

# **PAUSE MUNA PEACE MUNA**

## **(A Brahma Kumaris peace campaign program in cooperation with Zagitsit 100.3 News FM, and Bicol University)**

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#### **YPA14 ACTION PLAN**

**Problem Statement:** A peaceful person makes a peaceful family; a peaceful family makes a peaceful community; a peaceful community makes a peaceful nation; and peaceful nations make a peaceful world.

With this in mind, the Brahma Kumaris-Legazpi City with Prof. Ma. Lourdes L. Aseneta as its coordinator, launched the Pause Muna, Peace Muna Campaign. Prof. Lilia C. Malasa, a media practitioner, suggested to use radio to disseminate the peace campaign. Thus, the Pause Muna Peace Muna radio program was born on June 4, 2016.

#### **Objectives:**

- 1. To launch the Pause Muna Peace Muna campaign of Brahma Kumaris;**
- 2. To create awareness of peace in the community;**
- 3. To discuss issues related to peace;**
- 4. To inspire listeners to go for peace and avoid conflicts;**
- 5. To persuade people to take action in the pursuit of peace within and outside of themselves.**

**Description:** This radio program focuses on peace awareness. Hosts discuss qualities people should have in order to have inner peace. If everyone has inner peace, this will lead to a community of peace loving people.

**Program Hosts:** LALI (Lily Malasa, anchor) and LILA (Ma. Lourdes Aseneta, co-anchor). Lali is Prof. Lilia C. Malasa of Bicol University College of Arts and Letters. A broadcaster for four decades now; an AB-English graduate at Bicol College, a Master in Language and Literature graduate at Ateneo de Naga, taken Master of Arts in Literature and Master of Arts in Cultural Education at Bicol University Graduate School.

LILA is Prof. Ma. Lourdes L. Aseneta, executive director of Children's International-Legazpi City, former professor at Bicol University-CSSP; studied AB-Philosophy and Master of Arts in Theology at Ateneo de Manila University; at present taking Doctor of Philosophy in Communication at the UP Open University.

**Time and Day:** 5:00 to 6:30 AM, every Sunday

**Radio Station: Zagitsit 100.3 News FM**

**Location: Camelo Building, Imelda C. Roces Avenue, Legazpi City, Philippines**

**Program Flow:**

**5:00 AM - Station ID, PMPM Jingle, PMPM Intro**

**5:03 - Hosts introduce themselves and welcome listeners to the program**

**Lila recites the Reflection for the Day quote**

**Lali asks about it; Lila explains**

**Then Lali plays an inspirational song or a song related to the quote**

**5: 15 - Lila announces the time and asks Lila to do a recap of the topic the previous Sunday**

**Lali joins in the recap. The two hosts exchanges ideas**

**Lali plays the second song, then the advertisements and station ID**

**5:30 - Lali checks the time and asks Lila what is the topic for the day.**

**The two discusses the topic in Filipino and English**

**The guest is introduced and joins the discussion (if there is a guest)**

**5:55 - Bible Verse Intro, Bible Dramatization (c/o Zagitsit)**

**Radio plugs and ads**

**6:00 AM - Discussion is resumed**

**6:15 - a song is played**

**6:18 - Lali and Lila summarizes the discussion**

**Lila meditates**

**6:25 - Extro: The hosts recite farewell lines and invite listeners for next Sunday's program**

**Playing of advertisements follow**

**Budget:**

**Transportation Expense: (June 2018 to May 2019) 250x4x12 P12,000.00**

**Materials:**

**USB - (for recording the episodes, tape-on-air (TOAs) P1000.00**

**3 reams of coupon bond & other office supplies for communication and transcriptions 600.00**

**Monitoring and Evaluation**

**This can be done via the quarterly PSRC Survey. Through text messages from listeners and conducting survey via livestreaming since Zagitsit Radio can be heard via [www.zagitsit.com](http://www.zagitsit.com) and Nobex Radio app. The program is heard all over the world.**

**Persons Involved:**

**Prof. Lilosia Malasa – program host and proponent**

**Prof. Ma. Lourdes Aseneta – program co-host**

**Prof. Agnes Lasin – extension coordinator (monitors the extension activity)**

**Dr. Irene Moral—research coordinator ( researchs on the impact of PMPM)**