

Foreword



Today, we live in the most vibrant and dynamic age of media. The latter has been democratized: content consumers are now broadcasters themselves. This has levelled the playing field and everyone can really speak (i.e., tweet, livestream, or snapchat) what they have in mind. Some of these messages can even go viral and lead to real-life, tangible consequences.

The power to communicate is now at the hands of the people—as readers, listeners, the spectators. Their thoughts and responses on media content are so potent, that could influence the narrative and shape the storyline of an idea.

If we intend to make sure that what we communicate can truly make a positive impact, then we have to be deliberate, strategic, and most of all, determined to work with new breed of influencers. A solid, well-researched, and powerful story will no longer suffice. There must be an effective dissemination and outreach strategy behind every message for it to be heard, read, or viewed.

Since the beginning of my term at the Philippine Information Agency, the only public entity mandated to disseminate information that will improve the Filipino people's quality of life, I've emphasized the need for responsible information sharing. In an age of fake news and multiple narratives, having a sense of ownership and responsibility for the information we create, consume, and share a foundational value to excellence in communication.

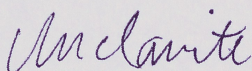
If we plan to cause transformation and influence public policy for the common good through our message, we should start by having a plan that ensures our message will be heard and received. We should treat this message as our own, and be deliberate in its intent, as to effect good outcome and plant a seed that could be a starting point of genuine change.

As you read this book and embark in a learning experience with some of the country's finest minds in communication research, journalism, and media, may you realize that your skills and your tools are not just meant

for crafting and pursuing a message; but these can and will influence people. Your ideas, infused in your message, bear the potential to alter the future of an individual, community, even a nation.

In that regard, my hope is that communicators, like you and I, can create, consume, and share information that will truly spur positive change, empower citizens, and propel our nation to a higher realm of growth and development.

Congratulations to the Philippines Communication Society for this publication!

A handwritten signature in dark ink, reading "H. Clavite". The signature is fluid and cursive, with a large initial "H" and a stylized "Clavite".

HAROLD E. CLAVITE

Director General

Philippine Information Agency