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Country Report: Philippines

By

Leonar R Repotente
BACKGROUND INFORMATION

Soon after the historic People Revolution in 1986, the National Media Production Center was abolished. Because of the magnitude of the task of information dissemination to the mass base nationwide, the new administration of President Corazon C. Aquino created the Philippine Information Agency (PIA) under Executive Order No. 100. This Agency is directly under the Office of the President and is mandated to provide timely, relevant and accurate information.

- to assist people in decision making;
- to help people identify opportunities that will improve the quality of their lives; and
- enable citizens to participate meaningfully in democratic processes.

To operationalize its mission, the PIA implements a development-oriented communication program which consist of: research, information, institution development and administrative support components. The Philippine Information Agency was very fortunate to have Dr. Benjamin V. Lozare at its realm at the time of its reorganization. PIA has so much to be thankful for to him - who in one way or another established an entirely new system in this information government agency.
THE BROADCAST DIVISION

The Broadcast Division, as one of the production arms under the information program of the Philippine Information Agency, is tasked to develop, produce, disseminate and syndicate all types of broadcast materials such as news features, public affairs activities, informational-educational topics (in serialized format), socio-cultural programs and spot announcements that instill positive values, encourage self-reliance and active participation in democratic processes.

The broadcast Division also provides technical and creative expertise to other government offices, agencies and bureaus (GO's) or non-government offices/organization (NGO's) in the preparation and production of video and radio materials to suggest their respective information programs.

The Division is composed of three line sections:

1. TV/VTR
2. Radio
3. Engineering & Maintenance

A core of management and Operations Support Staff handle the administrative and logistical requirements of the Division.

THE RADIO SECTION & IT'S FUNCTIONS

As can be seen from this set-up, Radio Section is not a radio network but functions only as a production outfit of PIA. Although Broadcast Division lacks the facilities in the production/airing of radio programs, it has tapped the facilities
and equipment of Radyo ng Bayan, a government radio station. The Radio Section of the Broadcast Division has three main functions:

1. Production of all kinds of information materials;

2. Airing of a daily one-hour radio program known as "Samu't-Saring Kaalaman" from 9:00 to 10:00 a.m. In this one hour daily program guests are invited from different government agencies and also private organizations/institutions. They are interviewed in the light of current issues and programs. Other developmental topics and programs in support of the government thrusts are also discussed. Since its inception and up to the present the tapes of the live interviews are kept on file and preserved.

3. The Radio Section also produces in-house radio plugs, radio jingles and radio dramas. These are likewise produced per request of client agencies. Requests from other agencies for the production of various radio materials are made possible with the preparation of a cost estimate. Client-agency approves the cost estimate. A Memorandum of Agreement (MOA) is executed between PIA and the client-agency. PIA or the client-agency then prepares the script. Upon approval of the script production starts when all logistical requirements have been met. Completed productions are then replicated in R B 3 tapes and are syndicated to
the Kapisanan ng mga Brodkaster sa Pilipinas (KBP) for subsequent airing to requested radio stations. Since, there are so many radio stations throughout the Philippines, client-agencies just select the powerful ones where they want their materials aired.

4. Another function of Radio Section which is of relative importance is the production of a newsletter which we have given the title of Info-Bits. This printed material is produced twice a week and released to all radio stations in Metro Manila and to all regions nationwide. Feedback on this printed material is very encouraging. Radio broadcasters use Info-Bits as reference in their programs. It saves them the effort of doing much research work. Info-Bits is printed in Tagalog the national language since this is intended for distribution to all the radio stations in the Philippines.

STORAGE SYSTEM

Archival work for all video and audio materials (TV and Radio) has not been started yet by the Broadcast Division. The division has set up its own tape library, stores all tapes properly labeled and indexed. An inventory listing of all tapes is done semi-annually for updating purposes.
In conclusion, it is therefore very timely that this venue has been opened to PIA. I am therefore, thankful to AMIC for giving me this opportunity to join the seminar on Archival Techniques. All inputs from this seminar, ably imparted by equally competent and knowledgeable resource persons headed by Mr. Wilfried Solbach would ultimately enrich and enhance my knowledge in archiving.

Prepared by:
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