

Conversations: Peacebuilding in Mindanao
April 9-10, 2014
Ateneo de Davao University

Workshop: PEACE COMMUNICATION

In matrix form:

Thematic Areas	Suggested Peacebuilding Objectives/Initiatives			Suggested Reporting and Sharing Mechanism (to work with ECID)
	Increasing Understanding on the Peace Process (Comprehensive Agreement on the Bangsamoro; Bangsamoro Basic Law; BM Transition Process)	Increasing Participation in the Peace Process (BBL consultations, Plebiscite, BM elections, transitional bodies)	Strengthening people to people relationships (dialogues in issues and implications to people/s; joint actions on peace issues)	
Social Communications for Peace building (Peace Advocacy)	<p>We must be clear on the message that would be disseminated</p> <p>- Message in general would be on reducing prejudices (addressed to the general public) and encourage cooperation and transparency (addressed to GPH and MILF)</p> <p>We may use media to lobby suggestions/inclusion in the BBL in areas affected by Bangsamoro directed to the policy makers</p>	<p>Participate in public hearing of the Bangsamoro Basic Law and Participate in Referendum (education/ increase awareness on what one is saying yes or no)</p> <p>- <i>“alamin ang proseso, makialam sa proseso, makibahagi sa proseso” (know, engage and participate)</i></p>		<p>Each diocese would come up with their own materials (30 sec. sound bites) and tap ADDU’s communication department to produce a 30 second audio (3 audios-1 per annex sets in different dialects to be disseminated in radio station. (THE MESSAGE SHOULD BE CLEARED WITH LOCAL BISHOPS)</p>

	and drafters			-Utilize Facebook and Youtube- produce a 3min video, 1 annex- 1 video for netizens
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In narrative form:

- Aside from the general message sent to the public, a contextual message should also be made for specific areas especially in areas that are directly involved in the issues. This is to ensure that the message would adapt and be parallel to what they are experiencing.
- A sectoral and thematic Round Table Discussion is also a good avenue to meet the 3 goals presented. The RTD would involve sectors and groups. This may be an avenue for them to be engaged and improve their relationships. Peace building camps or youth camps may also be organized, hinging on a singular goal.
- Gropu may also tap Catholic media to lessen their costs because they might get the airtime for free.
- The group should focus on the generic topic, taking into consideration the following points:
 - What is the common message we want to communicate with the church?
 - There are institutions who may have students and other resources who can do this (the messages) based on local context.
 - It would also be good to think of messages that could start communication in local area. One that start an interest of the people. We need to appropriate the kind of message we place in that medium.
- On the question, “What is the focus?”. The group could post the statement **“we are supporting the Bangsamoro Framework of peace”** or use the line, **“let’s give peace a chance”** which is believed to be a conversation starter. This maybe a wake-up call that people wanted peace to work.
- Another thing to be done is on education and awareness. We need to orient the people on what is Bangsamoro since the CAB is not yet well communicated and understood. We could invite radio stations especially the Catholic radio station, which may also develop a program on disseminating information on CAB.
- More space for intelligent discussion should be created.
- The medium of text messaging in a form of using GM (group message) may be of use because it made communication faster. They could place a certain message then send to a lot of people. This was seen as an action in support of the other means of using other mass media. But a concern on the validity of the text messages was also pointed out.

- The group also needs to consider the role that they could play as this would be the basis of the message we want to pass on.
- Advocating for the CAB would tell others that you already have a stand.
- There is also a need for an Intervenor for facilitating more communication and more dialogues.