEO Countries. Saigon, INNOTECH, September 1973 (INNOTECH/PE-FR/Vol. 2/73).

Dr. Tiro's two volume report attempts to do two things: (1) to compare societal values stressed by member countries via their national and educational goals while identifying common and distinguishing features among these goals, and (2) to give a representative and easily accessible list of the SEAMEO Region's educational objectives.

2. Jasin, Anwar et al. Life-Skills Objectives: A Tryout. Saigon, INNOTECH, December 1973 (INNOTECH/LS-SR-73)

This study represents one approach to reducing the impact on individuals and society of the high rate of primary school dropouts and it attempts to answer the question: "If a child must leave formal school after only four or five years, what learning should take place during that relatively short period of time?" This learning is termed "life-skills".

The main body of the report discusses a tryout of alternative models for deriving life-skills objectives in the Cebu City area of the Philippines.

3. INNOTECH, Selected Readings from INNOTECH. Saigon, INNOTECH, January 1973 (INNOTECH/SR-74/7)

This publication is not exactly a technical report, but rather a composite report on Seminars INNOTECH has held in the past. The demand for copies of some of the articles from the reports of the individual seminars far outstripped the Center's initial printing. The Center, therefore, selected articles from these seminars and produced them as a single volume.

The above are representative examples of the kinds of Technical Reports INNOTECH is publishing and will continue to publish in the future.

Thank you for your attention.

RECSAM'S RESOURCE AND CLEARING-HOUSE CENTRE

**Baba Ahmad bin Hamid Don
RECSAM Information Officer**

The functions of the Resource Centre and Clearing-House of RECSAM are: (a) to furnish information on RECSAM programmes and activities, (b) to collect, collate and disseminate information through RECSAM publications, (c) to initiate exchange of publications with educational institutions, (d) to print and publish all the Centre's reports and journals, (e) to serve as a clearing-house for educational materials, especially in science and mathematics, produced at the Centre and in the Region and (f) to promote regional and international understanding with the Centre.

The major activities of the Resource Centre and Clearing-House in science and mathematics curriculum development include the following:

1. Library - including books, booklets (including government publications, pamphlets, syllabuses, newspaper clippings, published theses, reports, assignments, photocopies of articles), references, journals, subject area bulletins, newsletters, reports and abstracts of reports (for each subject area and multidisciplined subjects), microforms, microfiches, tapes and disc recordings, films, filmloops, filmstrips, slides and other audio-visual materials.
2. Communications support to the Training, Research and Development, and Special Services Division in the preparation of instructional and audio visual materials, scientific reports, self-instructional materials, and others.
3. Distribution centre serving as a centre of the SEAMEO network for the exchange of locally-produced resource materials, such as teaching modules, prototype apparatus, monographs, curriculum, research and development findings, newsletters, journals, and other items.
4. Public Relations and information dissemination, including press releases, publicity, and others.

This latter Public Relations function of the Information Centre is critical in that in effect it helps to create the external image of RECSAM through its public relations activities and its newsletters, reports and other disseminated material, to keep all member countries and interested persons fully informed about the activities of the Centre and related activities in each of the member countries, describing and discussing the scientific activities of the Centre and making announcements of projects.

The Library, together with the publication and A.V.A. units of the Information Division, will function as a service unit providing materials and information on science and mathematics education to further the projects of the Centre. Briefly, the services of the Library are:

1. To collect materials for present and future needs of the Centre.
2. To store information and to make them readily available to users when required.
3. To disseminate information acquired to the users at the Centre and those outside who are interested in the activities of the Centre.
4. To provide information on science and mathematics educational development in Southeast Asia on an exchange basis with educational institutions throughout the world.

At present, the activities of the Library are limited to:

1. Lending services and reference services.
2. Ordering and purchase of books for participants as book gifts from the Centre.
3. Cataloguing and classification of materials.
4. Preparing accession and subject lists.

It is hoped to provide more services in line with the Centre's progress and future programmes.

Over the years, the Information Division has built up a continuously expanding mailing list of nearly 1,500 recipients of our newsletters, reports and other publications. The number includes over 600 former RECSAM participants, major donors, ministries of education of member countries, friendly governments, professional

groups and local and international organizations/agencies. The Newsletter is mailed to former RECSAM participants, ministries of education, educational institutions, organizations and agencies as well as other interested people. Seminar reports, workshop reports, Governing Board Meeting reports and other such reports, e.g., participants' assignments and course reports are mailed only to a limited audience, including educational institutions, organizations and individuals who would benefit from them. To date, the Centre has also printed and published 126 titles of participants' assignments in soft cover and 12 titles (volumes) in hard cover. One hundred (100) copies of each title have been produced. The Centre has also decided to sell these publications at a price to cover cost of production in view of the shortage and high price of paper and printing materials.

Communication has been and still is one of the major problems faced by RECSAM in its efforts to reach its audience. Our publications are usually sent by surface mail and it sometimes takes one to two months to reach their destination. In extreme cases it takes six to eight months. The Centre is not able to dispatch all publications by air because of the heavy cost of postage entailed. There are also instances of our publications not reaching their addressees. They are either lost in the post or in transit. Insufficient or incorrect addresses and addresses in English also contribute to the non-delivery of our publications. It is difficult to understand that only 20% of those on the mailing list acknowledge receipt of Newsletters and other publications sent to them. RECSAM would like to suggest the use of pouch carriers of embassies of SEAMEO countries as an effective means of distributing our publications.

The language problem, namely English, persists even after the RECSAM participants have returned home. A very small number of them, on their return to their respective countries, keep RECSAM informed of their whereabouts and activities. A few write occasionally for sentimental reasons but the majority of returned RECSAM participants fail to maintain contact with the Centre. The Information Division has made efforts to re-establish contact with them, through requests in our Newsletters soliciting news of changes of addresses, promotions and activities they are involved in, but regrets to inform this Seminar that the response has not been satisfactory. Various reasons can be given for this unsatisfactory situation, among which is the lack of facility in English. It has been realized that one way of making our Newsletters interesting is to include news items from our past participants. Their feedback would also benefit RECSAM in evaluating whether the knowledge, skills and experience acquired at RECSAM are being applied at home. It would help, indeed relieve, the Information Division of RECSAM and perhaps other SEAMEO Centres to establish and maintain this two-way flow of information if the delegates, specifically the SEAMEO Affairs Officers, could get returned

SEAMEO graduates to form some sort of Association in their countries. This way the participants could contribute news items, articles, etc. to the Centre(s) collectively and also receive information collectively through their Association. This feedback from participants could be in their national languages, not necessarily in English and the SEAMEO Centres could seek the services or assistance of forthcoming participants to translate it. The National Coordinating Committees in member countries could also initiate the formation of this Association of SEAMEO alumni and RECSAM hopes this Seminar will look into this as possibly one effective way of reaching our audience, specifically the returned course members, participants and interns, who in some member countries are widely scattered and communication with them has been difficult.

The Information Centre and Clearing-House of RECSAM has been unable to carry out its functions effectively because of lack of administrative and supporting staff. The post of Assistant Director (Information) has yet to be filled by the SEAMEO countries to organize and coordinate the activities and functions of the various units of the Information Division. I make a fervent plea here to all participants at this Seminar to help RECSAM identify suitably qualified persons in their countries to fill this vacancy as soon as possible. The Division is greatly curtailed in its activities because of the shortage of staff and facilities. With rapid expansion and increasing collections, the staff are always kept busy with their work of cataloguing and classifying.

Collection of Books and Journals

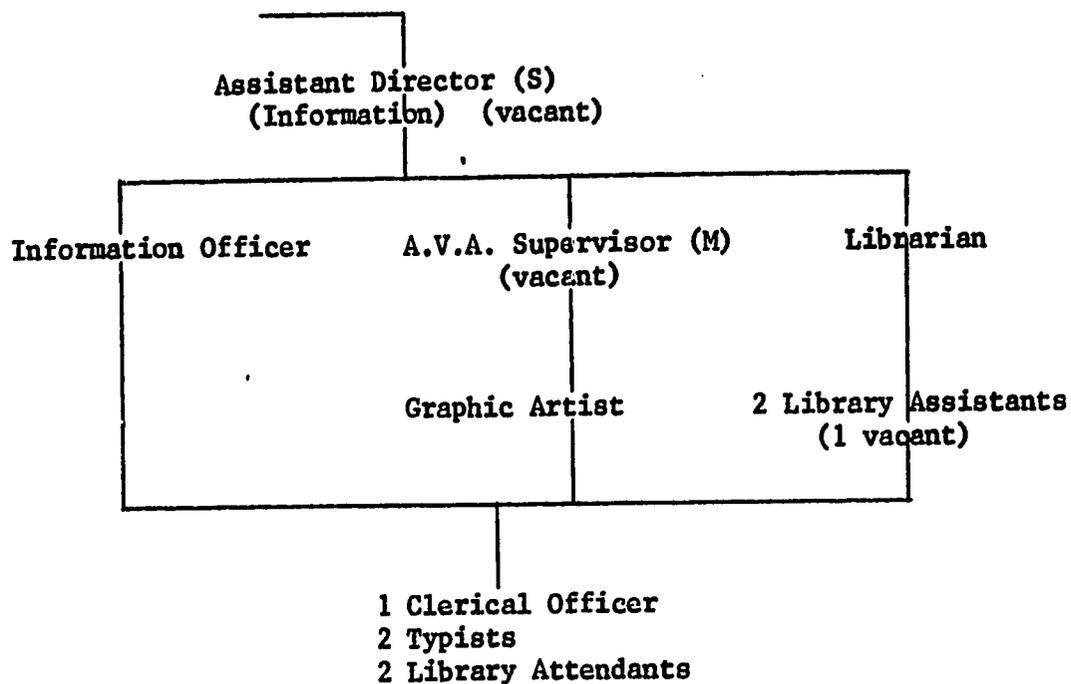
1970 - April 1974

	<u>Books</u>	<u>Journals</u>
1970	1,340 volumes	40 titles
1971	2,500 volumes	80 titles
1972	4,400 volumes	105 titles
Dec. 1973	5,600 volumes	150 titles
April 1974	6,282 volumes	152 titles

Table I

In addition there is also a small number of books on science and mathematics education from member countries in their vernacular languages and in French.

The present staff establishment for the Information and Special Services Division is shown below:

Table II

It is hoped that with the completion of the new facilities for the Resource Centre in 1975, more staff will be recruited to cope with the expansion of the services.

PUBLIC RELATIONS PROGRAMME IN RELC

**Miss Evelyn Wee
RELC Public Relations Officer**

The first SEAMEO regional centre to be established, the Regional English Language Centre, has as its major objective the improvement of the teaching of English as a second or foreign language in the member countries of SEAMEO. The Centre conducts programmes in training, research and instructional materials development. It has enjoyed the active participation of SEAMEO member countries since its inception. The enthusiastic participation in RELC activities by all eight SEAMEO member countries indicates that they firmly believe in the benefits to be gained in terms of educational advancement and economic development from a common language for communication both within the region and with countries outside Southeast Asia. RELC is in the unique position of being able to contribute to the other SEAMEO regional centres where English is the medium of instruction whilst it works toward its primary objective of improving programmes of teaching English as a second or foreign language in Southeast Asian countries.

RELC started its first operational year in July 1968 in temporary premises provided by the Government of the Republic of Singapore. Full scale activities began in the new 18-storey RELC Building in Orange Grove Road in May 1972. The RELC Building represents a significant educational landmark for the peoples of Southeast Asia. It is also a symbol of the co-operative effort among the eight SEAMEO member countries toward common educational objectives.

In 1972 a public relations officer was appointed to act as chief Public Relations Executive of the Centre.

A Public Relations Committee was also formed that year. The members of this committee consist of the Registrar (Chairman), Public Relations Officer (Secretary), two professional staff members and two administrative staff members occupying positions of committee members.

The functions of the RELC Public Relations Committee are as follows:

1. To formulate proposals for the consideration and decision of the Director and/or Board of Studies concerning goals and special public relations projects and activities for the year.

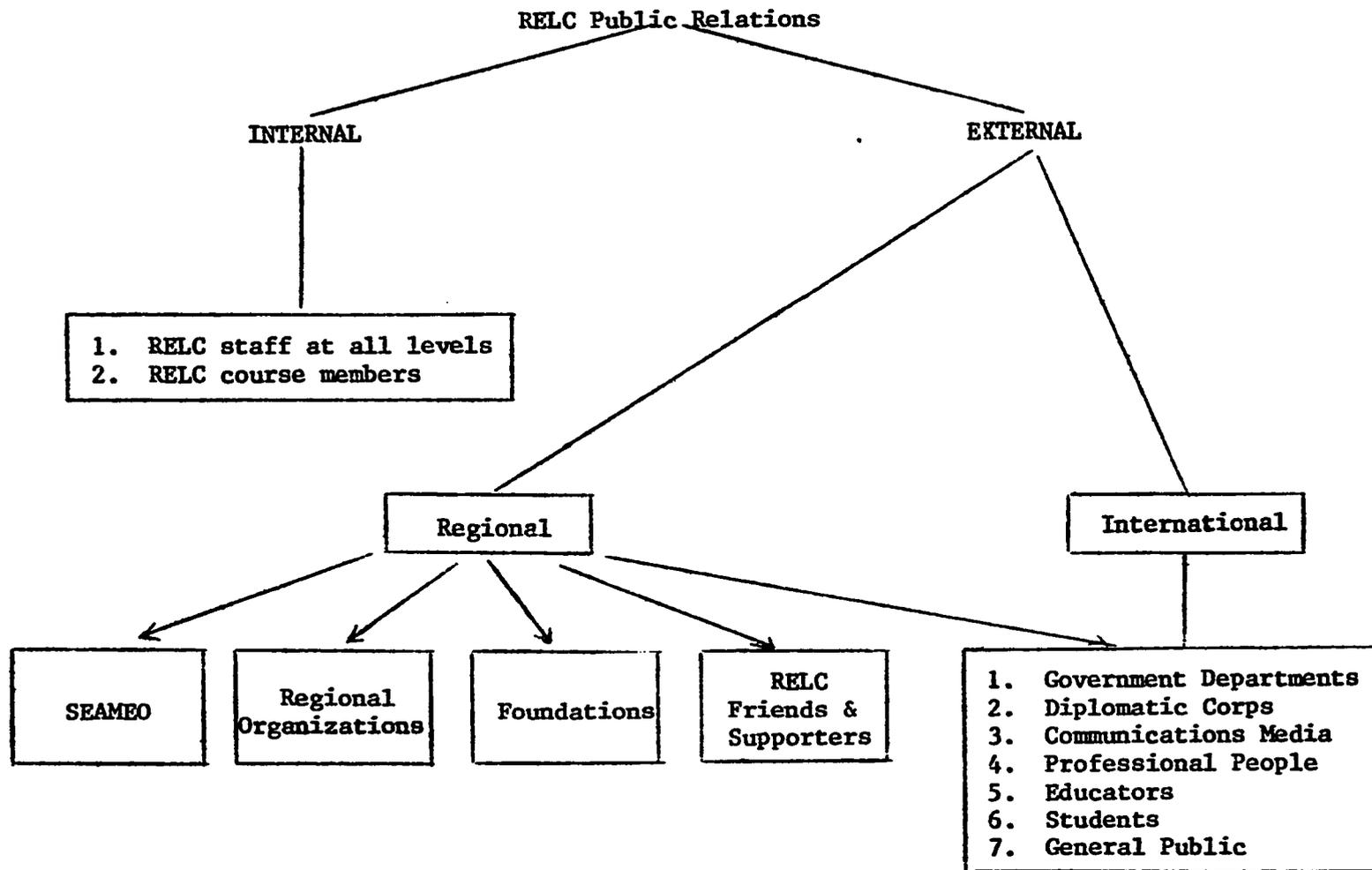
2. To initiate and plan public relations projects and activities and to direct and/or monitor on-going public relations activities approved by the Director or Board of Studies.
3. To maintain up-to-date mailing lists (Singapore, regional and international) for sending informational documents approved by the Director or Board of Studies to project the image and reputation of RELC.
4. To maintain an on-going evaluation of RELC public relations activities, to assess its value and effect, and to make recommendations to the Director or Board of Studies.
5. To advise on media relations, publicity materials, special exhibitions, and general public relations activities.
6. To furnish reports on public relations activities to the Director or Board of Studies, as required.

Definition of RELC's Public Relations

The practice of Public Relations of RELC can be classified broadly as:

1. Internal Public Relations (within RELC and among all levels of staff employees and course members).
2. External Public Relations, practised locally, regionally and internationally among:
 - a. Persons professionally involved with education and language teaching.
 - b. Persons who influence education programmes.
 - c. Donors and supporters (current and potential).
 - d. Teachers.
 - e. Students.
 - f. Government officials.
 - g. SEAMEO officials.
 - h. The general public.

(Please see chart illustrating the above classification).



External Public Relations in RELC

Professional contacts and exchange agreements

To establish professional contact and exchange of information and publication has been an activity of the Centre since 1968.

During that year, 80 universities, colleges, language-teaching centres and other educational institutions had agreements with the library whereby they received the Centre's seminar reports, newsletters, and other publications, and in return sent to the library their journals, research and conference reports, bibliographies, newsletters and bulletins. Among these institutions were the UNESCO Regional Office for Education in Asia, the Directorate of Education and Cultural and Scientific Affairs of the Council of Europe, the British Council English-Teaching Information Centre, London, and the Center for Applied Linguistics in Washington, D. C.

In 1970, the UNESCO Regional Office for Education in Asia began extending another service to the Centre Library through the courtesy of its Programme Specialist/Documentalist who searched for useful periodical articles on English teaching and sent copies of them to the RELC Library.

In 1971, the Librarian and Head of Information Centre, Miss Yolanda Beh, went on a world tour of the major universities, linguistic departments, libraries and related institutions in Asia, Europe, U.K. and U.S.

An outcome of the Librarian's visit at the end of 1971 was the strengthening of professional contacts with the Central Institute of English in Hyderabad, the English Teaching Information Centre in London, the Center for Applied Linguistics in Washington, D.C. and the documentation centres of UNESCO headquarters in Paris and the International Bureau of Education in Geneva. Requests for papers issued by these institutions and assistance in tracking down difficult references met with a ready response. In turn, the RELC Library and Information Centre cooperated fully in completing the questionnaire and supplying comments related to the UNESCO request for information on research and development work in anthropology and language science in education. Through the visit of Professor Thomas A. Sebeok, Chairman of the Research Center for the Language Sciences, Indiana University, an area of cooperation between RELC and the Research Center was established in connection with the publication of the World Directory of Linguists. RELC compiled a list of students of language and linguistics in Southeast Asia for the use of the Research Center at the initial stages of its project.

During 1972, professional contacts were either begun or formalized with the Institute of Applied Linguistics in Belgium, the Linguistic Society of Papua and New Guinea, the Linguistics Association of Great Britain, the Association of Recognized English Language Schools, the English Language Education Council in Japan, and the Department of Linguistics and African Languages of the University of Nairobi. Invitations to exchange information and publications were also extended to several other language research centres, departments of linguistics of universities, linguistic circles and societies and language teachers' associations in several parts of the world.

In 1973, the Association of Teachers of English in Secondary Schools in Israel sent us their notes and papers. From Roumania came a request to exchange journals. Professional contact was established with the Centre for the Teaching of Reading, University of Reading School of Education, the Department of Linguistics, University of Washington, the Centro de Linguistica Aplicada, Sao Paulo, Brazil, the Linguistic Society of India and the Michigan Linguistic Society.

The Centre now participates in professional collaboration and the mutual exchange of information and publications with 145 of these institutions and organizations.

Cooperation and Mutual Assistance to Countries and Organizations

Consultancy and special services

The Centre renders help to organizations and governments wherever and whenever possible.

Various consultancy and special services have been provided to national educational institutions in member countries and to former course members who continue to inform the Centre of their new responsibilities after their return. This enables the Centre to make RELC services available to the latter on such occasions as when they are conducting new training courses for teachers or putting to use newly-installed language laboratories in their own institutions.

In April 1970, RELC was approached by Laos for suggestions and guidelines for the English test in the new entrance examination to be introduced in the English Section, College of Education, Vientiane, as from October 1970. The test was to be a combined achievement-aptitude test. Proposals were subsequently sent from RELC to Vientiane in early May. Following the construction and initial administration of the test by the staff of the English Section, College of Education,

RELC was requested to evaluate the test in the light of this administration. Mr. William B. Owen, Specialist in Evaluation and Testing, reviewed the test, test scores and comments by the test administrators. Several ways of improving the test were suggested to Laos.

RELC also made a comparative analysis of the syllabuses and approach of 40 units of Situational English, 10 units of English 900, 26 lessons of L'Anglais par l'Illustration and 144 lessons of New Concept English, and forwarded them in July to Vientiane for study to help Laos in devising a first year English programme for secondary schools.

In April 1971, Raymond Tongue, Specialist in TESL/TEFL (Methodology) contributed a series of 4 hours of lectures on the methodology of TESL/TEFL to an In-Service Course for 50 key teachers and 25 educational officials organized by the Federal Inspectorate of the Ministry of Education in Malaysia. Raymond Tongue also drew up a teacher evaluation check list for the Educational Planning and Research Department of the Ministry.

RELC was also able to help two of its sister institutions, RECSAM in Malaysia and SEARCA in the Philippines, through the services of Alan Moller. He made three trips to RECSAM in the early part of the year and spent a week in August at SEARCA, advising on methods of improving the language proficiency of participants at these Centres.

In 1973, at the invitation of Mr. Im Saroeun, Director-General of Education, Mr. R. K. Tongue, Specialist in TESL/TEFL (Methodology) visited Phnom Penh from 6 to 19 January.

Mr. Tongue gave in the secondary schools advice on such matters as the rationale for the establishment of a unit in the Ministry to supervise the English language programme, its proposed organization chart, its aims and functions and the job descriptions in respect of the unit's director and full-time professional specialists.

Mr. Tongue also gave practical suggestions to teachers about classroom methods and techniques.

In March and April, Mr. Robert Kelly, Specialist in Language Testing, was assigned a three-week mission through Indochina to render on-the-spot professional assistance to English teaching programmes in the Khmer Republic, Laos and Vietnam.

Dr. Amran Halim, RELC Governing Board Member for Indonesia and Director of the National Language Center, requested the services of Dr. P. W. J. Nababan, Specialist in Applied Linguistics, in Indonesia from 18 to 24 November. Dr. Nababan's assistance was required for two events.

The first event was a workshop jointly organized by the Indonesian-American Bi-national Center in Jakarta and the Balai Bahasa Pusat on the supervision of teachers of English as a foreign language, a topic which was looked upon as a follow-up of RELC's Seminar on the Training and Supervision of Teachers of English as a Second or Foreign Language held in July 1973. The second event was a workshop-cum-seminar for the staff of Language Centers on the Teaching of English as a Foreign Language and held at Cibogo, West Java.

Dr. Nababan played a leading role in both the workshop and the seminar, presenting working papers at each centre, and also serving as a resource person. At Jakarta, Dr. Nababan's paper on "The Supervision and Evaluation of Teachers" supplied the key-points for discussion at the workshops. At Cibogo, his paper on "Deep Structure and Meaning", although highly theoretical, was well received. It stimulated much lively discussion and achieved the main purpose of the seminar which was to re-direct the attention of the Language Centers Staff to theoretical issues in language teaching.

Facilities in RELC

The RELC Library houses the finest collection of books on Linguistics and Language Teaching in Asia.

Systematic acquisition of microfilms and microfiches have made doctoral research work, unpublished important documents in linguistics, language teaching and educational studies readily accessible. A variety of taped courses, tape and disc recordings for pronunciation, language practice and special English is at the disposal of library users.

Valuable reports on seminars and surveys, papers on research projects and other aspects relevant to English Language teaching have been obtained through the courtesy of several individuals and these have contributed to the depth of the collection.

The following figures indicate library holdings for 1972 and 1973:

	<u>1972</u>	<u>1973</u>
Books	9,450	11,800
Periodicals	183	174
Tape Recordings	1,260	1,420
Disc Recordings	375	444
Filmstrips	139	153

Microfilms	441	441
Microfiches	332	495
Cassettes	12	14
Cineloops	11	12

Standard and essential reference works such as the 13-volume Oxford English Dictionary, the 24-volume Encyclopaedia Britannica and the Cambridge Webster's Third New International Dictionary are provided as authoritative works for consultations.

A section of the Library contains the assignments of course members. A thorough tackling of a pressing problem in English teaching or the preparation of a much-needed materials adaptation of textbooks being used forms the basis of the assignments.

The potential value of these assignments is enhanced by the fact that they immediately relate to a particular country's very specific English teaching problems to which they supply practical solutions.

A research register and a directory of personnel, institutions and organizations and professional associations concerned with TESL/TEFL, language and linguistics in SEAMEO countries have also been established to help the research worker.

A collection of books and materials, however, is of little value unless it is fully utilized.

Library facilities at RELC has been extended to Language Teachers from schools, staff of the Universities, Institute of Education, Universities of Education and other government departments in Singapore, educationists from SEAMEO countries, lecturers and language teaching personnel from government departments and institutions of learning from SEAMEO and non-SEAMEO countries, research scholars as well as visiting language teachers and researchers.

Inter-library loans are also entertained. Reference and information inquiries and requests for reading lists are likewise met. Accessions lists are issued once a month and are sent to libraries and institutions both in and outside the region.

The Library enjoys fruitful cooperation with several libraries in Southeast Asian countries and outside them and there is a lively exchange of accessions lists and other library publications.

Yet, it must be realized that the superb library collection has been made possible only through the painstaking efforts of the Centre staff, particularly the Librarian and Head of the Information

Centre, in establishing contacts with the regional and international centres of education, libraries, universities and governments.

Library Service

If visits by professional librarians are measures of the rating given to a library for professional growth and achievement, then the year 1973 may indeed be considered the year when the RELC Library and Information Centre received its highest rating so far. On 18 separate occasions, a total of 65 librarians spent time in the RELC Library examining its collection, layout, facilities, furniture and equipment. Besides visits by librarians from several institutions in Singapore, and a group visit by 30 members of the Library Association of Singapore, there were visits by librarians and documentalists from the Monash Medical School Library, Alfred Hospital, Melbourne, the Asian Institute for Economic Development and Planning and the UNESCO Regional Office for Education, both in Bangkok. The Chief of Library Services, U.S. Cultural Center Library, Tel Aviv; the University Librarian, Chinese University of Hong Kong; the Southeast Asian Librarian from the Commonwealth Institute Library, London, also visited the library. From Malaysia came the University Librarian, Universiti Sains Malaysia, Penang; the Deputy Director, National Library, Kuala Lumpur; the Librarian, Rubber Research Institute of Malaysia, Kuala Lumpur; and the documentation officer from the Language Unit, Ministry of Education, Kuala Lumpur.

The RELC Library was also to offer a two-week programme of practical training for Miss Yupin Chancharoensin, Librarian of the English Language Center in Bangkok. Miss Yupin spent a fortnight (18-30 September, 1972) gaining an insight into all aspects of the RELC Library and Information Centre, its acquisitions, including ordering, accessioning and processing, and the cataloguing and classification, including the production and filing of catalogue cards, circulation and loan of library materials. The organization of the periodicals and non-book materials collections and the compiling of accessions lists, bibliographies and information bulletins were also dealt with. Information Centre activities and library administration and organization were described and fully explained to her.

Enrolment from Non-SEAMEO Countries (Privately or Government Sponsored)

Nationals from non-SEAMEO countries such as Hong Kong, Fiji, Pakistan and Brunei have been able to enrol in RELC's training courses. All course members from these countries have found RELC's training programmes relevant to their countries' needs and enrolments for Training Course have been forthcoming yearly.

Assistance from Governments, Organizations and Individuals

There has been a reciprocity of assistance cooperation from governments, organizations as well as individuals, and such interaction has broadened RELC's programmes activities.

The support and cooperation received by the Centre has proved a powerful stimulus to the pursuance of its aims and objectives and its hope to play a meaningful and effective role in the regional educational scene.

RELC Publications

Among the Centre's publications are a professional journal appearing twice a year and a quarterly newsletter. Annual reports are also published.

The newsletter and annual reports are circulated to universities, educational institutions, government departments, and libraries throughout the world.

These publications have helped make RELC known to outside circles and their increased circulation throughout the years is testimony to their intrinsic public relations worth. The newsletter has a readership of 2,000, the annual report 1,000 and RELC Journal 1,500.

The RELC Journal notably has become a leading and influential publication in linguistic circles today. Subscribers are mainly universities, teachers colleges, libraries and professional bodies.

In addition to these publications, informational pamphlets and brochures on our training programmes and International House facilities are also distributed to visitors.

Some of the other publications which the Centre has produced include the RELC Blueprint for 1972-1976, Retrospect, a pictorial presentation of activities carried out in RELC, a publication on SEAMEO RELC and a publication depicting the new RELC Building in Orange Grove Road.

Relationship with Mass Media

RELC has always enjoyed cordial relationships with the press (local as well as foreign) as well as Radio and Television Singapore.

Seminar publicity as well as news items relating to the Centre's training and research programmes have always received wide coverage.

Great caution, however, has been exercised when dealing with the mass media. RELC is a regional organization responsible to eight governments. The Centre has to ensure that all press statements as far as possible are free from erroneous interpretations.

Seminars

Well organized seminars with their impressive gathering of eminent scholars have helped bring the Centre into international repute.

The success of past seminars is seen in the number of requests for participation in recent seminars. At the 1972 Seminar on Instructional Materials for English Language Teaching, a comprehensive exhibition of textbooks, tape records, individualized reading programmes and other supplementary materials for the English Language teacher was mounted with the cooperation of 17 publishers and international agencies.

The exhibition evoked tremendous interest among participants and without doubt proved a most effective public relations media for the Centre.

The RELC Seminars bring together large numbers of participants from SEAMEO and non-SEAMEO countries. The seminars provide an opportunity for scholars to identify common areas of educational problems and to work out solutions to these problems. But more important, they translate the ideals of the SEAMEO Charter into positive areas of cooperation and development.

Visitors to RELC

The image of the Centre as a regional institute of learning in Southeast Asia has been growing through the ever-increasing number of visitors calling at the Centre.

A record number of over 600 visitors, many of them dignitaries of governments, tertiary education institutions and international bodies visited the Centre in 1973. RELC spares no effort in welcoming and showing all visitors the up-to-date facilities available to training scholars and research personnel in activities pertaining to training, research, preparation of instructional materials and publications.

Information Room

The need to provide information for visitors who have little time to visit all the eighteen floors of the RELC Building resulted

in the setting up of an information room on the third floor by the Public Relations Committee.

In the information room, a slide programme in colour and with sound stands ready for projection to inform the numerous visitors who come from different parts of the world to RELC of the Centre's programmes and objectives. Visitors are given tours of the 18-storey building in their arm-chairs through slide presentation.

Along the walls of the information room is a permanent exhibition of coloured photographs and graphic presentation of facilities and activities in the RELC Building.

Three attractive glass-fronted cabinet display, with acknowledgement cards, the many items of beautiful and intricate handicraft that have been received at RELC as gifts from friends, former course members and well-wishers from SEAMEO and non-SEAMEO countries.

Selected RELC publications and handouts are also placed in the information room for visitors to have a glimpse of the wide range of training activities and programmes which are on-going at the Centre.

Internal Public Relations at RELC

It is important to realize that it is not merely the responsibility of the Public Relations Officer or the Director to project and maintain a good image of the organization. Every staff member can and should make meaningful contributions in the interest of the organization.

In RELC all staff members are continually reminded of this role.

Training courses for service staff are held at periodic intervals to inculcate the importance of displaying courtesy at all times as well as being of service in every personal contact they make. Such courses help the staff to understand the goals of SEAMEO as well.

However, it is important to realize that a smiling, courteous disposition among staff members often betray a congenial and happy working atmosphere. Staff welfare must therefore occupy a priority position in RELC's programmes.

In RELC, activities such as filmshows, barbeques, picnics are organized for staff members. Carrom, badminton and other competitions are also organized at regular intervals. Sometimes these competitions are held internally or between RELC and other organizations. These activities go a long way towards fostering a sense of identity among our staff members.

The Publications Officer and Public Relations Officer have recently been appointed Staff Counsellors by the Director of the Centre and staff members with problems, personal or otherwise, are encouraged to seek the advice and guidance of the two officers.

There is a Recreation and Social Committee comprising the Registrar as Chairman, Public Relations Officer as Secretary and six elected course representatives as committee members, to look after the welfare of RELC course members.

The committee meets once a month to discuss and plan activities for course members. Some of the popular activities organized by the committee include educational tours, parties and games.

National presentations by course members deserve special mention here as such activities give course members an opportunity to inform each other of their countries and their peoples -- social and cultural systems, educational set up and practices, and others.

Such presentations help promote goodwill and understanding among the various groups of people who participate in RELC's programmes.

Evaluation of our External Public Relations Programme

On the professional level, RELC has scored tremendous success in securing the Centre's reputation as one of the most dynamic educational institutions in the region.

The excellent facilities of the RELC Library has encouraged eminent scholars to come to the Centre for research purposes.

Leading scholars in Linguistics, Language Teaching and other disciplines have come to acquire first hand information on the Centre's current programmes and activities as well as those planned for the future.

It has also been very gratifying to note the large number of distinguished scholars who make special requests to visit the Centre despite their short period of stay in Singapore. RELC has also received many inquiries from persons and organizations in SEAMEO and non-SEAMEO countries on RELC programmes and activities.

It cannot be denied that a great deal has been achieved within such a short span of time.

We have built up an excellent reputation for RELC and have won many friends in the process. Public Relations, however, is a continuous process and we must strive even harder in the future to maintain our hard-earned reputation.

In all our areas of work RELC will, in the words of RELC Director, Mrs. Tai Yu-lin, "make greater efforts to strive for a future worthy of the name of SEAMEO."

SEARCA'S INFORMATION PROGRAM

Rodolfo A. Fernandez
SEARCA Public Information Officer

I. Introduction

The Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA) is one of the seven "Centers of Excellence" of the Southeast Asian Ministers of Education Organization, an association formed in 1965 by countries in Southeast Asia to bring about scientific, educational and cultural development in the region. SEARCA is located on the campus of the University of the Philippines at Los Baños, its host institution.

The programs of the Center are concerned with the interrelated trilogy of teaching, research and extension. Where possible, they are fused with the existing programs of the University of the Philippines at Los Baños, a recognized research and training complex in agriculture and allied fields. However, SEARCA's administration, budget, funding and business procedures are separate from and independent of those of UPLB.

This paper presents in brief the emergence of SEARCA as a regional center for agriculture in Southeast Asia and goes on to describe its information gathering, organization and dissemination program -- a program aimed at projecting into a wider perspective the Center's activities either on its own or in cooperation with UPLB and with local and foreign research institutions and entities. The program has been charted in such a manner that it would cover not only the local and national setting but also regional and international levels, particularly the other SEAMEO Centers, policy-makers of foreign governments interested in the well-being of countries in the region, and foreign educational institutions and research organizations who, in no small measure, have been helping the Projects realize their objectives.

The format of the program is rather simple. The Center's activities that have local, national, regional and international significance are sorted out, written clearly and disseminated through the communications channels -- printed media (local and foreign) and the local broadcast media (radio and television).

The indispensability of SEARCA's information program, and that of any of the SEAMEO Centers for that matter, cannot be overemphasized. But it draws its effectiveness and workability from the tangible accomplishments of the Center, especially in the field of research.

Undoubtedly, it is from research undertakings where innovative ideas spring, and when such ideas are transformed into a viable system of activities they eventually bring about progress. However, it should not be overlooked that research activities are worthless if their results do not reach the end-users, particularly those who need them most. As an agricultural communications expert once said: "Dynamic research is one of the mainsprings of agricultural growth, but research without communication to farmers is as barren as communication without research results."

In Southeast Asia, where majority of the rapidly increasing population depends on agriculture, the dissemination of results of agricultural research in agriculture to the farmers is indispensable.

II. SEARCA: The Reason for its Being

SEARCA's birth dates back to June 1967 when the Agricultural Advisory Council was formed. Upon its creation, the Council established general policy guidelines for the organization and operation of the Center.

The Interim Project Office was organized on July 1, 1967, to undertake developmental activities toward the establishment of the Center and its official launching on July 1, 1969. The interim office had formulated the Project Blueprint which the Advisory Council accepted and the Third Ministerial Conference approved in Singapore on February 8, 1968. The Blueprint was developed through a series of national seminars held in member countries and a regional seminar in the Philippines.

SEARCA came into being at a time of awareness that most countries in Southeast Asia have for so long been targets of agriculture-related research led in many cases by scientists from the advanced countries. The Center believes that with the training of promising young men and women from the region, Southeast Asians as well as their brothers in other countries in the Asian continent can assume leadership in the field of agricultural research in this part of the world in the years to come.

SEARCA's operational objectives are:

1. To provide advanced studies in agriculture leading to the M.S. and Ph.D. degrees.
2. To provide scholarships, fellowships, and/or assistantships for graduate students from countries in the region.

3. To promote, undertake and coordinate research programs, with special emphasis on research related to the important agricultural problems in Southeast Asia.
4. To publish the findings of agricultural research conducted in the region, or of pertinent agricultural research done elsewhere.
5. To hold regional seminars on selected agricultural problems.
6. To provide advisory and consultative services to member countries through staff visits and exchanges, seminars, studies and participation in national training and extension programs.
7. To stimulate and assist further development of agricultural institutions in Southeast Asia, and to enlist their efforts in solving pressing agricultural problems in the region.

Progress in the field of agricultural production has always been the main thrust of SEARCA's research and educational activities. Though such an objective cannot be attained overnight, the Center believes that this could be achieved regionally through collaboration. Countries in Southeast Asia could work closely together in accelerating scientific research activities particularly on common problems besetting the region.

The Center looks back to the past five years of its existence with a mixed feeling of pride and achievement. This is due to the fact that major projects it had initiated are continuing to benefit many countries in Southeast Asia.

III. Projects

Among the projects now yielding significant results and those still in the process of implementation are:

1. Gene Bank for Economic Crops in Southeast Asia. The project was started in 1971 to facilitate the improvement of plant varieties and the spread of genotypes that can raise economic levels of living in the region.

As of December 31, 1973, the bank had already distributed 1,528 accessions of economic crops in Southeast Asia. The crops include mungo, sorghum, soybeans, corn, cowpea, snap and Wang beans, cotton, peanut and cassava. Of these accessions, 1,261 were distributed in Southeast Asia and 167 in other foreign countries. As of the same date, 56 institutions -- 40 in the region and 16 in other countries -- had been served.

A plan has also been mapped out to attach a seed technology training program to the gene bank project and to include some fruits and industrial crops in building up accessions of economic plants of Asia and the Far East.

2. Social Laboratory. This project was initiated in Pila, Laguna, in July 1970 "to mobilize the human resources to fully develop the land and water resources and to transform the present traditional farming into modernized commercial agriculture, in order to raise the standard of living and accelerate rural progress."

Inspired by the initial success of the project, SEARCA established last year a social laboratory in Non Wai, Khon Kaen, Thailand, for the benefit of that country and its neighbors -- Laos, Khmer Republic and South Vietnam.

3. Downy Mildew of Corn. SEARCA has already achieved some degree of success in finding means to control downy mildew, hitherto considered the worst enemy of corn in the region. Researchers exhaustively studied the taxonomy and systematics of the fungus disease in the Philippines, and came out with effective control measures. SEAMEO member countries where this disease is exacting a heavy toll on corn crops may use the control measures and techniques developed in the Philippines.

4. Protein Gap Study. This project aims to produce, test, propagate and use selected varieties of crops such as soybeans, mungbean, cowpea, peanut, sweet potato and high-lysine corn, which are high in protein content. It is now being participated in by seven countries -- Indonesia, Malaysia, Thailand, South Vietnam, Laos, Khmer Republic and the Philippines -- where uniform regional tests of high-protein crops have been made. The data gathered are now being evaluated for eventual recommendation for commercial planting of chosen varieties in each member countries.

5. High-Level Manpower Survey. Designed to determine the long-term requirement of the member countries in their agricultural development programs, this study has been initiated in Indonesia, Malaysia, Thailand and the Philippines.

This study will be undertaken for Khmer Republic, Laos and South Vietnam when conditions in these countries become more settled. Furthermore, SEARCA already has a plan on how it could help in the post-war agricultural development of these countries.

6. Institutionalizing Research Management. Now in the process of implementation, this project is an attempt to analyze the skills and techniques that have so far been employed to manage agricultural research, with the view to incorporating them in the university curricular programs as courses that will help develop research managers professionally in Southeast Asia.

7. Asian Corn Industry Development Program. Launched early this year by SEARCA and Harvard University, the program is intended to maximize the development of the corn industry in its phases -- from production to processing, trade and manufacturing -- through regional cooperation among Asian countries where corn is an important crop from the standpoint of production or consumption. The program initially covers Indonesia, Thailand and the Philippines but will soon be expanded to include other commodities and to cover other countries in the region.

8. Agricultural Consultant Services. This program has been evolved in order that SEARCA could better help Southeast Asian countries accelerate development progress within their borders. Now available to render these services is a consulting staff composed of professionals from the region whose fields of training and experience cover a wide spectrum of problem areas related to development. The consulting staff would partly serve as the nucleus of high-level manpower for the agricultural development of the region.

9. The Agricultural Information Bank of Asia. This was initiated with the construction and operation of the Southeast Asian Library for Agriculture. The Bank will serve as the Asian component of an international agricultural information system that will be based in Rome, a system that will compile, organize, sort and disseminate all significant scientific literature related to agriculture, fishery and forestry.

10. Publications. This project involves the printing and dissemination of research results and information turned out by SEARCA activities.

11. Graduate Program. This involves the training of leading young scientists toward the M.S. or Ph.D. degree. After completion, trainees are expected to occupy leadership positions in their respective countries.

IV. Strategy

SEARCA's information strategy follows the (a) information source, (b) information writer, (c) medium of mass communications, and (d) consumers pattern.

1. Information sources. The sources include the Center's policy-makers, project leaders, researchers, international organizations and agencies, and local institutions and entities. (See Figure 1)

a. Policy-makers

SEARCA's policy-making body is the Agricultural Governing Board (AGB), which is composed of a representative from each of the member countries of the Southeast Asian Ministers of Education Organization -- Indonesia, Malaysia, Laos, Khmer Republic, Singapore, Thailand, South Vietnam, and the Philippines. Country representatives are nominated by their respective Ministers of Education and appointed by the Southeast Asian Ministers of Education Council (SEAMEC), SEAMEO's policy-making body.

The Southeast Asian Ministers of Education Secretariat (SEAMES) Director or his representative and the SEARCA Director serve as ex-officio members of the AGB.

The AGB has the following functions:

- Define general policy guidelines for SEARCA in matters of staff and student recruitment, funding and business procedures, use of SEARCA facilities, and the establishment of priorities for graduate study and research.
- Submit suggestions on academic matters with full consideration of, and in coordination with, the academic bodies of the host institution.

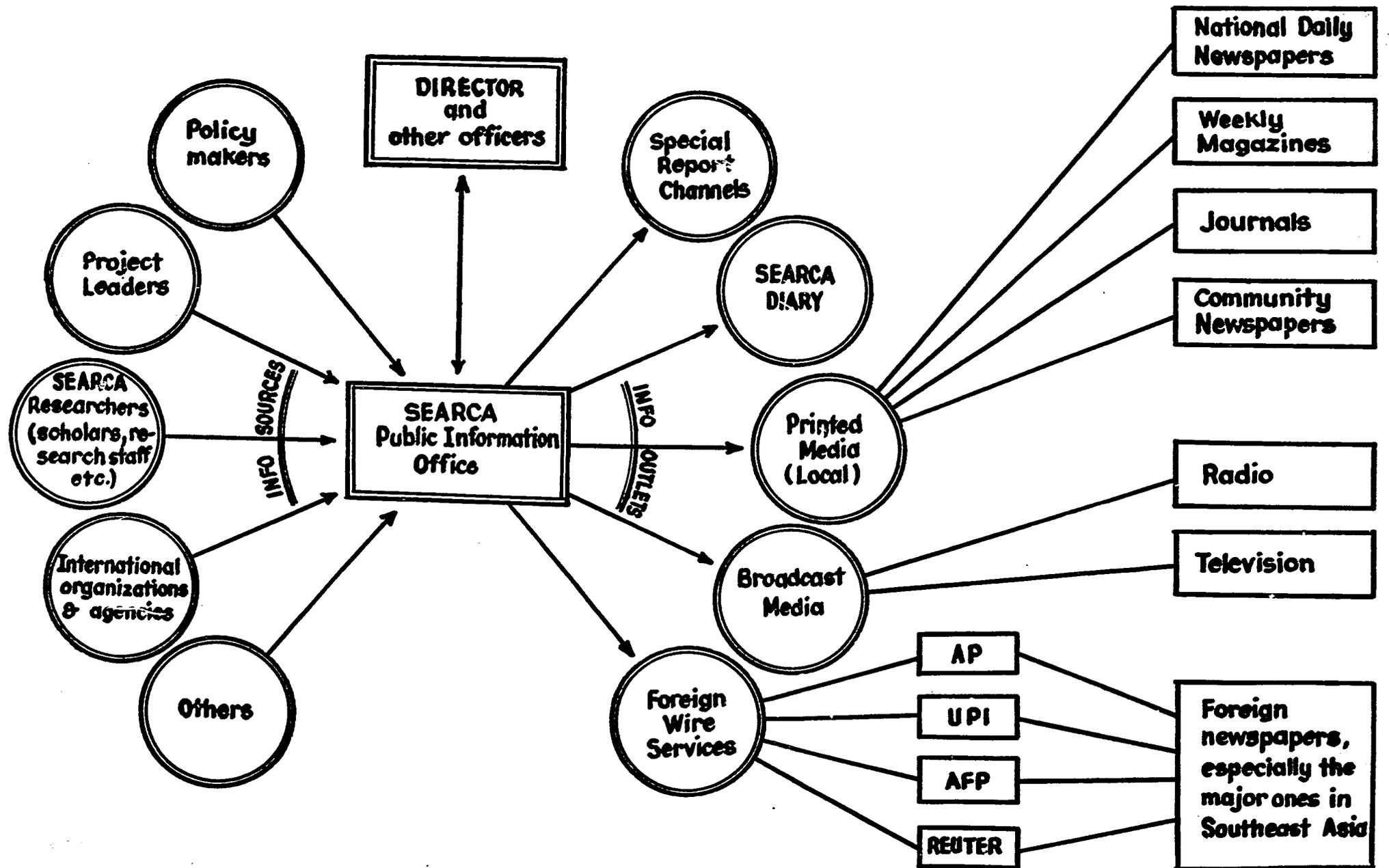


Figure 1. SEARCHA's Information Strategy

- Review and confirm all letters, memoranda and/or other forms of agreements entered into by SEARCA with national, regional, international organizations and private entities.
- Review, appraise and evaluate SEARCA and its operations periodically and, on the basis of such reviews, introduce the necessary changes or modifications.

b. Project leaders

Since SEARCA came into being five years ago, it has undertaken several projects which have been mentioned earlier. Some of these projects have already gained momentum while the others are still on the take-off stage. For purposes of dissemination of information regarding the progress of these undertakings, the project leaders or their co-workers are consulted.

c. Researchers

The researchers are either people tapped by SEARCA to conduct research work for the Center for SEARCA scholars, whose theses are pretty good sources of information.

- d. International organizations and agencies. These are entities assisting and coordinating with SEARCA in the attainment of its objectives. Examples are SEAMEC, SEAMES, IDRC in Canada, CIMMYT in Mexico, ICRISAT in India, RED, USDA, IITA in Nigeria and AFFHC of Australia. Also to be included are France, Australia, and New Zealand, which are all SEAMEO associate members.

e. Local institutions and entities

These are similarly helping or coordinating with SEARCA in its activities. Examples are the Philippine Government, which is SEARCA's host government; the University of the Philippines at Los Baños, the Center's host institution; the Philippine Council for Agricultural Research; and the Philippine Business for Social Progress.

2. Information writer

In the game called information dissemination, the writer plays a very vital role. His objective must not only be to relay the information to the end-users per se but to convey the message to the readers in a manner that he can be easily understood. This is particularly true in cases where the information to be relayed is based on research work. More often than not, a researcher writes the results of his study in a language he knows; hence, he uses technical terms which only those who have background on the subject would understand.

In such cases, the information writer has to use a layman's language. He should write the results of scientific studies in simple words to become effective.

3. Medium of mass communications

The information outlets are:

- a. Special report channels
- b. SEARCA Diary
- c. Printed media to include national daily and weekly newspapers, weekly magazines, class and trade journals, and community newspapers
- d. Broadcast media -- radio and television
- e. Foreign wire services such as AP, UPI, AFP and Reuter

Availing of these services, the targets are foreign newspapers, especially those operating in Southeast Asian countries.

V. Frequency

Certain factors influence the frequency of information flow through selected channels, and these are:

1. Availability of useful information
2. Frequency of channel availability
3. Coverage policies of newspapers, magazines, radio and television

The following indicate the frequency targets of SEARCA's information program:

Special Reports	Semi-annually
SEARCA Diary	Monthly
Newspapers	Semi-annually (for series) Twice a week (for news)
Magazines)	As may be projected by newspapers
Radio)	
Television)	

VI. Target Audiences

The target audiences are:

1. Government policy-makers
2. Farmers
3. Agricultural extension workers
4. Educational institutions
5. Research organizations
6. International organizations and agencies, particularly those contributing to the cause of agricultural research and related activities
7. Other SEAMEO Centers

The expectation is to develop awareness among target audiences in order to enhance relationships between SEARCA and these audiences and to stimulate interest in and use of the information being disseminated either as technical tools or program components.

VII. Organization

SEARCA's organization for the implementation of its information program is rather simple. Its simplicity is illustrated by the fact that SEARCA has only one Information Officer and is provided secretarial

support by the general clerical pool of SEARCA. The Information Officer is guided by the Director and the Assistant Director and draws quite a bit of strength from project leaders and research assistants whose reports and views form part of his sources of information.

INFORMATION ACTIVITIES OF THE SEAMEO-TROPMED PROJECT

Mancon Bhaibulaya, M.D.
Coordinator, the CCB Bureau of TROPMED Information

Background of TROPMED

The Southeast Asian Ministers of Education Organization (SEAMEO) and its Secretariat (SEAMES) were created as a result of a meeting in 1965 between Ministers of Education of Laos, Malaysia, Philippines, Singapore, South Vietnam and Thailand, and Mr. Eugene R. Black, Special Advisor to the President of the United States on Asian development programme. The SEAMEO Secretariat Office (SEAMES) was announced to be temporarily located at the Thai Ministry of Education on 30th November 1965, acting as a central agency serving all the Member Countries. Indonesia and Khmer Republic joined SEAMEO in November 1969 and January 1971, respectively.

France joined SEAMEO as an Associate Member in 1973 as well as Australia and New Zealand in 1974.

At the initial meeting, it was recommended that steps should be taken toward establishing some form of regional cooperation in education. Therefore, according to the concrete suggestion, Tropical Medicine and Public Health Project was one of the six SEAMEO projects proposed.

It was first agreed that as far as the development of education in medicine was concerned, a Regional Centre for training and research in tropical medicine should be established in a particular member country. Subsequently, a SEAMES Task Force Committee for Tropical Medicine was set up in September 1966 to look further into the matter. The Task Force was assigned the duty of making surveys in the member countries to obtain additional information and data concerning existing facilities in each country before making recommendation relative to the establishment of the Regional Centre.

After the surveys, however, it was recommended that the South-east Asian Regional Tropical Medicine Centre should be established on a cooperative basis, with a Central Coordinating Board and National Tropical Medicine Centres, one in each of the participating countries. It was considered that this arrangement would stimulate the development of teaching and research at the institutes for tropical medicine in those countries, particularly in the next five years. However, since Thailand has already developed a teaching and research institute of tropical medicine over the last 7 years and in view of the proximity

to the interim SEAMES Office, the Faculty of Tropical Medicine, University of Medical Sciences (now Mahidol University), Bangkok, therefore, was considered as the most appropriate place for the Central Office of the Coordinating Board in its initial stage.

SEAMES submitted this recommendation to the Second Conference of the Southeast Asian Ministers of Education Council (SEAMEC) held in Manila in November 1966.

The Council of the Ministers of Education endorsed the recommendation of the Task Force that the Regional Tropical Medicine Project, consisting of the Central Coordinating Board (CCB), be located in Bangkok and the National Centres be situated in the SEAMEO member countries. Consequently, the first meeting of the Central Coordinating Board was organized on 15th-17th March 1967 in Bangkok to consider definite plans of operation at international levels for the improvement of teaching and research in tropical medicine in Southeast Asia.

At the 5th CCB Meeting in Tokyo on 24th November 1968, the redefinition of the Project was approved as "SEAMEO Regional Tropical Medicine and Public Health Project (TROPMED)".

The Five Year Development Plan of the Project was also adopted and the permanent phase of TROPMED commenced in July 1970 at the end of the nurturing period (March 1967-June 1970). Its finance consisted of (1) Operational costs for the CCB, (2) Special Funds for the activities of TROPMED, including the expenses for regional teaching in various National Centres, research grants, seminars and workshops, exchange of personnel programme and meetings of the governing board, and (3) Funds for development of the National Centres.

The Southeast Asian Journal of Tropical Medicine and Public Health has been published since 1970, and the CCB Bureau for TROPMED Information and the Museum and Reference Centres in the Member Countries were established in 1971.

Assigned specialization for each member country of SEAMEO

In order to minimize waste in duplication of the activities, each member country has been assigned to take responsibility in her field of specializations as follows:

- | | |
|----------------|--|
| Indonesia | - Applied Nutrition and Food Science |
| Khmer Republic | - Environmental Sanitation and Venereal Diseases |
| Laos | - Public Health Laboratory and Helminthology |
| Malaysia | - Applied Parasitology and Entomology |

Philippines	- Public Health and Rural Medicine
Singapore	- Public Health, Urban Medicine and Occupational Health
South Vietnam	- Communicable Diseases, Plague and Enteric Infections
Thailand	- General and Clinical Tropical Medicine and Tropical Paediatrics

Thus, the organization of TROPMED can be illustrated as in the following diagram (see diagram).

Activities of TROPMED

1. At present there are seven TROPMED Regional Teaching Courses:

- Post-graduate Course for Diploma in Tropical Medicine and Hygiene (D.T.M. & H., Bangkok).
- Post-graduate Course for Master of Public Health (M.P.H., Manila).
- Post-graduate Course for Diploma in Applied Parasitology and Entomology (D.A.P. & E., Kuala Lumpur).
- Post-graduate Course for Diploma in Applied Nutrition (D. A. Nutr., Jakarta).
- Post-graduate Courses for Master of Science in Public Health and in Occupational Medicine (M.Sc. Public Health, and M.Sc. Occupational Medicine, Singapore).
- Post-graduate Course for Diploma in Tropical Microbiology (D.T. Microb., Saigon).

2. Regional Seminars, Workshops, Technical Meetings

At least one regional seminar, workshop or technical meeting on major Tropical Medicine and Public Health topics will be held each year to serve as a forum for closer contact among scientists and research workers from within and outside the region.

3. Research Grants

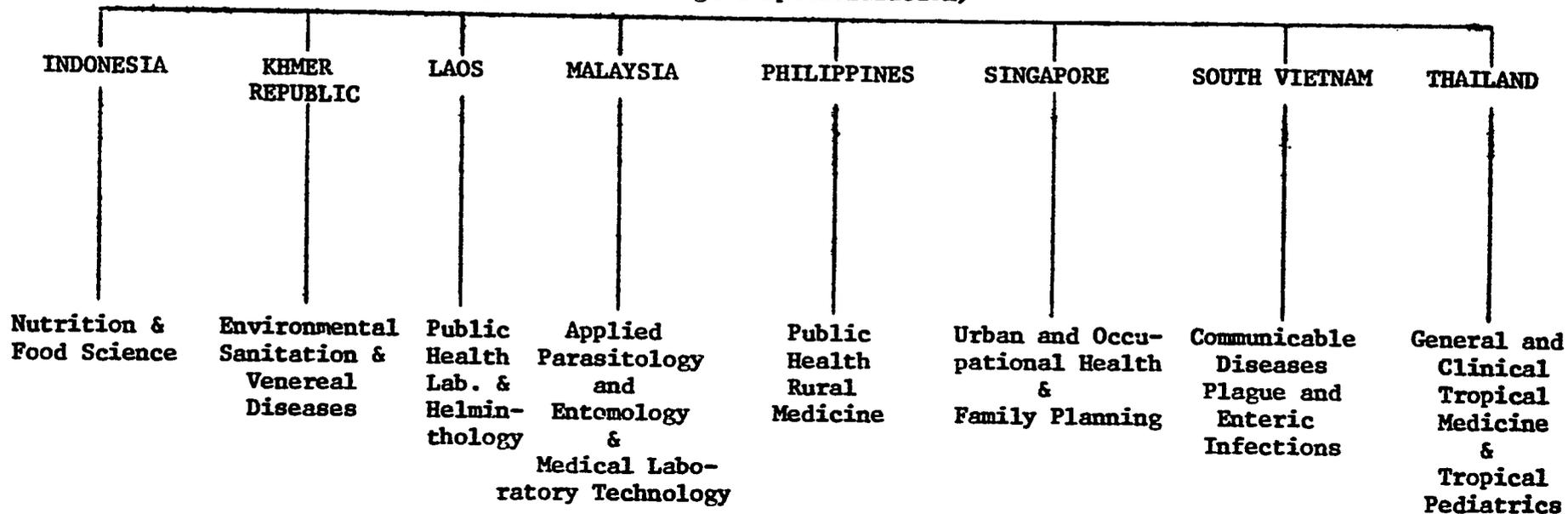
The research grants are considered to serve well the purpose of encouraging the activity and fostering the interests in research of the staff of the national centres. They will help in stimulating the acquisition of new skills.

**SEAMEO REGIONAL TROPICAL MEDICINE AND PUBLIC HEALTH PROJECT
"SEAMEO TROPMED"**

CENTRAL COORDINATING BOARD "CCB"

- Teaching
- Research
- Seminar
- Exchange Personnel
- Consultants
- Board Meeting
- TROPMED Information Service
- SE Asian Journal Trop. Med.

**NATIONAL TROPICAL MEDICINE AND PUBLIC HEALTH CENTRE
(To be developed toward Assigned Specialization)**



4. Exchange of Personnel

The purpose is to establish broader acquaintance with the health and medical programmes in Southeast Asia and to encourage use of expertise available in the region.

5. Consultation

Consultation will be provided for National Centres to assist in the development of their regional cooperative programmes.

6. Post-war rehabilitation in Indochina

Indochina countries such as Khmer Republic, Laos and South Vietnam are in need of prevention and control of communicable and infectious diseases and promotion of health. Therefore, the post-war rehabilitation in the field of Tropical Medicine and Public Health was proposed.

7. Cooperation with other organizations

In order to create "a healthy community" in the region, cooperation with international and regional organizations such as WHO, SEADAG, Mekong Committee and other projects of SEAMEO have been established.

8. Information Services

Information services are given in the following forms:

- Publishing, such as "the Proceedings of Regional Seminars" and "the Southeast Asian Journal of Tropical Medicine and Public Health."
- Clearing House through "the CCB Bureau of TROPMED Information".

TROPMED Information System

One of the recommendations made by the SEAMES Task Force on Tropical Medicine (1967), subsequently accepted by SEAMES and incorporated in the SEAMEO-TROPMED Project, was:

Clearing House: TROPMED should serve as "a clearing house to catalogue and publish information concerning the activities in the region, in order to disseminate knowledge in Tropical Medicine and Public Health to all institutions and agencies, not only in Southeast Asia but also in other parts of the world".

Implicit in this idea of a clearing house is the collection and cataloguing of parasitic and other materials, and of national and regional information on tropical medicine and public health. This could best be done by the setting up of a bureau of information at the regional level and within the National Centres.

At the 10th Meeting of the Central Coordinating Board in November 1971, the Board approved the establishment of the CCB Bureau for TROPMED Information.

It has been implemented in this manner. A bureau has been set up within each National Centre for Tropical Medicine and Public Health, to act as a Museum and a National Reference Centre for collecting and cataloguing materials, and as a clearing house for information according to its specialization. The Bureau has been designated according to the aim and policy of the respective National Centre.

The Regional Bureau has been established and developed under the aegis of the CCB and its function is to provide materials and information on request to any of the SEAMEO Member Countries, and other countries outside the Region. This Bureau is known as "The CCB Bureau for TROPMED Information". (See diagram)

In this way, it will become an invaluable aid to both national and regional teaching and research, and also beneficial to advertise TROPMED activities and to give information to those donors who are interested in TROPMED Programmes.

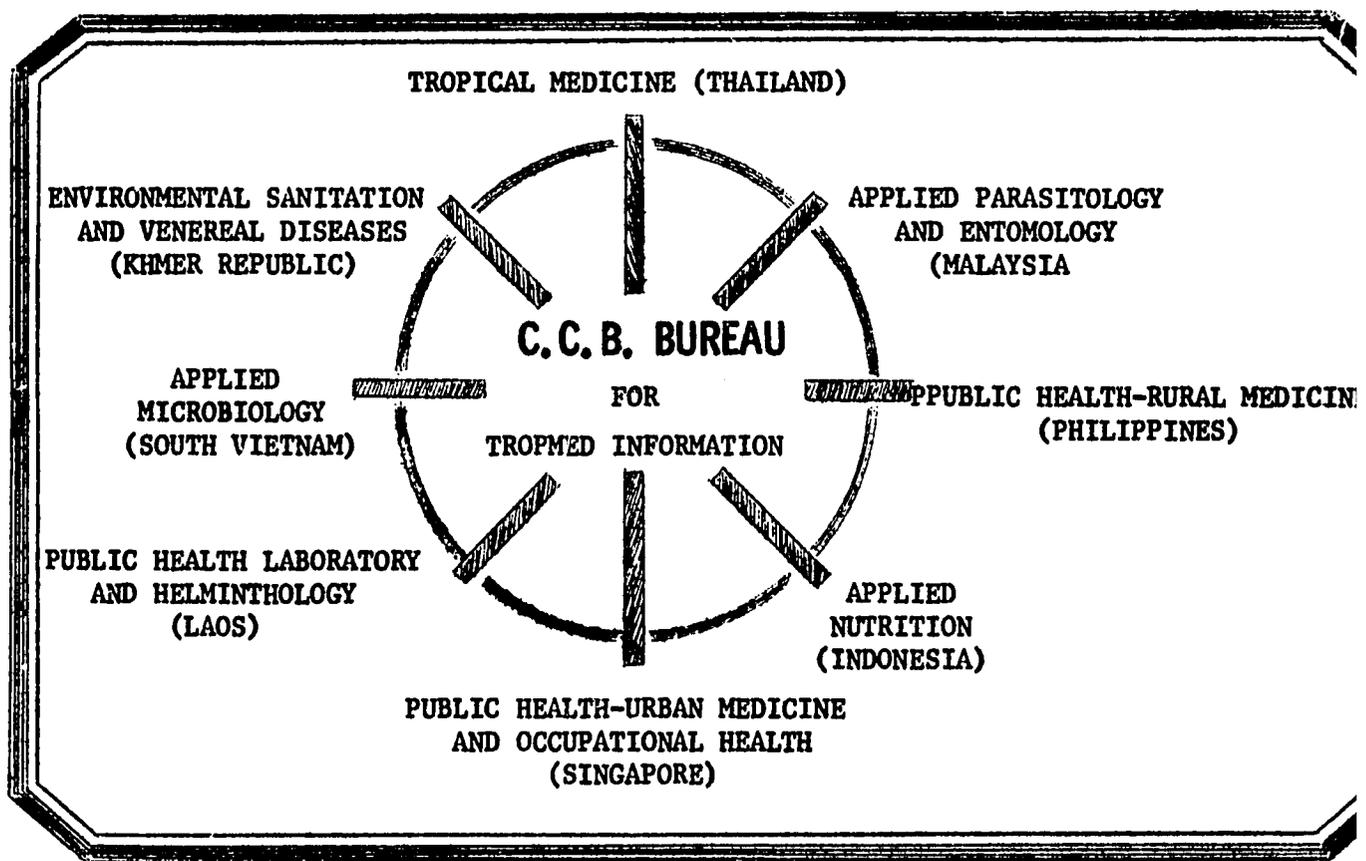
Current information activities of TROPMED

So far, the CCB Bureau for TROPMED Information has collected and catalogued scientific reports and papers on tropical medicine and public health from Southeast Asia and the world-wide sources published in various journals or as monographs dated back to 1921. Summaries of these articles are also recorded in the catalogue cards.

Proposal for the additional activities of the CCB Bureau for TROPMED Information

Realizing that cooperation and coordination with other organizations are necessary to establish "a healthy community" in this region, the retrieval of information for the Bureau in addition to tropical medicine, public health and parasitology, should be extended into other subjects related to social and living standards.

MUSEUM AND REFERENCE CENTRE



**V. PROBLEMS OF SEAMEO PROJECT INFORMATION
OFFICERS AND SEAMEO DESK OFFICERS**

**PROBLEMS OF SEAMEO PROJECT INFORMATION OFFICERS
AND SEAMEO DESK OFFICERS^{1/}**

Manning the information offices of the Regional Centers of the Southeast Asian Ministers of Education Organization (SEAMEO) is rather a herculean task. And to the SEAMEO unit PIOs, the task is becoming more challenging with the passing of each year.

The indispensability of these offices to the Organization's aspirations for progress in such field as science, education and culture becomes significant when one realizes that, as Dr. Waldo E. Stephens had pointed out, "there is no substitute for informed understanding and accurate presentation of the positive response of SEAMEO to the challenge of Southeast Asia and its constructive role that is relevant to the essential requirements for development throughout the region and in other developing countries." During the past few years that these Centers had been in existence, the Project PIOs had played a laudable role in projecting into a wider perspective SEAMEO's noble programs and objectives, the achievements it had so far attained and its dream for a progressive Southeast Asia. They have done well in spreading the word that in less than a decade, SEAMEO has proven that in many fields of endeavor where other regional aggru-pations had failed, it may yet succeed.

But for all the praiseworthy accomplishments that these Infor-mation Officers have so far chalked up, there is no denying that much remains to be done. This becomes clear when one takes into considera-tion the fact that, in the words of Dr. Gloria D. Feliciano, most Southeast Asian countries "have communications systems that are not capable of speeding up national and regional progress."

The PIOs themselves acknowledge the intensity of this problem. Add this to the difficulties they are encountering in their respective offices and you get a clear picture. Notwithstanding these setbacks, however, it is noteworthy that the PIOs have come to identify them, have studied their gravity, have taken pains in tracing the strands of their interrelationship and have come out with proposals on how to solve them.

The problems facing the PIO are categorized as follows: internal administration, communication between or among the SEAMEO Centers, communication with the other organizations (non-SEAMEO), communication with the donors and communication with the professionals.

^{1/} The problems encountered in the SEAMEO Project Information and Desk Officers' Seminar, as presented by the Information Officers, are summed up and discussed briefly in this article.

Before we go into the details of these problems, it should be stressed here that most of the Information Officers admitted, rather candidly, that there is a need for the PIOs to undergo formal training. One of them noted that as of now, opportunities for self-betterment of a PIO are lacking. Another suggested an in-service program involving a periodic training course (ideally for six weeks) to develop the competence of unqualified or new PIOs.

Everyone also agreed to the need for Information Officers and SEAMEO Desk Officers to meet at least once a year to exchange notes on experiences, insights and solutions to problems; and that budgetary provisions for the purpose should be made by each Center.* As much as possible, they should be involved in appropriate meetings such as the Project Directors and High Officials Meeting.

Now the problems:

1. Internal communication. Problems in this category have not as yet been encountered by some of the Centers but the others who have believe that solutions to these difficulties should be provided by the Center concerned. These problems include, among others, lack of administrative and supporting staff, inadequate equipment and facilities, lack of coordination among various units of the Information Division and too much duties of the PIO.

2. Communication between or among the SEAMEO Centers. The problem that towers above the others in this category is the high cost of postage. Communication by air mail is expensive and to Centers which have limited funds specially for this purpose, the inadequacy is quite a problem. Furthermore, communication with some SEAMEO member countries is not easy; it takes time.

3. Communication with the general public. In reaching the end-users, the SEAMEO Information Offices use the same channels -- radio, television and the printed media. However, although the effectivity of these mass communication facilities cannot be questioned, the language problem (the use of a language understood by the people) is something to reckon with. This is rather true in almost all the SEAMEO member countries because of their multi-lingual systems. An agricultural communications expert once said: "Dynamic research is one of the mainsprings of agricultural growth, but research without communication to farmers is as barren as communication without research results." In the same manner, a valuable information that a Center wants to relay to the end-users achieves the purpose

 *These meetings should be held in different sites everytime, thus enabling Information Officers to visit the other SEAMEO Centers.

for which it has been prepared if it is written in a language which the consumers understand. Hence, the need for the writing of such information in the vernacular and directing it to newspapers and radio and television programs using the language.

In the use of these channels, however, there still are problems encountered. One is the difficulty of newspapers in reaching the rural areas, particularly in archipelagic countries such as Indonesia, Malaysia and the Philippines. The same is true in the landlocked countries of Laos, Thailand, Khmer Republic and South Vietnam. Another is the high price of television sets which majority of people in the region could not afford. The problem is not so much grave in the use of radio as a channel because of its relatively low cost and its quickness in reaching people living in the countryside.

4. Communication with potential donors. The problem in this category is less considering that SEAMES and the Centers are closely coordinating with each other in dealing with governments and institutions and entities profoundly interested in the success of SEAMEO.

Furthermore, during seminars and conferences held by the Centers, potential donors are invited to attend as observers in order to let them appreciate the success realized so far by each SEAMEO program and SEAMEO's commitment to the progress of Southeast Asia.

5. Communication with professionals. Among the pertinent problems in this category is the difficulty in communicating with former participants of Centers and if ever such rapport is existent, their failure to provide information for inclusion in Center reports and publications. Another is the problem of keeping professionals informed of the activities of Centers by means of correspondence.

Summing up, it takes some time to lick these problems. However, they are not without solutions. Proposals on how to solve these problems are presented and discussed in the succeeding article.

VI. INTEGRATION

INTEGRATION AND A LOOK AHEAD

Dr. Gil F. Saguiguit
SEARCA Assistant Director

What did we accomplish these last three days?

At the start, SEARCA Director Drilon in his keynote address laid down the background for this seminar-workshop by citing that while "the SEAMEO Centers have gone a long way in achieving their objectives ..., not enough is being done to spread the gospel of this performance; ... that the SEAMEO Centers and SEAMES should meet on the problem of optimizing achievement in SEAMEO projects through better communications." Thus, with financial support by RED (Regional Economic Development Office of the U.S. Government based in Bangkok), this 3-day meeting of public information officers and representatives of SEAMEO Centers and SEAMES is being held under the auspices of SEAMES and SEARCA.

Director Drilon also put forth two major objectives of this seminar-workshop, namely, (1) to develop a more effective information program in each of the SEAMEO Centers through the information officers; (2) to promote regionalism by a collaborative information program as an approach to development efforts. It is expected that from this seminar-workshop an information handbook for improving SEAMEO's information program will be produced.

The report of the PIOs from the different Centers brought to light proposed programs, list of activities and problems. Copies of all these reports are provided to each of you since it is hoped that back in your home grounds you will take time to glean from them useful information and bright ideas to supplement your individual Center's present programs and mode of operation; this way, objective No. 1 will have been partly attained.

Since focus was made on the problems of the PIO, I shall summarize them briefly as follows:

1. Internal problems of a Center.

These are problems which are either peculiar to a Center or common to the Centers, but their solutions depend entirely on the staff of the Center concerned. It is the consensus then that their solution be done by each Center. Among those listed under this category are:

- Lack of facilities
- Inadequate and inexperienced personnel
- Great diversity of activities and number of programs conducted within a Center
- Lack of cooperation with professional staff in providing information
- Updating of information for dissemination
- Lack of budget for postage in mailing information
- Too many duties
- Lack of rapport between the Director and PIO
- Difficulty of communication even within the Center area because of language problems.

2. Communication between the Centers and SEAMES and among the Centers themselves. Suggested solutions:

SEAMES should play the principal role of coordination; other SEAMEO units should supply all information needed promptly to SEAMES and when information is received from SEAMES, these should be distributed immediately to end-users.

Better communication among information officers of the SEAMEO Centers perhaps can be facilitated by an information officer of SEAMEO Centers in the SEAMES.

3. Communication with the general public.
Suggested solutions:

- a. Vernacular language should be used.
- b. SEAMEO brochure should be prepared in consultation with other Centers' Public Information Officers. This should be up-to-date and available at all times.

4. Communication with potential donors.

This should be done by SEAMES in close cooperation with the Centers.

5. Communication with participants of training programmes and professionals.

Four general suggestions were given as follows:

- a. Organize from time to time short-term training courses (e.g., 6 weeks) for the development of public information office personnel,
- b. Establish an Information Center at SEAMEO Headquarters to serve as a center for retrieval and dissemination of information.
- c. Production of an informative movies or well-organized slide presentation about SEAMEO.
- d. Organize national annual seminars for the Center's participants to which the Center PIO may be invited as an observer. This would be an opportunity for him to meet the participants and professionals in the field.

SEAMES public information officer, Mr. Gabriel Rajamoorthi, presented an integrated SEAMES Information Program adaptation of the "Laswell Model for communication process". He stressed that while the SEAMES PIO, SEAMES Desk Officer, and the Centers' PIO have each specific roles to play and different target audiences, cooperation and coordination among them are imperative.

The papers presented by the experts on communications are intended to stimulate and develop patterns of action for more efficient performance. The "heart" of Dr. Gloria Feliciano's paper consisted of two lists of proposed objectives/goals directly relevant to SEAMEO projects and those directly related to national and regional programs. She also gave the factors that need to be accounted for in order to carry out these objectives in an efficient manner.

The meanings of national development and development communication were explained by Dr. Nora Quebral. But more interesting to us were the tips given on how to be a proficient development communicator. By way of questions she laid down a framework on how the PIO can transfer these insights to the SEAMEO information programs.

The series of papers that followed disclosed the Philippine situation.

Commissioner Librado Ibe partly unfolded to us the science policy of the Philippines by citing the country's long range development objectives, the priority areas which have been identified for

their ultimate attainment and infrastructure. The National Science Development Board (NSDB) is charged with the function to provide leadership and coordination in the national scientific effort. According to him, like most developing countries, the Philippines relies heavily on innovative transfer of technology; that identical problems of development are faced which call for regional collaboration "effected through exchange of scientific information and technical expertise and joint execution of research and development projects with defined objectives and delineated responsibilities."

An appeal for the Information Program of SEAMEO to help develop a proper attitude toward science among the Asian people and to provide the "type of science knowledge that will allow them to actively participate in production and in the utilization and conservation of natural resources" came from Dr. Efraim Abracia. He stressed that returned participants should also be tapped as a medium of knowledge dissemination. He proposed a categorized list of information which the Asian readers would wish to read from SEAMEO periodicals and publications.

The visual aid (movie presentation of the activities of the Philippine Business for Social Progress) of Mr. Leonides Valencia made quite an impression as a very effective tool of communication. He also eloquently emphasized the role of mass media in linking the people with a business firm. Since similar strategies or techniques may be employed in our projects by the PIO, his paper is, indeed, worth reading again and again.

Mr. Leonidez Gonzalez, in his paper on the indispensability of a two-way dialogue between the business firm and consumer, emphasized the necessity of mutual service. His message is "90% doing good and 10% telling people about it."

A partnership between the government, people and mass media with the latter as the bridge between the government and the masses is a necessary factor in progress, according to Mr. Amante Bigornia. Communicators are necessary in this interaction.

The operation of an efficient nationwide information gathering and dissemination network in a changing society is indispensable for the development of a dialogue between government and people, according to Mr. Jose Pavia, our last speaker in this seminar. The Philippine government operates the Philippine News Agency (PNA) under the Bureau of National and Foreign Information (BNFI) within the Department of Public Information. It is only when information reaches an undeveloped part of a country that economic progress starts to reach that area, he emphasized.

After all have been said and discussed, let me take you back to Dr. Waldo Stephens' papers on Southeast Asia and SEAMEO. While we are trying to develop as a region considering all our constraints and limited resources, we should try to let the rest of the world know about the great challenges that face Southeast Asia and what the people through SEAMEO and its Centers are trying to do to meet this challenge.

Look ahead! Look at the board - "90% doing good and 10% talking about it." This is the time! Now is the time to ACT.