



Cooperative Image Building

3rd Labor Service Congress

Bohol Tropic Hotel, Tagbilaran City, Bohol

March 27-28, 2017



Station Manager

Radyo Natin Bugasong 102.9

Former Chairman of the Board

BUGASONG MULTI-PURPOSE COOPERATIVE, INC.
Bugasong, Antique

Chairman

Ethics Committee
VICTO-National

Graduate of Philippine Development Education
Course **(PhDE) 2013**

**Winner Joe Biden Development Educator of the
Year from ASIA in 2015** awarded in London

Philippine Development Education (PhDE) Course 2013



**Coop TV as our Output plus individual Projects
Back Home we have COOP Hour aired Every Wednesday**



Philippine Development Education Course (PhDE)

**Paves the way for the creation of our
Coop, the Bugasong MPC FB Page and our
Coop Website after 49 years**

"Active Partnership of Bugasong Multi Purpose Cooperative (BMPC) and Hot FM Bugasong 102. 9 – a Community Based Radio- in promoting various Services and other Community Development Initiatives" - PhDE 2013 Inspired Projects

**CONCERN FOR THE COMMUNITY
(Coop Principle)
By
JOSE ALLAN SANCHEZ BARTOLO
PhDE2013**





Cooperation among Cooperatives





Our Partners - The MEDIA



Importance of Mass Media in the Cooperative Sector

Media plays a vital role not only in the community but also in an institution/organizations like the Non-government Organizations and Cooperatives

Media is necessary in encouraging our co-members or prospective members in our expansion and consolidation

Media as strong vehicle in information dissemination



“The Mass media is regarded as the important channel of communication in raising the level of awareness of people and in shaping modern views and a way of life”.

Among Filipinos, the media has been very powerful in promoting social and development programs of the government since media practitioners have become very influential in the lives of every Filipino

Tomas M. Osias
Executive Director
Commission on Population



**MEDIA COULD
EITHER MAKE OR
UNMAKE YOU**



Media are hostile to Coops/NGO's

- A need for the Cooperative to understand the workings of the media
- Keeping close coordination with Media Friends of Coops
- Identify Media entities who are into social development initiatives
- Advocate
- Create Media alliances
- Have list of Media Entities within your area/point person and their contact number/s



Coop Movement/Cooperatives

**Involving MEDIA both a
strategy and an effective tool in
the expansion and
consolidation**



In 2012

20,792

Total Number
Of Registered Cooperatives
In the Philippines

201,225

Total number of persons directly
Employed by the cooperative

Sources: CDA Website, VICTO 2012 Annual Report

Traditional Medium



**Radio is the medium
with the widest reach, but
unfortunately, it is the
medium which most of
Coops or NGO's ignored**
--by Shiela S. Coronel (Understanding Philippine
Media)



Radio has the widest reach and can influence the most number of people and audience

Radio is the fastest means of disseminating information and messages



Radio is an intimate and accessible medium. Therefore your news must be casual and friendly. It is person to person although thousand may be listening at the same time.





Paradigm Shift



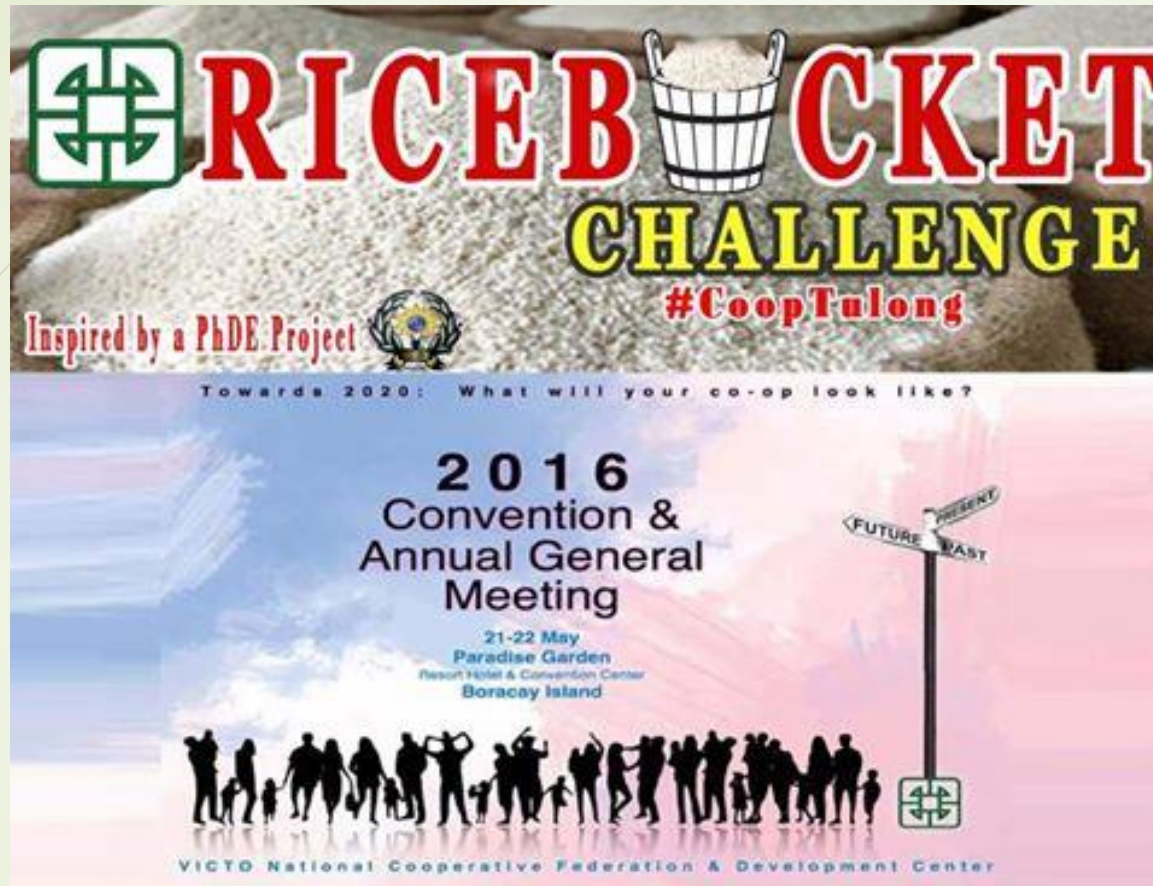
Social Media Network/Platforms





**Coop must not only a source of
News but must create news**





**Aeta Community in Boracay Island, Malay,
Aklan as the recepient of the RiceBucket
Challenge**

#RiceBucketChallenge Malaysia

RiceBucket Challenge Malaysia
A Special Project of Coopistac


INTER SCHOOL COOPERATIVE TOURISM

"A simple act of caring creates an endless ripple"



Be part of our Coop Initiative....
#CoopTolong #ConcernForTheCommunity

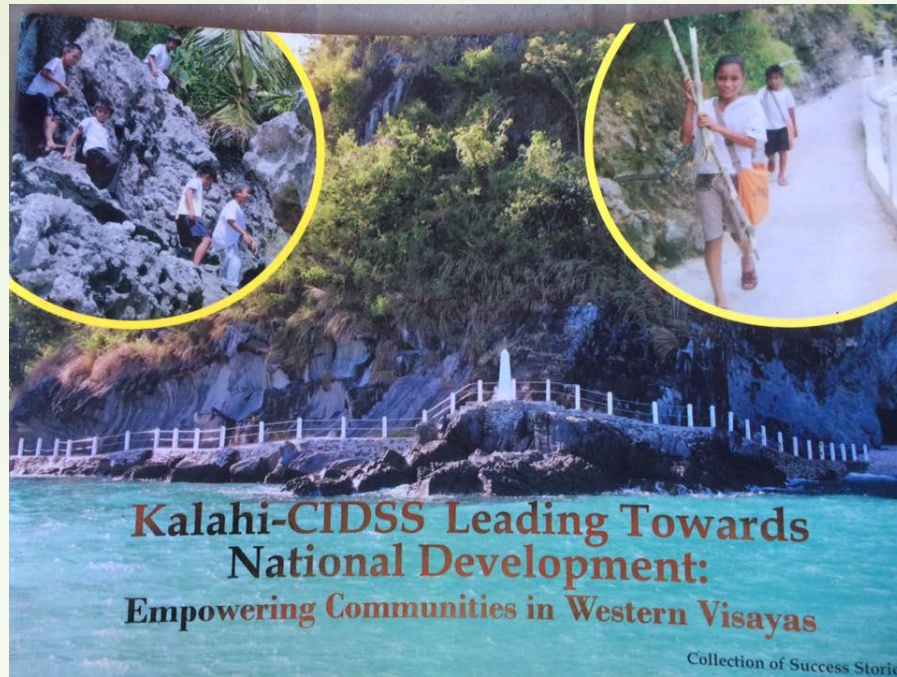
Dagyaw Sa Kaaram



Soon....

Help us in rebuilding a One (1) Unit C/L
Caloy-ahan P/S Sitio Caloy-ahan
Brgy. Sabang East, Bugasong, Antique

#ConcernForTheCommunity



AIRWAVES OF CHANGE

Changing Communities Through Broadcasting

By Maricar M. Calubiran

HOT FM 102.9 station manager Allan Bartolo wanted to be a catalyst of change. And he did so by using the medium he knows best – broadcasting. Bartolo provides free airtime for the Kalahi-CIDSS over the FM station – an affiliate of Radyo Natin Network of the Manila Broadcasting Company.

The former correspondent of Manila-based DMM radio of ABS-CBN made that commitment as his personal service in contributing to the noble cause of uplifting the lives of many impoverished Antigueros.

Through broadcasting, Bartolo makes the poverty alleviation program of the government known not only in his hometown Bugasong, but also in the neighboring towns of Patungon, San Remigio, Valderama, Baraza and Laisan.

Antigueros who are working overseas are also updated on the activities and issues in Antique through the station's Antique Online Saturday Edition launched especially for Overseas Filipino workers.

Recognizing the important role of radio in Bugasong and in far-flung areas where television, newspaper and social media are inaccessible, Bartolo knows radio broadcasting is an effective channel of disseminating information to the community.

"Kalahi-CIDSS is one of the vehicles for change in the community that is why we commit ourselves to help in whatever programs of the local government unit that somehow provide opportunity for development in the community," says Bartolo.

He recalls that when Kalahi-CIDSS was first introduced in Bugasong, he already felt the need to support the program and the community by providing airtime to Kalahi-CIDSS.

"The radio station's vision is to become a catalyst of change, and we have also seen it in Kalahi-CIDSS."

The Kalahi-CIDSS Municipal Orientation held on March 22, 2012 was aired live via Hot FM. It was the first activity of the Project that the station had supported.

Bartolo says Kalahi-CIDSS is in line with the station's vision, namely: enlighten and inform the public on news and issues; awaken in them a sense of giving, sharing and commitment to all public and civic activities to trigger volunteerism; empower the public by setting and articulating their needs; involve the public in policy formation, direction and advocacy; and inspire and nurture young talents in broadcasting.

"The constant prodding of the radio station has encouraged active participation from the community," he says, adding that the station helped instill to the public that Kalahi-CIDSS is the community's partner in development.

When a series of barangay assemblies started in Bugasong, "We would announce the schedule of the barangay assemblies and asked the community to join and cooperate with Kalahi staff." This, on top of the Kalahi-CIDSS theme song aired in his public affairs program.

Since the radio station is community-based, Bartolo believes that helping the DSWD-led program is Hot FM's way of thanking the community.

Prior to his work in the media, Bartolo is also into community organizing. "Community organizing runs in my blood and I have seen that Kalahi has a major role in developing the community. We feel accomplished that through Kalahi-CIDSS we are part of the community's success in achieving the people's dream for development," he says.

It is only in Kalahi where people identify their pressing needs and the best ways to solve these problems with their participation.

"I can see people conceptualizing and identifying their needs in their level. It is far different from the traditional approach where local government units select development according to their priorities and perceptions. It is a holistic approach and along the way people are empowered," he says.

Bartolo, also working as consultant on special concerns in the Office of the Mayor, urges the local government unit to subside the Project from the so-called "SOP" or the "cut" or profit of project implementers allegedly common in government projects.

"There are existing practices in the local government which should not happen in the Kalahi implementation."

To note, the Kalahi-CIDSS implementation in Bugasong is funded by a P12.1-million grant from the Millennium Challenge Corporation. The amount does not include the fund for the capacity trainings of the local government, workers and community volunteers.

Meanwhile, Bartolo assures his support to the program, which he believes is also helping them in some ways.

"Rest assured that as long as there is Kalahi-CIDSS, commitment to Kalahi-CIDSS," he says.

"Helping Kalahi is my way of giving back the graces and favors I received from my benefactors. The radio station started its operation in 2011 with 1-watt. Now, we are operating in 500 watts," the grateful radio personality says.

"My equipment came from a benefactor whose family is based in Singapore. The radio station became an instrument in bringing a sick member of their family to the hospital. We called for help and asked for a vehicle over the airwaves and there was a quick response from a listener," he adds.

"So, seeing the community progressing through Kalahi-CIDSS is more than enough to me," he adds.

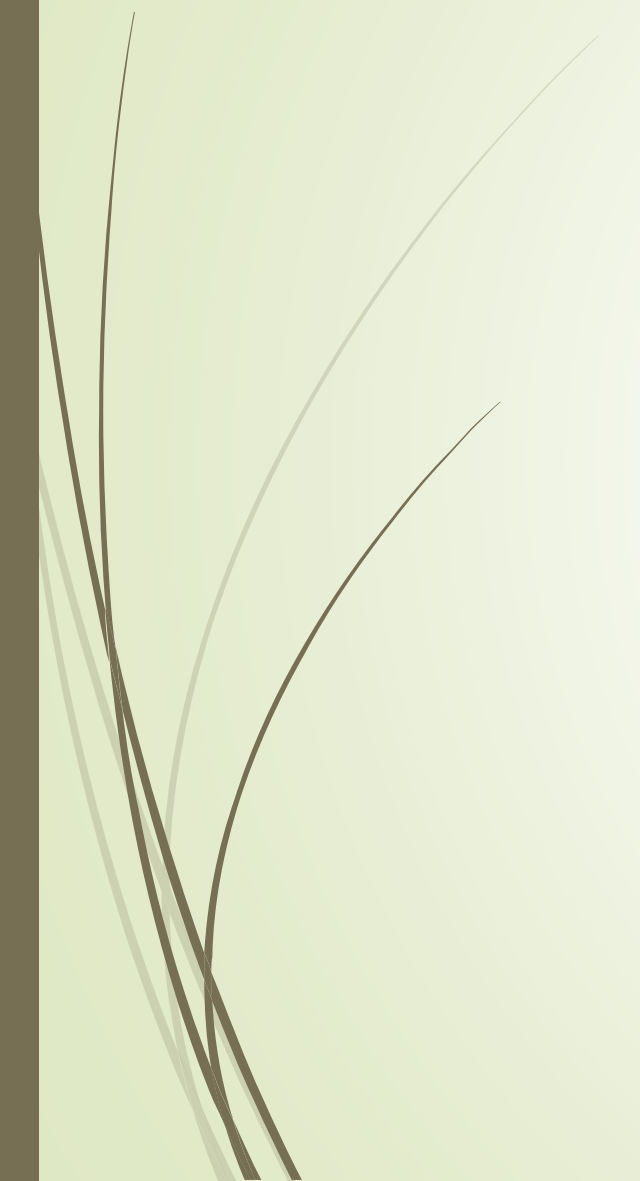
Collection of Success Stories



BARTOLO uses radio to seek Kalahi-CIDSS support from the villagers and local officials of Bugasong town in Antique and its nearby village



Hashing or Hashtagging



Hashing ensured fast access to data. If the data is stored sequentially, the time to find the item is proportional to the size of the list



Daghang Salamat

