



We PLAY, YOU PLAY

*Gutierrez, Rouella Mae
Serrano, Marijoe J.*



We PLAY, YOU PLAY

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VISION

**We envision preparing the
youth/students
through the use of
development communication.**

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GOALS

- 1. To raise awareness on disaster management among the youth.**
- 2. To be able to use the mass media.**
- 3. To educate the youth so that they will know what to do in times of disaster than just plainly depend on their parents and the adults.**

BACKGROUND

WHY?

"Prevention is better than cure."

Enough awareness on disaster can be a powerful prevention of mortality and property damages in the Philippines especially in Quezon City.

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FAULT LINES IN MANILA

WHAT

**A disaster awareness
campaign for the students
specifically from SPUQC
and Tomas Morato
Elementary School.**

PREPARE,
LISTEN *and*
ACT *to be a*
YOUTH

The map shows the area around Tomas Morato Elementary School, which is highlighted with a blue box. The school is located on a street that runs diagonally from the top left towards the bottom right. To the left of the school, there is a large yellow area labeled 'Kamuning Rd'. To the right of the school, there is a large orange area labeled 'Ermin Garcia Avenue'. The map also shows several other streets, including 'Tomas Morato Avenue', 'Kamuning Rd', 'Ermin Garcia Avenue', 'New Orleans', 'Chicago', 'Maryland', 'Felix Manalo', 'Don Alfredo Egea', 'Sgt. J. C.', 'Detroit', 'Denver', 'Lucena Bus', 'Jollibee', 'Kamias Road', 'Colonel Salgado', 'K-G', 'K-10', 'K-11', 'K-12', 'K-13', 'K-14', 'K-15', 'K-16', 'K-17', 'K-18', 'K-19', 'K-20', 'K-21', 'K-22', 'K-23', 'K-24', 'K-25', 'K-26', 'K-27', 'K-28', 'K-29', 'K-30', 'K-31', 'K-32', 'K-33', 'K-34', 'K-35', 'K-36', 'K-37', 'K-38', 'K-39', 'K-40', 'K-41', 'K-42', 'K-43', 'K-44', 'K-45', 'K-46', 'K-47', 'K-48', 'K-49', 'K-50', 'K-51', 'K-52', 'K-53', 'K-54', 'K-55', 'K-56', 'K-57', 'K-58', 'K-59', 'K-60', 'K-61', 'K-62', 'K-63', 'K-64', 'K-65', 'K-66', 'K-67', 'K-68', 'K-69', 'K-70', 'K-71', 'K-72', 'K-73', 'K-74', 'K-75', 'K-76', 'K-77', 'K-78', 'K-79', 'K-80', 'K-81', 'K-82', 'K-83', 'K-84', 'K-85', 'K-86', 'K-87', 'K-88', 'K-89', 'K-90', 'K-91', 'K-92', 'K-93', 'K-94', 'K-95', 'K-96', 'K-97', 'K-98', 'K-99', 'K-100'. There are also several landmarks and bus stops marked on the map, including 'Internet Cafe', 'Scout De Guia', 'Scout Lazcano', 'Scout Delgado', 'Scout Lozano', 'Scout Castor', 'Seventy Seven Cafe', 'The Kamuning First United Methodist Church', 'Kingdom Hall of Jehovah's Witnesses', 'ALPS Cubao Bus Terminal', 'Florida Terminal', 'Jollibee', 'Kamias Road', 'Colonel Salgado', 'K-G', 'K-10', 'K-11', 'K-12', 'K-13', 'K-14', 'K-15', 'K-16', 'K-17', 'K-18', 'K-19', 'K-20', 'K-21', 'K-22', 'K-23', 'K-24', 'K-25', 'K-26', 'K-27', 'K-28', 'K-29', 'K-30', 'K-31', 'K-32', 'K-33', 'K-34', 'K-35', 'K-36', 'K-37', 'K-38', 'K-39', 'K-40', 'K-41', 'K-42', 'K-43', 'K-44', 'K-45', 'K-46', 'K-47', 'K-48', 'K-49', 'K-50', 'K-51', 'K-52', 'K-53', 'K-54', 'K-55', 'K-56', 'K-57', 'K-58', 'K-59', 'K-60', 'K-61', 'K-62', 'K-63', 'K-64', 'K-65', 'K-66', 'K-67', 'K-68', 'K-69', 'K-70', 'K-71', 'K-72', 'K-73', 'K-74', 'K-75', 'K-76', 'K-77', 'K-78', 'K-79', 'K-80', 'K-81', 'K-82', 'K-83', 'K-84', 'K-85', 'K-86', 'K-87', 'K-88', 'K-89', 'K-90', 'K-91', 'K-92', 'K-93', 'K-94', 'K-95', 'K-96', 'K-97', 'K-98', 'K-99', 'K-100'. A blue 'X' marks a specific location on the map, near the intersection of 'Tomas Morato Avenue' and 'Kamuning Rd'.

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OBJECTIVES

- 1. To raise awareness on disaster management and preparedness among the youth.**
- 2. To be able to utilize the mass media in educating the youth.**
- 3. To be able to distribute campaign materials to the students.**

MASS MEDIA

PRINT MEDIA- Posters & Brochures

RADIO- Fusion Radio podcast (Radio School)/ a Magazine program.

BROADCAST MEDIA- PSA (Public Service Advertisement).

SOCIAL MEDIA- Follow up promotion of the advocacy through Instagram and Facebook with the use of visual arts.

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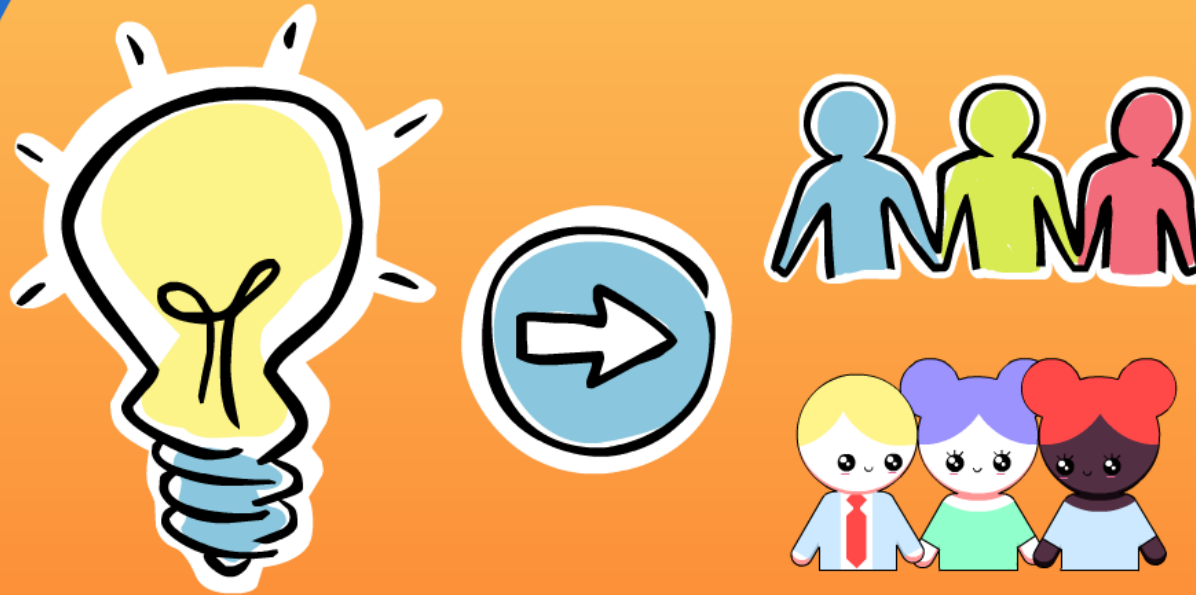
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ACTION PLAN

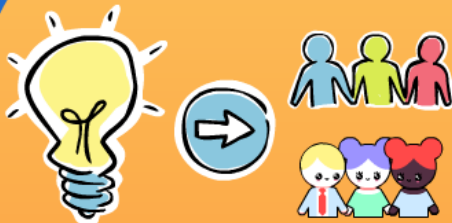


ACTION PLAN



**communicate the
idea to the youth.**

ACTION PLAN



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TIMELINE

APRIL 2014- Conceptualization of
PLAY Campaign

JUNE 2014- Gather volunteers

JULY-SEPTEMBER 2014- Making of materials
(Posters, Radio program/script,
Shooting of videos)

OCTOBER 2014- Semester ender program
for Tomas Morato Elementary School

NOVEMBER 2014- Evaluation



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ORGANIZATION & SOURCE OF FUNDS

**-CEP (Community Extension
Program)
and the Mass Communication Society**



BUDGET

**Printing of Campaign materials-
3,000php**

**Expenses in PSA production-
1,000php**

CONTACT US!

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