2019

PHILRICE R&D HIGHLIGHTS

DEVELOPMENT COMMUNICATION DIVISION

Contents

Section	*Page*
Executive Summary	1
Project I. Production and Sharing of Rice S&T through Strategic Media Project	2
Abbreviations and Acronyms	5

DIVISION

Development Communication

Division head: Ronan G. Zagado

Executive Summary

DevCom packages and shares science-based and gender-responsive rice technologies to PhilRice intended clientele using two complementary communication strategies, which constitute the division's project components. The first strategy, "Packaging of rice S&T into knowledge products (KPs) and management of communication resources," aims to package relevant and appropriate S&T into KPs and to manage existing communication resources for easy access and use. The second strategy, "Sharing of rice S&T information through strategic media," seeks to share these KPs through various strategic media platforms to create greater impact.

As result, the Division produced 89 KPs, mostly print, videos, and graphics. A total of 199,920 copies of these publications were handed to next- and end-users (i.e., farmers, extension workers, policymakers, and R&D workers). Majority of the recipients were farmers. Handouts (170,281) were the most in-demand materials. A database of KPs and other communication materials (8,310 photos and 21 illustrations/graphics) produced this year was maintained. Additionally, sharing of rice S&T was carried out through different communication channels, such as radio, short messaging service (SMS), social media, and websites. Stakeholder engagement was also carried out to create wider impact. Noteworthy among these were the following groups of knowledge allies: ATI, 4 DA-RFO Information Offices, 91 tri-media outfits, and 13 TechVoc High Schools. This led to the reprinting of 60,000 copies of KPs, 905 hits/pick-ups of PhilRice press releases, installation of PinoyRice in the schools' ICT equipment, and the production rice corner design to be installed initially at the ATI's FITS Centers near the PhilRice branch stations.

Additionally, the Division promoted gender-responsiveness. For instance, among the stories published online, 41% highlighted women inspirations, women productivity issues, and youth and gender-development activities of PhilRice, while 18% of the featured farmers in PhilRice English and Filipino magazines were women. Thirty-eight percent of those who requested KPs were women.

All this contributed toward achieving enhanced partnership and knowledge management system (Outcome 6).

PROJECT

Production and Sharing of Rice S&T through Strategic Media

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This project ensured that gender-sensitive rice technologies and services that the Institute developed together with its partners reach its end-and-next users through strategic and transformative communication. This was particularly achieved using two complementary strategies, which constitute the components/studies of this project. The first strategy, "Packaging of rice S&T into KPs and management of communication resources", aims to package relevant and appropriate S&T into KPs as well as to manage existing communication resources for easy use and access. The second strategy, "Sharing of rice S&T information through strategic media," seeks to share these KPs through various strategic media platforms to create greater impact.

Under Study/Component 1, 89 KPs, mostly print materials promoting mature technologies and the Rice Competitiveness Enhancement Fund-Seed and Extension Programs, were produced. There were also 82 broadcast and 609 online materials produced. Moreover, 200,000 publications were distributed to farmers, extension workers, policymakers, and R&D workers. There were 8,310 photos taken, collected, stored, and made accessible via Adobe lightroom, Google drive, Flicker, and Facebook.

Under Study/Component 2, KPs developed by Study 1 (Produce) were strategically shared to reach the Institute's intended audience through different communication channels, such as radio, PhilRice Text Center (PTC), PhilRice Facebook Page, corporate website, and Pinoy Rice Knowledge Bank (PinoyRice). In addition, stakeholder engagement was also carried out to create wider impact. The following groups of knowledge allies were tapped: ATI, 4 DA – RFO Information Offices, 91 tri-media outfits, and 13 TechVoc High Schools. This led to the reprinting of 60,000 copies of KPs, 905 hits/pick-ups of PhilRice press releases, installation of PinoyRice in the schools' ICT equipment, and the production of the final design of the rice corners to be installed at ATI's FITS Center.

This did not only package and promote rice technologies, but it also promoted gender responsiveness. Among the stories published online, 41% highlighted women inspirations, women productivity issues, and youth and gender-development activities of PhilRice, while 18% of the featured farmers in PhilRice

English and Filipino magazines were women. Thirty-eight percent of those who requested KPs were women.

PRODUCE: Packaging of Rice S&T into Knowledge Products and Management of Communication Resources

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Knowledge is one of the most critical intangible products and assets generated by PhilRice. Knowledge can be fragmented if not captured and documented through communication products. Thus, KPs are developed to minimize knowledge loss and to ensure that PhilRice bodies of knowledge reach the Institute's clientele. In producing and distributing KPs, communication needs assessment among men and women stakeholders, topic and KP type identification, and content development were conducted. In content development, contents were approved before producing the draft, and then prototype was developed, pretested among men and women stakeholders, revised, and finally printed. Knowledge products were stored and made accessible in the database, while copies to be distributed were stored in the stockroom. Knowledge products were circulated based on a distribution plan.

This year, 89 KPs were developed, which are mostly print materials promoting mature technologies and the Rice Competitiveness Enhancement Fund-Seed and Extension Programs. There were also 82 broadcast and 609 online materials produced. About 200,000 publications were distributed to farmers, extension workers, policymakers, and R&D workers. Photos, totaling 8,310, were taken, collected, stored, and made accessible via Adobe lightroom, Google drive, Flicker, and Facebook. Among the stories published online, 41% highlighted women inspirations, women productivity issues, and youth and gender-development activities of PhilRice, while 18% of the featured farmers in PhilRice English and Filipino magazines were women. Thirty-eight percent of those who requested KPs were women.

SHARE: Sharing of Rice S&T Information through Strategic Media

MGM Nidoy, RG Zagado, CA Frediles, AC Biwang Jr., AMF Bautista, DCP Corpuz, TC Paulino, BQ Flores, and JJA Martillana

This study disseminated rice S&T information through strategic media and stakeholder engagement. It particularly shared contents developed by Produce Study through different communication channels, such as radio, PhilRice Text Center (PTC), PhilRice Facebook (FB) Page, corporate website, and Pinoy Rice Knowledge Bank (PinoyRice). A customer satisfaction survey was undertaken to generate feedback to improve our products and services.

For media platforms, the PhilRice website (www.philrice.gov.ph) was regularly maintained with 121 SMS-checked news/feature articles shared and more than 900 pick-up rates from the mainstream media. PTC responded to more than 19,000 text queries with 90% response rate (within 1 hour). Meanwhile, the PhilRice FB (rice.matters) increased page likes by 60% with 94% response rate. The PhilRice on-air engagement was maintained by sharing 36 broadcast releases on various topics to our 100 radio station contacts nationwide. Forty-six radio segments were also aired 180 times. Thirty-four KPs and other contents were uploaded in the Pinoy Rice Knowledge Bank (www.pinoyrice.com) with a total website visit of 81,908. Results of the client satisfaction survey of these platforms show generally positive feedback from our clients. For stakeholder engagement, the Division partnered with the following groups of knowledge allies: ATI, 4 DA-RFO Information Offices, 91 tri-media outfits, and 13 TechVoc High Schools. This led to the reprinting of 60,000 copies of KPs, 905 hits/pick-ups of PhilRice press releases, installation of PinoyRice in the schools' ICT equipment, and the production of the final design of the rice corners to be installed at ATI's FITS Center. The study also ensured balanced and regular news coverage of PhilRice programs and stations' events through various platforms. Over 100 stories were produced to cover updates from the branch stations and the Institute's programs.

Abbreviations and acronyms

AYT - Advanced Yield Trial
ABE - Agricultural and Biosystems Engineering
AEW - Agricultural Extension Worker
ATI – Agriculture Training Institute
AESA - Agro-ecosystem Analysis
AC - Amylose Content
BLB - Bacterial Leaf Blight
BLS -Bacterial Leaf Streak
BCA - Biological Control Agent
BS - Breeder Seeds
BPH -Brown Planthopper
BPI - Bureau of Plant Industry
CGMS - Cytoplasmic Genic Male Sterility
COF - Commercial Organic Fertilizer
CDA - Cooperative Development Authority
DAS - Days After Sowing
DAT - Days After Transplanting
DF - Days to Flowering
DM- Days to Maturity
DAR - Department of Agrarian Reform
DA-RFOs - Department of Agriculture-Regional Field Offices
DoF - Department of Finance
DOLE - Department of Labor and Employment
DTI - Department of Trade and Industry
DSR - Direct-seeded Rice
DS - Dry Season
FBS – Farmers' Business School
FC - Farmers' Cooperative
FSM - Farming Systems Models
FAA - Fish Amino Acid
FGD - Focused Group Discussion
FSP - Foundation Seed Production
FRK - Farm Record Keeping
GABA - Gamma-aminobutyric Acid
GT - Gelatinization Temperature
GAD - Gender and Development
GYT - General Yield Trial
GCA - Genetic Combining Ability
GIS - Geographic information system
GEMS - Germplasm Management System
GAS - Golden apple snail
GL - Grain length
GQ - Grain quality
GW - Grain Weight
GY - Grain Yield
GLH - Green Leafhopper
GOT - Grow Out Test
HR - Head Rice
HRA - Heat Recovery Attachment
HIPS – Highly-intensified Production System
HQS - High-quality Rice Seeds
HON - Hybrid Observational Nursery
HPYT - Hybrid Preliminary Yield Trial
ICT - Information and Communication Technology
IEC - Information Education Communication
IBNM - Inorganic-based Nutrient Management
ICM - Integrated Crop Management
IPM - Integrated Pest Management
JICA - Japan International Cooperation Agency
IRRI - International Rice Research Institute
IA - Irrigators' Association
KP - Knowledge Product
KSL - Knowledge Sharing and Learning
LCC - Leaf Color Chart
LFT - Local Farmer Technicians
LGU - Local Government Units
LPS - Low Pressure Steam-operated
SB - Stemborer
LE-CYPRO - Lowland ecotype Cyperus rotundus
MFE - Male Fertile Environment
MSE - Male Sterile Environment
MAS - Marker-assisted Selection
MRL - Maximum Root Length
MR - Milled Rice
MER - Minimum Enclosing Rectangle
MOET - Minus-one Element Technique
MC - Moisture Content

MAT - Multi-Adaptation Trials
MCRTP - Multi-crop Reduced Till Planter
MET - Multi-environment Trial
MYT - Multi-location Yield Trial
NAAP - National Azolla Action Program
NCT - National Cooperative Test
NFA - National Food Authority
NRAM - National Rice Awareness Month
NSIC - National Seed Industry Council
NSQCS - National Seed Quality Control Services
N - Nitrogen
NBSP - Nucleus and Breeder Seed Production Project
NFGP - Number of Filled Grains Panicle
ON - Observation Nursery
OSIS - One Stop Information Shop
OBNM - Organic-based Nutrient Management
PL - Panicle Length
PW - Panicle Weight
PVS - Participatory Varietal Selection
PWD - Person with Disabilities
PhilMech - Philippine Center for Postharvest Development and Mechanization
PRISM - Philippine Rice Information System
PhilRice - Philippine Rice Research Institute
PSA - Philippine Statistics Authority
PTC - PhilRice Text Center
P - Phosphorus
PVS - Plant Variety Selection
K - Potassium
QTL - Quantitative Trait Loci
RCBD - Randomized Complete Block Design
RSP - Registered Seed Production
RBB - Rice Black Bug
RCEF - Rice Competitiveness Enhancement Fund
RCEP - Rice Competitiveness Enhancement Program
RCM - Rice Crop Manager
RHGEPS - Rice Hull Gasifier Engine Pump System
RPH - Rice Planthopper
RSTC - Rice Specialists' Training Course
RTV - Rice Tungro Virus
RBFHS - Rice-based Farming Household Survey
KQ - Kernel Quality
SV - Seedling Vigor
ShB - Sheath Blight
ShR - Sheath Rot
SMS - Short Messaging Service
SNP - Single Nucleotide Polymorphism
SWRIP- Small Water Reservoir Irrigation Project
SRB - Stabilized Rice Bran
SUCs - State Universities and Colleges
SB - Stem Borer
TESDA - Technical Education and Skills Development Authority
TDF - Technology Demonstration Farm
TRV - Traditional Rice Varieties
TOT - Training of Trainers
TPR - Transplanted Rice
URBFS - Upland Rice-Based Farming
WS - Wet Season
WCV - Wide Compatibility Variety
YSB - Yellow Stemborer

Editorial team

We are a government corporate entity (Classification E) under the Department of Agriculture. We were created through Executive Order 1061 on 5 November 1985 (as amended) to help develop high-yielding and cost-reducing technologies so farmers can produce enough rice for all Filipinos.

With a "Rice-Secure Philippines" vision, we want the Filipino rice farmers and the Philippine rice industry to be competitive through research for development in our central and seven branch stations, coordinating with a network that comprises 59 agencies strategically located nationwide.

We have the following certifications: ISO 9001:2008 (Quality Management), ISO 14001:2004 (Environmental Management), and OHSAS 18001:2007 (Occupational Health and Safety Assessment Series).

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