



ADVOCACY CAMPAIGN BRIEF

Tegic Communications, a unit of AOL 's wireless division, and selected Universities in Metro Manila joined together for the campaign to promote spelling proficiency in Tagalog and English among university students in the Philippines.

Mobile phone use in the Philippines continues to grow at a rapid pace. Further, SMS text messages continue to dominate mobile traffic 10-to-one over voice. In fact, the Philippines is the world leader in the SMS market with more than 100 million SMS text messages being exchanged each day. Filipino students are one of the most prolific text users in the Philippines, where SMS is a vital way of communication. A recent survey gave an average of combined 100 million text messages sent everyday from subscribers of all Philippines mobile operators. Numbers grew even further due to a recent promotional campaign of unlimited texting for only 20 Pesos* for 100 messages (or US\$0.004/text).

However, many Filipino educators have been concerned about falling literary standards among Filipino students as SMS messages in both English and Tagalog have been composed in slang, abbreviations, or unique short-cuts - so much so that the language standards have been seen as deteriorating, especially among the youth.

There must be the right combination to make correct spelling a focused daily behavior among young people. Since Filipinos love to text on mobile phones, what could be more attractive to Filipino students than to combine spelling proficiency and texting on mobile phones. With this, Tegic Communications Inc. shall take the lead in re-educating the youth together with the Universities and with the support of the Commission on Higher Education (CHED) in using the proper way of sending messages - spelling each word right.

Text right... T9 it!