

RTVM OPERATIONS MANUAL

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I. RATIONALE

This booklet explains the functions, operations and services of the Presidential Broadcast Staff-Radio Television Malacañang (PBS-RTVM), and serves as a guide for:

- (1) the workforce of RTVM as it fulfill its mandate;
- (2) those who work with the team; and
- (3) those who wish to understand the essence of the agency in maximizing the functionality of the organization as it renders service for the President and the Filipino people as well.

II. INTRODUCTION

RTVM uniquely functions in two ways:

- (1) to document through broadcast technology the engagements of the presidency, and**
- (2) to inform the public of programs and activities of national significance emanating from the Office.**

It has a salient duty to be constantly present wherever the President is, providing technical and broadcast services with the objective of delivering to the nation accurate information, and documenting momentous events for historical purposes.

RTVM operates 24 hours a day, seven days a week, rain or shine, including public holidays and special nonworking days.

Its personnel is among the most dedicated workers in government, reporting for duty anytime, anywhere.

III. MISSION AND VISION

RTVM's mission is to provide daily broadcast coverage on the activities of the President, first and foremost, and the rest of the First Family whenever necessary, as well as movements of the Executive Branch, in order to provide the public with adequate and up to date information on the presidency and the development of the nation.

RTVM's vision is for the Filipino nation to have a better- informed citizenry who have access to information regarding the movement of the national leadership, its initiatives, programs, and projects for the advancement of the lives of the Filipinos, to impact the ASEAN Region, and the rest of the world.

IV. ABOUT THE AGENCY

The Presidential Broadcast Staff-Radio Television Malacañang or RTVM was created by Executive Order No. 297 Section 14, signed by former President Corazon C. Aquino on July 25, 1987. The critical and confidential character of the functions of RTVM gives it the sole responsibility and exclusive prerogative to decide on policies regarding operational matters for the official documentation of all the President's activities for purposes of news dissemination and video archiving.

A. The Mandate

It is RTVM's mandate to provide the necessary media services to the incumbent President, to document the engagements of the President, and to make available to the Filipino public accurate and relevant information on the activities, programs and pronouncements of the national leadership.

B. The Culture

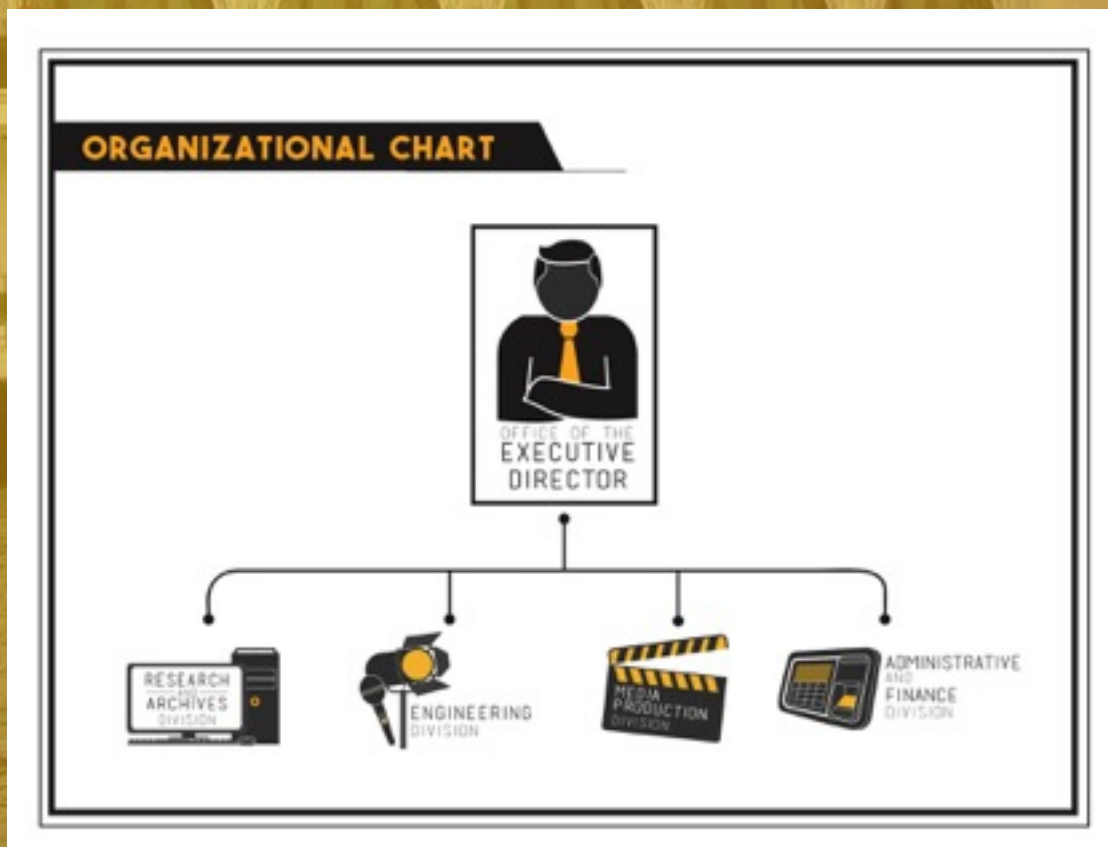
The RTVM culture is centered on professionalism and camaraderie.

One of the major strengths of the men and women of RTVM is their professionalism – working with minimum supervision and efficiently delivering the best output within the set deadline.

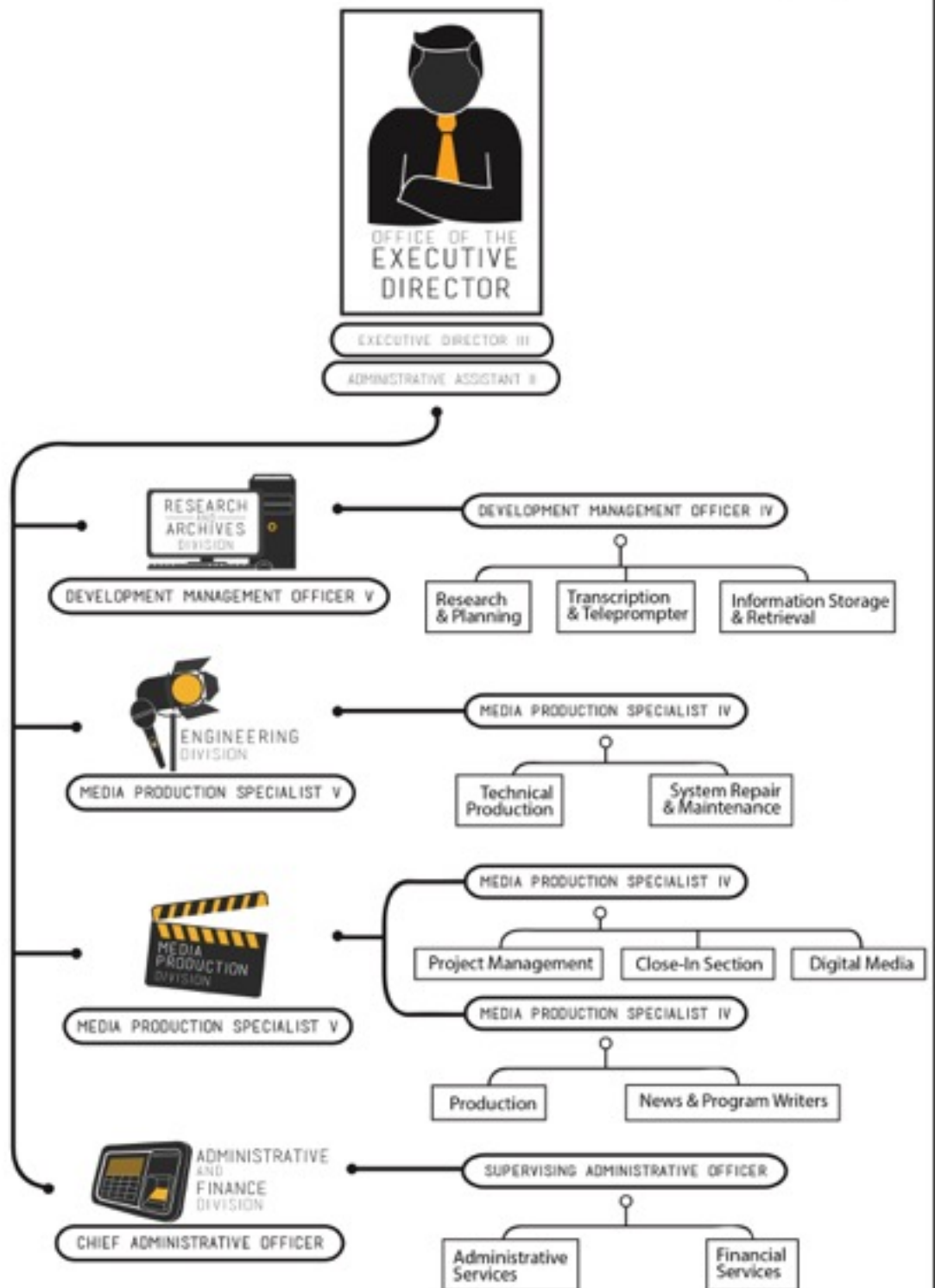
The staff of RTVM is used to working beyond regular work hours, and can be expected to be at the designated venue hours before the rest of the Presidential team arrives. They are reliable and credible in the field of broadcast, and can be expected to deliver the necessary output as required of them. They are flexible and can adjust to circumstances while keeping their focus on rendering services for the President and fulfill the mandate of the agency.

RTVM works very well as a team, as well as with other teams. They can be relied on to deliver an excellent work anytime.

C. The Structure



ORGANIZATIONAL STRUCTURE/STAFFING



(RTVM OPERATIONAL STRUCTURE)

The head of the agency is the Executive Director.

The EXECUTIVE DIRECTOR has the highest authority and discretionary powers within the agency. It is within the ED's power to decide on operational and administrative matters pertaining to the functions of RTVM as the exclusive documentation arm of the President. It is within the ED's interest to ensure that the agency continually performs its responsibilities with utmost commitment to excellence, and thus, may render unilateral decision that will keep the agency and its workforce aligned to its mandate.

The Executive Director has a support staff who serves as the secretariat of the Executive office.

There are four major divisions comprising RTVM:

1. Media Production Division
2. Engineering Division
3. Research and Archives Division
4. Administrative and Finance Division

1. **MEDIA PRODUCTION DIVISION** is the nerve center of the execution of the functions of RTVM. It is comprised of five sections: The Project Management Section, Close-in Cameramen Section, News & Program Writers Section, Video Production Section and the IT & Digital Media Section.

The **Project Management Section** is composed of project officers who prepare the coverage plans of presidential activities and act as operations coordinator for logistical and technical support during engagements. They serve as team leaders for the RTVM Team assigned to provide broadcast and technical services during coverage of presidential engagements.

The **Close-in Cameramen Section** is composed of videographers who function exclusively for the President's broadcast needs, including but not limited to live coverage of presidential engagements, documentation, video taping, video generation and Electronic News Gathering (ENG) activities.

The **News and Program Writers Section** is composed of writers who serve as producers and scriptwriters of the television program and other audio-visual production of the agency, including but not limited to special projects, live coverages, documentary production, news packages and press releases. They conduct ENG activities where they serve as team leaders — handling the planning, coordination and logistics in relation to the production of the TV program and other special coverage. The writers are also in charge of the website and social media content with the support of the Digital Media staff.

The **Video Production Section** is composed of video editors, directors, graphic editors, production assistants, props and scenic personnel needed for regular and special events. They serve as the primary support staff in all pre-production and post-production activities.

The section is responsible for the editing and packaging of raw video materials for regular news releases as well as video requests and video specials required from time to time. They are responsible for the final production and dissemination of the flagship television program plus the news video package for the website.

It also handles coordination for Palace events, directorial tasks for multi-camera coverage and engagements of the President, as well as special television appearances of the President.

The I.T. and Digital Media Section is primarily responsible for the maintenance of IT system administration, data center facility as well as the administration of the Agency website. IT personnel and web administrators man the section. Web administrators manage the live streaming of Presidential events and activities.

They also manage and oversee the Video Internet Protocol (VIP) transmission operation.

2. **ENGINEERING DIVISION** is the main technical personnel of the agency and all technical aspects of the broadcast requirements, as well as the equipment, required by the President during engagements. It also provides the technical support for ENG, video taping and other activities of the production arm. It is composed of the following sections:

The Systems Engineering Section is in charge of the overall technical broadcast operations of RTVM with functions that include the set up of cameras, video switchers, program monitors and the OB Van.

Its personnel acts as engineering crew chiefs during set up and as technical directors during taped or live presidential coverage. They coordinate with different local and international media outfits particularly in providing high definition video broadcast program feeds with embedded audio. They also facilitate the transmission and distribution of videos via SDI cable, fiber optic cable and/or satellite feed.

The Audio Engineering Section is composed of highly professional and skillful audio personnel tasked to provide the highest standard of quality and reliable audio, both in broadcast and recording, during presidential coverage and other activities like ENGs, interviews, press conferences and video message taping/live broadcasting.

The Lighting Engineering Section handles the preparation and set up of lighting equipment to be used for studio, presidential broadcast coverages and ENGs.

Lighting personnel assists the technical director, cameramen, and system engineers in the proper 'light balancing' and making the adjustments in every set-up. They also help in the repair and maintenance of lighting equipment such as fixtures, cable stands, ballasts and dimmers.

The Technical Operations Center (TOC) Section is composed of personnel in charged of digital video recording. It has equipment to regularly record or 'tape on air' (TOA) selected morning and evening news from major TV networks.

It handles and operates the receiving and recording of video and satellite transmission signal from venues like the Palace or New Executive Building (NEB) and feed it to PTV for nationwide airing and for distribution to networks and broadcast clients.

The Speech Prompter Technicians Section is a group of engineers and technicians dedicated to support the Presidency regarding the use of the teleprompter. It is responsible in setting-up the speech prompter equipment.

All technical aspects of the broadcast requirements of the President are provided by the division, as well as the equipment required by the President during engagements. They also provide the technical support for ENGs, video taping and other requirements of the production arm. Audio and video dubbing and reproduction are also carried out by their technicians.

3. **RESEARCH AND ARCHIVES DIVISION** is primarily responsible for the planning needs and archiving of all video materials generated in every production activity. It provides the necessary reports as required by the overseeing government institutions.

The R&A is composed of planning officers, transcribers, speech prompter operators and video librarians, who may also serve as production assistants during editing and coverage.

It monitors the services of the agency such as special requests for documentation, video production and reproduction of videos. The division also manages the information database and serves as the support team that generates and provides information required by other divisions and sections.

The Research and Planning Section consolidates data from different sections for inputs in the Agency's accomplishment report in a monthly, quarterly and annual basis. It is In-charge of the preparation of compliance reports needed by the oversight agencies.

The Digital Media Assets Management System (DMAMS) Section is housed in this division. DMAMS is a network and a central expandable file storage system that provides a working digital environment to improve workflow efficiency through simultaneous sharing of media assets right down to the file level. (Please see the following chart)

It has a web-based integration in accessing video files on a server-based repository, and is designed specifically for storing, accessing and sharing media in collaborative workgroup environments.

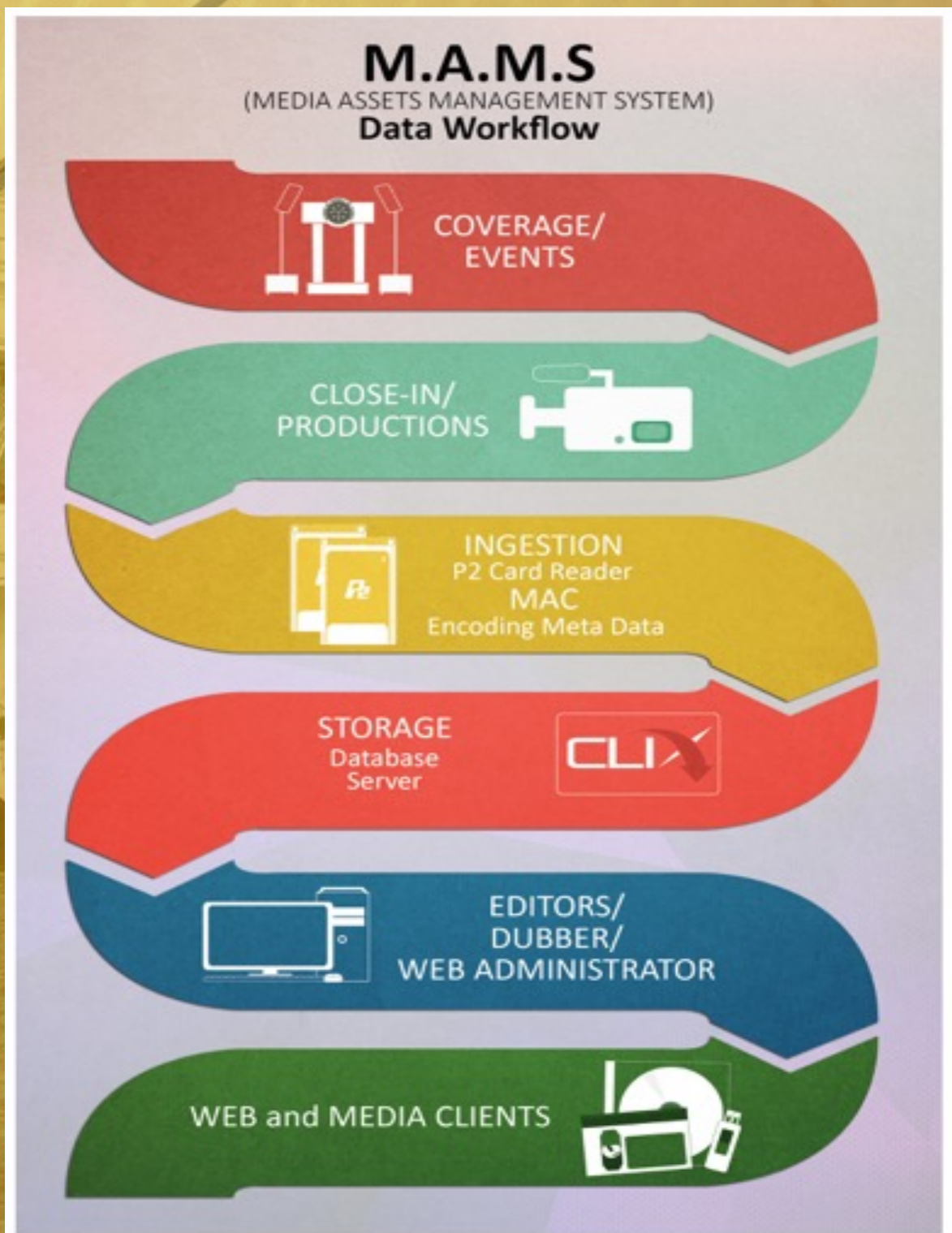
Video librarians are tasked to manage, track and archive existing and future multimedia assets of the Agency, as well as the data and metadata operations.

The Transcription and Speech Prompter Operators Section handles the transcription of the President's speeches, statements, remarks, as well as interviews during foreign trips conducted by the ENG team.

The President's speech is officially released by R&A only after careful proofreading and checking against audio delivery.

Speech prompter operators are especially trained to handle the teleprompter system and are currently sourced from the Agency's different sections and divisions. They closely work with the speech prompter technicians during official coverage and video message taping.

The teleprompter requirement or its usage during official engagements is solely dependent on the preference of the incumbent President.



4. **ADMINISTRATIVE AND FINANCE DIVISION** provides budgetary, financial, accounting, personnel, property procurement and management, transport mobility and communications, and other general services to the RTVM personnel. All administrative support necessary for the fulfillment of the agency's mandate are provided by the division. This division is subdivided into the following sections:

Budget Section, in-charge in the preparation of RTVM Annual Budget estimates and all other budgetary documents; Responsible in the implementation, monitoring and controlling of allotments and funds.

Accounting Section, in-charge of the agency's financial accountability through the preparation and submission of financial statements and reports; Implements financial policies, accounting and auditing rules and regulations.

Cash Section, manages petty cash and cash advances to be used for the day to day operation of the agency, it also prepares financial documents/reports required by COA.

Personnel Section, responsible on all personnel matters relative to employees' benefits and welfare, it also formulates and promotes policies for career and personnel development.

Property & Procurement Section, in-charge of the custodianship and management of all RTVM broadcast and office equipment, furniture and fixtures, and other properties and facilities including supplies and materials. It is also in-charge in the procurement of supplies, materials, spare parts and equipment including services needed by the office.

Maintenance Services Section, in-charge in the regular maintenance of the RTVM building premises including the electrical installations, water supply, and landline communications; Provides carpentry and janitorial services.

Transportation and Communications Section (formerly Security and Communications) provides 24/7 motor pool services and radio communication monitoring for RTVM and its operations.

V. FUNCTIONS, OPERATIONS AND SERVICES

A. CLASSIFICATION OF COVERAGE

The engagements of the President are documented by RTVM, and often disseminated to media agencies. There are very few instances when these are not released to the media or the public. The decision to not distribute video materials to the media must come from authorized officials only.

There are five major classifications of engagements:

- a. Close-in Event / In-House Coverage
- b. Photo Opportunity Coverage
- c. Taped Coverage
- d. Live Coverage
- e. Not for Coverage

CLOSE-IN or IN-HOUSE COVERAGE. Events of the President that are not open for media coverage are exclusive to the in-house broadcast staff only. These may vary from meetings to courtesy calls and exclusive dinners, and other appointments.

Only the close-in videographers, photographers and writer/s on duty may be allowed within the engagement venue. When necessary, an engineering staff may be assigned to give technical support.

These are later packaged as news material and released to media agencies. The taping of special pronouncements or messages of the President during holidays and other announcements are exclusively covered by the in-house broadcast team.

**In some occasions, the In-House Coverage may be further classified as Not For Release (NFR). In such instances, the video generated from the event is immediately secured for archiving purposes only.*

PHOTO OPPORTUNITY COVERAGE. Events of the President that are open for photo opportunity may be covered by photographers and videographers of various media entities, usually during the first few minutes of the appointment. They are expected to leave the engagement venue once the event begins. They may be allowed to re-enter at the latter part of the engagement for photo and video coverage of its closing.

RTVM is given priority during such coverage when space limitation prevents other media personnel from covering the event. RTVM releases this video as a news package as soon as possible.

TAPED COVERAGE. Most of the engagements of the President where a speech or remark is given are open for media and are considered Taped Coverage. This usually means that an RTVM camera (single or multi-camera) mounted on a tripod is given priority to have a "fixed set-up" fronting the podium of the President, thus the classification.

The videographer handling the set-up has the responsibility of capturing on video

the entire speech of the President while it is being delivered. Meanwhile, other close-in videographers are tasked to capture on video other aspects of the event.

Since the coverage is Taped, a video output or a patch panel is not provided for broadcast clients. Videos are instead edited and packaged as news materials, or at times embargoed, for a later distribution to media agencies.

LIVE COVERAGE. There are frequent occasions when the engagement of the President is telecast Live and aired on television by government stations. The RTVM website (<http://rtvm.gov.ph>) and YouTube Channel (RTVMalacanang) also live stream these events and the embedded links are also shared publicly. Sometimes, private networks may wish to carry the same on their programs. Networks can hook up with RTVM for a simultaneous broadcast of the audio/video.

RTVM is on top of these productions, and works closely with the broadcast staff of the government networks. These are usually expanded Fixed Set-ups, with three to six cameras strategically placed all over the event venue, and with a director doing the direction from the OB Van.

Live coverage may take place inside the Palace, within Metro Manila, or during provincial sorties. In some occasions, a LIVE feed of a presidential engagement may be done from foreign countries during official trips.

NOT FOR COVERAGE. Appointments of the President that are not covered by RTVM. However, a team is always on standby.

B. FUNCTIONS AND TEAMING DURING COVERAGE

RTVM functions as the documentation arm of the President and team composition during coverage has a basic structure, and vary minimally depending on where the engagement of the President takes place.

As soon as the engagement is done, the videos generated are sent to the editing room while the writers compose the news report that accompanies the videos. A news package is composed and disseminated to the media through tape production and the same is uploaded on the website for easy downloading by media agencies. The news package may also be downloaded through Video Internet Protocol.

Because the original copy of the speech of the President is given to RTVM for speech prompting functions, it is RTVM's responsibility to monitor the changes within the speech after it is delivered. The content is later transcribed and checked against audio delivery, and then loaded immediately in the website for public consumption. The official release of the President's speech comes from RTVM.

a. PALACE ENGAGEMENTS

Several activities of the President are held in the Palace, the official residence of the incumbent, or in the other buildings in the palace grounds. These range from awarding ceremonies to state dinners, cabinet meetings to courtesy calls.

All official functions held in the Palace are documented by RTVM and released

to the media.

Preparation

RTVM prepares for the coverage hours ahead of the engagement. They set up the camera, lights and audio requirements of the President, while closely coordinating with the palace engineers. All cables are laid out and secured tidily in place, especially when the event is broadcast Live on television and requires the OB Van. Events are also done through live streaming wherein the actual events are being broadcast through internet connectivity via YouTube platform.

When a speech is to be delivered, RTVM sets up the teleprompter equipment that is exclusively used by the President. From here, speech prompter operators, using the teleprompter technology, project the text of the prepared speech on the teleprompter screen positioned by the rostrum, and control the scrolling of the speech as it is delivered.

Team Composition

A palace coverage (FSU) is usually composed of :

- Director
- Writer/s
- Production Assistants
- Videographer
- VTR Technician
- Light Men
- Audio Men
- Systems Technician
- Teleprompter Technician
- Speech prompter Operator
- Drivers (for transportation of equipment and personnel)

Additional personnel are added when a palace coverage is Live. A Project Officer liaises between RTVM and the carrying television station. A floor director is added, and more videographers and writers are utilized. A talent is contracted to serve as host. Utility men are also ready to assist and serve as a runner.

b. METRO MANILA ENGAGEMENTS

There are instances when the President holds activities outside the Palace. These usually involve interaction with the people, inaugurations, or serving as guest of honor and speaker on events sponsored by other agencies, corporations or groups.

These are documented by RTVM and released as news package to the media.

Preparation

RTVM prepares for Metro Manila coverage a few days before the engagement with the Project Officer coordinating with the sponsor or host of the program regarding the requirements of a presidential coverage. This may range from the

positioning of the camera, to the required stage structure, to banners and backdrop design, to the technical and electrical requirements.

On the day of the engagement, RTVM arrives at the venue hours ahead to set up the camera, lights and audio requirements of the President. All cables are laid out and secured tidily in place, especially when the event is broadcast Live on television and makes use of the OB Van.

RTVM provides the podium that the President uses exclusively. These podiums are measured to fit the size requirements of the incumbent. The presidential seal that is placed on the podium is in the safe keeping of RTVM and is put in place when the President arrives.

As with palace engagements, RTVM sets up the teleprompter equipment when a speech is to be delivered. The speech prompter operators receive a copy of the speech ahead of time and load them into the laptop for teleprompting.

Team Composition

An out of the Palace, and within Metro Manila coverage (FSU) is usually composed of:

- Project Officer (Team Leader)
- Director
- Writer/s
- Production Assistants
- Videographers
- VTR Technician
- Light Men
- Audio Men
- Systems Technician
- Teleprompter Technician
- **Speech** prompter Operator
- Drivers (for transportation of equipment and personnel)

Additional personnel are added when a coverage is Live. A floor director is added, and more cameramen and writers are utilized. A talent is contracted to serve as host. Utility men are also ready to assist and serve as a runner.

c. PROVINCIAL ENGAGEMENTS

RTVM accompanies the President during provincial sorties. The close-in cameraman covers the President from the arrival to the departure. In many instances, the close-in cameraman joins the President or the secondary delegation team on the aircraft, or in the vehicle.

Provincial engagements may be an assortment of close-in events, fixed set-up and Live coverage. The RTVM team adjusts depending on the event classification.

All these events are documented by RTVM and later released as a news package to the media.

Preparation

RTVM prepares for provincial coverage several days before the engagement with the Project Officer visiting the town/province with the ocular team. The Project Officer coordinates with the sponsor or host of the event regarding the requirements of a presidential coverage. This ranges from the positioning of the camera, to the required stage structure, to banners and backdrop design, to the technical and electrical requirements. The Project Officer also arranges for the logistics requirement of the RTVM team who will provide the broadcast needs of the President.

The RTVM team arrives a day or two prior to the day of engagement to give them ample time to transport equipment, adjust to the technical capabilities and limitations of the venue, and ensure that the set-up will be without glitches.

On the day of the engagement, RTVM arrives at the venue hours ahead to set up the camera, lights and audio requirements of the President. All cables are laid out and secured tidily in place.

Live provincial coverage may occur when the event is in a nearby province, but when an engagement is in a province with considerable distance from Metro Manila, services of the provincial office of the government television networks are usually tapped. Close coordination is carried out by the project officer with the network engineers.

RTVM provides the podium that the President uses exclusively. These podiums are measured to fit the size requirements of the incumbent. The presidential seal that is placed on the podium is in the safe keeping of RTVM and is put in place when the President arrives.

As with any other engagements where a speech is to be delivered, RTVM sets up the teleprompter equipment. The speech prompter or teleprompters operators receive a copy of the speech ahead of time and load them into the laptop for teleprompting.

Team Composition

A provincial coverage (FSU) is usually composed of :

- Project Officer (Team Leader)
- Director
- Writer/s
- Production Assistants
- Videographers
- VTR Technician
- Light Men
- Audio Men
- Systems Technician
- Teleprompter Technician
- **Speech Prompter Operator**
- Drivers (for transportation of equipment and personnel)

Additional personnel are added when a coverage is Live. A floor director is added, and more cameramen and writers are utilized. A talent is contracted to serve as host. Utility men are also ready to assist and serve as a runner.

d. FOREIGN TRIPS

As in all presidential appointments and official engagements, RTVM accompanies the President during foreign trips.

RTVM serves multiple functions:

- as the in-house broadcast documentation arm of the President
- as provider of video materials, and news information for other media
- as provider of advance materials like interviews with key Philippine Embassy officials and members of the Filipino community during ENG
- as liaison officers for the broadcast media delegation

Preparation

The project officer is part of the ocular team composed of representatives from other presidential team that goes in advance to the country that the President will visit to coordinate and prepare the logistics and technical requirements of a presidential coverage.

The RTVM team arrives several days before the President to ensure that everything is in order and that all technical set-up will be carried out without difficulty. The RTVM team also conducts ENG activities to generate videos, gather pertinent information related to the trip, and conduct interviews, which will be used later on by the media covering the President. These will also be utilized for the production of a special report that will be aired on the President's flagship television program.

The close-in cameraman covers the President from the arrival to the departure. Usually, the close-in cameraman joins the President or the secondary delegation team in the aircraft.

Engagements during foreign trips may be an assortment of close-in events, fixed set-up and Live coverage. RTVM teaming adjusts depending on the event classification.

RTVM provides the podium for the President, along with the presidential seal.

As with any other engagements where a speech is to be delivered, RTVM sets up the teleprompter equipment unless the event or location does not permit for the set-up of the equipment. The teleprompter operators receive a copy of the speech ahead of time and load them into the laptop for teleprompting.

Team Composition (Advance Team)

A foreign trip coverage (FSU) is usually composed of :

- Project Officer (Team Leader)
- Director/Editor
- Writer
- Videographers
- VTR Technician
- Teleprompter Technician
- Speech Prompter Operator/Transcriber

Team Composition (arrives with the President)

- Executive Director (on some occasion the ED joins in the advance team)
- Close-in Cameraman

C. VIDEO DOCUMENTATION PROCESS

Documentation of the President's engagements is the responsibility of RTVM as the in-house documentary staff. This is done meticulously from video recording to archiving, to news packaging, until such time when all the videos generated are turned-over to the President's library when the incumbent steps down.

As such, RTVM has the most complete library and updated archive of videos, as well as records related to the president's engagements, delivered speeches, and from time to time, official activities of the members of the First Family.

Video copies of the president's engagements may be requested from RTVM without cost.

Because of the mandate of documentation and news dissemination, it is RTVM's responsibility to ensure that videos generated by the official cameramen during official engagements are made available to all media entities immediately after the event, except when higher authorities classify certain events as NFR.

Generation

The assigned close-in cameramen's sole responsibility during engagements of the President is to record on camera the event as it happens. Their main subject is always the President, and thus, must capture the President's movements precisely and expertly without suffering quality. All videos generated, while property of RTVM, is shared with all media entity without cost and binding need of acknowledgement.

Archiving

The videos generated by the cameramen are recorded daily by a video librarian under the Research and Archives Division and then stored into a bigger database.

A procedure of archiving is methodologically observed for every video tape or video memory card turned over for review for a careful recording of events. These tapes are labeled, numbered and catalogued while contents of the memory card are transferred and catalogued to an electronic library of videos.

Dissemination

Videos generated from presidential engagements are edited into a news package

and are disseminated to the media via three methods: reproduction, Video Internet Protocol, and website upload.

Any designated television network representative or courier may walk-in to the RTVM office to request for a dubbed videotape copy of the official news release for the day. The same news package is uploaded to the RTVM server and may be downloaded by the media networks via Video Internet Protocol. These are also uploaded on the official website of RTVM (<http://rtvm.gov.ph>) and may be viewed by the public at any time.

Reproduction and Dubbing

Media entities, groups or individuals interested in securing video copies of a presidential engagement may do so without charge. RTVM entertains request of interested parties through a letter of request addressed to the Agency head via electronic mail, fax transmittal and filling out of a request form available at the RTVM lobby guard. Request letter should specify the engagement title and date of the event that they wish to secure a video copy of as well as indicate the number of copies needed and the format (tape or electronic) where the copy will be transferred.

STANDARD PROCESS FLOW

FOR VIDEO REQUEST

FLOW CHART

Submission of **REQUEST LETTER**
addressed to **EXECUTIVE DIRECTOR**

EO STAFF

DISAPPROVED

- * If the video is NOT for release
- * If the video is NOT available

APPROVED

Forwarded to the **RESEARCH & ARCHIVES**
Division for recording and retrieval
(10 to 30 mins).

R&A STAFF

Video materials forwarded to the **DUBBING**
SECTION for dubbing and editing
(2 to 4 hours)

DUBBER

Edited and dubbed materials forwarded
to the **EXECUTIVE OFFICE**
and/or **RESEARCH & ARCHIVES** for releasing
EO STAFF/R&A STAFF
release upon receipt from Dubbing Section
(within the day)

D. MILESTONES AND ACHIEVEMENTS

RTVM's broadcast capabilities and manpower are of global standards, keeping up with its commitment to excellence as the president's broadcast team even during international engagements here and abroad.

The experience and exposure of RTVM parallel those of its counterparts in various countries, and showcased during international gatherings abroad attended by the President like the United Nations General Assembly in New York, USA; the World Economic Forum in Geneva, Switzerland; the ASEAN summits held in various ASEAN countries; and other global forums held worldwide.

Because of this, RTVM has been called on several times to extend its expertise and services for engagements of international significance such as the country's hosting of gatherings of world leaders, ministers and senior officials, from the Asia Pacific Economic Cooperation (APEC) Leaders' Summit, to various Association of Southeast Asian Nations (ASEAN) Leaders' Summit, Ministerial Meetings, and Regional Forum, the Global Forum on Migration and Development (GFMD) Meetings, and Non-Aligned Meeting (NAM) of global leaders, and many others.

In 2007, RTVM was tapped to head the Media and Communications Secretariat during the Philippines' year-long chairmanship of the 40th ASEAN Standing Committee, and its hosting of the 12th ASEAN Leaders' Summit and its Related Meetings, the 2nd East Asia Summit, the various ASEAN Plus Three meetings, the 40th ASEAN Ministerial Meeting, and the 14th ASEAN Regional Forum.

In May 2014, RTVM served as the Official Host Broadcast of all events and activities relative to the Philippine Hosting of the 2-Day 23rd World Economic Forum (WEF) on East Asia in Manila.

RTVM was once again designated to be the Official Host Broadcast when the Philippines was host and chair of the 2015 APEC. Working under the Media Operations Committee of the APEC National Organizing Council, it managed the yearlong operations of the International Media Center of every major APEC meeting and related meetings, which were held in several venues nationwide.

It supervised the set-up and operation of the International Media Center and the International Broadcast Center at the World Trade Center during the APEC Economic Leaders' Meeting (AELM) Week in November 2015.

In addition to its role in the APEC meetings and activities, RTVM served as the Host Broadcast of the Papal Visit in January 2015 by providing an excellent coverage of the five-day State Visit and Apostolic Journey of His Holiness Pope Francis in Manila and in Leyte. It then reprised its role as HB a year after when the 51st International Eucharistic Congress (IEC) was held in Cebu in January 2016.

RTVM has been recognized and commended for its professionalism, world-class services and skilled manpower during these significant events.

Awards

- **Anak TV Seal Award on Child Friendly TV Program** for *Pulsong Pinoy* (13 December 2013)
- **Quadricentennial Service Award** from the University of Santo Tomas (UST); 28 March 2012

Commendations

- The RTVM YouTube channel ranked second globally with the highest number of videos posted on YouTube for 2015 under the **Most Active World Leaders on YouTube** category. The study was conducted by Burson-Marsteller on March 2016
- For the technical and operational support provided during the **51st International Eucharistic Congress (IEC)** in Cebu on January 2016
- For RTVM's role as the host broadcast provider and overall in-charge in the management and operation of international media centers set up around the country and at the World Trade Center in Manila during the yearlong Philippine hosting of the **2015 Asia-Pacific Economic Cooperation (APEC)**
- January 25, 2015 – Certificate of Appreciation from the People's Television Network, Inc. for RTVM's valuable support and contribution for the success of Pangarap PH Awards Night
- January 22, 2015 – Certificate of Appreciation from the Papal Visit 2015 Organizing Committee as the host broadcast during the **State Visit and Apostolic Journey of His Holiness Pope Francis to the Philippines** on January 2015
- December 15, 2014 – Plaque of Appreciation from the Civil Service Commission (CSC) in recognition of RTVM's "invaluable support and unwavering commitment leading to the successful administration of the Philippine government's nationwide search for Outstanding Officials and Employees"
- November 6, 2014 – Certificate of Appreciation from the Philippine Information Agency (PIA) for its "invaluable support to the First Inter-Collegiate Campus Forum on 'Towards a Gender Fair Media'"
- May 16, 2014 – Certification of Appreciation from the Presidential Communications Operations Office - News Information Bureau (PCOO-NIB) for RTVM's "invaluable support in the conduct of the La Fiesta para Señoras y Señores"
- April 8, 2014 – Plaque of Appreciation from the University of Santo Tomas (UST) in recognition for its "significant role as an indispensable partner of UST in its commitment to consistently promote a culture of excellence in teaching, research and community development"

- January 10, 2014 – Certificate of Appreciation from the University of the Philippines (UP) “for the high quality audio-visual productions of the UP College of Music’s concerts for the national television”
- March 27, 2013 – Certificate of Appreciation from Team Basilan for the “unwavering support, active participation and high sense of volunteerism” during the Gawad Kalinga Bayani Challenge (Isang Bayan, Isang Bayani) held in Basilan
- February 2013 – Commendation from the AGAPP Trustees for the excellent team performance in the production of “Aklat, Gabay, Aruga tungo sa Pag-angat at Pag-asa” (The AGAPP Foundation project) special feature
- November 19, 2012 – Appreciation from the World Vision for the successful holding of “Mahal ko ang Pilipinas” National Prayer Assembly
- August 31, 2012 – Gawad Pagkilala sa “Pulsong Pinoy” from the Komisyon sa Wikang Filipino (KWF)

“RTVM is the most professional host broadcaster we have ever had and I repeatedly mentioned that you have now set a new standard, a new template for our future host broadcasters. It will be years before anyone could match the quality of your team work. Your team members are not just an expert in their field, they are also the nicest and the most pleasant to work with.”

- Ms. Fon Mathuros, Senior Director, World Economic Forum’s Head of Media

“A world-class media center offered a huge range of services, including live streaming to a mobile APEC TV app, a pioneering new tool, and cable channel that technologically and geographically broadened our reach... The high degree of trust we developed for each other, the strong personal and professional relationships we established and the coordination planning and coverage we undertook throughout the year allowed our united team to truly achieve great results.”

- Michael Chapnick, Director of Communications and Public Affairs APEC Secretariat

E. TELEVISION PRODUCTION

LIVE Production

Production and coverage of engagements of the President that are carried Live or in delayed telecast by television networks are spearheaded by RTVM, with close coordination with the carrying government stations. It is dedicated and fair in giving all media the access to its Live feed from its control system.

RTVM also live stream such events in its website and YouTube account. All requirements of other networks for simultaneous broadcast passed through RTVM.

Flagship program

Objective. Part of RTVM's mission and vision is to inform the citizenry of the programs and projects of the national leadership in order to extend to the Filipino people the benefits of such initiatives. Because of this, RTVM has been producing a television program on the President's activities and projects for the information of the public.

The flagship television program is tailored to fit the incumbent president in order to bring the presidency to the people. The program is mainly instrumental to inform the public of the everyday functions and events of the President and give them a glimpse of what transpires in the life of the nation's leader and how the presidency is performing its responsibilities for the Filipino nation.

It also seeks to highlight programs and projects of the national leadership and explain to the people the salient points of the initiative and empower them on how to make the most of the benefits given to them.

In several instances, the television program features the coordination between branches of government and the citizenry by highlighting the projects of local government units in accordance with the national leadership's movements, as well as the support of the society, such as the business sector and non-government organizations, and the citizenry, through their own programs and selfless acts that merit recognition.

The television program of the President remains one of the more effective tools in informing the public that the Presidency is working for them.

Background / History/ Past programs. From its creation in 1986, RTVM has produced several television shows for the incumbent president.

Magtanong sa Pangulo (1986) and *The President's Hour (1986-1992)* were aired weekly over government channels during the administration of the late President Corazon Cojuangco Aquino. The former was a regular press conference of President Aquino, while the latter was a documentation of the President's activities and initiatives.

The Executive Report (1992-1998) was a one-hour documentary program of several segments produced during the leadership of President Fidel V. Ramos. The segments featured a glimpse on the activities in the president's calendar, and the initiatives of the government for the Filipino people.

The Estrada Presidency (1998-2001) followed the format of the Executive Report and featured the projects of the national and local government units and the President's engagements during the administration of President Joseph Ejercito Estrada.

During the first few months of the transition administration of President Gloria Macapagal Arroyo, RTVM produced *Healing and Rebuilding (2001)*, a one-hour documentary focusing solely on the activities of the President that seek to unite the country. Later on, this developed into a full-length documentation divided into several segments that included the programs and projects of the government. This was entitled *Gloria in Action (2001-2003)*. This was further reformatted to incorporate the assistance of the civil society and other sectors in nation building

and was renamed *Aksyon Tungo sa Bayang Asenso* (2003). This was likewise reformatted into a fast-paced 30-minute magazine-documentary program and was entitled *The Working President* (2004-2010), highlighting the activities of the President and the numerous projects she has undertaken for the poorest of the poor of the country. It was also in 2004 that *The Caring President* was produced to highlight the health care programs of the President, one of her pet projects.

Pulsong Pinoy was the flagship television program of President Benigno S. Aquino III which was first aired on November 2011 and lasted until March 2013. It's a 30-minuter program aired bi-monthly with six segments used interchangeably. This was reformatted on May 2013 to a TV program entitled *Report Kay Boss*, a 45-minute monthly program with five segments used interchangeably that focuses on President Aquino's achievements through concrete programs and projects as his administration journey its way to *Daang Matuwid*. According to Kantar Media, "Report Kay Boss" was the third most watched among the PTV4 television programs aired from January 2014 to July 2015.

Meanwhile, in response to the call of President Aquino in bringing a program that connects the government more closely to the people in a more interactive and dynamic system using television and new media, *Gov@Work* was piloted on April 2013. Cabinet secretaries were the main guests of the show. It's a roundtable discussion that would engage members of the Malacañang Press Corps and bloggers as they interacted with the Cabinet Secretary as the main guest. Part of the highlight was the use of the Google+ Hangout application wherein people may discuss and interact also with the latter virtually. The show lasted for a year.

Television Production. The conceptualization of the television program begins with the writers and producers of the show, bearing in mind the needs of the presidency and the people, and the objective of bringing the President and the programs of government to the citizenry for information and empowerment.

Like most television programs, from the framework, production is then carried out. Electronic News Gathering across the country is done to generate videos and interviews; continuity spiels are taped; editing is carried out. The final output is distributed to the government network for airing and the same is uploaded to the agency website for a wider audience reach.

F. WEBSITE (<http://rtvm.gov.ph>)

In keeping with the development of technology, RTVM launched its website on July 28, 2008 in time for the State of the Nation Address of President Gloria Macapagal Arroyo. Since then, the RTVM website has been viewed all over the world and is used as a primary resource for information regarding the President's activities and engagements.

The website is RTVM's way of bringing the Philippine presidency closer to Filipinos everywhere, as well as to an international audience.

It contains video and background information on the President's daily activities, from palace events and provincial sorties to engagements in foreign trips. Aside from events that are live stream, it also has a regular updated video, audio and text

archive of the speech and remarks made by the incumbent, as well as a video box of the week's episode of the President's television show.

Videos and copies of speeches as well as news release/news related stories on the presidency may be accessed through the website.

VI. QUICK GUIDE TO RTVM and FAQs

What is RTVM?

RTVM is the Presidential Broadcast Staff-Radio Television Malacañang, the in-house broadcast documentation arm of the President of the Republic of the Philippines.

RTVM is not a television network although it works closely with government television networks.

RTVM is not a production house although it produces a television show for the incumbent president.

RTVM's broadcast and editing facilities and equipment are exclusive for the use of the President of the Republic of the Philippines.

When was RTVM created?

RTVM was created under the virtue of Executive Order No. 297 Section 14, signed by former President Corazon C. Aquino on July 25, 1987.

What is RTVM's mandate?

RTVM's mandate is to document and provide daily broadcast coverage on the activities of the President and bring the presidency to the people for a better-informed and empowered citizenry.

What is the structure of RTVM?

RTVM is an attached agency of the Office of the Press Secretary and it exists for the broadcast needs of the President of the Republic of the Philippines.

It is headed by an Executive Director who has an executive staff that serves as the secretarial base of the Agency.

It has four divisions: the Media Production Division, the Engineering Division, the Research and Archives Division, and the Administrative and Finance Division.

What are the functions of RTVM?

RTVM functions as the in-house documentary arm of the President of the Republic of the Philippines. They document and cover the President's activities during Close-in Events, Photo Opportunities, Fixed-set up Events, and LIVE coverages in the palace, all over the country and outside the country.

RTVM also provides the broadcast facilities and technical requirements of the President, as well as the teleprompter support.

What are the services of RTVM?

RTVM archives all videos generated by the official broadcast team during presidential engagements.

RTVM disseminates news package of presidential engagements to media entities. They also provide dubbed video copies of events when requested.

How do I get video copies of presidential engagements from RTVM?

If you are a media entity, you can walk-in at the office and request the day's news package, or you may also download it through the agency's server through Video Internet Protocol.

If you are an interested party not connected to media, you may watch video news releases at the agency's website or submit a letter of request addressed to the Executive Director or just fill-in a request form available at the lobby guard of the Agency.

How much is the fee for video copies?

RTVM provides copy of videos to interested party at no cost. Please see the terms and conditions and guidelines of securing a dubbed DVD copy of the President's engagements at the agency's website.

Where is RTVM located?

RTVM occupies its own building inside the Malacañan Complex grounds.

I. CONTACT INFORMATION

PRESIDENTIAL BROADCAST STAFF – RADIO TELEVISION MALACAÑANG (PBS-RTVM)

RTVM Bldg., Malacañang, J.P. Laurel St., San Miguel
Manila, Philippines 1005

Trunk line : (63-2) 733-3713

Fax : (63-2) 735-6175

Website : <http://rtvm.gov.ph>

Office of the Executive Director

loc. 6000, 6001, 6002

Direct line : (63-2) 735-6186

Fax : (63-2) 735-6175

5. MEDIA PRODUCTION DIVISION

Loc. 6010

- **Project Management Section**
loc. 6008
- **Video Production Section**
loc. 6014
- **News and Program Writers Section loc. 6012 & 6013**

- **Close-in Cameramen Section**

loc. 6016

- **IT and Digital Media Section**

loc. 6017

6. ENGINEERING DIVISION

loc. 6034, 6033, 6032

7. RESEARCH AND ARCHIVES DIVISION

loc. 6019

TeleFax : (63-2) 733-3713 loc. 6039

- **Transcription and Speech Prompter Section**

loc. 6018

- **DMAMS Section (Video Library)**

loc. 6025

8. ADMINISTRATIVE AND FINANCE DIVISION

Direct line : (63-2) 735-6187

loc. 6036 (Admin head)

- **Cash Section**

loc. 6026

- **Budget Section**

loc. 6037

- **Accounting Section**

loc. 6031

- **Personnel Section**

loc. 6028 & 6035

- **Property and Procurement Section**

loc. 6021, 6022, 6020

- **Transportation & Communications Section**

loc. 6006
