

From  
**Radio Silence**

to



...and back to normal?

a  
Humanitarian Information Service  
from  
**INTERNEWS**  
in  
Guiuan, Eastern Samar  
Philippines

FINAL REPORT



Figure 1: Telecom mast in Guiuan, Eastern Samar, later to be used to put up Radyo Bakdaw's antenna.

*“The MIRA [Multi-Cluster Initial Rapid Assessment] findings indicate that communication with communities through radio is the best way to ensure communication with affected people at this stage of the emergency.”<sup>1</sup>*

*“People have little or no access to basic information through cell phones, internet and radio, TV or newspapers. Ensuring disaster survivors can communicate with each other and with aid agency responders is critical,”<sup>2</sup>*

*“Information is like a light”<sup>3</sup>*

*“Thoughtful and cost-effective niche programmes led to disproportionately positive impacts (for example, Internews and MapAction)”<sup>4</sup>*

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*1 Multi-Cluster Initial Rapid Assessment (MIRA) - Philippines Typhoon Haiyan, November 2013  
[http://reliefweb.int/sites/reliefweb.int/files/resources/MIRA\\_Report\\_-\\_Philippines\\_Haiyan\\_FINAL.pdf](http://reliefweb.int/sites/reliefweb.int/files/resources/MIRA_Report_-_Philippines_Haiyan_FINAL.pdf)*

*2 Under Secretary General for Humanitarian Affairs & Emergency Relief Coordinator, Valerie Amos  
Press Remarks on the Philippines, 22 November 2013*

*3 interview with John Ging on Radyo Bakdaw, Internews  
<http://www.internews.org/information-light>*

*4 Rapid Review of DFID's Humanitarian Response to Typhoon Haiyan in the Philippines – Independent Commission for Aid Impact, Report 32, March 2014, page 16.  
<http://icai.independent.gov.uk/reports/rapid-review-dfids-humanitarian-response-typhoon-haiyan-philippines/>*

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Figure 2 "I love Yolanda" kite, made by local youngsters in Guiuan, Eastern Samar

# Introduction

*“Tell my family that I’m fine”*

The first message being sent to the Bakdaw Textline came from Mani Cani, an island in front of Guiuan, Eastern Samar on November 26<sup>th</sup> 2013.

It didn't only prove Radyo Bakdaw had at least one listener, it was also a perfect example of what a Humanitarian Information Service can do for a disaster affected community: giving people a voice, connecting them with each other, but also, for the humanitarian partners, getting a better idea of what lives among the community.

Radyo Bakdaw was set up by Internews in Guiuan, Eastern Samar after the typhoon Yolanda/Haiyan hit the Philippines on November 8<sup>th</sup> 2013. The typhoon passed through 9 provinces, an estimated 14 million people were affected by it, 4 million people were displaced and killing at least 6268 people.

In the 4,5 months that followed, Internews trained local radio makers to become humanitarian reporters, and gave a wider audience the chance to speak up, be listened to, and be part of the whole humanitarian response, as a “Humanitarian Information Service”.

The radio station was designed from the start to be a community radio station, run by local people, with information relevant for their own community. To ensure the information was relevant, timely and in sync, the production process was driven by questions received from the listeners. The answers could be found among the community (“where can I buy candles?”), local government (“when do schools reopen?”) or the humanitarian agencies (“how much rice do I get for my family?”).

By listening to the community, Radyo Bakdaw became part and partial of the humanitarian response. Its presence improved efficiency, increased accountability and ensured the community its right to information, not just as abstract principles, but by putting simple ideas into practice, a radio which listens, information which is useful for the recovery, or, as the tagline of the radio put it, by “helping you to help each other”.

# Fast Facts

## Broadcasting

- The Radyo Bakdaw hotline received **40,286 text messages** from listeners
- Radyo Bakdaw was on air every day from 6 a.m. till 9 p.m. since the 26<sup>th</sup> of November, a total of **1,255 hours**, including during the two first major storms of 2014: Agathon and Basyang.
- During the weekly Radyo Repair Days in the region **249 radios were fixed** for free by our technicians.
- More than **272 people were interviewed** both in the station and in their communities.
- More than **140 organisations** were able to provide information to communities through Radyo Bakdaw.
- Radyo Bakdaw reunited 4 families and handled 40 more cases of family reunification.
- Radyo Bakdaw facilitated **two wheelchairs**, to be passed on from one listener to another.
- **6 weekly thematic programmes** were produced on livelihoods, health, shelter, mental health and youth, and one weekly karaoke contest, which could easily be considered a psycho-social relief activity.

## Research, Evaluation and Monitoring

Parallel to the radio broadcasting, Internews also committed itself to an ongoing research, monitoring and evaluation programme as an additional channel and source of information coming from the community and feeding into the humanitarian system.

- Setting up a **listener's panel** of 86 people across the region, connected and activated through text messages, for quick and continuous feedback.
- Training a local team in **quantitative research methods**, such as enumeration and data entry.
- Conducting a **Cash for Work survey** for Oxfam, People in Need and UNDP to identify potential frustrations and room for improvement.
- Conducting **10 focus group discussions** with Barangay<sup>5</sup> Captains and Councillors in 4 municipalities, to identify their information needs.
- Conducted, analysed and reported on a **community survey** on information needs and Radyo Bakdaw involving 339 respondents, in 19 Barangays, 9 municipal areas.
- Implemented an **online survey among humanitarian agencies** on their information needs and their collaboration with Radyo Bakdaw.
- **Tested thematic programming** of Radyo Bakdaw with over 150 listeners and non-listeners via group and individual surveys and listening sessions in 10 Barangays.

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<sup>5</sup> Barangay = the smallest unit of local government.

## Training

Internews developed the capacity and technical skill set of local broadcasters and helped them to become “humanitarian reporters”.

About **20 local radio broadcasters**, with very limited or no journalistic experience, formed the core team of the project. They were trained in daily workshops and received on-the-job and training on the production of useful information in attractive formats for listeners, with a strong sense of journalism ethics, including the importance of reliable, unbiased information.

Besides radio training, the team also received extensive training in print-journalism to allow for a more diverse output online and in local print media.

In parallel, Internews also organised training for **40 local journalists** from the region, including the emergency radio station in Tacloban (Radyo Abante), the local commercial radio station in Guiuan (Radyo Natin), the Philippine Information Service, information officers from local government and university students.

The journalist trainees came from a mix of radio stations and other institutions:

- Radyo Ngbayan, an emergency community radio station set up by the government of the Philippines in Tacloban
- Radyo Abante, an emergency community radio station, with funding from UNFPA and World Vision
- The Philippines Information Agency
- The Department of the Environment Information Office
- Leyte Normal University
- The State University of the Eastern Visayas, Department of English

# Phase One: assessments

## Staff

Internews has sent the Director, Humanitarian Communication Programs immediately after the typhoon had made landfall to make a first assessment. Later he was joined by a team leader and a radio engineer.

## First Assessment

Internews conducted a 4-day assessment in the first week after typhoon Yolanda/Haiyan had made landfall in the Philippines.

This assessment mapped the information needs and access to communication channels in Tacloban and Palo<sup>6</sup> and revealed an acute, urgent need for information amongst typhoon-affected communities.

Local media outlets in the area were almost completely destroyed. Of 11 known pre-storm stations in the area, only 2 were partially operational as of November 19 and while a number of stations were coming back up on air in the following weeks, the information available was not directly targeted at the affected populations.

Local media in Leyte and Eastern Samar function primarily as regional relays into the larger networks in Manila. As a local reporter said: “We produce local news for Manila, not for our own people.”

Internews’ assessment also suggests that local media outlets and reporters have very limited understanding of the international humanitarian system and the different mandates and organisations involved in aid delivery.

The Multi-Cluster Initial Rapid Assessment (MIRA) findings indicated that communication with communities through radio is the best way to ensure communication with affected people at this stage of the emergency.<sup>7</sup>

The information gathered during the first assessment was shared with MapAction and through them with the wider humanitarian system.

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<sup>6</sup> The assessment was conducted between November 15-18 through direct interviews with survivors, humanitarian workers, local journalists and visits to local media outlets in Tacloban city and Palo.

<sup>7</sup> Multi-Cluster Initial Rapid Assessment (MIRA) - Philippines Typhoon Haiyan, November 2013, page 21 [http://reliefweb.int/sites/reliefweb.int/files/resources/MIRA\\_Report\\_-\\_Philippines\\_Haiyan\\_FINAL.pdf](http://reliefweb.int/sites/reliefweb.int/files/resources/MIRA_Report_-_Philippines_Haiyan_FINAL.pdf)

## Second assessment

A second Internews team arrived on November 17<sup>th</sup> and conducted a follow up survey with the following parameters:

- Communication needs: number of radios on air, radio sets, mobile network
- Impact of the typhoon
- Population density
- Suitable location for radio studio: dry, central, safe, antenna tower
- Accommodation for staff
- Availability of local radio talent
- Access to information of government and humanitarian partners
- Power/generator



Figure 3: former radio station outside of Tacloban

Places visited 21 November- 22 November

- **Tacloban:** 4 radio stations operating at the time of visit, with First Response Radio fully focused on humanitarian relief. FRR have a 50 Watt transmitter, but will replace it with a 600 watt transmitter after a few weeks. They are situated on the top floor of the town hall, and close to OSOCC, giving them good access to all formal sources of information. They have limited staff, working around the clock, which leaves little room to go out to the community and record their stories.
- **Palo – Tanauan – Tolosa – Dulag:** At least 6 radio stations can be heard in Palo. FRR breaks off just after Tolosa. Everywhere you go, there's a desperate need for radio sets. It's clear there's a big need for reliable information. In Julita there was a false tsunami-rumour three days after the typhoon, which caused the

entire village to be evacuated. Frustration mounts about the lack of relief efforts, with accusations towards local authorities for deliberately holding back goods.

- **Guiuan:** 100% of the houses are damaged or destroyed. There's no radio signal on the FM band. There are hardly any functioning radio sets. Smart has a mobile phone network up and running, Globe will have one in the next two days. The UN OSSOC has created a small wifi-hotspot, which allows for communication with Tacloban and other parts of the world. There's a telecom-mast still standing, with next to it a small health centre, with only a leakage in the roof. The supervisor of the health unit at the municipality has granted Internews permission to use the room as a radio studio and has promised to fix the leakage. There were two radios broadcasting in the region before the typhoon, both completely destroyed. The owner of Radyo Natin ("our radio"), the only one in town, has mobilised 3 DJs, who we met. They all have presented music and talk shows, edited with Adobe-software and worked as reporters.

### **Conclusion**

The communication need is clearly the highest in Guiuan, with all the minimum requirements in place to start operating. South of Tacloban has definitively also communication needs, but these might be covered by a stronger FRR transmitter and closer collaboration between CDAC and the existing radio stations.

Based upon the above criteria, the decision is made to set up a radio station in Guiuan, Eastern Samar.

# Phase Two: Implementation

## Staff

Local radio staff was mobilised through Paul Sheen, the owner of the only former radio station in Guiuan, Radyo Natin. This allowed for a quick start, with all elementary radio skills available.

Radyo Bakdaw, or “Radio Rise” went on air with

- 1 Team leader
- 1 radio engineer
- 1 studio technician
- 1 admin assistant
- 1 driver
- 6 presenters/reporters

After consulting the humanitarian partners, including ILO, and a meeting with the owner of the previous radio station, staff will receive a salary of 600 PhP/pesos a day (about 8 GBP).



Figure 4: part of the start up team of Radyo Bakdaw

## Challenges

- Journalistic skills are largely absent, which requires micro-management
- Knowledge of the humanitarian agencies is non-existent.
- Recruiting staff with a background in media poses its own challenges when the media landscape is heavily political and openly biased, which also can reflect badly on a newly created channel, even when this promotes balanced and non-affiliated information.
- When local staff is part of the affected community, their priorities are similar to the rest of the population: ensuring their basic needs are being met (food, shelter, health), making it hard to ask long term and short term commitments. Contracts should reflect this reality, focusing on delivered services rather than future commitments.
- Processing the feedback generated from listeners requires dedicated team members, which are not foreseen in the budget.
- Documenting activities (interviews conducted, messages broadcasted, organisations served) is another fulltime job, which is not catered for in the budget.

## Training

Prior to the first day of broadcasting, staff received an intensive one-day training, focusing on the purpose/philosophy of the HIS and the basics of the humanitarian operations. To allow a quick start, the follow up trainings have been scheduled on a daily basis, from 2 to 5 p.m., tackling a variety of topics related to the humanitarian response, journalistic principles and packaging it in an attractive way.

Besides the training sessions, a lot of attention is given to “on the job learning”, with close monitoring and guidance from Max and me. Feedback, which is valid for all staff is being repeated to all staff during the daily 8 a.m. staff meetings.

## Challenges

- The humanitarian urgency requires going on air as soon as possible, even when training is not yet fully incorporated.
- It should not be overestimated to what people can take in during training and workshops in a limited amount of time.
- Available manuals are written for people with journalistic background and focusing on content rather than on skills.

## Broadcasting

Radio Bakdaw is broadcasting live from 6 a.m. till 8 p.m. We follow an open schedule, with live guests in the studio, recorded community voices, interviews with actors in the field from local government and humanitarian agencies, announcements regarding service delivery, prevention messages and updates from our reporters, result in a lively and up to date radio format which allows for a lot of flexibility.

### Challenges

- Staff has a limited knowledge of “formatting” and programming, which is something we continuously work on and will dedicate training sessions.
- The phone network does not allow for live call-ins, which limits the options for interaction with the audience.
- The text-line is becoming increasingly popular, making it more and more demanding to filter all messages for relevant information.
- Staff are used to a commercial radio format, with a focus on music and advertisements. This is notable in their presentation style, which is “hyper” and supported with a lot of sound effects and mix-wanking. Restyling the radio station will be done in the course of events, since priority was given to the content.
- To ensure continuity on air with daily schedule of at least 14 hours, seven days a week, all the while having reporters covering stories in the field requires a much bigger staff than the 6 reporters/broadcasters

## Relationships

The mayor of Guiuan has supported Internews/Radyo Bakdaw from the very start and was a guest in the morning of the first day on air. Radyo Bakdaw reporters have easy access to him and his staff, which results in the local government being an important source of information on all activities conducted in the area.

During the daily OSOCC-meetings, Internews has consistently promoted the radio station as a “tool” which can support all on-going activities. Day by day, more agencies are spontaneously reaching out to Radyo Bakdaw to distribute messages or explain their activities.

After advocating for it with UN OCHA, communication with communities has become a separate agenda point from Monday 2<sup>nd</sup> of December onwards.



Figure 5: Christopher Sheen, Mayor of Guiuan, as a guest during the morning show

## Challenges

- Radyo Bakdaw reporters, when operating by themselves, sometimes have a hard time getting access to information. Facilitation by international staff usually helps to overcome these hurdles. In the future a number of branded t-shirts or NGO-badges could also help to introduce themselves with outsiders, without being perceived as traditional media.
- Humanitarian organisations and their staff prefer delivering first and talking later (if at all). This culture has its basis in a high awareness of all possible risks when working in a humanitarian context.
- International staff is reluctant to allow their local staff to talk on air. This is challenging the clear editorial strategy to broadcast in local language.
- Local government is not necessarily used to hear criticism on air, even when it's included in a full report in which local politicians get the chance to explain and tackle the criticism.

## Feedback from listeners

From the very start radio hosts made a continuous appeal to the listeners to engage with the radio station, which resulted in the studio phone receiving 91 text messages after 4 days, on Sunday 1<sup>st</sup> December. Considering the limited number of phones available, power to charge them and credit to buy, this is an encouraging number.

*Fast forward: Radyo Bakdaw will eventually receive a total of more than 40.000 text messages, with regularly more than a 1000 text messages a day.*

Reporters are assigned on a daily basis to go into the community to record the questions people are struggling with. These questions are being dealt with on air, initially looking for answers from the audience, but simultaneously reporters will ensure every question gets an answer by approaching local government and the humanitarian partners.

Every day, around 8 p.m. the studio phone receives text messages requesting not to stop broadcasting.



Figure 6: a letter from a listener on Valentine's Day

## Challenges

- There's still a very limited amount of radio sets available in the region.
- Phone network is very weak
- Processing the feedback requires extra, dedicated team members, which is not catered for in the initial project design
- Documenting text messages in a timely, quantitative way as a useful source of information for the humanitarian response is beyond the capacity of this limited team.



Figure 7: Buboy Cabillo reunited with his family after their announcement was broadcasted on Radyo Bakdaw

## Distribution of radio sets

On Wednesday 27 November 200 radios were delivered to Internews in Guiuan. With only very few radio sets having survived the storm, this was both a frustratingly low number, yet a huge increase of the potential listeners in the region.

After consultation of humanitarian partners and a quick assessment of the potential channels of distribution, the Barangay captains stood out for their reliability (according to all sources) and the fact that they're managing the meeting hall in every Barangay (district), which is open to the general public.

For Guiuan, Internews was invited to the swearing in ceremony of the 60 Barangay captains of Guiuan. A formal handover was written into the programme and Internews was given the opportunity to speak to all barangay captains and other representatives of local government on the importance of communication in the humanitarian response.



Figure 8: Distribution of solar radios to the barangay captains of Guiuan, Eastern Samar

Next to the formal network of Barangays, radios have been delivered to hospitals and refugee camps in the wider area of Guiuan.

Internews has partnered with UNHCR and their implementing partner ACTED to distribute radios to Barangay captains outside of Guiuan.

Further, Internews is handing out radios to the winner of the Karaoke-contest, which is organised every Friday afternoon by Radyo Bakdaw.

## Reach/listenership



Figure 9: One very attentive listener

According to accounts from Telecom Sans Frontieres, FM signal is still available in Marabut, 86 kilometres down the road from Guiuan to Tacloban. Obviously the distance is shorter “as the crow flies”, but either way this is the longest distance which has been reported to us.

It’s hard to make an estimated guess on how many people potentially could pick up Radyo Bakaw’s signal, but it’s safe to say that there’s a clear signal in Guiuan (47,037 inhabitants) and we’ve received accounts of hearing us in

large parts of the neighbouring municipalities Salcedo (19,970), Mercedes (5,369) and Quinapondan (13,841), Giporlos (12,040), General MacArthur (12,124), Lawaan (11,612) and Hernani (8,070). These municipalities are also the ones identified by the humanitarian system as the “most affected municipalities” and are therefore also the areas where most humanitarian partners are having the majority of their activities.

## Challenges

- The radio sets Radyo Bakdaw was handing out did not manage to capture the signal all across the region, even when cars and other devices did.
- Not having a permanent radio engineer as part of the project became very quickly challenging whenever there were technical hick-ups, in a region where there’s not a lot of expertise available.

## Promotion

Radyo Bakdaw also puts an effort in promoting the radio station by putting up billboards with the frequency and its hotline at all major crossroads across the region.

The team has also made tours around town in a branded car, making stops at gathering points like the central “plaza” promoting the radio station.

All drivers from the Humanitarian agencies have been assigned by their heads of mission to put their radio on 92,9 FM.

## Karaoke Contest

The weekly karaoke-contest on Friday afternoon has quickly put Radyo Bakdaw on the map, since karaoke is part of the local popular culture and the competition for a live audience has been the only form of entertainment in the region in the first few months.

Every Friday afternoon from 4PM till 6PM 15 local singers get the chance to sing for a live audience and compete for the main price: a solar radio. The singers are being judged by 2 radio-staff and 1 international member of the jury. The international member is chosen among the international agencies active in the region, which gives them the opportunity to show their “human” face to a large audience. Every week another organisation is selected. This also serves to introduce the Humanitarian Information Service in a more informal way to the agencies and for the radio staff and the audience to get to know the different people behind the logos and their mandate.

The karaoke-contest draws a large audience, who, when being interviewed, all indicate how the show makes them feel more “human”, by just being able to sing and have fun together.



Figure 10: Live Karaoke Contest on Radyo Bakdaw

## Radio Repair Days

The first Internews survey revealed that a significant amount of residents in Guiuan do not have access to a radio or mobile phone. Only 28.7% respondents said they had access to a radio and 49.38 to a mobile phone (the latter sometimes also having a radio function).

To address this issue of radio access Internews has started to organise Radio Repair Days every Sunday.

Radio repair days are held across the region and serve to increase the number of listeners, but are also a way to reach out to the community and promote the Radyo Bakdaw services. They are free of charge and attract a lot of people who otherwise wouldn't have the means to replace their old radio set.



Figure 11: Radio technicians Erning Fidel and Patpat Arandia and a lot of radios waiting to be fixed

All radio repair days are announced and promoted on the radio and through posters that are put up before the date in the respective community.

Every individual who brings a radio to be repaired is also asked how many people will listen to their radio and how they heard about Radio Repair Day.

If individuals do own a functioning mobile phone, their phone number is recorded in order to be able to set up listener panels and ask for feedback via text message.

Moreover, semi-structured community conversations with individuals, further help to inform what kinds of issues are prevalent in the respective community.

Recorded frustrations are reported back to the radio staff and humanitarian community.

Number of Radio Repair Days: 6 (Guiuan City, Mercedes (twice, due to demand), Salcedo, Sulangan)

- Radios repaired: 249
- Average listeners per radio according to our own survey: 7.9
- Average Cost per day:
  - Labour: 2 Technicians: 2x 600 PhP per day = 1200 PhP or 16.5 GBP
  - Material: 250 PhP or 3.5 GBP
  - Fuel: 65 PhP/liter = 2000 PhP or approx 27 GBP.
  - Total: 47 GBP per day

## Research and Evaluation

During the first phase of Internews' response, a PhD researcher arrived beginning of December. Her research focuses on participatory communication and disaster resilience and she's working within the project as a documentation associate. During the time of her stay she conducted a first listener's survey focusing on information needs, which has been distributed among the humanitarian partners and has been used by OCHA's CwC-officer in Manila to advocate for more CwC-initiatives in the further humanitarian response.

The researcher ensured documentation of the on-going activities.

By mapping the needs among the humanitarian partners, she also put the Radyo Bakdaw team on the map to test and develop cluster messages, do translations and provide qualitative input for all upcoming communication initiatives by humanitarian partners.

Another researcher continued her work during the 3 month-DFID-phase of the project.



**Philip Aranas, presenter:** "Radio for me is about information and entertainment. It provides info about everything and entertainment, and sports. I love communicating with people and I love talking through the microphone. If there's no radio, the world is quiet and you don't know what's happening to the world. It's more important after Yolanda because people need information and they want their concerns to reach concerned agencies."

## From one Listener to Another: The Wheelchair Story



Lorena cried of happiness when she was brought to sit down on the wheelchair. December 18, 2013 was Lorena's first day out after Typhoon Yolanda.

Lorena suffers from cerebral palsy and her old wheelchair was broken when Super Typhoon Yolanda hit Tubabao early morning on November 8, 2013. She had a narrow escape. During the storm, she was with her two aunts Gertrudes and Concesa together with her older brother Lloyd. When the weather started to get worse, they had her sit on her wheelchair in the kitchen of their house. But when the bad weather persisted and blew their roof of their house, Lloyd took her in his arms and carried her away from the kitchen, leaving the

wheelchair behind. Lorena and her family hid on the side of the house under a small shelter and just as they had left the kitchen, the walls collapsed with the wheelchair underneath.

On December 10, 2013 Radyo Bakdaw received a text message from a listener, saying, "Can I ask for a wheelchair because I badly need it for my daily life because my wheelchair was broken during the typhoon? The walls of our house fell on it. Please have it broadcast. Whoever is pitiful to donate, I'll be very thankful." The text was from Lorena. Radyo Bakdaw aired the announcement every day. Past eight o'clock in the morning of December 16, 2013, a man named Sonny Patron came to say he had a wheelchair that Lorena could have. It belonged to his mother who had died a year ago. Lorena, 31 years old was very happy to see the radio team come in with the wheelchair she had asked for. She was lying in bed but managed to sit down when the team unfolded it in front of her.

"I was not hoping that I would be given a wheelchair. I was only trying then when I texted Radyo Bakdaw," she said. "Thank you so much Sonny Patron, thank you so much Radyo Bakdaw, she added.

(story by Rica Abueva, Humanitarian Reporter at Radyo Bakdaw)

## Equipment

For a detailed overview of the technical details of the project, I refer to Max Graef's report for Internews. These are some of the most pressing issues:

1. More Laptops are needed: Only 2 laptops were part of the start-up kit. One is permanently in use to broadcast, the second has to cater for 5 reporters who are making 14 hours of live radio a day. On top of that, processing text messages and other information coming in and going out of the radio station is a labour intensive process, which requires at least one other laptop.
2. Better laptops are needed: The budget provided for laptops is not sufficient to buy laptops that can handle broadcasting software or full hours recordings. The recordings have "hick ups" and are not suitable for broadcasting because of a poor quality sound card and insufficient RAM.
3. Software: The Adobe Audition editing software used by Internews is licensed, which means that every new laptop needs to get a separate copy from Internews. Typically in a post-disaster area, internet is lacking or very slow and downloading software is nearly impossible. Internews should either look into switching to other (free/lighter) software or providing a number of packages in every kit. All laptops should also have an open office or Microsoft Office package.
4. SMS-software: A market survey of all available texting-software is required and once Internews has decided which one to go with, every response should include messaging software. An enormous amount of time and energy has been wasted in documenting, processing and reporting on feedback from listeners, with a serious loss of data, which could easily have been avoided when Internews would have provided a decent tool to process it from the very beginning.
5. Recorders: Radyo Bakdaw works with Sony voice recorders, designed for meetings and recording "memos", which was the best we could find in Manila. Finding affordable yet qualitative recorders is not easy anywhere around the world, but specifically in countries where Internews' mandate is relevant, they are even harder to find. A good market survey of decent recorders could be helpful, especially when Internews would have a few of those in stock to be shipped together with the first responders.
6. Antenna: A bigger transmitter needs a bigger antenna. One month down the line, we've shipped a bigger transmitter into Guiuan, which is an expensive and time-consuming operation. Once installed, it seems the impact is next to nothing, because the full effect of a bigger transmitter is only achieved with a bigger antenna. This should have been clearly communicated from the start.
7. Solar Radios: The 200 radios from the American Red Cross we distributed didn't always manage to catch the signal. With a lot of people using their mobile phone as an equally limited radio receiver, the equipment and broadcasting set up should focus on getting a stronger signal within the region rather than trying to expand the signal in a wider area. Covering a wider signal is also useful when that same area can be covered content-wise (gathering and checking information, doing interviews) which is largely, but not only decided by how many kilometres can be covered in one day.
8. UPS: In the first month of the emergency, there were no UPS's to be found in the region, which has resulted in blowing up 2 mixers and one voltage meter.

9. Spare parts: Spare parts are hard to come by in a disaster-hit area and logistics are a nightmare. Blowing up equipment effectively means it has to be replaced. And everything that is hard to find, is expensive. Some spare parts should be included in the start-up kit.
10. Budget: A budget designed for a humanitarian response should not be based on regular market prices, since the shortage of goods and services make the prices go up. This goes as well for car rental, electricians, as for specific goods, like speakers, or mixers.



Figure 12: a broken Automatic Volume Regulator at the Radyo Bakdaw studio

## Phase Three: 3 month DFID-budget

Just before Christmas, and one day before the end of the running budget, DFID approved a 3 month-budget, which allowed Internews to continue its broadcasting, its research, and expand its trainings also to other media professionals in the region.

### Staff

The team has been expanded with 3 more international staff

- A humanitarian reporting trainer
- A research, monitor and evaluation officer
- A station manager



Figure 13: Researcher John Goslino and Bakdaw staff

Together with the recovery, the priorities and opportunities also change for the affected community. This resulted in some changes among local staff. The 3 months perspective and a bigger budget also allows for new initiatives and addressing previously identified gaps.

- One of the most experienced team members started working for the mayor again. It is decided that this could not be combined with being an anchor and reporter for the information slots in our schedule, resulting in having to let him go.

- Another team member is going back to his job in Saudi Arabia, an example of how things are slowly getting back to normal.
- Around the initial team of reporters, 4 more people have been hired to find guests, check information, and do everything else that needs to be done to get our information timely and accurately on air.
- The team of “fixers/researchers” are also being tested as reporters and presenters, making for an interesting “buffer” when other team members are leaving.
- 3 enumerators who were already trained by the PhD-researcher are being complemented with 2 extra, allowing more research to be conducted.
- 2 team members are responsible to document and process all of what happens in the radio studio, with a special focus on the text messages (filtering, translating, labelling them according to the relevant clusters) and guests/organisations being served by the radio station (interviews, announcements, prevention messages...)

## Training

Internews built on the capacity of local broadcasters and their technical skill set and turned them into humanitarian reporters. About 20 local enthusiasts from very different backgrounds were given workshops and on the job training on the production of useful information in attractive formats for listeners, with a strong sense of journalism ethics, including the importance of reliable, unbiased information. Besides the radio training, the team also received extensive training in print-journalism to allow for a more diverse output online and in local print media.

Internews also organised training for local journalists from the emergency radio stations in Tacloban, the Philippine Information Service, local government and university students.

In Guiuan, after going off air, Internews also gave a training session on humanitarian reporting and journalism ethics to the staff of Radyo Natin, some staff of the municipality and a group of students.



Figure 14: Training session with Bakdaw staff

## Broadcasting

6 thematic shows are being added to the broadcasting schedule

- Livelihood-show: Monday to Friday, focusing on jobs, prices, finance ...
- Shelter-show: focusing on “comfortable living” with (in episodes), tips on how to fix your house (with an IOM-expert), taking DRR into account, and more on electricity and some aspects of water, sanitation and hygiene (related to the place you live in, not so much the health-aspects of it)
- Children-show: this focuses on getting children to make, write or do something active: toys to make, games to play, or stories to write for the contest which is rewarded with a price package including books and games.
- Mental Health: every Monday, disguised as a talk show (un-used tagline: get it of your chest)
- Health, which already started in December is being re-formatted in collaboration with the Department of Health and WHO
- The weekly karaoke contest continues, with a solar radio as a first price



Figure 15: UNICEF guest on Radyo Bakdaw

The development of these shows has been driven and supervised by the Humanitarian Reporting Trainer who used the production-phase of two weeks to give a lot of extra trainings for our staff on a variety of topics (interviewing, drama-production, recording skills...).

## Challenge

The labour intensive production-need for the thematic shows, with more pre-recorded and tightly formatted items is hard to combine with the day-to-day information flow and finding concrete solutions for questions asked by the listeners, something which absorbed most of the attention prior to the launch of the thematic shows. There seems to be a clear tension between improving the quality and diversity of radiobroadcasting and the level of preparation/anticipation it involves, versus being able to act swiftly on newly emerging issues brought to the radio station by listeners. And by focusing more on well-produced in-house content, the very unique bond with the listener seems to get lost a bit. The cleaner, well-finished the content, the less people feel they can actually interfere, be part of the on-going story that is being written on air. Some of the team members have expressed regret of this evolution. One could ask whether humanitarian radio really requires highly-formatted content or whether a more open format doesn't fit better the purpose.

On Friday the 28<sup>th</sup> of February, after 3 months of broadcasting Radyo Bakdaw went off air.

## Relationships

- UN OCHA's Communication with Communities-officer based in Guiuan has put together a CwC Working Group with people from Communitere (Resource sharing NGO), the Philippine Information Agency, Oxfam, IOM, Plan International and WHO. As a result stories from Radyo Bakdaw will be shared on more platforms and new distribution channels have opened up.
- The Radyo Bakdaw team has been closely working together with UNFPA on the development of key-messages and questions for our text-line on Gender Based Violence. A similar approach has been followed with UNICEF on child protection issues.
- Through the training sessions with the Radyo Abante-team, Internews has intensified previous contacts with PECOJON who is managing the radio station. The "Peace and Conflict Journalist Network" has a mandate, which includes training local journalists on ethics, covering conflicts and disasters in the Philippines and have a "culture" to be quick in deploying journalists to areas where others remain absent.
- Several meetings with the Eastern Samar State University (ESSU) have resulted in them showing interest in both hosting a future community radio station with facilities for its students in mass communication.
- The training in Tacloban also resulted in Leyte Normal University showing interest to develop a journalism-curriculum together.

## Challenges

When things get back to normal, the community also perceives the position of outsiders differently.

- Local government is getting more sensible to all possible feedback, often perceived as criticism.

- Local media, especially when previously having operated as an almost-monopoly, is not necessarily pleased with the prospect of any kind of competition.
- In the case of Guiuan, with local media being owned by the mayor, the previous two challenges provide a combined challenge of its own.

## Social Media

Radyo Bakdaw has been present on facebook since January 19<sup>th</sup> 2014:  
<https://www.facebook.com/radyobakdaw/>

This only after some thorough in-house discussions on what to do with this medium, language use, topics to publish, dealing with negative feedback and third-party accusations, with input from Internews comms-staff (in Washington DC) on the code of conduct.

The first results are encouraging, especially on the level of interaction with the facebook-fans, which is surprisingly high.



At the end of the DFID-phase of the project (18 April 2014) the page had 539 likes.

**Conclusion:** The Facebook-page serves the growing population in Eastern Samar with access to internet, the Visayan diaspora (in Tacloban, Cebu or Manila or abroad), but also has boosted enthusiasm among staff.

## Feedback from listeners

Radyo Bakdaw receives constantly a few hundred and regularly more than 1000 text-messages a day. The Facebook-page also generates feedback and more and more people coming in person to the radio studio. All of this together makes it challenging to not only document it accurately, but equally important to turn it into useful information for Radyo Bakdaw's broadcasting, reporting and to feed back into the humanitarian system in a timely manner.

3 months after Yolanda, we still don't have electricity. And the water supply is too slow in our place. But in terms of our house it is now fine. So far we also have our work back again now. From: anuron palaboy

Good afternoon, this is susan arganda of brgy. 3 . our house is now okay. We already have electrical supply but our livelihood is still not okay. Our pumpboat is still wrecked and it is hard to just rely on relief.

Hi dj, I'm now okay with my work. I had already moved on over the past typhoon Yolanda. Please play d song let me be the one. And kindly greet my cousins who are watching over our store. Greetings coming from Harold.

### Challenges

- The accurate, continuous processing of data to turn it into useful information has been undervalued in the initial budget proposal, while it will definitely improve the relevance for the humanitarian partners and there for their support.
- Two local staff members are designated to follow up on all feedback. Unfortunately they both are students who can't be full time at the radio station, and also have other tasks. A third, half time admin has been identified to make sure there are no gaps in the process.

## Research and Evaluation

Parallel to the radio broadcasting, Internews also committed itself to an on-going research, monitoring and evaluation programme as an additional channel and source of information coming from the community and feeding into the humanitarian system.

During the first month of operations, the following priorities for research and Monitoring & Evaluation were identified

- Documentation of the incoming feedback from the community and how to process this in relevant way for the wider humanitarian system.
- Ensuring the needs and feedback from non- or less-connected members of the community also were captured
- Prove impact of the Humanitarian Information Service
- Identify communication needs of the humanitarian partners and local government
- Document interviews
- Document radio repair days

To do so, the following mechanisms were put in place:

- A listener's panel of 86 people across the region, connected and activated through text messages, for quick and continuous feedback.
  - 2 regional community surveys on information needs and Radyo Bakdaw involving 339 respondents, 19 Barangays, in 9 municipal areas, one as early as December and one in February
  - A "Cash for Work"-survey for Oxfam, People in Need and UNDP to identify potential frustration and room for improvement.
  - Conducting 10 focus group discussions with Barangay Captains and Councillors in 4 municipalities, the lowest level of local government, to identify their information needs.
  - An online survey among humanitarian agencies on their information needs.
- Tested thematic programming of Radyo Bakdaw with over 150 listeners and non-listeners via group and individual survey and listening sessions in 10 Barangays.



Picture by Viviane Lucia Pluck

### **Rica Abueva, host of the show "Conversations", where typhoon survivors share their stories:**

"Radio is a way of life for me, it's part of my system already. I've been working in radio for more than ten years. I like having the opportunity to please people, they're happy every time you play their requests or you greet them on air. I like working for a station like Radyo Bakdaw that is apolitical, I've been dreaming about working for a station like this for many years."



Figure 16: wall with the latest statistics in the town hall of Guiuan

## Challenges

- Doing research in a humanitarian context is a balancing act between academic accuracy and timely usefulness, two principles that are equally important.
- To ensure accurate documentation, also for later use, the project design should provide hiring more local staff from the very start of the programme
- To design locally relevant tools to document and analyse feedback and activities a full time researcher with relevant background should be included in any humanitarian intervention, right from the start. Any data gathered at the very start is relevant and greatly appreciated by the humanitarian system. Poorly collected data if any at all from the early days also reduces the relevance of data collected in a later stage, making any tendencies and changes in time hard to measure.

## Accountability

As soon as the feedback from the community started coming in, the Humanitarian Information Service automatically also included work that improved or tried to improve accountability. It quickly became clear that when you give people information about the service delivery, you also make them less vulnerable, more vocal, and as a result also more part of the humanitarian response as a whole.

Due to sensitivities of working with humanitarian partners and local government and dealing with potential room for improvement, documenting this particular field of work has proven to be rather difficult, but a few concrete examples will explain how Communication with Communities automatically also involves Accountability with the Affected Population.

### **Case 1: How to support local government by not only working with them**

Very early into the response, the Radyo Bakdaw team offered to all humanitarian agencies to broadcast their daily distribution activities. Some of them immediately made use of this service, but others preferred to work through local government, and make them responsible for the communication and actual distribution of the relief goods. After receiving a lot of complaints about the limited amount of goods that were distributed by the barangay captains –it's always limited and for people who have lost everything never enough- even though they were faithfully distributing what they were given, made one particular multi-lateral organisation change their communication strategy and started sharing the exact amounts, place and time of distribution with Radyo Bakdaw on a daily basis. The number of complaints dropped significantly and the organisation intensified its collaboration with Radyo Bakdaw.

### **Case 2: Who is it for?**

A text message to Radyo Bakdaw claimed that a generator which was donated to the barangay as a whole, was used by the barangay captain in her private house. Radyo Bakdaw-reporters went to ask for more information to the captain, who showed the box with her name on. The team also contacted the NGO (which wasn't based in the region) and recorded, with their permission, an interview with them in which they stated clearly that the generator wasn't to be used at the captain's private house, but at the community hall. The interview got played for the captain, who apologised for the misunderstanding and returned the generator to the community hall, where people could use it to charge their phones and other devices.

### **Case 3: favouritism**

Text messages and testimonials in person revealed a story that someone working for a certain international organisation was actively firing people to hire his friends and family. The information was not broadcasted, but taken to the head of mission of this specific organisation, with all the available details. It was clearly indicated that this were rumours, potentially revealing personal issues or just misunderstanding and frustration, but it was nevertheless taken serious and dealt with internally. Internews made it clear that whatever the outcome was, it was not going to go public with the information and that there was no need to report back on the potential measurements.

## Challenges

- explain to organisations and local government that the feedback from the community is to be taken seriously, even when it's not necessarily accurate (like in Case 1), but that it always reveals frustration, which rather should be addressed than ignored
- avoid rumours to be spread without being confirmed
- making the editorial decision on what to broadcast and what not, keeping in mind the one goal: to be helpful and not to harm
- documenting and reporting on sensitive issues, when it involves humanitarian partners and local government
- to put accountability also into practice when it comes to the own organisation: to vigorously communicate about mistakes when it would arise.

# Phase Four: Going off air

## Why going off air?

The decision to go off air with Radyo Bakdaw depended on the following:

- Long term commitment from Internews
- Support from local government
- Support from DFID/UKaid
- Support from the Humanitarian partners
- Support from NTC/Manila

## Support from Internews

After the first emergency phase Internews has relentlessly looked for extra funding to extend the programme beyond the first month. This has resulted in a 3 month-funding from DFID. A new proposal for a year-long stay in the region, focusing on disaster preparedness and resilience will be submitted to DFID.

The media landscape combined with the high probability for more natural disasters to strike in the Philippines makes it an interesting country for the mandate of Internews.

### Challenges

- To submit new proposals in a timely manner. Knowing that donors need a certain timeframe to respond to new proposals should inform Internews when dedicating a certain amount of time to draft new proposals.
- To manage potential multiple grants at the same time, which reduces the options to secure funding, especially when support is offered by partners on the ground.

## Support from local government

A meeting on January 24<sup>th</sup> with the mayor of Guiuan Christopher Sheen Gonzales (and co-owner of the Guiuan Radio Natin-franchise) has made clear that he is not interested in any long-term scenario for Radyo Bakdaw, as a community radio station.

Although not confirmed by others, the mayor has enclosed Barangay captains are complaining that they are not (or not always) consulted when issues are raised by our listeners.

Probably as a result, the Barangay captain who's supervising the Barangay facility from which Radyo Bakdaw is broadcasting has delivered a letter, requesting Internews to leave the premises it is currently using as a radio studio. Alternatives have been discussed and offered, but the goal seemed to be to get Radyo Bakdaw

off air, rather than resuming its meetings in the facility, which was the official reason to ask Internews to clear out the premises.

On February 14<sup>th</sup> the previous radio station “Radyo Natin” has started broadcasting from within the town hall, with mostly staff from the municipality hosting the radio shows.

**Conclusion:** While still being on friendly terms with local government and consistently producing content, which covers two sides of the story, with numerous interviews with Barangay captains over the past two months, it is clear that there are signals that support is reducing.

## Support from the donor

Multiple meetings with DFID in Manila, Tacloban and during their visits to Guiuan have always been evaluated positively by them. The meetings with DFID in London also showed a lot of enthusiasm for the Humanitarian Information Service.

Internews also participated in DFID’s ICAI-review of their humanitarian response. Three representatives of DFID were present during this meeting and they repeatedly said they were really impressed and happy with the work of Internews and the input given to the ICAI-commissioners. In their report they write:

*“Thoughtful and cost-effective niche programmes led to disproportionately positive impacts (for example, Internews and MapAction)”<sup>8</sup>*

**Conclusion:** DFID has evaluated the 3 month-phase positively, but this doesn’t give guarantees for the new proposal, which does not include (but also doesn’t exclude) the possibility of running our own radio station.

The delay in communicating the decision on a possible extension (with Internews also submitting its proposal very late) makes it hard to plan ahead in a context where accommodation is hard to come by and staff needs to be able to plan ahead as well.

## Support from NTC

An emergency broadcasting license can be extended by the National Telecommunication Commission up to 3 “or sometimes” 4 times for a maximum of 60 days each time. Theoretically this means Radyo Bakdaw can stay on air until mid July (4x2 months), but since our first licence was issued for only 2 weeks, it is also possible that the current license is considered an extension already, making mid May a safer assumption.

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<sup>8</sup> *Rapid Review of DFID’s Humanitarian Response to Typhoon Haiyan in the Philippines – Independent Commission for Aid Impact, Report 32, March 2014, page 16.*  
<http://icai.independent.gov.uk/reports/rapid-review-dfids-humanitarian-response-typhoon-haiyan-philippines/>

The procedure for a **permanent license** is estimated to take at least one year and seems highly political (with a congress-man or –woman being needed as a “sponsor” for the request).

Another option is to become a relay station for an existing radio station. This procedure means that at least 60% of the content will come from the “mother station”. PECOJON has contacts with a faith-based organisation, which runs a radio station in Ormoc. This option has its own challenges when it comes to the identity of the radio station, ownership, decision-making and editorial freedom.

## Support from the Humanitarian partners

In OCHA’s CwC-update nr 13 it indicates “As Radyo Bakdaw ceased its operation late February, there is a need to fill the significant gap in providing other avenues for affected communities to know the what-where-when—why and how of the on-going humanitarian response”<sup>9</sup>

**Conclusion:** there is a lot of support from the humanitarian community. Preliminary results of the survey among humanitarian partners show encouraging results regarding the support among other agencies and the one-on-one feedback has been very positive.

## Overall conclusion

With the relationship with local government quickly deteriorating and no guarantees on the budget being extended, it was decided to go off air. If a long term perspective would have been given, other possibilities might have been considered, but with little time left in the budget phase, this seemed not worth it.

Relations with both local government and the Natin-management drastically improved after announcing the end date of the broadcasting.

## Alternatives

With only two more weeks in the budget, on February 27<sup>th</sup>, Internews submitted a proposal to UKaid based on the idea that there’s a need to continue the Communication with Communities, transitioning from humanitarian information towards disaster preparedness. With the local radio station (Natin) being operational again and no guarantees to get Radyo Bakdaw back on air, Internews proposes to reorganise the local team into a production unit, providing tailor-made information for existing media, including online channels and low-tech solutions like billboards and suggestion boxes.

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<sup>9</sup> <http://reliefweb.int/report/philippines/communications-communities-report-number-13>

To bridge the time between the submission and the eventual and potential approval of the extension, a “No Cost Extension” was requested and granted on the last day of the 3-month project-phase, March 14<sup>th</sup>.

## Bakdaw Magazine

A writing workshop for the Bakdaw team was set up, resulting in a thematic magazine on livelihood, with a mix of positive stories in English and Waray Waray, all setting useful and simple examples for the readers to follow. With still no information on the possible extension, 3 more magazines were compiled, focusing on how to improve the quality of living (“shelter”) on health and on youth (with a wide spectrum of themes incorporated).

The stories are written by people from Eastern Samar (the Bakdaw staff) about people of Eastern Samar, for people of Eastern Samar. As such, it still fits the CwC-mandate.

### Budgeting, saving, and investing

By: Cheerly Cabrera

A farmer has opened a sari-sari store after six weeks of savings based on a Radio Station business skills course.

It started when Radyo Bakdaw a humanitarian radio station produced a new livelihood program to help listeners making their life be more profitable by listening to the radio. Mrs. Rosita was chosen to be the role model.

A farmer on her age of 70 was still the one who was providing for her family by farming and making puto, a Filipino food that is like a muffin but made of rice. Mrs. Teresita Cabrera a business woman and a high school Mathematics teacher was selected to be the financial expert to help Mrs. Rosita.

Mrs. Rosita said, “I accepted the challenge because I know it would help me and I know this is for my better future with my family.”

She continued, “The sari-sari store is going well because I had only 1,600 pesos for the starting capital but now it's growing, and it helps us to buy our daily needs, and save more money.”

Mrs. Rosita said, “I am so thankful to the Radyo Bakdaw and to Mrs. Teresita, because of what she taught me. I now have a Sari-sari store. I have also shown my family the diagram of budgeting that Mrs. Teresita made for me. They also apply it now and they are helping me to save more money because they also now know how to budget.”

The expert, Mrs. Teresita said, “I am so happy to hear that Mrs. Rosita has now a sari-sari store from the budgeting I have taught her, because I am glad

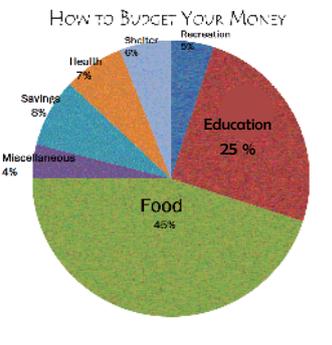
to share my knowledge as a mathematics teacher and experience as a business woman and a mother of five children, because that's where I get my idea on how to budget, save, and invest from what you have saved.”

She continued, “I am also glad that she always follow my advice and suggestions to her like the sari-sari store.”

She added, “Because as I have asked her if what is her situation in their house she said that her children that has their own family

also depending on her, and that she's the only one working to keep them alive, and that they have no other income other than farming and making puto.”

Mrs. Teresita said again, “And the sad thing was that she has nine children and still depending on her and Yolanda destroyed her plants. So, I suggested her to open a sari-sari store so that they can get another source of income.”



An illustration of the diagram, expert Teresita Cabrera gave as guide for budgeting.

Istorya mahitungon hin pag-bdyet, pagitrok, ngan pagpuhunan. Usa nga parag-uma, mana Rosita Tabago in natibaro hin pag-bdyet hin unom ka-simana pinaagi hin pakikipagkita hin usa nga experto. Ha bulig han Radyo bakdaw nga nagpamimuno hin usa nga programa nga pankalubayan nga naging tulay agud matutdu-an hi mana Rosita hin usa nga experto, hi mana Teresita Cabrera usa nga negosyante ngan maestra.

### Sakrapisyo: Puhunan Para Umasenso

By: Clarita Galan

Mga customer nga nahulat, cellphone nga nagtutong pagpasabot nga may text messages hin pag order samlang hiya in naglubutang hin tomato sauce ha pizza, binabawahan niya hin mga tinoros nga hulabtog, mga tinoros nga ham, sinasakotan naman hin pineapple, mga tinoros nga mushroom ngan binabawahan hin keso.

I Ini iton tipikal nga adlaw ni Marilyn Sison usa nga parahimo hin pizza.

Mahaman an bagyo nga Yolanda, nag iba an pantataw ni Mrs. Sison pero waray hiya padara han iya nababarak an.

“Naghunahuna ako kun magluluto na ba ako o kun diri pa. Pero tungod han mga tawag ngan mga nag order nga mga customer, napiritan ako paghimo pulong niya.

Dula kaadlaw katapos hadto nga delubyo, pakigulang, hiya pagluto ngahaw hin pizza. Tulo ngada lima ka kahon la anay ha una nga

ngan akon pinapalit,” dugang pa ni Marilyn.

Apisur nga hiya in nag-uusap ha pagmancho hin nga negosyo, aada na nga gin asakaso niya iton paghingayad han ira naruba nga balay ni bagyo Yolanda. Nag-antos hiya pagpadayon hin nga palalabi como dako nga bulig hiton matag adlaw nga panginabanglan. Idugang pa nga hiya in usa nga manay nga naggingman hiton iya mga anak, diri hiya maudong hit pagpakalubhi pinaagi hin paghimo hin pizza.

Kinakaptan ni Marilyn an prinsipyo nga kinahanglan upayon iton pag kapot o pag budget hiton kwarta labi na kun ikaw in usa nga nagnegosyo agud diri umabot ha punto hin kabangkrap. Ngan iya pa gihapon iginibutang nga kasinatagan ngan iton kanayag, mo padako-on an imo negosyo, magsakrapisyo bisan makuri kay an sukli hime in maasino an imo pakabuhì.

“Para ngadto hit igkase ko negosyante ayaw kita pag give up bisan kon dire maubos an aton tinda padayon la kita, ngan bakdaw. Siring pa ken waray tiraga waray niaga, umgud iton,” paghiman pa niya.



Marilyn Sison a pizza maker happily tends her customers during the Magellan's Landing celebration at the Gauwan Plaza.

Upat na katug nga hiya in naghihimo hin nga karan-on dirhi ha Gauwan, Eastern Samar. Ha pagtitang hin nga negosyo nagpuhunan hin nga likame tumadl Guinanan hin P75,000.00 hadton tuig 2010. Pinaagi hime nga iya negosyo ngan han bulig han iya asawa nga aadto nga lungaw natrabaho, hiya in nakalapiggo takayla han iya subag nga anak ha kolohiyò. Pinaagi gihapon hin nga iya pakabuhì may ada niya anak nga maikuyda ha sentimiyò ngan usa nga anak ha pribado nga iskayla-

mga adlaw ha tag 180 pesos an usa kabugos mas mahal hin traynta pesos kumpara han san o mahinabo an bagyo Yolanda.

“Nagmahal ini, tungod nga namalit ako han panakot nga unem-tado gihapon an presyo,” siring niya.

Ha yana nakalathimo hiya hin 20 ka kahon ha usa kaadlaw pareho nga kadamoon han san-o pa an bagyo.

“An kaibahan la gud man kay yana mas mahal iton akon bidigya nga tag 150 kada kahon san-o an Yolanda. Pero ini in tungod nga mahal man liwat iton mga panakot

#### SUGGESTION:

If the pizza you are enjoying have been of the take out variety as opposed to homemade, it is a good idea to familiarize yourself with dough recipes, pizza sauce recipes and possible pizza toppings. You might want to start off making pizza recipes, which use ready made dough and then move on to making the whole pizza from

Marilyn Sison pizza maker, managed to get back to business two days after Yolanda because of customers demand. Hard work and all the investments she have to be successful.

Figure 17: two pages from the first Bakdaw Magazine

## Challenges

The printing is a challenge, especially because the quality of the printing should allow a considerable life span for the magazine. No such quality is available in Eastern Samar and with limited time and budget remaining, printing in Manila is expensive and time-consuming.

Distribution depends on the number of copies being able to print within the budget. A limited amount of copies would have been distributed among partners and probably some selected schools. In case a larger number of copies would have been possible

a wider distribution network could have been activated, like churches, through the partnership with the diocese.

The challenge of the NCE is that it's meant to provide continuity, but with Radyo Bakdaw off air, the challenge was to come up with new activities, without the budget being tailoring for it.

Also, without being able to give any guarantees to local staff about their future, and with news on possible extensions (NCE or otherwise) only being given on a very short notice, local staff starts looking for alternatives, which is creating another challenge.

On top of that, for those who remain committed and faithful to the project and the organisation, to go through another transition, which inevitably means another set of trainings, it's hard to stay motivated without having a clear end goal in sight.

Lastly, for the humanitarian partners, it's unclear how Internews can be useful to them, without being able to make long or even mid-term commitments.

## The day radio came to Guiuan – A Testimonial

By June Paulette Eclipse, Radyo Bakdaw humanitarian reporter

After Typhoon Yolanda ravaged my hometown of Guiuan, the people were left in a total news blackout because we didn't have any means of communication with the outside world. The electricity was cut off because of the strong wind, the telecommunication signals were disconnected and it left people clueless on what was happening. The storm also prevented people from connecting with their loved ones who were in Guiuan during the typhoon. So days after the typhoon we still didn't hear any news and that's when stealing started. People started getting worried that the government might not help them or the help might not be able to reach them on time. There was no news reaching the people on what the government plan was to help the typhoon victims.

Two weeks after typhoon Yolanda, Radyo Bakdaw was established through the efforts of Internews. When Radyo Bakdaw was launched, it gave the people of Guiuan hope. After the news blackout, we were finally able to know what is happening. Radyo Bakdaw gives impartial and unbiased news, the information people need, and where they can go to get help from all the international and local organizations that are based here in Guiuan.

We were also able to help our listeners reconnect with lost family members, and we're also able to entertain the people of Guiuan and nearby towns through playing music. Information sharing is really vital to places like Guiuan. Radyo Bakdaw is not just a simple radio station, we are able to unite people and encourage them to move forward and hope for a better future.

# Annex One: Asking the right questions

How much do we know about what the community thinks?

In what language do they think?

How likely are they to speak up?

How many options have the community to say what they think?

What channels did they use before?

What channels are being used?

What channels have Humanitarian partners and Government already put in place?

What channels can be added to the ones being used already?

What channels can be sustained after the humanitarian crisis is over?

What do we ask from the community?

- **Information** to fill gaps in expertise and local knowledge?

- **Help** to implement better?

- **Feedback** on the quality of the service delivery?

Do they really have the possibility to change something? If not, is it useful to ask about it?

How much time is there between the question, the answer and the potential reply to address the issue?

Has anyone else asked already the same question?

What do we share with the community?

Based on information from humanitarian system & local government:

Practical information: for whom? What? How much? Where? When?

Roles, limits and plans of the humanitarian system?

Based on input from the community:

Humanitarian organisations and local government admitting mistakes, explaining changes, facing criticism, even when deemed unjustified or incorrect

Facilitating exchange of ideas and issues among members from the community

What don't we share the community?

Practical information that risks being out of date or inaccurate by the time it reaches its audience?

Information that is only relevant to one individual?

Information that is one-sided (even when it comes from the humanitarian system)?

Information that is unchecked by other sources, even if it comes from international organisations or government?

Information highlighting problems without providing or suggesting potential and future solutions?

# Annex Two: Lessons Learned

## On deployment

Radio equipment is not considered a priority when humanitarian goods are being shipped into a disaster zone. This has consequences to how Internews should organise itself if it wants to be part of the early response teams.

- Engage with CDAC members to make them commit to facilitate shipment of materials.
- Have equipment in store (with CDAC-member?) in the region to reduce travel time.
- Decide case by case whether the equipment has to be shipped separately or whether it can be flown in as luggage at an extra cost per kilo or whether it can be procured locally.

## On staff

To set up a serious feedback loop, all the necessary staff should be included from the very beginning.

- Process all possible feedback right from the start
- Include reporters and broadcasters in a team
- Have a full time researcher/documentalist as part of the team to set up feedback loop and document it consistently with the right methodology

## On training

When putting together a training schedule, one cannot always assume to work with fully fledged journalists. As a result, training manuals should include basic journalism training.

## On content

The humanitarian cluster system is also designed to align messaging, making sure they address the needs of the affected population, but it is time-consuming and will always be perceived as a top-down-system.

By having the content being driven by questions asked by the community, one is always in line with the needs of the community at a moment when they need it most. Lots of answers can be found among the community and when being checked by the relevant humanitarian partner on accuracy and efficiency, is also appropriate. This approach takes the community serious, guarantees relevance and is much faster in its delivery of crucial information.

Pre-designed messages, even when they're being translated into the local language, risk to be perceived as "outsider" messages and are less likely to be taken on.

## On equipment

Apart from issues of shipment, quality equipment is crucial for the success of the project. When putting together a “kit” or designing a budget to procure it locally, one should always include

- A minimum of 8 laptops for broadcasting, editing and documenting with
  - a. a sound cart allowing live recording
  - b. Open office (or MS Office)
  - c. Editing software (Adobe or something similar)
- A minimum 6 Recorders to avoid a studio-only approach and capture lots of “voices from the community”
- Transmitter and antenna in line with each other to ensure maximum signal

## On Procurement

From in December onwards, there’s been on-going efforts to procure extra radios, as indicated in the DFID-budget and up to the very last moment, this has proven to be a huge challenge. There’s need for clear and streamlined procedures, documents and lines of responsibility on how to go about this, taking into account the limited amount of options and the limited amount of time in which humanitarian services are being delivered.

## On budget

The “market” gets disrupted after a humanitarian crisis, creating very specific circumstances. Therefore the budget should take into account

- High shipment prices in case equipment needs to be shipped in, later into the project
- High local prices for rental cars, hard to find equipment, accommodation

Also, working in a humanitarian context also makes any kind of formal procedure to send in money from abroad more complicated. Internews should either

- Include an emergency “buffer” budget to work with locally. Accidents and incidents are more likely to happen in a humanitarian context and projections are harder to make in a context that changes day by day.
- Include fees to process or wire money into the budget.

## On Research

ensuring surveys are conducted and processed in a timely manner improves greatly the relationship with the humanitarian community, boosts Internews’ credibility and facilitates greatly the rest of the operation: willingness to allocate staff for interviews, working on thematic shows as exports, developing key-messages which are actually fit for radio, sharing data from their assessments.

## On Extensions

As a rule, communication with communities requires building relationships, which always takes time. The continuing uncertainty about possible extensions, starting with late submissions of proposals, late answers from donors and limited resources

to bridge the gap in between, has had an immediate impact and jeopardized quality programming on the field, demanded a lot of blind faith from local staff and has damaged its reputation among partners of being a solid part of the response and not just some nice-to-have-side project.

**Bill Germinal, Radyo Bakdaw's youngest presenter:**



picture by Viviana Lucia Fluck

"Radio to me means Radyo Bakdaw. I like making people happy and giving helpful information. I like working for Radyo Bakdaw because it's an independent radio station, it's fair, and it doesn't support any political organization. After typhoon Yolanda (Haiyan), we don't have television; we can only get information from radio on what is happening."

## Annex Three: Media overview

### National Media

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**Twitter:** #RadyoBakdaw #commisaid @internews @stttijn @vivianelucia @nicorobot