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Hildegard Awards given to top women in media

THE MASS Communication Department of St. Scholastica's College, Manila will confer the Hildegard Award to outstanding women in media and communications at five this afternoon at the St. Cecilia's Hall of St. Scholastica's College.

The Hildegard Awards is the first to honor women's contributions to media and communication, and give tribute to media practitioners who use the power of media to further their advocacies. This year's awardees are Dr. Nora Quebral, Feny Bautista, Genoveva Matute, and QTV 11.

Dr. Nora Quebral was recognized for coining the term development communication in the Philippines, and for her

pioneering work on the use of communication for empowering the marginalized in society. She



GENOVEVA "LOLA BEBANG" MATUTE

believed that development communication should promote intercultural understanding to unite culturally diverse people.

She graduated with a BA degree in English, magna cum laude, at the UP and earned her master's

degree at the University of Wisconsin as US International Cooperation Agency and Philippine National Economic Council scholar. Dr. Quebral received her Ph.D. in communication at the University of Illinois.

Feny Bautista will receive the award for utilizing television in educating generations of young children through the show Batibot. She has long been an advocate of child development, having worked with Filipino children's literature pioneer, Aklat Adarna early on her career.

She was among the creative architects who brought to life



DR. NORA QUEBRAL

Sesamé – a local version of the original Children's Television Workshop's Sesame Street – subsequently working as executive

producer of the iconic 1985 children's television program, Batibot.

Bautista is currently working as a consultant to the Council for the Welfare of Children at the United Nations Children's Fund. Her passion for working with children continues to bespeak her work as a woman educator, writer, producer, director and advocate of children's rights, concerns and development.

Genoveva "Lola Bebang" Matute will be honored for her historical role as one of the most successful women writers for radio, and for using soap opera to tackle issues about women.

Together with fellow women writers Lina Flor and Liwayway Arceo, Lola Bebang's works portrayed women as non-conformists in her radio dramas, Aklat ng Pag-ibig of the 1950s and Ang Inyong Lingkod, Gloria Romero, which aired from 1959 to 1960.

Now 92, Lola Bebang wants to be remembered as a woman who struggled and succeeded in creating a space for women in the radio industry.

After only a year in the business, QTV Channel 11 has already made its mark as the Channel for the Filipina by producing shows that celebrate the joys of womanhood and empathize with women's needs and concerns.

The Hildegard Award is named after Hildegard von Bingen of Germany, a 12th century woman writer, musician, artist, poet, environmentalist and Benedictine mystic whose counsel was sought by kings and popes.



FENY BAUTISTA

The awardees will be presented with a mother and child effigy crafted out of an ivory-like substance by the late artist Inday Calapan. Frederic Caedo continued Cadapan's vision by crafting the statue's replica for the awards.