



De La Salle University – Dasmariñas

**“Communication Strategies Used by Benilde Hive and UPLB  
Babaylan in Promoting LGBT Rights”**

**AN UNDERGRADUATE THESIS PRESENTED TO THE FACULTY  
OF COMMUNICATION ARTS AND JOURNALISM DEPARTMENT**

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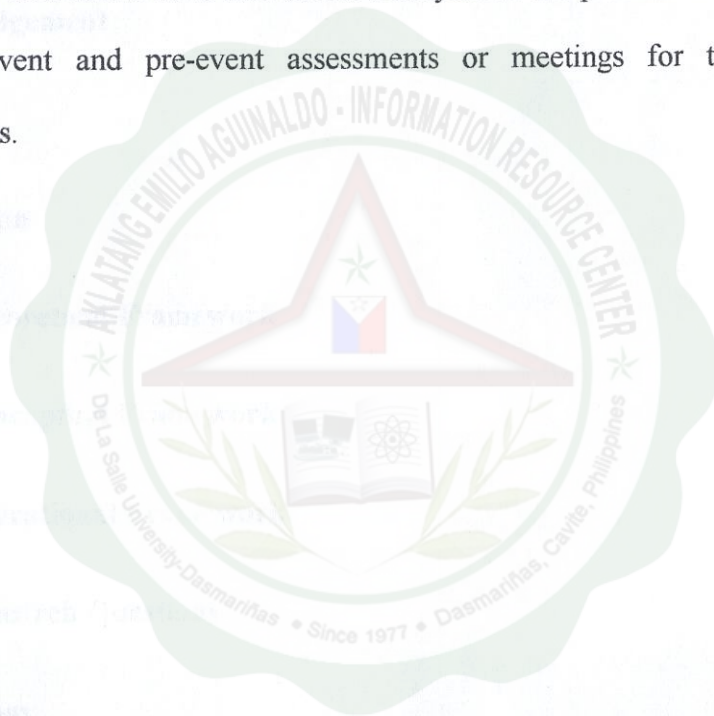
### ABSTRACT

The study analyzed of the communication strategies used by Lesbians, Gays, Bisexuals, Transgender (LGBT) that are members of student-run organizations namely, Benilde Hive and UPLB Babaylan in promoting LGBT rights. The main objective of the study was to determine the communication strategies of the Benilde Hive and UPLB Babaylan in promoting their advocacies on LGBT rights. Filipino LGBTs continue to witness and experience blatant discrimination based on one's sexual orientation, gender identity and expression (SOGIE). Nonprofit organizations are at work on issues of critical social importance. To succeed, they face the challenge of trying to inform, motivate and mobilize the public that are too often stressed out, overextended, even apathetic. The need to study communication strategy on the student-run LGBT organizations is to determine a certain image and make people aware of the issues and promoting knowledge and understanding projects or advocacies. Using communication strategies, issues concerning the rights of the LGBT would help understand further the processes LGBT organizations strategize to achieve their goals as an organization. Findings show that common communication strategies used by Benilde Hive and UPLB Babaylan in promoting their advocacies, are the partnerships they establish, education, and their social media arm which is the widely used platform of the two student-run LGBT organizations. The common advocacy goals of Benilde Hive and UPLB Babaylan are (1) to fight for the equal rights of the LGBT, (2) educate about the LGBT, and (3) act as support groups for the LGBT. The



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common way of Benilde Hive and UPLB Babaylan in setting goals is to conduct organizational meetings with the members of the organization, and by being a democratic organization. The common communication strategies used by Benilde Hive and UPLB Babaylan really depend on the advantage of social media in promoting their advocacies, the partnerships they establish and education. The similarities of Benilde Hive and UPLB Babaylan in the process of evaluation are the post-event and pre-event assessments or meetings for the short-term assessments.



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