

# 2020

PhilRice R&D Highlights



## Community Relations Office

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# Community Relations Office

Office head: **Diadem G. Esmero**

## EXECUTIVE SUMMARY

The Community Relations Office (ComRel) operates with the premise of building relationships and better smooth interpersonal relationships within and outside the communities of the Institute. By virtue of Administrative Order No. 2018-004, which paved way for the merging of the Visitors and Conference Services Office (VCSO), the Rice Science Museum (RSM), and the FutureRice Agritourism Project, ComRel was created to serve as a link between several stakeholders of the institute by providing general education on rice science, technology, and culture through several activities and programs.

To help PhilRice achieve its goals, ComRel provides general rice science education and serves as the Institute's corporate communication arm. The Office ensures goodwill and understanding between PhilRice and the general public and it functions as the central point of coordination in aligning messages, educational experiences, and image and branding development efforts to communicate PhilRice's mission and vision. The composition of projects delivered by ComRel involved (1) Promotion of Rice Science and Conservation through Museum; (2) Community Outreach; (3) Corporate Communication; and (4) Development of the Rice-Based Community Tourism (FutureRice). These responsibilities were catalyzing activities to ensure progressive relationships within the Institute and to the communities it serves.

Through the Rice Science Museum, seven episodes of *PalayKamalayan* vlogs as alternative learning materials were created, developed, and posted on the RSM Facebook page. Museum collections were carefully managed, exhibited, and recorded. Community outreach provided regular sessions for *PalayAralan* for online livestreaming on Facebook to continually serve its learners anytime anywhere. *PalayAralan* announcements were regularly posted online and the materials were updated to fit the particular information needed by the audience. ComRel also engaged in community work by sharing to the local municipalities the latest science and technology updates that encouraged the officials to patronize products and findings created and promoted by PhilRice. For the corporate communication, ComRel produced articles for PhilRice publications and contributed to the conceptualization of exhibits. At the same time, the Office developed logos, signages, announcements, and posts that communicate PhilRice

## EXECUTIVE SUMMARY

mission and vision. Moreover, ComRel ensured that protocols and management of visitors were implemented and delivered by providing them with excellent and quality service. Lastly, agritourism as one of its major activities provided opportunity for PhilRice to engage the visiting learners in the FutureRice Farm with fun and information on modern and smart farming technologies.

# Promotion of Rice Science and Conservation Through Museum

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Diadem G. Esmero, Andrei B. Lanuza, Jonathan U. Cabral, Lorelie Vee C. Domingo,  
Pamela V. Carbungco, Precious Mae C. Gabato, Jude Klarence C. Pangilinan,  
Sonny Boy B. Pangilinan, and Mariel S. Peria

Traditionally, research findings were publicly made available in the form of books, scientific journals, and other related publications deposited in libraries with limited access to selected few. The only ones who might be interested and have a chance to enjoy the richness of the results of scientific research are members of the academe, other researchers and research entities, scholars, and in some instances, students who are just a minority of the stakeholders in the rice industry. Through the Rice Science Museum (RSM), however, PhilRice research was creatively shared in both popular and informative ways. RSM was closed for visitors due to protocol addressing of COVID-19 pandemic; hence, museum programs were shifted into online creative modes. Seven episodes of *PalayKamalayan* museum vlogs were produced and uploaded, which included topics on ice arts and culture, rice machineries, VarMix, traditional rice varieties and brown rice; entomology and NextGen; *Palayamanan*; and FutureRice Farm, Philippine Rice Information System (PRISM), and phone applications. In addition, three original song compositions were produced with music videos or animations. *Matatag* was a tribute music video for farmer empowerment while '*Kaya Niyo, Kaya Ko*' was composed in celebration of Women's Month. Educational materials for children such as e-storytelling on rice conservation (*PalayKwentuhan: "Oryzaus, ang Halimaw ng Kanin"*), puzzle and coloring books, and three short 2D motion video animation on elementary science were developed.

Contemporary rice cultural landscapes were also documented through 10 paintings/rice arts; while six museum exhibits were updated and mounted. The museum database was likewise updated. Thirty (30) artifacts and museum collections were catalogued.

## Community Outreach

**Andrei B. Lanuza, Diadem G. Esmero, Jonathan U. Cabral, Lorelie Vee C. Domingo, Pamela V. Carbungco, Precious Mae C. Gabato, Jude Klarence C. Pangilinan, Sonny Boy B. Pangilinan, and Mariel S. Peria**

First offered in December 2018, *PalayAralan* is a free twice-a-month seminar with lessons tailored to particular planting seasons. It was also made accessible to all men and women farmers and other agriculture enthusiasts through social media. Due to the pandemic, *PalayAralan* shifted to online mode to continue serving its clients anytime anywhere. Promotions, invitations, and announcements were regularly posted via the PhilRice and Rice Science Museum Facebook (FB) pages. The sessions were now streamed live through the PhilRice FB page. The *PalayAralan* resource persons were PhilRice technical experts who hold Technical Education and Skills Development Authority (TESDA) accreditation certificates. Discussions were delivered in an informal and interactive manner to actively engage participants during the sessions. During the online sessions, viewers often commented and asked questions via the chat box, which the resource persons dutifully accommodated and answered. For the online *PalayAralan*, the number of views was counted as participation, which is a practical way of adapting to the challenges of the times.

For 2020, 17 online livestream sessions, complete with translated and reformatted presentations and session guides/social media materials, were organized and conducted with 1,890 total live views; 94,900 post views; 38,875 engagements; and 378,480 reach. *PalayAralan* intro/outro music video was produced and used during sessions. These sessions focused and discussed the *PalayCheck* System and other related rice-based farming technologies and processes. Overall, live viewers were satisfied with the *PalayAralan* sessions as shown by positive feedback received during sessions.

Another community outreach component was the conduct of two Science and Technology updates where ComRel integrated directly to the local communities to disseminate the latest rice technologies designed and promoted by PhilRice.

Community outreach activities were based on the expectations gathered from community members during needs-assessment meetings. Partner communities were consulted to surface their needs and expectations, considering the Institute's frame and principles. Community outreach was not totally hampered by the pandemic because ComRel adopted online seminars and consultations. ComRel still provided online resource persons who deliver the information needed by the requesting communities, an arrangement advantageous to the experts who no longer had to travel far. This alternative gave more security and safety to the experts and the communities because of the current limitations of exposure to social gathering.

## PROJECT 2

Visitors were handled during the first quarter. Due to the pandemic, these activities were steeply reduced as these could not be done face-to-face. Prior to the imposition of community quarantine in March 2020, 53 groups of visitors, 1,780 pax in total, were provided with technology briefings. Guests and visitors were generally very satisfied with their visit at PhilRice as reflected in the overall excellent rating.



# Corporate Communication

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**Diadem G. Esmero, Andrei B. Lanuza, Jonathan U. Cabral, Lorelie Vee C. Domingo, Pamela V. Carbungco, Precious Mae C. Gabato, Jude Klarence C. Pangilinan, Sonny Boy B. Pangilinan, and Mariel S. Peria**

Corporate communication is vital to the operations of PhilRice as a government agency that generates rice knowledge, research, and technologies. Being a political commodity, rice remains as a looming source of crisis for the Institute, thus, demanding the necessity to maintain and protect its identity, image, and reputation for its clientele and the public to continually support and patronize the Institute's R&D. Its contribution to science, the body of knowledge, and the society must also be communicated to gain favorable perception. The Institute's need for funding and collaboration also necessitates the building and maintaining of excellent relationships and trust with the stakeholders.

By making corporate communication as a strategic function of the Institute, its products and image are nurtured; thus, the Institute becomes more accessible to its stakeholders and the public, and the Institute's strategies, goals, and core messages are better communicated.

ComRel operates to improve corporate practices by generating support for the Institute's products, technologies, and R&D work. Corporate publications, annual reports, R&D highlights, and E-newsletters were produced to ensure the efficient delivery and dissemination of institutional information to its clients and recipients and the general public.

The following were produced under this study:

- 2 COVID-19 safety signages and banner design
- 2 designs for Leaf Color Chart (LCC) and Minus-One Element Technique (MOET) advertisements
- 2 product poster design (LCC app and MOET);
- main gate design
- 1 E-newsletter issue
- 5 signages and templates
- 1 anniversary logo
- 1 display kiosk designed for PhilRice 35<sup>th</sup> anniversary
- main lobby exhibit for PhilRice 35<sup>th</sup> anniversary
- protocol for visitors