

LILIBET (BET) A. AMATONG

Ms. Amatong is an experienced information-education-communication-mobilization (ICEM) practitioner. She also specializes in human resources management and development.

She is a graduate of Maryknoll College Foundation, Inc. (now Miriam College) with a degree in Bachelor of Arts major in Communication Arts. She earned over 35 units for a degree in Master of Arts major in Journalism from the University of the Philippines in Diliman and some units for Master of Education in Educational Technology from the same university. She earned her Master in Public Administration from Andres Bonifacio College in Dipolog City. She was a consistent honor student from grade school level to tertiary and was conferred a Merit of Distinction in the 58th Managers' Course at UP-ISSI.

She had an excellent 5-year track record in government service culminating in receiving the "Model Government Employee" by the Department of Environment and Natural Resources (DENR) in cooperation with the Civil Service Commission in 1988. At the DENR, she was primarily tasked to write and develop materials for in-house publications as well as to place relevant materials in the mass media, conduct research, do technical writing and media analysis, and organize events. Some of her most noted works were: the "First International Lahars and Landslides Seminar-Workshop" in Legaspi, Albay, the "Assessment/Evaluation of the Metro Manila Anti-Smoke-Belching Media Campaign", and the "Summit of Artists for the Environment" (SAFE).

In 1989, she initiated projects involving the youth in promoting the concept of environmental protection and sustainable development while concurrently detailed at the DENR Main Office to coordinate IEC programs/projects/activities of the DENR Task Force on IEC Programs for Urban Areas. It was at DENR where she authored nine (9) proposals with international funding. Along with Bet's significant work experiences in mass media, advertising, public relations, and development communication is her ability to design, manage, and evaluate communication/advocacy initiatives. Bet had been a consultant of the Agriculture Training Institute's IEC programs among others, the "*Gintong Ani*" video production. She had also been involved as a producer of the audio-visual production of ASSIST, the Foundation of the Philippine Statistical Association.

Bet worked with Rex Printing Company for over five years as the manager of its Product Research and Development Group. She led the formulation, implementation and evaluation of the company's training and development programs. She designed effective learning processes that developed the associates' work values and competencies necessary for current and future businesses of the company. She conducted training need analysis, training program designs, and evaluation. As a result, she has developed the competence in developing training materials, and persuading and mobilizing stakeholders to support efforts that will improve company policies. Bet's other significant work experiences include the following: researcher-writer for PRESS (Policy Review and Editorial Services, Inc.); freelance writer for ABS-CBN Foundation, Inc.'s *Sineskwela*; writer for Rex's City Life Magazine; author of Language and Speech books for Rex; field reporter and newswriter for RPN-9 and IBC-13; co-writer-researcher of RBSI's 5-year Business Plan that garnered a Merit of Distinction in the Asian Institute of Management's masteral course on entrepreneurship; and researcher-writer of a UNICEF-funded research titled: "Subanen Beliefs and Practices on Pregnancy, Birthing, & Child Care".

Bet traces her lineage from a family of distinguished educators, politicians, and career government servants.