

PILLS BE WITH YOU:
A COMPARATIVE CONTENT ANALYSIS OF THE COVERAGE
OF REPRODUCTIVE HEALTH BILL ISSUES BY THE PHILIPPINE DAILY
INQUIRER AND THE PHILIPPINE STAR FROM 2008 – 2010

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And to God, for giving us strength, courage and wisdom since day one.

DEDICATION

To all mothers and unborn children

And for the hungry and poor

Who inspired us

ABSTRACT

Amores, A. and Capistrano, J.(2012).*Pills Be With You:A Comparative Content Analysis of the Coverage of Reproductive Health Bill Issues by the Philippine Daily Inquirer and the Philippine Star from 2008-2010*. Unpublished undergraduate thesis. University of the Philippines Diliman, College of Mass Communication.

This study aims to answer the question “How do the *Philippine Star* and the *Philippine Daily Inquirer* articles report reproductive health (RH) bill issues from January 2008 to December 2010?” through establishing coverage, determining slant, comparing coverage, and identifying recurring frames of focus in their coverage. With a closer look at the reports, debates, and also some studies regarding health journalism, there seems to be a lack of information about the more substantial issues regarding reproductive health. With the knowledge of Agenda-Setting Theory and Framing Analysis , the researchers treat the articles as a product of careful deliberation by broadsheet reporters, editors, and managers. Therefore, the slant and focus of the articles might, approximately, be a product of their editorial discretion. Through content analysis, the researchers found out that both broadsheets focused their reporting mainly on clashing views between the two institutions (church and state). Very few articles discussed the facts and more vital points about the health effects of family planning methods which might have been more important in giving the citizenry a chance for a more informed choice regarding reproductive health.

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CHAPTER I. INTRODUCTION

A. Background of Study

The issue of reproductive health in the Philippines started in 1967, during Ferdinand Marcos's term, when the government signed a United Nations (UN) Declaration on Population which considers "the population problem as the principal element for long-term economic development" (Gonzales, 2011). The Population Commission (POPCOM) created ways of disseminating information to push for a lower family size norm. Eighty percent of the total family planning commodities (contraceptives), which amounted to US\$3 million, were shouldered by the United States Agency for International Development (USAID).

Since then, succeeding administrations have handled the issue in different ways. According to Dr. Alejandro N. Herrin, an economics professor at the University of the Philippines, this has aggravated the country's population problem. Marcos approved it, Corazon Aquino did not prioritize population control, Fidel Ramos renewed efforts, Joseph Estrada put emphasis on the couple's desired family size, while Gloria Arroyo spelled out a national family planning policy which prioritized natural methods of family planning (Gonzales, 2011). The present administration, on the other hand, has taken a different route. President Benigno Aquino was in favor of passing the bill and putting reproductive health on the next level. Despite threats of excommunication from the church and even though it was not in the top 20 list of priority bills submitted to Congress, Pres. Aquino indicated support of passage of the reproductive health bill. (Philippines need..., 2011)

The current controversial Reproductive Health Bill is a combination of a series of versions of House Bills and Senate Bills in the legislature. It all started with House Bill 8110 in the 11th Congress, with then Albay Rep. Edcel Lagman's House Bill 17 in the 13th Congress, then the Responsible Parenthood Bill and now it is Sen. Pia Cayetano's "National Reproductive Health Bill of 2011 or Senate Bill 2865."

The RH Bill, since the conception of the idea, has been rejected by the Catholic Church, represented by the Catholic Bishops Conference of the Philippines (CBCP) but has been supported by the state, represented by the agencies of the government like the Population Commission (PopCom) and Department of Health (DOH). The Church contends that the provisions in the RH Bill offend Christian beliefs regarding the sanctity of life and marriage. The state, on the other hand, sees the reproductive health issue as a solution to the problem of overpopulation and increasing maternal deaths which will help address poverty in the long run.

House Minority Leader Edcel Lagman, one of the proponents of reproductive health, said that the reproductive health bill is not about religion but of human rights, health and improvement of the country (Malig, 2011).

This endless tug of war between the two institutions has been reflected in media reports over the years. Based on numerous published newspaper articles, it was inevitable to report reproductive health without discussing the debate between Church and state.

Media is responsible for the dissemination of information to the public on national issues like the reproductive health bill. The print media, especially the newspapers, even

though dwindling in readership, should make sure all its published stories are informative and unbiased. Since the reproductive health bill is a controversial issue, the media has to make sure that their reports will discuss what the public needs to know.

In the article “*Reproductive Health Bill won’t allow abortion – Cayetano*” of the *Philippine Star* last September 12, Enrile was quoted as “wondering why press – both print and media – are not reporting on these issues as they should in the same way they report on anomalies (government).” Enrile suggested the interest is not that much or there were attempts to control the release of information through the media to prevent a thorough discussion on the issues (Mendez,2011).

Articles on reproductive health in newspapers aren’t as objective, in-depth and informative when it comes to topics discussed as they should be. May it be the angles of the stories used or the sources cited, there was something wrong in the reportage of newspaper institutions on the reproductive health bill issues.

In this light, the researchers want to analyze the coverage of the reproductive health issues of the two broadsheets: *Philippine Daily Inquirer* and *Philippine Star*. The researchers also aim to determine the Church-state *slant* of the two newspapers during the reproductive health issue peak years, from 2008 to 2010. The study also intends to determine if the coverage was sufficient to inform the public of RH bill and other reproductive health issues and provide recommendations on how to report it in the future.

B. Statement of the Problem

1. Research Problem

The researchers aim to answer the question “How do the *Philippine Star* and *Philippine Daily Inquirer* articles report reproductive health bill issues from January 2008 to December 2010?’

Many reproductive health articles of the *Philippine Daily Inquirer* and the *Philippine Star* in the country have been published and read by thousands of Filipinos through the years. These print media institutions report reproductive health bill issues by showcasing interplay between the Church, represented by the Catholic Bishop Conference of the Philippines, and the state, represented by the agencies of the government. These institutions are studied because they have the highest circulation, meaning the public deem them as credible institutions. That is the reason why the researchers want to determine the *slant* (if any) on reproductive health through content analysis.

Reproductive health bill is a controversial issue that is very tricky to report. That is why the researchers also want to know if the coverage was balanced enough – if it was able to discuss what the RH bill is really about while showcasing the Church-state tug of war.

The researchers acknowledge that the media is powerful in influencing public opinion. It has the power to choose which aspects of reproductive health and the RH bill to report about and how to report it to the public. This study will also provide recommendations on how to report such issues in the future.

2. Research Objectives

The research aims to:

- To establish reproductive health bill issues in the two broadsheets
- To determine the slant (if any) of the top two broadsheets in their coverage of the RH bill issues
- To identify recurring frames of focus
- To compare the coverage of RH bill issues in the two broadsheets
- To formulate recommendations on how RH bill issues should be reported

The researchers will establish the presence of the RH Bill issue articles in the two broadsheets. This will be done to establish how huge and controversial RH bill issues are in the country. The researchers will evaluate the newspapers' front pages and inside pages if there were slants taken during its coverage from January 2008 to December 2010.

After determining the slant taken by the two broadsheets and evaluating the articles, the researchers will compare the coverage of the two print media institutions. In the process, the researchers will determine if the coverage was sufficient to inform the public what the RH bill is all about. The researchers will also point out flaws in the coverage and provide recommendations on how reproductive health issues should be reported.

C. Significance of the Study

The researchers want to study RH bill issues because it is of national concern. If the bill is passed or junked, it will affect the daily lives of the 90 million Filipinos in the country. Also, two of the very influential institutions in the country, namely the Church and the state, are fighting head to head in winning the hearts of the Filipino people on this issue, making it the most talked about topic today. Unfortunately, few studies have been made about reproductive health and the RH bill. That is why the researchers decided to study more on the issue.

Looking at the print communication side, we all know that if an issue is published in newspapers, the reports are expected to be in-depth and all data mentioned are verified. There is an assumption that media, especially newspapers, are objective in disseminating information and they can determine which topics to report on especially on special issues like the RH Bill. The sources of information, the concepts brought up, the allotted space for warring sides can tell if an article is slanted or not. Also, the fact that newspapers specifically broadsheets have a high pass-on rate means that it can reach a lot of audience giving it an upper hand in effectively disseminating information to the public.

With this in mind, the researchers thought of analyzing the coverage of the *Philippine Daily Inquirer* and *Philippine Star* to find out if the two took sides in covering RH bill issues, whether to church or to state, to determine if the coverage was sufficient enough to inform the public of what RH bill is all about and to formulate recommendations on how to report on special topics like the church-state issues.

The researchers decided to study the coverage of the top two highest circulating broadsheets, *Philippine Daily Inquirer* and *Philippine Star* since they are read more and deemed more credible compared to tabloids in the country.

The study seeks to inform all readers that the print media can at times, take sides in reporting church-state issues since it is very hard to report news objectively especially in dailies.

This is also done for the other researchers and scholars, so that they may see the strength of the theory of Agenda -setting and Framing in current issues and that they may believe that the print media's biases in reporting issues are discernible up to today.

CHAPTER II. REVIEW OF RELATED LITERATURE

This year, the Reproductive Health Bill or House Bill 5403/ Senate Bill No. 3122 issue became the focus of debate. It appeared in newspapers, television programs, films and even online. The whole country was shocked by many issues raised by the bill, from the food crisis in 2008 to the Carlos Celdran's "Padre Damaso" one-man rally coverage last October 2010 and today's frequent references to it in many parts of the broadsheets, like the front page, opinion page, and the entertainment sections. It became one of the most talked about issues since it involves the welfare of all citizens of the country whether as woman, family, population or even a religious issue. One thing for sure is the reproductive health issue has become one of the biggest newsmakers today.

Family planning programs are not new to Filipinos. The Philippine government started the campaign in the early 1970s to answer population explosion through nationwide dissemination and implementation of contraceptive use (Cabradilla and Malaki, 2007). The 1970 Population Commission was a concrete effort to address the increasing family size of Filipinos. After 40 years, it is still a problem in the country.

According to Reuters, 80% of Filipinos in the country are Catholic and Catholics are sensitive when dealing with issues like Reproductive Health. The power struggle of both the church and the state, mainly through its medical arm, the Department of Health (DOH), President Arroyo and Aquino, and the Population Commission, should be interesting to probe into. Both institutions have struggled because of their conflicting beliefs and values.

Given that the bill is defined specifically and thoroughly by its proponents, the researchers will use a simple but straight forward definition of the bill in the study.

“The RH bill aims to:

1. Uphold and promote respect for life, informed decision, birth spacing and responsible parenthood In conformity with internationally recognized human rights standards ; and
2. Guarantee universal access to medically-safe legal and quality reproductive health care services and relevant information even as it prioritizes the needs of the women and children” (Del Rosario and Toda, 2009, p.1)

Other health concerns that are relevant to the study of reproductive health are natural and artificial family planning, the importance of maintaining family size, accessibility of family planning services, and many more. This list of concerns will be evaluated further in this study, and additional frames of focus will be identified.

“Population control is one of the most important societal issues in the Philippines” (Tinoco, 1999). The researchers deem that the issue of family size, which greatly affects population and is one of the most hotly debated issues in reproductive health, is always a vital decision in every household. “A crucial aspect of married life is deciding when to have children and how many to have” (Tinoco, 1999).

A. The Controversial Debate

The conflict that this study assumes in its objectives and premises stems from a purposeful observation of current news events as well as an evaluation of previous researches. The debate between the church and the state has become apparent in the media news coverage.

A thesis written by Cabungcal (1987) analyzed the Catholic Bishops Conference of the Philippines's Pastoral Letters' content and frequency distribution during four major time periods – the Martial Law period, Post-Martial Law period, Post-Aquino assassination period and period of Aquino administration. Results of this study show that political unrest in the country affected the content of the pastoral letters. “The pastoral letters are their response to the people’s need for enlightenment during moments of confusion such as those which arose from the assassination of Ninoy Aquino.” (Cabungcal, 1987)

Cabungcal revealed that the Catholic Church has always been meddling with current political issues in the country. The Church has always been expressive of their side and stance even on issues that may or may not be related to religious or spiritual matters. Issues such as socio-political matters will not be exempted.

A study made by Del Rosario and Toda (2009) shows that the Catholic Church, aside from being expressive of their views, can also shape churchgoers' opinion. Their study analyzed how the Church can be influential in the use of contraception of Catholic parents. “The more religious an individual, is the less likely he/she will engage in risky sexual behavior” (Del Rosario and Toda, 2009).

“Since Catholicism discourages premarital sex, practicing Catholics are less likely to engage in such activity. They are less likely to use modern methods of contraception in general.” (Del Rosario and Toda, 2009, p.10)

The Catholic Church has always caught the attention of the media. This may be connected to the prominence of religion in the country. This may also be connected to the high regard that the states, people and even some media practitioners give to the said institution.

On the other hand, the state, through DOH, is also powerful in persuading the public. Cabradilla and Malaki (2007) analyzed the efficiency of the Department of Health in its family planning programs. Results show that through the years, the DOH, although slow, was actually successful in implementing their health programs (Cabradilla and Malaki, 2007).

Even though Cabradilla and Malaki's study tends to focus more on the economy *discipline*, it was able to prove that the policies by the DOH, whether it has a big or small budget, has been considered in the decision-making of households on contraception even though the dominant religion was always against it in the country.

Another study by Druckman (2005) studied the quantity and tone of the newspaper's coverage of electoral candidates during electoral campaign. Results prove that newspapers when dealing with campaigns have a tendency to have biases or slants. Ideally, editors avoid committing such a mistake but it is inevitable especially when dealing with opposing sides, "...newspaper reportage has the capacity to shape readers' opinion and attitudes on various issues" (Mangunay and Chan, 2008). That is why slants are not healthy for newspaper readers. Newspapers with slants may not be able to tell the whole story to their readers. This might lead to wrong decisions of the readers in the future. There is a "need for media to adequately address issues that are significant both in scope and importance" (Mangunay and Chan, 2008).

B. Relevant Study Approaches (Methods and Measurement Variables Used)

A lot of communication studies have been done with the aim of analyzing the content of information campaigns of several different institutions and people about differing advocacies, persons, propaganda, agenda, or movement. This method was pegged on the assumption that the implementers and sources of the information have put a considerable amount of deliberate effort to produce an effect on the readers. Content analysis is a method consistently used to evaluate the content of these information campaign materials in terms of different measurement units dependent on a specific study objective.

For example, several studies have conducted a content analysis of competing PR and Ad campaigns. Some analyzed the campaign materials while some evaluated the media coverage of the campaigns.

“The Effects of the Competing Information Campaigns of the Department of Health and the Catholic Church on the Public’s Awareness and Knowledge of Attitude towards, and Practice regarding Tetanus Toxoid” written in 1996, for example, analyzed the competing campaign efforts of the DOH and the Catholic Church (Camilo, 1996) on the issue of the use of tetanus toxoid. Materials that were used for analysis were campaign materials given out by the two mentioned competing institutions. Camilo’s study explained the effects that the conflict between the two institutions had in the people reading the materials that they both directly produce.

Other studies, however, made use of the coverage of the events that happened during the campaign (instead of the campaign materials) for content analysis as a method

to expound more on the competition happening between the opposing forces in situations in the socio-political sphere as reported by different media channels.

Jabson's study (1987), for example, made use of presidential campaign advertisements as reported in the *Malaya* and *Philippine Daily Express* coverage as units to analyze in the case of two competing parties, Kilusang Bagong Lipunan (KBL) and United Nationalists Democratic Organization (UNIDO). Jabson studied the reportage of two newspapers, *Malaya*, which is considered to be an alternative newspaper, and *Philippine Daily Express*, which was known for being pro-Marcos at that time (Jabson, 1987) in terms of how they reported the conflict between the two political parties.

Another study by Paras (1982) used the coverage of the 1980 US Presidential Elections campaign in *Time* and *Newsweek* as units of analysis to assess the reportage biases or slants towards or against the Republicans or the Democrats.

Again, it was the coverage of the competing campaigns, not the materials per se, which was taken into consideration.

The researchers deem it necessary to study the conflict because just like the related studies, the intense clash between the two institutions has been given much and prominent attention by the media. It will be a necessary step to assess the print coverage of the competing campaigns as to evaluate if there has been balance or imbalance in the broadsheets' reporting of the debate. The reproductive health issue, after all, is no longer just a legislation issue but a political and highly controversial social issue for the Filipinos.

C. Health Journalism and Family Planning Coverage

Several communication researches have also tackled health issues such as family planning. David (2008) content analyzed the coverage of *Manila Bulletin* (MB) and *Philippine Daily Inquirer* (PDI) of family planning from the year 2001-2007. David justified research efforts to study health journalism like this by citing a study by Ricaflanca (2006) which described the status of health journalism in the country. It said that “necessary elements (diagnosis, symptoms, treatment, precautionary measures) in health articles were lacking in the story,” (Ricaflanca, 2006 as cited in David, 2008) and that statistical figures were not properly explained to the readers.

The research method used by David measured the variables such as balance, emphasis, focus, frequency, and tone. This was parallel to how another study about the Chinese presence in the Kalayaan islands content analyzed the reportage of three major broadsheets (PDI, MB, and Philippine Star) by using almost the same variables (emphasis, balance, treatment, focus) (Santos, 1996 as cited in David, 2008).

Another study by Varona about the coverage of Angelo dela Cruz’ abduction in Iraq also used the same variables for measurement such as recurrence, prominence, desired message frame, language, imagery, and sources. These variables were adapted from a framework developed by Stead in 2002 (as cited in Varona, 2010). Mangunay and Chan in their study of Overseas Filipino Workers (OFWs) coverage also used almost the same variables such as prominence, treatment, and slant.

D. Related Grounded Theories

Jabson (1987) who tried to compare Marcos' and Cory Aquino's campaigns during the 1986 snap elections used the SMCRE theory, which assumes that the journey of the message from the sender to the receiver will have an effect. This theory is not recommendable because it is based on the assumption that the path of the message is in a vacuum. In reality, there are other factors that affect the reaction of the receiver and many other theories can best describe the process of Jabson's study.

Mangunay and Chan (2008), on the other hand, used the gatekeeping theory, agenda-setting and Albert Bandura's social learning theory in understanding the broadsheet coverage of Overseas Filipino Migration and its effects on the readers. Mangunay and Chan assumed that the newspaper readers are passive and are easily influenced by media and his social circles. In reality, few readers are passive today. Almost all can see subliminal messages presented by media. Through the years, readers have gained access to information and the information from many mediums can reach them easily through the net, television, print and many more. This just means that the readers' knowledge of issues is more likely to be verified and fluid, prone to change from time to time.

Of the three theories used by Mangunay, the researchers deem it effective to also use the agenda-setting theory. David in his study of the family planning coverage (2008), Maravilla in his study of reproductive health coverage of religious publications (2011), and Llanto in a study about world news reportage in TV and newspapers (2007), all used this theory as a framework to their studies. Parallel to their objective of evaluating how issues were covered by media organizations, the researchers chose to use the same theory

as a backbone for the study. The framing process under agenda-setting was specifically used in the study after taking concept points from a study by Varona (2010).

E. Filling the Research Gap

Few studies have been made on the RH Bill especially since it has been less than three years since the issue became prominent again. Del Rosario and Toda's study in 2009 was the only study available in the University Library that probed on the RH Bill. Del Rosario and Toda studied the issue using the economic lens and determined what factors influence the views of the youth regarding the issue. Results show that household income levels, gender, religious beliefs, parental relationships and previous sexual experiences affect the youth's view of the issue.

The researchers cannot deny that the study was excellent in analyzing the RH Bill but there are weaknesses in the study. All respondents came from urban universities near Quezon City and Manila. That is why Del Rosario and Toda were not able to assure the researchers and future readers that their results were representative of the youth from all types of institutions and backgrounds.

Using the media lens, the researchers will be able to add another dimension important to the RH Bill. The researchers will be able to determine the presence (or the absence) of slant in the newspapers.

David (2008) has already done a content analysis of news articles from the three broadsheets *Philippine Daily Inquirer*, *Philippine Star* and *Manila Bulletin* from 2001-2007 covering the family planning issue. That research, therefore, will serve as this

study's guide in fulfilling its research objective, one of which is analyzing the reproductive health bill issue coverage by the two of the three broadsheets from 2008 to 2010.

CHAPTER III. STUDY FRAMEWORK

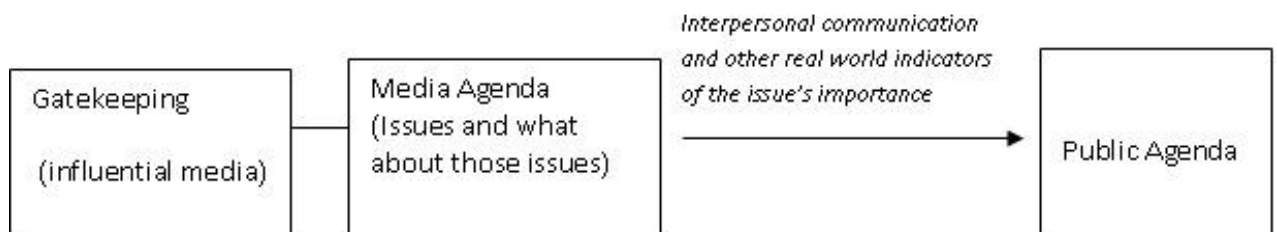
A. Theories

“The entire study of mass communication is based on the premise that the media have significant effects,” (McQuail as cited in Scheufele, 1999).

1. Agenda-Setting Theory

The agenda-setting theory can explain the power that media has over the viewing/reading audience. It delves deep into the basic power of media channels to filter what the audience would have to get. It traces its history back to 1922, when intellectual writer/journalist Walter Lippman forwarded this thought and McCombs and Shaw used it in investigating the presidential campaigns in the years 1968, 1972, and 1976 by relating the content of the media and what the people deem as important issues (Agenda-Setting Theory, 2010).

Figure 1. *Agenda-setting Theoretical Framework*



The theory asserts that media has the power to concentrate its focus only on certain issues, and by focusing on those subjects it shows to the public that those events

are more important than the other issues. This could explain the situation in which media is in a position where it can actively affect the public's discretion as to what issues are more important to think or concern themselves about (See Figure 1). The theory also asserts that in these issues, media "determines the parts or aspects of those issues that are important" (Littlejohn, 1978), highlighting therefore as to what aspect of these events the people would have to consider as essential or important.

As Bernard Cohen has aptly put it "the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about," (Agenda-Setting Theory, 2010).

This theory may very well be applied to the objectives of this research because it provides a justification why the newspaper broadsheets should be an effective/ineffective opinion-shaper as regards the reproductive health bill. It backs up the idea that these media outlets have power over what issues are important enough to be broadcast or publicized in whatever media, what among the officials say could be considered vital or what among the government agencies' press releases are crucial enough to be publicized, for example. This theory, therefore, reinforces the active participation and stand of the newspaper broadsheets in bringing to the public the sides of issues such as reproductive health.

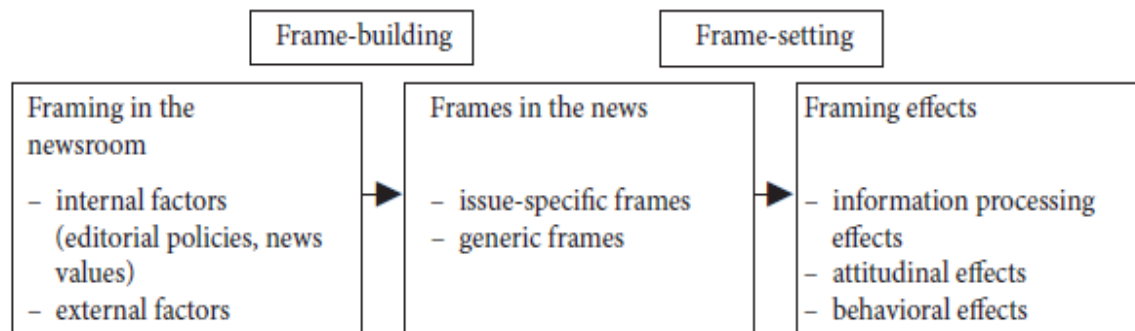
2. Framing

Another part of the agenda-setting theory appropriate to the study is the concept of framing, specifically, media framing. Framing includes "determining the parts or

aspects of those issues that are important,” (Littlejohn and Foss as cited in David, 2008). It is on a second level of agenda-setting in a way that it helps in building a “social reality” by “framing images of reality...in a predictable and patterned way,” (McQuail as cited in Scheufele, 1999). It describes the media communication process in terms of media frames. Media frame, according to Tankard, is the “central organizing idea for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion, and elaboration” (Griffin, 2006 as cited in David, 2008).

The term “framing” has been critiqued in literature for having inconsistencies. Communication studies pertain to different types of framing and using the same word to label related but distinctly different methods of research. An integrated framework of the media framing theory will, therefore, be necessary. A model by De Vreese in his paper about news framing theory and typology (2005) integrates two basic elements in the process: frame-building and frame-setting.

Figure 2. *Framing Theoretical Framework (adapted from De Vreese, 2005)*



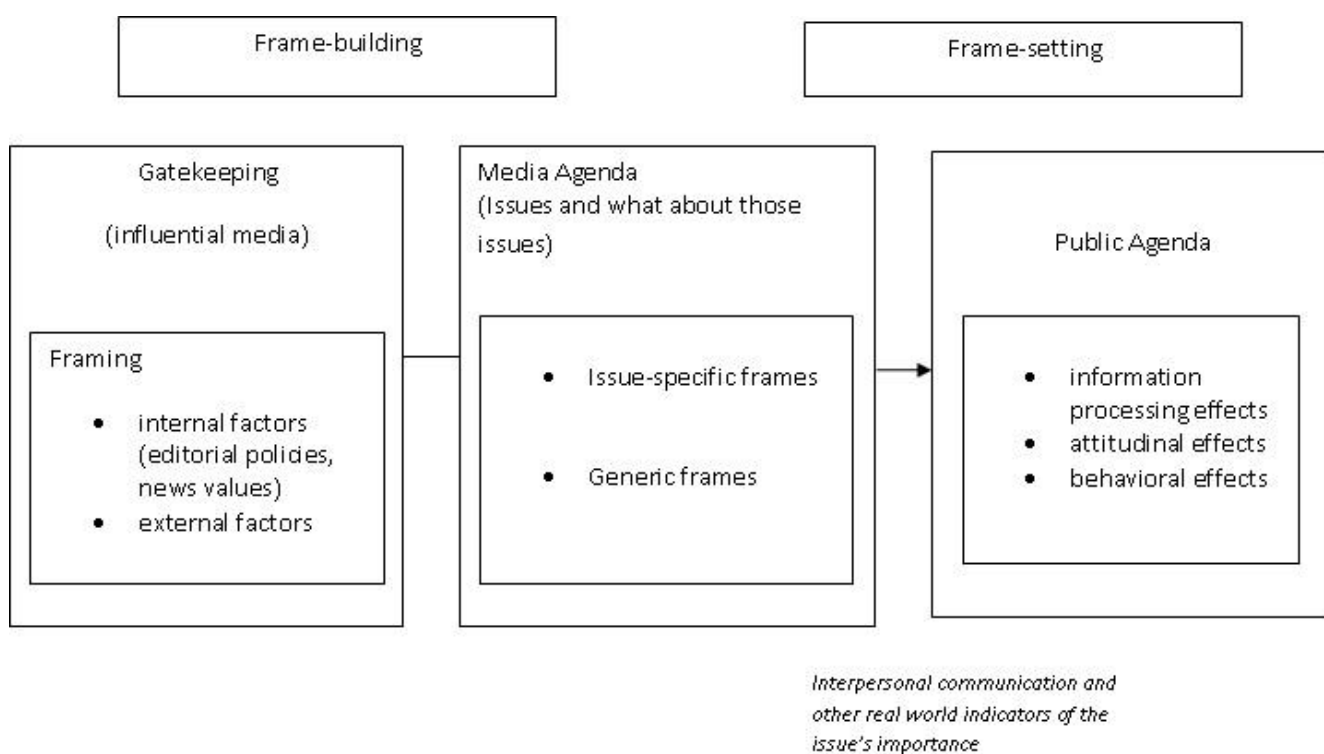
Basically, frames created by news organizations are shown using words and images which may overlap in terms of prominence. The central principle lies in the fact

that these news articles and elements pay attention to some parts, and obscure the other parts.

B. Integrated Framework

The two theories Agenda-Setting and Framing complement each other in terms of focus. Agenda-Setting depicts the whole picture of the power of the media to let people know what issues are important enough to talk about. Framing theory focuses on the power of media to tell people what about those issues are important enough to report on. Framing theory takes agenda setting a step further by examining how a news element is highlighted and given more prominence by news organizations. An integrated framework of these two theories would therefore complete this media communication process.

Figure 3. *Integrated Theoretical Framework*

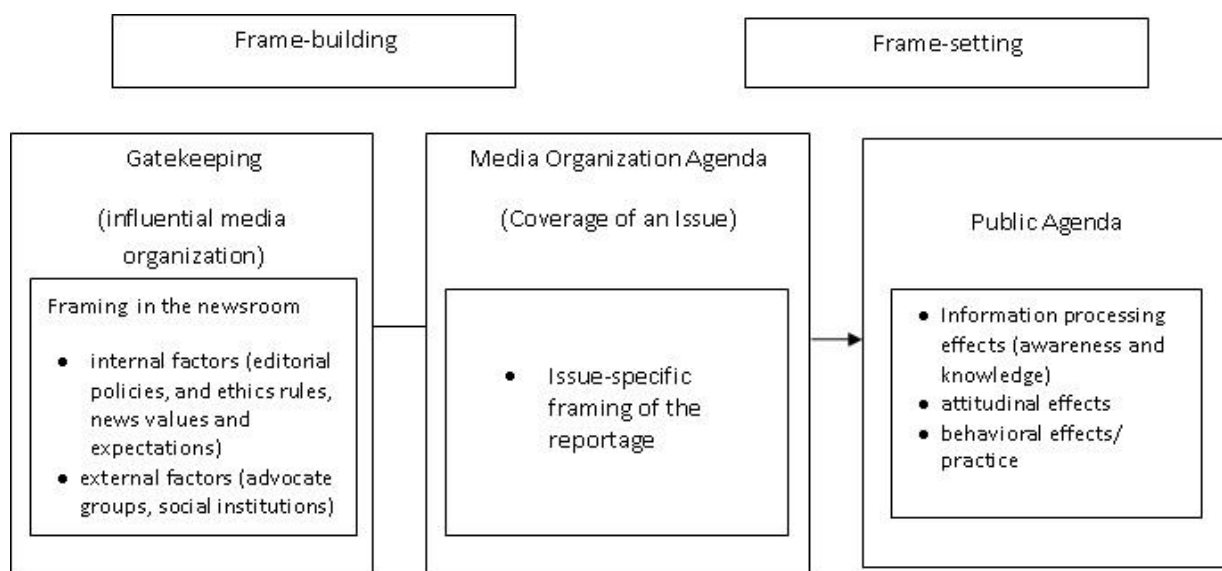


Under the gatekeeping part of the agenda-setting theory are internal and external factors brought in by several elements in a newsroom. Media agenda, furthermore, includes the specific media frames built and set in all of the news reportage. Issue-specific frames will include, for example, the coverage of the Internet, women's movement, and labor disputes and generic frames studies of coverage of politics in election campaigns or political cynicism (De Vreese, 2005). Those frames will, therefore, be passed on to the public agenda, which may or may not produce information processing, attitudinal, and behavioral effects.

C. Conceptual Framework

On the conceptual level, the gatekeeping and framing process that are referred to in this study cover a certain issue. The packaging and building of information by the news organization play a big part in shaping different aspects of public opinion.

Figure 4. *Integrated Conceptual Framework*



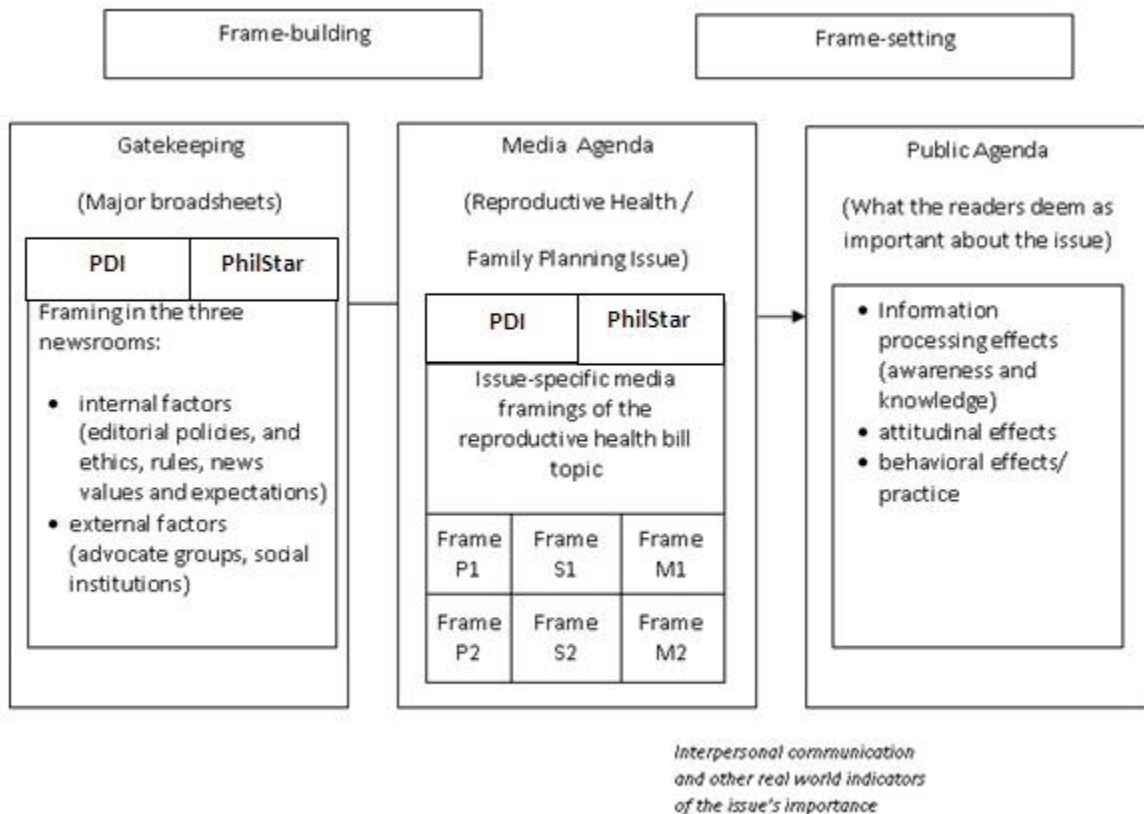
*Interpersonal communication
and other real world indicators
of the issue's importance*

The framing part will include the issue-specific side only since the study would focus on evaluating a particular media concern. Internal and external factors will also include the effect of many influential social institutions in newsroom dynamics and output. Media effects on the audience will be pegged on changes in levels of four aspects such as awareness, knowledge, attitude and practice.

D. Operational Framework

For the operational framework, the broadsheets *Philippine Daily Inquirer* and *Philippine Star*, are given focus in the frame-building part. The research has to deal with assessing these through content analysis for media frames which are main factors in affecting public perception of the RH Bill issue through frame-setting.

Figure 5: *Operational Framework*



E. Definition of Terms

Anti-church – criticizes the Church but not necessarily pro-state

Anti-state – criticizes the state but not necessarily pro-church

Artificial family planning – type of family planning that involves using condoms, pills, IUDs and other forms of contraceptives

Coverage – the way a media organization/institution reports on a specific issue.

Church – any institution that is religious in orientation and related to that like the CBCP and El Shaddai and even excerpts from the Bible and pastoral letters

Frame – subtopic which the writer uses as a lens in writing and reporting a certain issue

Front page – the first leaf of the broadsheet that has the news, opinion, metro and nation pages.

Inside page – the inside pages of the news section and contains the metro and nation pages.

Length of the article – the size, not necessarily the word count of an article.

Lower fold – the part of the newspaper, when folded crosswise, is the lower portion

Natural family planning – type of family planning that involves a couple following the rhythm method and by just taking note of the menstrual cycle of the wife.

Negative slant/implication - the article doesn't pushes for the passage of the reproductive health bill

NGO – non-government organizations

Opinion page – the part of the newspaper that contains opinion columns

Positive slant/implication – the article pushes for the passage of the reproductive health bill

Pro-church – article that sides with the Church but not necessarily anti-state

Pro-state – article that sides with the State but not necessarily anti-Church

Reproductive health issue – any issue that involves sex, the reproductive organs, sexually transmitted diseases and even legislation that will affect how citizens will copulate

State – institution that is under and related to government like the constitution, department arms and even the president of the country

Upper Fold – the part of the newspaper, when folded crosswise, is the upper portion

CHAPTER IV. METHODOLOGY

A. Research Design and Methods

The study is descriptive and quantitative. It describes how the two broadsheets reported reproductive health. Articles published from 2008 to 2010 will be content analyzed. This research procedure was designed this way to be able to fulfill the objectives given in the research problem.

Content analysis is a research technique for the objective, systematic and quantitative description of communication content. This method aims to quantify media content through coding. Coding is used to count frequency of appearance of variables in a study, from the number of articles, themes or even just referentials.

It is quantitative in nature since it analyzed articles from cover to cover of *Philippine Daily Inquirer* and *Philippine Star*. The researchers then related the results to the church- state tug of war when it comes to reproductive health issues.

B. Concepts and Indicators / Variables and Measures

In order to achieve the objectives of the study, the researchers operationalized the theoretical concepts from McComb and Shaw's agenda-setting theory and framing theory. Previous theses that content analyzed broadsheets served as models for formulating variables to be used. Santos(1996), David (2008) and Chan & Manguanay (2008) theses consisted of ten variables, all of which will be used as guide points of the researchers in deducing the possible bias/non-bias of the newspaper broadsheets in reporting reproductive health.

Only the articles in the top two broadsheets (*Philippine Daily Inquirer* and *Philippine Star*) were included in the sample to focus only on the most widely read newspapers. The articles published from January 2008 to December 2010 were used. The type of articles published in expounding on the reproductive health was noted. The articles gathered ranged from a news article, health article to an opinion piece.

To determine how the article was emphasized, 1) the page on which the said article was published was noted. The 2) placement of the article whether on the upper fold or the lower fold, the 3) layout of the page, whether it is printed as a banner, a streamer, an umbrella head, an ear or boxed, the 4) number of pages of the article, the 5) fifth variable is the size of the article, ranging from a whole page, half-page, $\frac{1}{4}$ page, $\frac{1}{8}$ page, or $\frac{1}{16}$ report and the 6) next variable is the picture accompanying the article were also noted. The photograph can be half-page, $\frac{1}{4}$ page, $\frac{1}{8}$ page, and $\frac{1}{16}$ of a page in size.

To determine equality the newspaper gave to its sources, 7) the sources cited in the article were identified and counted. Sources were classified into four. The first category is the government, under it DOH, NSO, PopCom, Congress, government officials and President Noynoy and Aquino are included. The second category is the church. The third category is the non-government organizations. The fourth category is foreign sources like United States and USAID. After that, the total number of sources is determined.

To measure the tone or the implications on the source and or subject of news, 8) the eighth variable, which can be positive, neutral or negative, was noted. An article is

considered positive when it pushes for the passage of RH Bill, negative when it doesn't and neutral if it doesn't say anything about the passage of RH Bill. 9) Another item was provided to directly distinguish whether the article is pro-church (PC), anti-church (AC), pro-state (PS) or anti-state (AS). The researchers thought that it isn't enough to say that an article has a positive tone, it is perfectly logical to determine specifically if the articles is just pro-church, anti-church, pro-state or just anti-state.

Lastly, to measure the focus or determine the dominant frames used in writing the news articles of the news, 10) all sub-topics of reproductive health were identified. Topics include natural and artificial methods of family planning, family size and birth spacing, contraceptive policies, government initiatives in information dissemination, government allocation of budget, government procurement and distribution of contraceptives, efforts from the private sector or NGOs, influence of Catholic Church on family planning, other religion's stand on family planning, male involvement in family planning and legislation of law related to family size and contraceptives, or many other issues which arose in the data gathering process.

All these variables were noted to determine the slant of the newspapers to reproductive health and if it is in fact, setting an agenda in the readers' minds and also to determine the frames frequently used in writing reproductive health issues.

C. Research Instruments

One instrument was used in conducting the research. In the content analysis part, a content analysis form was filled up by the researchers in analyzing the articles on

reproductive health (See Appendix A). It consisted of items that will be answered by each of the ten variables under four main categories namely: emphasis, balance, tone and focus.

The research instrument was a combination of the content analysis forms used by Chan & Manguay (2008) in *“A study on how broadsheets’ coverage of Filipino Labor Migration Influences Middle-Class Readers’ Perception of OFW and their Desire to Work Abroad”* and Santos (1996) as cited in David (2008) in *“Kalayaan: No Trespassing: a Comparative Content Analysis of Reportage of Manila Bulletin, Philippine Daily Inquirer and Philippine Star on Chinese Presence in the Kalayaan Islands for the month of February 1995.”*

What sets this content analysis apart from Santos ‘(1996) and Chan& Manguay ‘(2008) is that it added a new variable, that is, the part which directly asked if the article was pro-church (PC), anti-church (AC), pro-state (PS) or anti-state (AS).

The research instrument was formulated while taking into consideration the main research problem and the objectives of the study.

D. Units of Analysis and Sampling

For the content analysis, the samples were retrieved from the top two broadsheets (Philippine Daily Inquirer and Philippine Star) in the country. The articles that were published from January 2008 until December 2010 about the reproductive health were considered. Articles were mainly identified by their headlines that contain related words like RH Bill, Lagman, sex, contraceptives, HIV/AIDS etc.

The timeline was determined to follow a previous study done by David (2008) which dealt with reproductive health issues from 2001 to 2007 published on the Philippine Daily Inquirer and the Manila Bulletin.

The researchers gathered data from the UP Main Library Filipiniana Archives, UP Main Library Filipiniana Serials Division and the *Philippine Daily Inquirer* Library in Makati.

E. Data Gathering/Generation

The researchers conducted the content analysis of the broadsheet articles and then evaluated all data gathered. The researchers started collecting the broadsheet articles from the *Philippine Daily Inquirer* Library during the Christmas break and from the UP Main Library Archives in the whole month of January until the first week of February 2012. The researchers used the content analysis forms as guide and examined a total of 1094 issues of newspaper from the two broadsheets.

Activities	November 2011	December 2011	January 2012	February 2012	March 2012
Online Research and Library work	Yellow	Yellow			
	Green	Green			
Revision of Thesis Proposal	Yellow	Yellow			
	Green	Green			
Collection of broadsheet articles			Yellow	Yellow	
			Green	Green	

Analysis of retrieved broadsheet clippings					
Analyze all data					
Writing the paper					
Finalizing the paper					

	Janina Capistrano
	Anna Amores

Proposed Budget:

A. Transportation Allowance	P 1,000.00
B. Photocopy, Microfilm Scanning/ Printing Allowance	P2,726.00
C. Other Expenses	P 500.00
<hr/> Total:	<hr/> P4,226.00

F. Data Analysis

With the instrument and data available, the researchers prepared the data for coding. The data gathered from the content analysis process were encoded in Microsoft Excel and ran through a statistics software program Statistical Package for the Social Sciences (SPSS).

The analytical procedure for the content analysis included simple frequency distribution that was conducted through SPSS. The researchers evaluated if there was bias/nonbias on the reportage of the two broadsheets on reproductive health. Also, through this, the researchers were also able to determine the recurring frames used when

dealing with reproductive health issues. A comparison of the study's findings per broadsheet was also done. In this way, the researchers were able to point out the flaws of the coverage and formulate recommendations in reporting special topics.

G. Scope and Limitations

The study was conducted for one semester only, from November 2011 until March 2012 as provided in the Gantt chart schedule. The research was limited to the objectives of the study, that is, to establish the presence of newspaper coverage of the reproductive health bill issue, to determine the possible slant or neutrality of the major broadsheets, to identify recurring frames in the coverage, to compare the coverage of both broadsheets and lastly, to formulate recommendations in reporting special topics like reproductive health.

The research was also limited to the methods specified by the researchers. The content analysis included the top two broadsheets covering the reproductive health articles from January 2008 to December 2010.

CHAPTER V. RESULTS AND DISCUSSION

To answer the statement of the problem, “How do the *Philippine Star* and *Philippine Daily Inquirer* articles report reproductive health bill issues from January 2008 to December 2010?”, the researchers performed a content analysis of the reproductive health front page issues reported by the two broadsheets from 2008 to 2010.

Different parts of the content analysis encoding sheet (See Appendix A) were specially designed to fulfill the objectives of the study. Using the statistical program SPSS, the researchers were able to produce graphs and tables of frequencies that can answer these objectives.

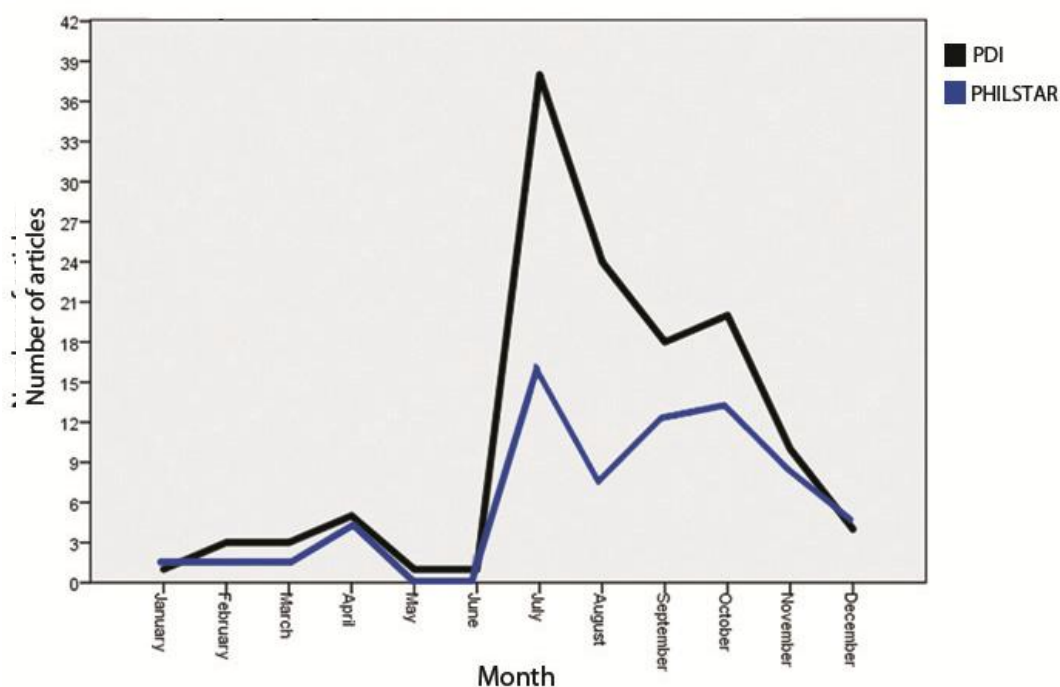
The first objective, that is, to establish presence of reproductive health issues in both broadsheets were evaluated through a thorough scanning of the two broadsheets’ issues from 2008-2010. The researchers found out that there was significant number of articles published by the two broadsheets.

Table 1. *Frequency count of RH articles in Philippine Daily Inquirer and The Philippine Star from 2008-2010*

Broadsheet	2008	2009	2010	Total
Philippine Daily Inquirer	130	32	157	319
The Philippine Star	73	56	128	257
Total # of articles per year	203	88	285	576

A closer look at the number of articles per year in both *Philippine Daily Inquirer* and *Philippine Star* revealed that the two broadsheets were similarly responding to the socio-political happenings and situation during that time.

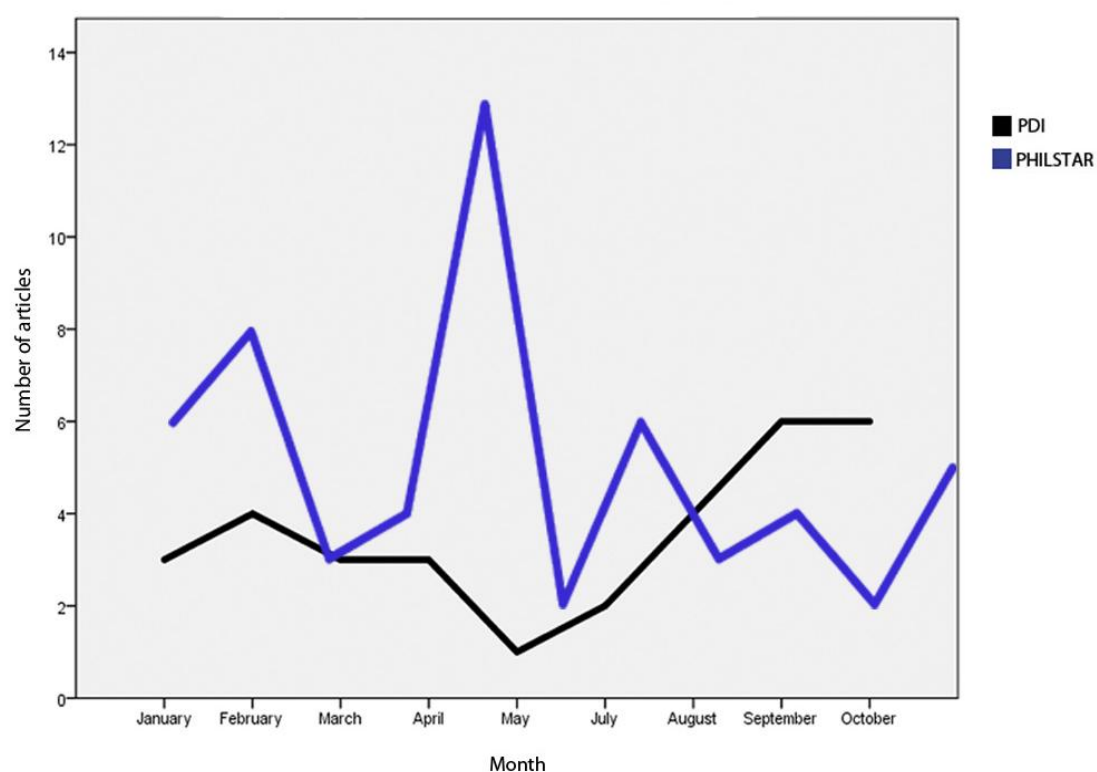
Chart 1. *Frequency count line graph of RH articles in both PDI and Philstar (2008)*



For the year 2008, a significant rise of number of articles from July to October was evident in both newspapers. The rise may be correlated to the overpopulation and food crisis issue which both occurred in the first months of 2008. That is why the Reproductive Health bill suddenly became a pertinent issue in the media. The Catholic Church, through the CBCP, also became vocal about its stand on the matter. Support to the RH bill, on the other hand, was also reported in the publication.

Another noticeable feature of the line graph is that *Philippine Daily Inquirer* had more articles than *Philippine Star*. This could be correlated to the amount of space *Philippine Star* accounts for advertising compared to *Philippine Daily Inquirer*. On average, *Philippine Daily Inquirer* had at least 10 RH articles a month while *Philippine Star* has 6.

Chart 2. Frequency count line graph of RH articles in PDI and Philstar (2009)

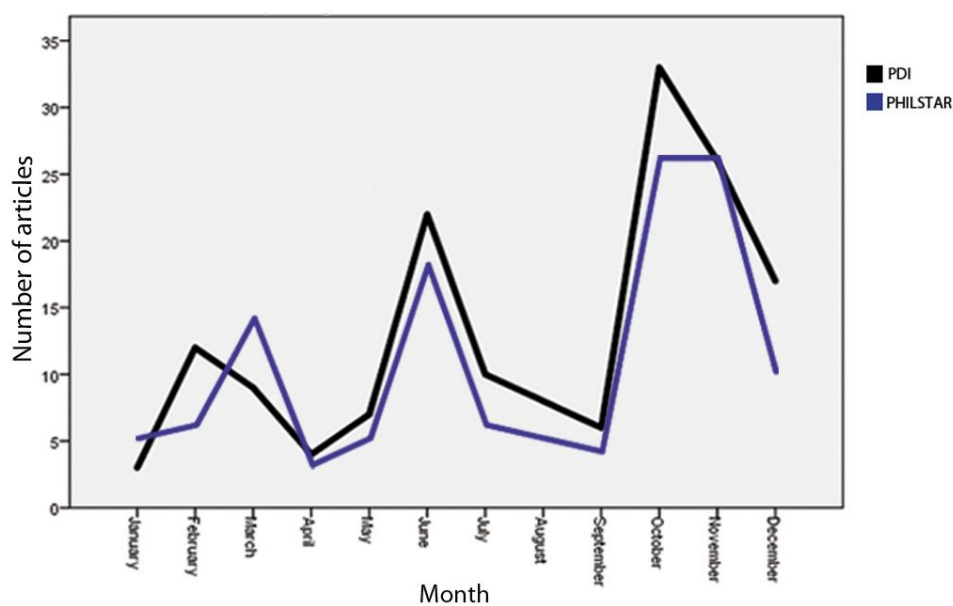


In the year 2009, *Philippine Star* had published more RH articles than *Philippine Daily Inquirer*. A rise in number during the months of May and July was partly because of the articles about the rising maternal mortality rate in the Philippines which was reported in March that year. Proponents and critics as well of RH bill started arguing

about whether or not the passage of RH bill has an effect on the rising maternal mortality in the country.

A decline, however, in the number of RH articles in *Philippine Daily Inquirer* was because writers have already discussed what needs to be discussed in the previous year about the RH bill. It is also important to note that in 2009, there were just few instances when updates about the RH bill were newsworthy.

Chart 3. Frequency count line graph of RH articles in PDI and Philstar (2010)

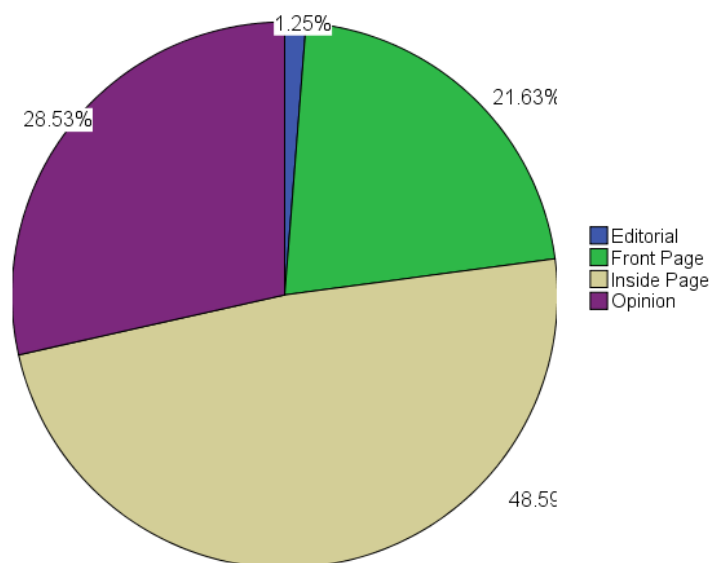


For the year 2010, a significant rise in the number of articles (over-all) was recorded. An increase in the numbers in the months of June, October, and November was found. Aside from the intense tug-of-war between the Church and the pro-RH bill people, the issue of HIV-AIDS cases rising in the country was reported on from the perspective of the RH issue. Non-government and international organizations, aside from the

legislators and government officials who are part of the 2010 elections, became sources of information of family planning reportage. The rise of number of articles in the month of June for both broadsheets was about the opening of the issue of sex education for elementary schools in the congress.

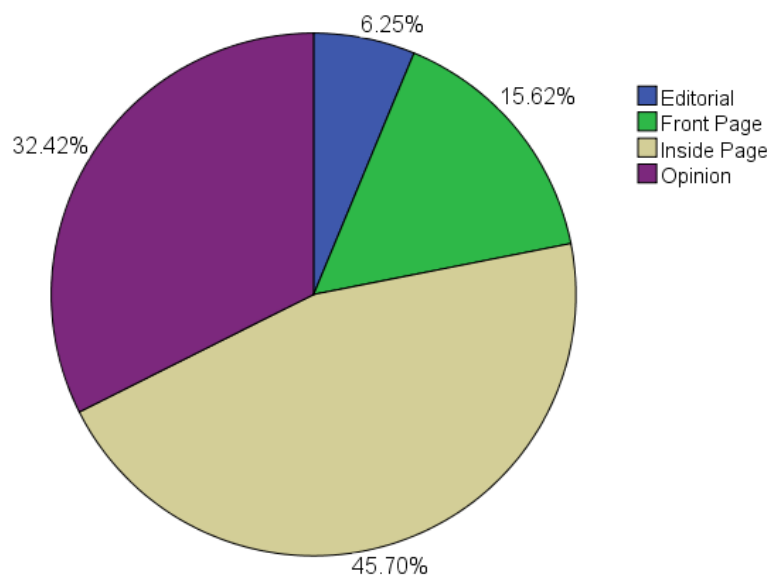
Aside from frequency, the first objective also involved determining location, placement, lay-out style, length of the article and the accompanying picture of the RH articles. The RH articles were evaluated through the emphasis part of the content analysis coding sheet.

Chart 4. *Pie Chart of the Section location of RH articles in PDI from 2008 to 2010*



This pie chart shows that from 319 reproductive health articles printed in *PDI* from 2008 to 2010, nearly 1 out of 2 articles were printed in the inside page of the paper. 91 articles were located in the opinion page. 69 articles were located in the front page while the remaining 4 articles were editorials of *PDI*.

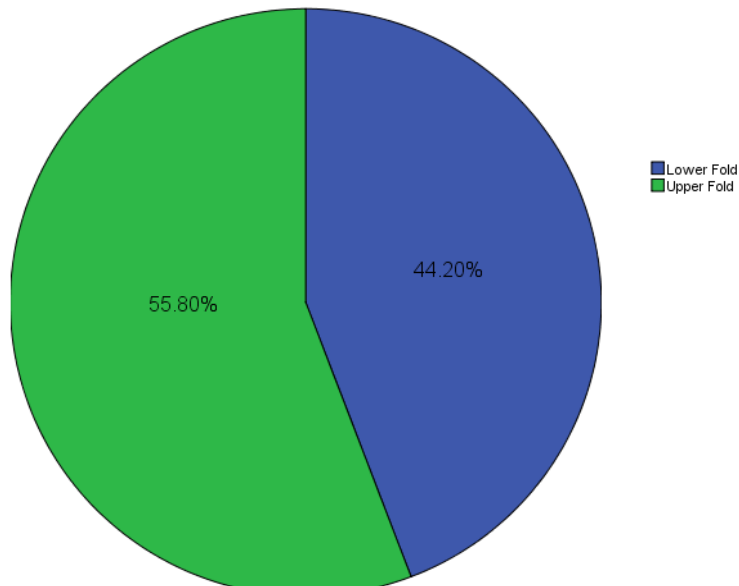
Chart 5. *Pie Chart of the Section location of RH articles in Philstar from 2008 to 2010*



The *Philippine Star*, on the other hand, had 256 articles printed reproductive health issues from 2008 to 2010. Nearly half of the articles were printed in the inside page of the newspaper. 91 articles were located in the opinion page. 40 reproductive health articles were found in the front page (cover) of the paper while 16 articles were written as editorials of the *Philippine Star*.

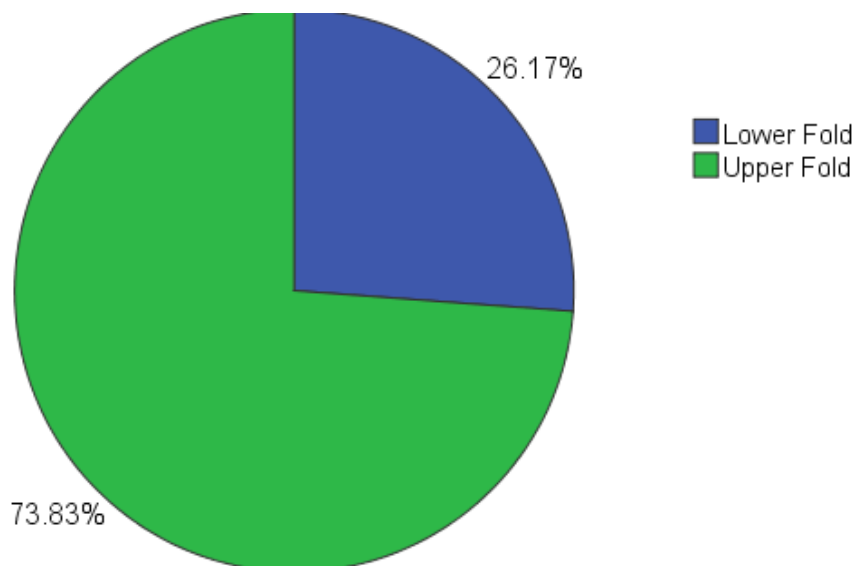
Based on these illustrations, almost half of the reproductive health articles of the two broadsheets were located in the inside pages of the paper. The opinion page and front page were the next possible places where reproductive health articles could be placed. The editorial section was the least possible section where reproductive health articles may be located.

Chart 6. *Pie Chart of the Placement of RH articles in PDI from 2008 to 2010*



The third pie chart reveals among the reproductive health articles of *PDI*, majority were placed in the upper fold of the newspaper. The remaining articles were placed in the lower fold.

Chart7. *Pie Chart of the Placement of RH articles in Philstar from 2008 to 2010*

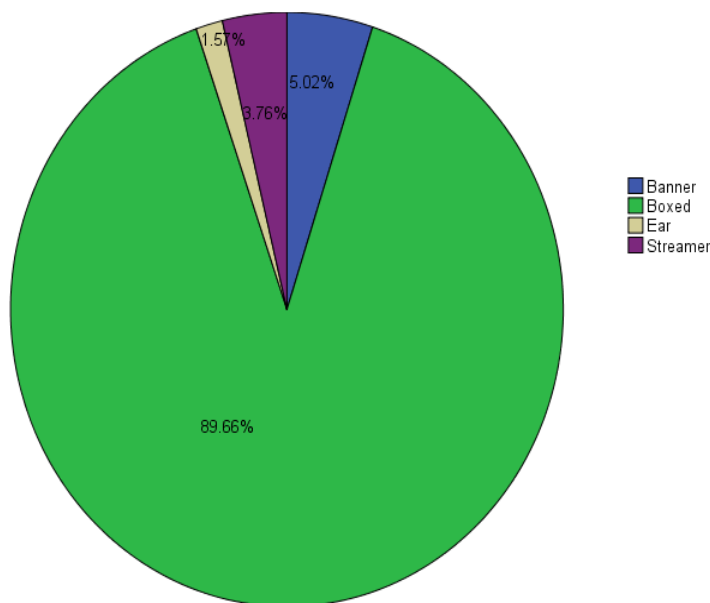


This chart reveals that almost 3 articles out of 4 were placed in the upper fold of the *Philippine Star*. The rest of the articles were placed in the lower fold.

Majority of the reproductive articles in both broadsheets were placed in the upper fold. Also, it is important to note that the difference of the placement of reproductive health articles in the *Philippine Star* was more evident compared to the *Philippine Daily Inquirer* since most advertisements in *Philstar* were placed in the lower fold.

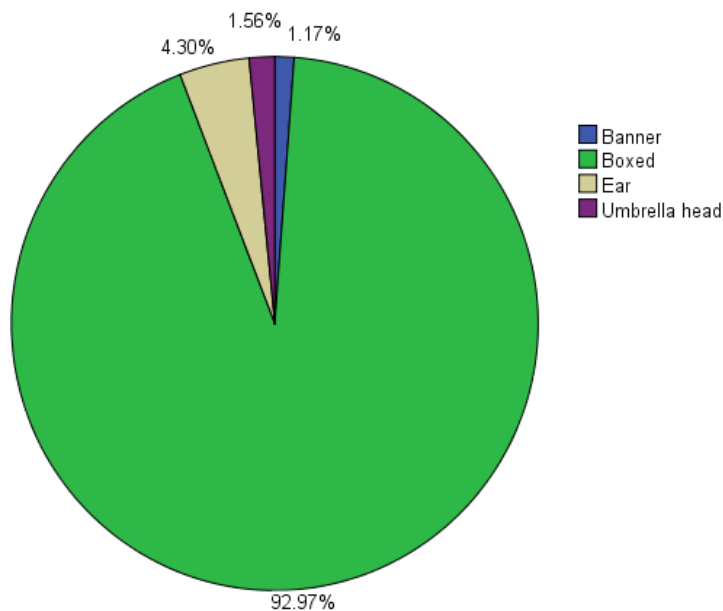
Insofar location and placement were concerned; both broadsheets gave reproductive health articles the same treatment. *PDI* placed RH articles in its paper in the same way *Philstar* did.

Chart 8. Pie Chart of the Layout style of RH articles in *PDI* from 2008 to 2010



9 out of 10 reproductive health articles in *PDI* were boxed. 16 articles were banner stories. 12 compiled articles were streamers. 5 articles were placed in the ears of the front page (cover).

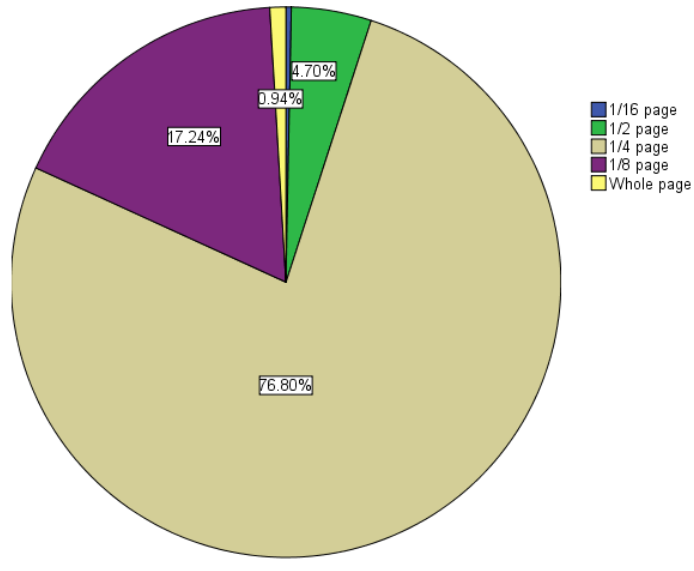
Chart 9. *Pie Chart of the Layout of RH articles in Philstar from 2008 to 2010*



Based on this illustration, 90 percent of the time, the *Philippine Star* reproductive health articles were boxed. 11 articles were placed as ears in the front page (cover). 4 articles were umbrella heads and 1 percent of the articles were banner stories.

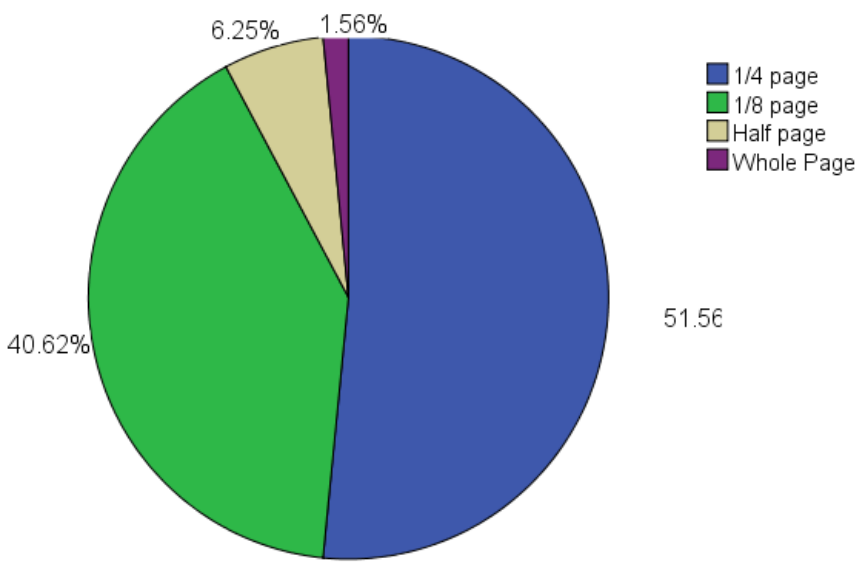
It is evident that when it comes to lay-out that both newspapers follow the same pattern in the lay-out of the reproductive articles. Almost 90 percent of the time the articles were boxed. Although none of the RH articles in *PDI* were placed in umbrella heads while none of the articles in *The Philippine Star* were placed as streamers.

Chart 10. Pie Chart of the Length of RH articles in PDI from 2008 to 2010



Majority of the *PDI* reproductive health reports were 1/4 page in length. 55 articles were 1/8 page in size. 15 articles were half page long. Only 3 articles from 2008 to 2010 were a full page long and one was 1/16 in size.

Chart 11. Pie Chart of Lengths of RH articles in Philstar from 2008 to 2010

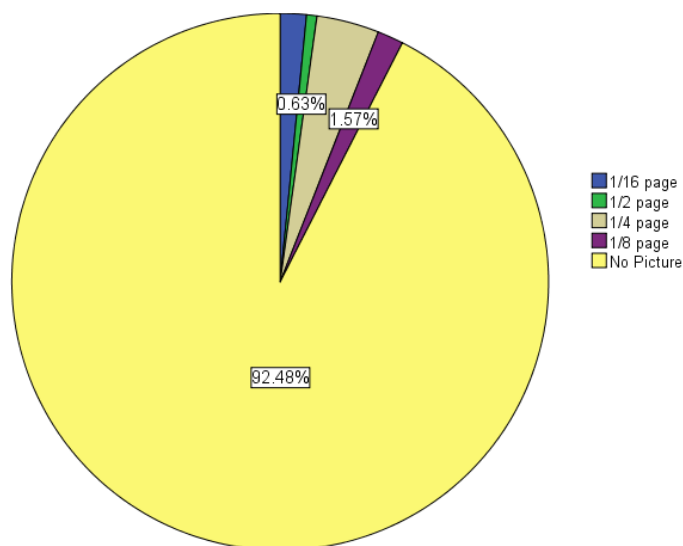


Majority of reproductive health articles in *Philstar* were $\frac{1}{4}$ page length. 104 articles were $\frac{1}{8}$ page in size. 16 articles were half page long while 4 articles were a full page long.

Both newspapers had the same trend when it comes to article length with $\frac{1}{4}$ page and $\frac{1}{8}$ page as the next recurring article lengths. It is important to note that there weren't reproductive health articles in the *Philippine Star* were $\frac{1}{16}$ page in size.

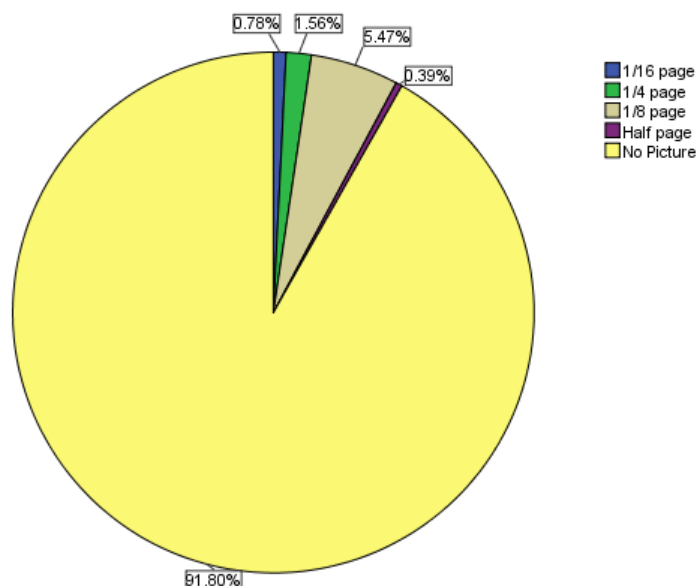
It is also evident that reproductive health articles weren't given much space in general. In the span of three years, *PDI* and *Philstar* published less than five articles in full page but both had published hundreds of articles $\frac{1}{4}$ page in size.

Chart 12. Pie Chart of the Pictures of RH articles in PDI from 2008 to 2010



The accompanying picture was also measured to show how important the broadsheets treat reproductive health. 90 percent of the time, no picture accompanied the RH article. 12 articles had $\frac{1}{4}$ page-sized pictures. Five *PDI* articles had $\frac{1}{16}$ page-size pictures and $\frac{1}{8}$ page -sized pictures.

Chart 13. *Pie Chart of Pictures of RH articles in Philstar from 2008 to 2010*



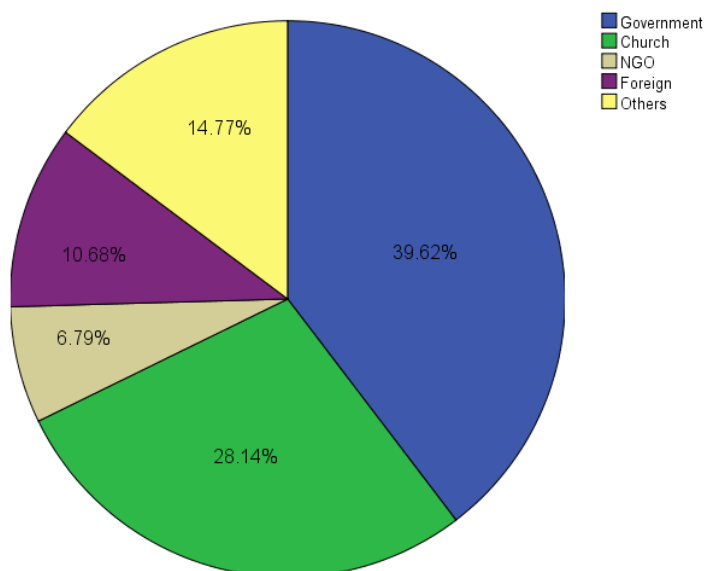
When it comes to the *Philstar* RH articles, more or less 90 percent had no accompanying picture. 14 articles had 1/8 page size pictures. 4 articles had ¼ page size pictures. 2 articles had 1/16 page sized pictures while 1 article had a full page accompanying picture.

Majority of the articles of both *PDI* and *Philstar* had no accompanying picture. But even if that was the case, there was still one instance when a *Philstar* article was accompanied with a half page-sized photo.

Taking length and the accompanying picture of the compiled articles into consideration, it is clear that both newspapers didn't give space for in-depth reproductive health articles.

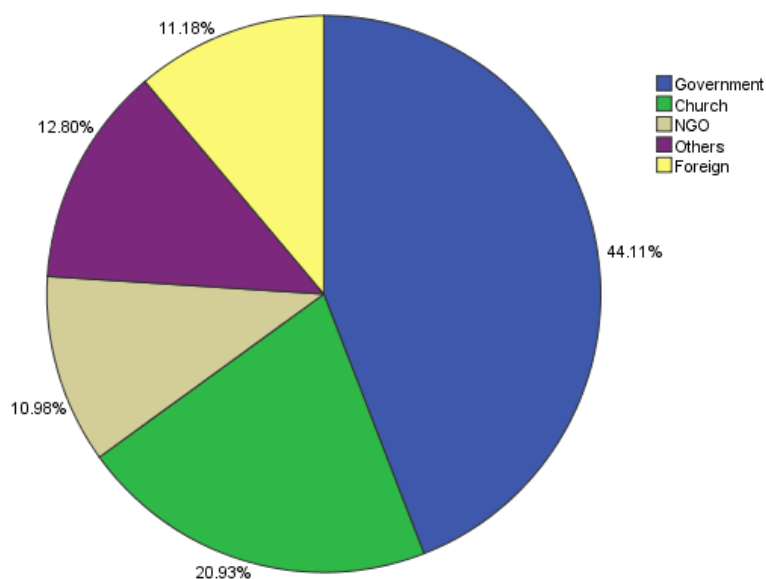
The second objective, which is to determine the slant of the two broadsheets in the coverage of the broadsheet were evaluated using the balance and tone part of the encoding sheet. These parts tackled the sources cited in the article, implication and bias (if any) of the article.

Chart 14. *Chart of Sources cited of RH articles in PDI from 2008 to 2010*



From 2008 to 2010, almost 40 % of the RH articles in *PDI* used government agencies as their sources. Church sources placed second with 28.14 percent. Foreign sources were used for 10.66 percent of the *PDI* articles. Non-government organizations were used in 6.79 percent of the gathered articles while 14.77 percent of the articles used other sources.

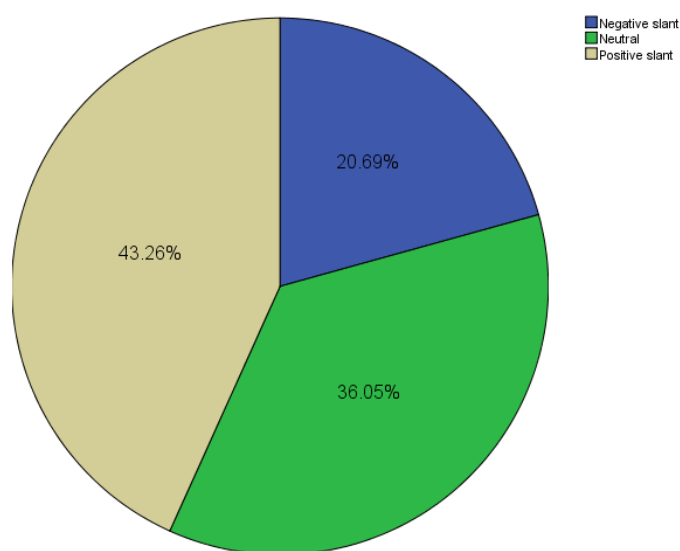
Chart 15. *Chart of Sources cited of RH articles in Philstar from 2008 to 2010*



The same pattern was found in *Philstar* articles. Nearly half of the RH articles used government as sources. 20 percent of the *Philstar* articles used the Church as sources. Foreign sources ranked third as the opted source while non-government sources placed fifth. 11 percent of the articles used other sources.

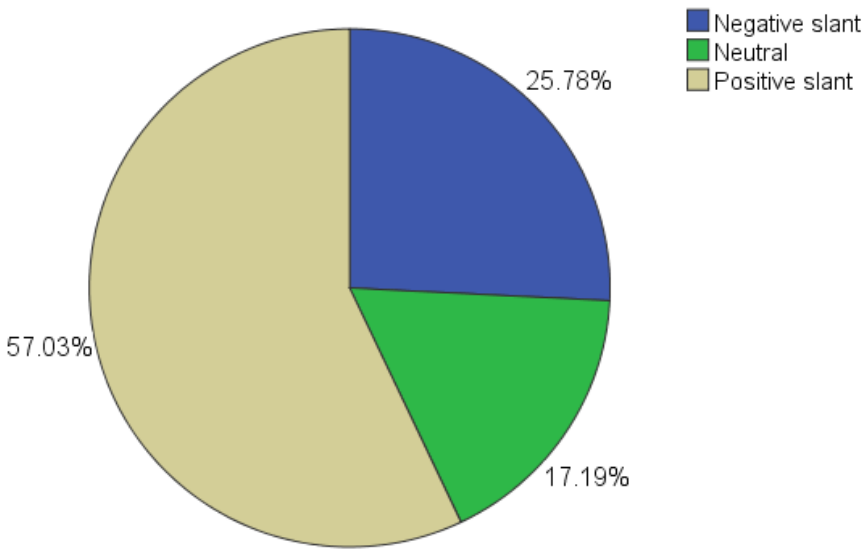
Based on compiled articles, it is evident that the government and church were the top two opted sources. This proves that reproductive health in the country is truly a tug of war between the Church and state. Foreign, non-government and other sources were just the secondary options.

Chart 16. *Chart of implication/slant of RH articles in PDI from 2008 to 2010*



The pie chart above shows that almost 45 percent of the articles compiled from *PDI* were pushing for the passage of RH Bill. 115 articles were neutral and 1 out of 5 articles were not pushing for the passage of RH Bill.

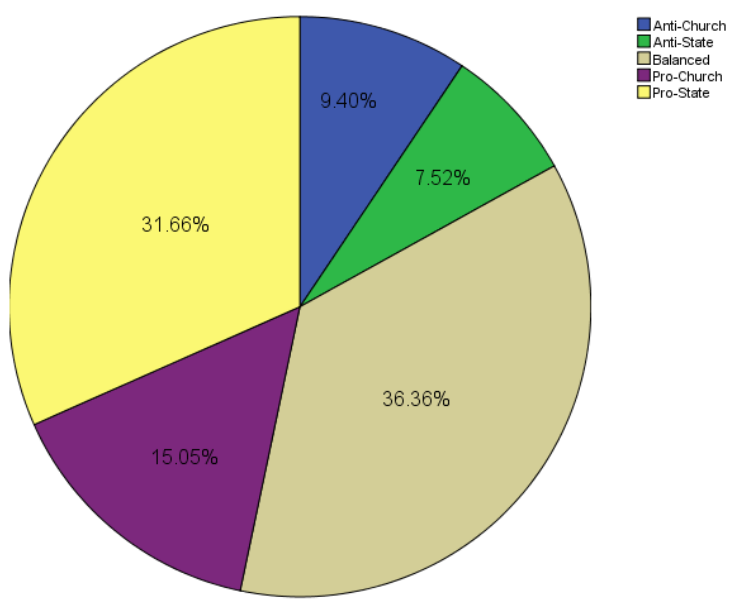
Chart 17. Chart of implication/slant of RH articles in *Philstar* from 2008 to 2010



In *Philstar*, on the other hand, a big majority of its RH articles pushed for the passage of RH bill while a bigger percentage relative to *PDI*, 1 out of 4 of the articles were not in favor of pushing the RH Bill.

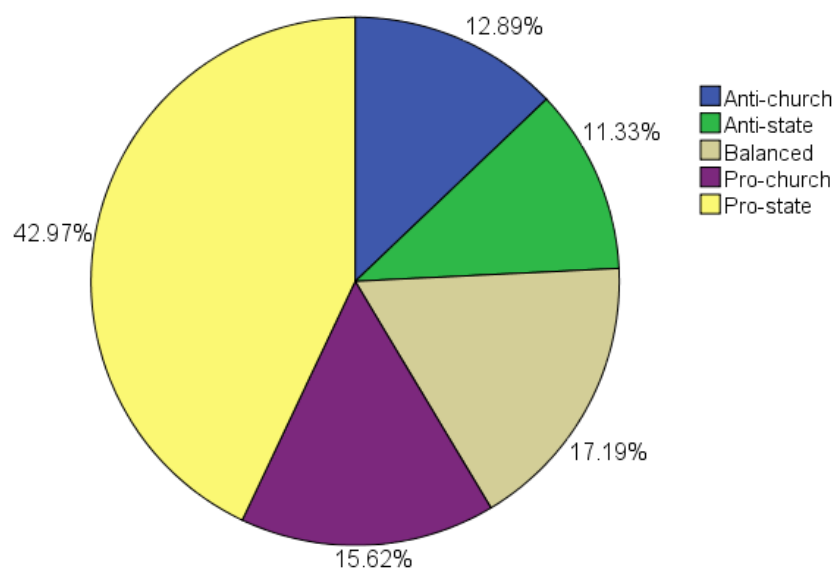
The two pie charts reveal that majority of the articles printed in the two broadsheets were mostly in favor of pushing the RH bill. It is important to note that next to a positive slant, most of the articles in *PDI* were neutral in implication while *Philstar* had those of a positive slant.

Chart 18. Pie Chart of the Bias of RH articles in *PDI* from 2008 to 2010



When it came to bias, 116 of *PDI* articles were balanced while 101 articles were pro-state. 15 percent of the gathered data were pro-church, 9.4 percent were anti-church and 7.5 percent were pro-state.

Chart 19. *Pie Chart of the Bias of RH articles in Philstar from 2008 to 2010*



Philstar, on the other hand, was dominated with pro-state articles covering 43 percent of the RH articles' gathered. Just like *PDI*, the next bias with the most occurrence was balanced with 17.2 percent. Pro-church articles covered 15.6 percent while the anti-church articles were 12.9 percent. Last but not the least was the remaining anti-church articles which numbered 29.

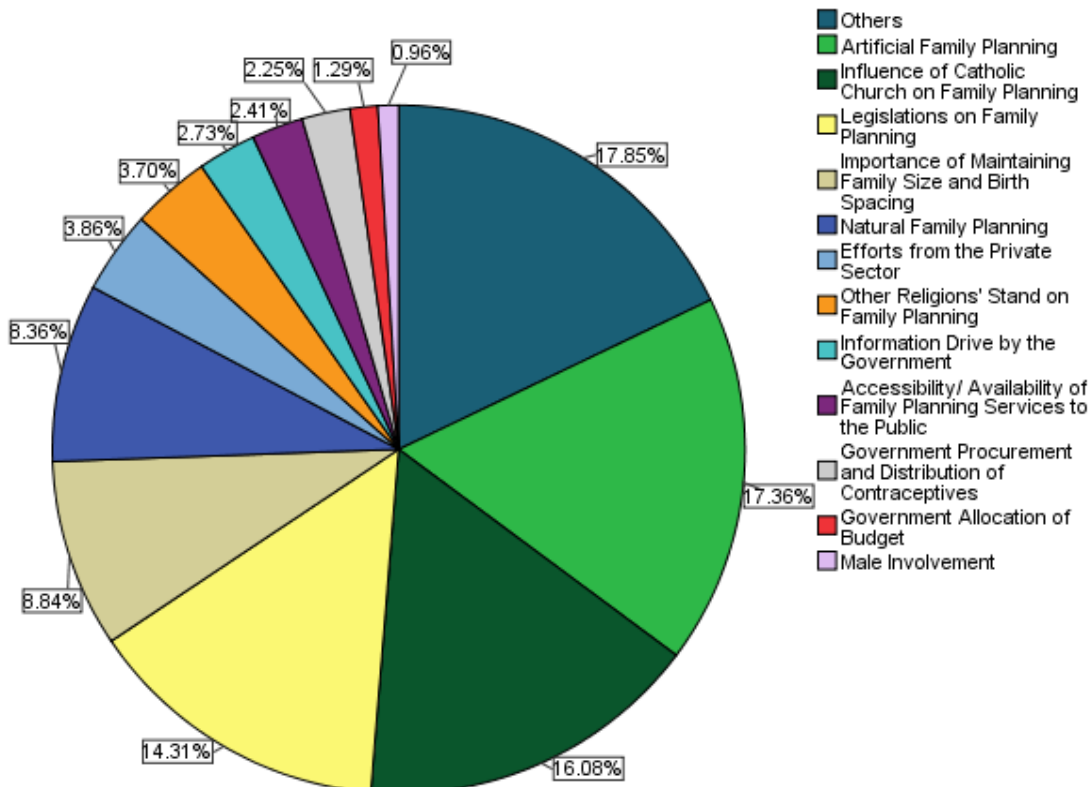
Both charts show that each broadsheet had different recurring treatments when reporting about the RH issues. *PDI* RH articles were mostly balanced and less likely to be pro-state while *Philstar* RH articles were mostly pro-state and less likely to be anti-church.

Based on above illustrations, *PDI* published 2 out of 3 articles that were biased to whether Church or State. This means that only 1 out of 3 of the compiled articles were able to discuss RH bill in an informative, unbiased manner. *Philstar*, on the other hand, published 2 informative articles out of 10.

With that in mind, it is clear that both newspapers failed in reporting RH bill objectively. Both papers were caught in the tug of war between Church and state and weren't able to discuss what reproductive health articles in an unbiased and informative manner.

The third objective, which was to determine the focus of RH articles in the broadsheets, was identified by measuring the occurrence of each previously identified focus in the broadsheets during the three-year span scanned by the researchers.

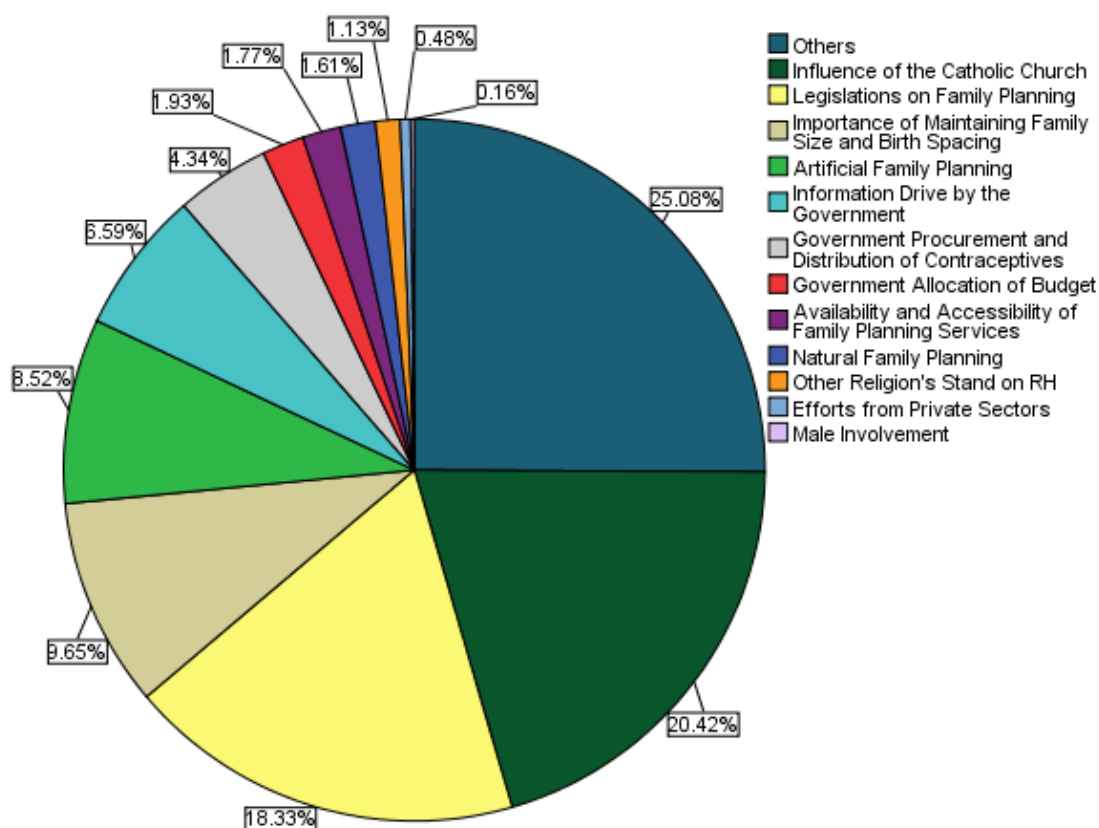
Chart 20. *Pie Chart of the Recurring frames of RH articles in PDI from 2008 to 2010*



Most of the articles in *PDI* were categorized under the “Others” type. These other issues were the events that *occurred* during the time the articles were written. These articles consisted of news reports that were about the timely topics, debates, and updates of a particular side of an RH story or problem.

Aside from those stories, a big chunk of reproductive health articles from the *Philippine Daily Inquirer* was focused on four other issues: artificial family planning (17.36%), influence of the Church (16.08%), legislation on family planning (14.31%), and importance of maintaining family size and birth spacing (8.84%).

Chart 21. Pie Chart of the Recurring frames of RH articles in *Philstar* from 2008 to 2010



Just like in the case of *PDI*, *Philstar* articles were mostly about the timely issues at the particular months of the year under the category “Others”. Similarly, the four largest part of the chart were the influence of the Church (20.42%), legislation on family planning (18.33%), importance of maintaining family size and birth spacing (9.65%), and artificial family planning (8.52%), except that the order of importance were not as specifically parallel.

These four major frames of articles in both broadsheets were characteristic of the conflicting nature of RH reports. The debate between critics and advocates of RH bill, specifically between the Church and the State, has been the major contention in RH articles and opinion pieces. The articles, as discussed in the tone aspect of this research, therefore, became prone to being either more biased against or for the RH bill.

To further prove this point, and to further evaluate and compare the RH reportage of the two broadsheets, the following tables were provided. These tables constitute the other major frames of focus of RH articles that were analyzed.

Table 2. *Timeline of Other focus of articles from PDI and PhilStar (2008)*

Month (2008)	Frames of focus
January-April	Population growth reports
2nd half of July	Start of Church mobilization efforts (rallies, signature campaigns)
First week of July - August	Supporters (DOH, theology students, senators, congressmen, scientists, etc.) back RH bill
September – October	RH Bill debates (on abortion, sex education, moral issues)

Mid-October	Congress supports RH bill, survey findings say most Pinoys want family planning education, and legalization of distribution of condoms
November	Dialogue plans between Church and Government RH bill advocates
December	High maternal mortality rate issue starts

The articles about RH, at least for the year 2008, started because of population growth reports from the National Statistics Office (NSO) and Population Commission (PopCom). Debates started and supporters and opposing groups started clashing and mobilizing efforts to campaign their stand.

Table 3. *Timeline of Other focus of articles from PDI and PhilStar (2009)*

Month (2009)	Frames of focus
January	High Maternal mortality rate report
January – March	EU backs RH bill, survey findings say more people want RH bill, Church wants part in crafting bill
March – May	Maternal health issues, Anti-RH bill pieces
May – November	Pro-RH bill (UP professors, DOH, presidential bets) and Anti-RH bill (Church, bishops)debate continues

The year 2009 was the year when the reports about high maternal mortality rate in the country rose. Reproductive health articles were by this time focused on situations which probably caused the rise, the probable measures which the government can take to prevent this trend, and of course the debates surrounding the impending passage of the

RH bill which was supposed to have been “pro-women” and “pro-choice”, or “anti-life” for some.

Table 4. *Timeline of Other focus of articles from PDI and PhilStar (2010)*

Month (2010)	Frames of focus
January	Population growth issue persists
February	Cabral gives away condoms, contraceptive pills
March	Rising HIV/AIDS rates reports, condom/distribution as remedy, debates
April-June	DepEd and CBCP on sex education issue
July – September	Newly-elected officers' stand on RH bill, decriminalizing of abortion issue, endorser debates
October-November	Issue about excommunication for RH bill advocates, more debates
November	Pope says condoms are acceptable in 'certain times'
	Pope's condom remark issue, DOH budgeting on family planning
December	RH bill debates

It was in 2010 when the number of RH articles increased. Frames of focus used by the two broadsheets covered a broader RH issue. With the issue about Health Secretary Esperanza Cabral distributing condoms, and World Health Organization (WHO) endorsing it, the RH debate seemed to continuously persist in news articles. The reports about the rise in HIV/AIDS rates in the Philippines also triggered other issues to crop up like the importance of condoms, and the possible legislation efforts such as the passage of RH bill, which could help endorse the problem. Pope Benedict XVI's remarks on

condom use also became a controversial topic and the sex education issue also transpired during this year.

CHAPTER VI. SUMMARY AND CONCLUSION

By performing content analysis on the front page of *Philippine Daily Inquirer* and *Philippine Star* from 2008 to 2010, the researchers were able to answer the research problem and fulfill the objectives of the study.

When it comes to the frequency of the RH articles on the front page, *PDI* definitely was superior to *Philstar* with 319 articles and 257 in the latter. The rise and fall of the articles of two broadsheets were the same in the year 2008 and 2010, while 2009 was an exception. Since technically *PDI* was publishing more articles in 2008 compared to the *Philstar*, they were able to tackle different angles of the issue. That was why they weren't able to publish more stories in 2009, unlike *Philstar*, which was just starting in the RH bill coverage. It is also important to note that RH bill in 2009 was considered in its dying phase.

Aside from frequency, it is also important to note the location of the article in the newspaper, its placement on the page, the size of the article and the size of the accompanying picture to be able to have a holistic view if a certain broadsheet deemed reproductive health important to report on.

Overall, both newspapers had the same trend when it came to location of the RH article. Most of their articles were placed in the inside pages, next in the opinion page, then in the front page and least located in the main editorial section.

When it came to placement, both had most of their RH articles in the upper fold. It is also important to note that the reason why that was the case was since, ads, which were always in huge numbers, usually occupied the lower folds of both newspapers.

Insofar layout was concerned, majority of both papers had boxed RH articles. In the case of *PDI*, next to boxed, their articles were banner stories on the front cover page. *Philstar*, on the other hand, next to boxed articles were placed in the ears of the front page. It is safe to say that there were more instances when *PDI* placed RH issues as banner stories or the most important news of the day compared to *Philstar*.

PDI and *Philstar* articles were mostly $\frac{1}{4}$ page and $\frac{1}{8}$ page in size. It is relevant to note that there were 3 instances when *PDI* allotted a full page to an RH issue while the biggest space allotted by *Philstar* was just a half page. But with that recurring size of articles, it is impossible to tap on all possible angles and discuss issues that the public needs to know regarding RH Bill.

RH articles in *PDI* and *Philstar* mostly had no accompanying picture. But there was a time when *Philstar* was able to allot a half page space for an RH article photo.

In evaluating the presence and significance of RH articles in both broadsheets, it is safe to assume that since *PDI* had more instances of putting an RH case in the front page, allotting bigger spaces for articles compared to *Philstar* and frequently writing about RH issues, *PDI* deemed reproductive health more important compared to *Philstar*.

When the researchers ran data on the balance and tone of both newspapers needed to fulfill the second objective, based on the sources cited, both preferred citing both the Church and Government rather than NGOs, foreign sources and others. This was the case since RH issue in the Philippines was considered a tug-of-war between the Church and the State because of the morality issue and its conflict with a lot of Church religious teachings.

Based on the implications on the passage of the RH bill, majority of the reports of both newspapers pushed for its passage. But in *Philstar*, articles not pushing for the passage came next while in *PDI*, neutral articles were the most frequent. Lastly, when it came to bias, *Philstar* RH articles were mostly pro-state while *PDI* were mostly balanced.

Results also show that majority of the compiled articles from both newspapers were caught in the RH debate between Church and state. Only 1 out of 3 *PDI* articles were balanced while *Philstar* had 2 unbiased articles for every 10 compiled articles. This means that reproductive health reports from both newspapers were less likely to discuss what RH bill is all about and inform the public of what they need to know when it comes to reproductive health.

The third objective of the research was fulfilled as the study determined the frames of focus of RH articles in both broadsheets (*PDI* and *PhilStar*). The articles were mainly about the timely topics that arose during the time of the year (see Tables 2 to 4). The other focus of the RH articles were the influence of the Church, legislation on family planning, importance of maintaining family size and birth spacing, and artificial family planning. These foci were the bones of contention of the RH bill issue since it was primarily a campaign conflict between two opposing forces which are the Church and the State (DOH, mostly Congress and Senate officials). The artificial family planning and the importance of family planning were most often mentioned in articles describing the growing population. Furthermore, the legislation on family planning and influence of the Church was always reported in articles about the debates, arguments and efforts of the advocates and the critics of the RH bill.

Overall, *PDI* was more objective and deemed RH issues important compared to *Philstar*'s treatment of the stories based on the emphasis and bias criteria. It is also important to note that both broadsheets from 2008 to 2010 mostly reported issues on RH which apparently endorsed the passage of RH bill. Based on the compiled articles, reproductive health reports from both newspapers were less likely to discuss what RH bill is all about and inform the public of what they need to know when it comes to reproductive health.

CHAPTER VII. IMPLICATIONS AND RECOMMENDATIONS

The findings of the research have brought to the surface the four major concerns of reproductive health reportage (or any other issue): prominence, sourcing, slant/bias, and frames. Prominence of RH articles as measured by the emphasis variables, sourcing as measured by balance variables, slant as measured by tone variables, and frames as measured and determined by focus variables, showed the strengths and limitations of the *Philippine Daily Inquirer* and *The Philippine Star*.

The number and placement of articles in both broadsheets proved the amount of importance the publications gave for RH issues that cropped up. Overall, *PDI* seemed to have published more articles than *PhilStar*. The balance in sources and objectivity and reporting also differed between the two broadsheets. *PDI* seemed to have produced more balanced and objective articles, accounting for almost half of all the scanned articles compared to the *PhilStar*'s measly 18%. Beside this point, it is also important to note that both broadsheets had a seemingly more positive take on the RH bill issue. These suggest that the publications had room for improvement when it came to reporting about vital issues such as family planning (which apparently resolves opposing views).

The focus of RH articles was on the tug-of-war happening between the Church and the supporters of RH bill. Since this was the case, as shown by the framing theory, the readers were probably more aware of the clash of these two institutions more than the facts of the case. There were very few articles which discussed the health aspects and vital points about the effects of effective family planning methods which might have contributed to a more informed citizenry about reproductive health in general.

Taking into account the agenda-setting theory, these four concerns also have an implication on the editorial judgment of the people from both broadsheets. The amount and quality of attention that they gave to the issue were manifested in the published articles. It is, therefore, recommended that the editors, especially the writers, be more wary and cautious of balance and of the emphasis they are giving to a certain side of a story as this might have an effect on the choices of the people reading their articles.

After all, these research findings about the state of the family planning reportage are for the benefit of the Filipinos who need fair, effective, and substantial reporting. A study on the effects of reading these two broadsheets in the choices of the readers about family planning is, therefore, recommended. Further studies about the correlation of these findings and their effect on the readers would be ideal for a holistic look on the issue of reproductive health.

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Article Number _____

Date Coded _____

APPENDIX A – CONTENT ANALYSIS CODING SHEET

Name of Newspaper: PDI PhilStar

Date of Publication: _____

Headline: _____

Byline: _____

EMPHASIS	
Location	<input type="checkbox"/> Front Page(cover) <input type="checkbox"/> Inside Page <input type="checkbox"/> Back Page <input type="checkbox"/> Other section/Page
Placement	<input type="checkbox"/> Upper Fold <input type="checkbox"/> Lower Fold
Lay-out Style	<input type="checkbox"/> Banner <input type="checkbox"/> Umbrella head <input type="checkbox"/> Ear <input type="checkbox"/> Streamer <input type="checkbox"/> Boxed <input type="checkbox"/> Others
Length	<input type="checkbox"/> Whole Page <input type="checkbox"/> Half Page <input type="checkbox"/> Others <input type="checkbox"/> 1/4 Page <input type="checkbox"/> 1/8 Page
Picture	<input type="checkbox"/> Half Page <input type="checkbox"/> 1/4 Page <input type="checkbox"/> No Picture <input type="checkbox"/> 1/8 Page <input type="checkbox"/> 1/16 Page <input type="checkbox"/> Others
BALANCE	
Sources	<input type="checkbox"/> Government <input type="checkbox"/> Church <input type="checkbox"/> NSO <input type="checkbox"/> NGO <input type="checkbox"/> Pop Com <input type="checkbox"/> Foreign <input type="checkbox"/> Congress <input type="checkbox"/> US <input type="checkbox"/> LGU Official <input type="checkbox"/> USAID <input type="checkbox"/> Pres. Arroyo/Noynoy <input type="checkbox"/> Others <input type="checkbox"/> Others
Total Number of Sources Cited	_____
TONE	
Implications on the source/subject of news	<input type="checkbox"/> Positive <input type="checkbox"/> Negative <input type="checkbox"/> Neutral
Bias	<input type="checkbox"/> Anti-Church <input type="checkbox"/> Pro- Church <input type="checkbox"/> Anti-State <input type="checkbox"/> Pro-State
FOCUS (check all that applies)	
<input type="checkbox"/> Natural Family Planning <input type="checkbox"/> Artificial Family Planning <input type="checkbox"/> Importance of Maintaining Family Size and Birth Spacing <input type="checkbox"/> Accessibility / Availability of Family Planning Services to the Public <input type="checkbox"/> Legislations on Family Planning and Population <input type="checkbox"/> Government allocation of Budget <input type="checkbox"/> Information Drive by the Government <input type="checkbox"/> Government Procurement and Distribution of Contraceptives <input type="checkbox"/> Efforts from the Private Sector or NGOs <input type="checkbox"/> Influence of the Catholic Church on Family Planning <input type="checkbox"/> Other Religion's Stand on Family Planning <input type="checkbox"/> Male involvement on Family Planning <input type="checkbox"/> Others (please specify)	

APPENDIX B-1. Table of RH articles on *The Philippine Star* from 2008-2010 (Emphasis and Balance)

Date	Headline/Title	Byline	EMPHASIS					BALANCE				
			Section/ Location	Placement	Layout Style	Length	Picture	Gov't	Church	NGO	Foreign	Others
January 3, 2008	90 million and counting		Editorial	Upper	Boxed	1/8 page	1/4 page	1				
March 9, 2008	Contraceptive vaginal ring has less metabolic effects than oral contraceptives	Charles C. Chante	Opinion	Upper	Boxed	1/4 page	N/A				1	
April 2, 2008	Too many mouths to feed		Editorial	Upper	Boxed	1/4 page	1/4 page	4				
April 11, 2008	Rice shortage and overpopulation	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A		1			
April 19, 2008	Enter priesthood to curb population growth	Evelyn Macairan	IP	Upper	Boxed	Half page	N/A		1			1
April 22, 2008	Gov't, church need not clash on population policy	Jess Diaz	IP	Upper	Boxed	1/4 page	N/A	3				1
July 12, 2008	12th most populous nation		Editorial	Upper	Boxed	1/4 page	1/8 page					2
July 14, 2008	CBCP mobilizing forces to campaign against birth control	Sandy Araneta	IP	Upper	Boxed	1/4 page	N/A	2	1			
July 15, 2008	Bishops may convene plenary for unified stand on population issue	Evelyn Macairan	IP	Upper	Boxed	Half page	N/A	2	1	1		
July 15, 2008	Reproductive Health on the agenda	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A	2		1		
July 17, 2008	Pro-birth control councilor denied marriage rites	Delon Porcalla	FP	Lower	Boxed	1/4 page	N/A	1		1		1
July 18, 2008	Family planning lacks funding	Sheila Crisostomo	FP	Upper	Ear	1/4 page	N/A				1	
July 18, 2008	Passion	Ana Marie Pamintuan	Opinion	Upper	Boxed	1/4 page	N/A	1	1			
July 18, 2008	A Bishop's Courageous Stand	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A	1	1			
July 19, 2008	Lacson, Biazon, push for bills on population management	Aurea Calica	FP	Lower	Boxed	1/4 page	N/A	2	1			

July 20, 2008	Church spreading falsehoods about family planning bills'	Delon Porcalla	IP	Upper	Boxed	1/4 page	N/A	2					1
July 21, 2008	CBCP to lead pro-life rally	Sandy Araneta	FP	Lower	Boxed	1/4 page	N/A		1				
July 22, 2008	Nogralas: Reproductive health bill can still be passed with amendments	Delon Porcalla	IP	Lower	Boxed	1/8 page	N/A	1	1				
July 24, 2008	Cabral backs bill on family planning	Helen Flores	FP	Upper	Ear	1/4 page	N/A	2					
July 25, 2008	Palace: Cabral's family planning stand entirely on her own	Marvin Sy	IP	Upper	Boxed	1/4 page	N/A	2					
July 26, 2008	Rally held vs reproductive health bill	Katherine Adraneda	IP	Upper	Boxed	1/8 page	N/A		1				
July 30, 2008	House leaders vow to push reproductive health bill	Jess Diaz	IP	Upper	Boxed	1/8 page	N/A	1					
July 31, 2008	Miriam backs Cabral on reproductive health	Christina Mendez	IP	Upper	Boxed	1/8 page	N/A	2					
August 1, 2008	Contraception and abortion	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A		1				1
August 8, 2008	Theology students back reproductive health bill	Mayen Jaymalin	IP	Upper	Boxed	1/8 page	N/A		1				
August 18, 2008	Reproductive health bill not the answer	Sandy Araneta	IP	Lower	Boxed	1/8 page	N/A		1				
August 19, 2008	Birth control battle weighs on economy	Reuters	IP	Upper	Boxed	1/4 page	N/A						2
August 25, 2008	Signature drive vs population bill set	Sandy Araneta	IP	Lower	Boxed	1/4 page	N/A		1				
August 26, 2008	Don't force signature drive vs reproductive health bill, Church urged	Delon Porcalla	IP	Lower	Boxed	1/8 page	N/A	1					
August 29, 2008	DOH to promote use of condoms	AFP/Shiela Crisostomo	FP	Upper	Ear	1/8 page	N/A	1					
August 29, 2008	Scientists back reproductive health bill	Helen Flores	IP	Lower	Boxed	1/8 page	N/A						1
September 1, 2008	Survey on best family planning method urged	Sheila Crisostomo	IP	Upper	Boxed	1/8 page	N/A	2	1				

September 5, 2008	Reproductive health bill signature drive launched	Roel Pareno	FP	Lower	Boxed	1/8 page	N/A		1	1		
September 6, 2008	Bishop starts signature drive vs reproductive health bill	Evelyn Macairan	IP	Upper	Boxed	1/8 page	N/A		1			
September 13, 2008	Contraceptives	Alex Magno	Opinion	Upper	Boxed	1/4 page	N/A	1	1			
September 16, 2008	CBCP wants public 'false prophets' in Congress	Cecille Felipe Suerte	IP	Upper	Boxed	1/8 page	N/A		1			
September 18, 2008	House finally opens debates on reproductive health bill	Jess Diaz	IP	Upper	Boxed	1/4 page	N/A	1	1			
September 20, 2008	Reproductive Health Bill: Battle between Catholic Church and INC	Delon Porcalla	IP	Upper	Boxed	Half page	N/A	1	1			1
September 21, 2008	Most Catholics want free contraceptives	Delon Porcalla	FP	Upper	Boxed	1/4 page	N/A	1	1			
September 23, 2008	Reproductive health bill	Domini M. Torrevillas	Opinion	Upper	Boxed	Half page	N/A	1				
September 24, 2008	Reproductive Health bill advocates begin online campaign	Reinir Padua	IP	Upper	Boxed	1/4 page	N/A			1		1
September 26, 2008	CBCP: Opposition to RH Bill gaining ground in Congress	Evelyn Macairan	IP	Upper	Boxed	1/8 page	N/A		1			
September 27, 2008	RH Bill critics chastised	Domini M. Torrevillas	Opinion	Upper	Boxed	Half page	N/A	1				2
September 29, 2008	RH bill opponents using dilatory tactics - Lagman	Jess Diaz	IP	Upper	Boxed	1/4 page	N/A	1	1			
September 29, 2008	Harmful and illegal bill	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A			1		
October 2, 2008	JIL joins INC, backs RH bill	Delon Porcalla	FP	Upper	Ear	1/4 page	N/A	1				1
October 2, 2008	Yes to sex education for kids	Domini M. Torrevillas	Opinion	Upper	Boxed	Half page	N/A	1		1		
October 3, 2008	Time for church to review stand on RH Bill'	Sheila Crisostomo	IP	Upper	Boxed	1/8 page	N/A			1		
October 4, 2008	Pope reaffirms church opposition to	AFP	IP	Lower	Boxed	1/8 page	N/A		1			

	contraception											
October 6, 2008	Support for Reproductive Health Bill growing - Lagman	Jess Diaz	IP	Upper	Boxed	1/4 page	N/A	1				
October 6, 2008	Justifying a wrong end	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A					1
October 8, 2008	Majority of Catholics endorse Reproductive Health Bill	Delon Porcalla	IP	Upper	Boxed	Half page	N/A	2	1			
October 11, 2008	25 Congress support RH Bill	Delon Porcalla	IP	Lower	Boxed	1/8 page	N/A	1				
October 16, 2008	More Pinoys want to legalize distribution of contraceptives	Helen Flores	IP	Upper	Boxed	1/4 page	N/A			1		1
October 16, 2008	A meaningful population control program	Alejandro R. Roces	Opinion	Upper	Boxed	1/8 page	N/A	1	1			
October 17, 2008	Most Pinoys want family planning education - SWS	Helen Flores	FP	Lower	Boxed	1/8 page	N/A					1
October 18, 2008	Listen to the voice of the people, Catholic Church told	Delon Porcalla	IP	Upper	Boxed	1/8 page	N/A	1				
October 25, 2008	Facts, fallacies and counterfactuals on RH bill	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A	1				
November 10, 2008	Catholic Diversity	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A		1			1
November 13, 2008	Anti-AIDS advocates back RH bill	Sheila Crisostomo	IP	Upper	Boxed	1/8 page	N/A	1	1	1		
November 15, 2008	Bishops willing to hold dialogue on RH bill	Evelyn Macairan	IP	Lower	Boxed	1/8 page	N/A		1			
November 16, 2008	Cabral: GMA won't interfere congress on RH bill	Jose Rodel Clapano	IP	Lower	Boxed	1/8 page	N/A	2				
November 17, 2008	Clearing the confusion	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A		1	1		
November 18, 2008	RH bill advocates won't yield to bishops	Delon Porcalla	IP	Lower	Boxed	1/8 page	N/A	1				
November 18, 2008	Bishops and RH bill authors to meet	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A	1	1			

November 23, 2008	Lagman urges CBCP to pursue dialogue with pro-RH bill lawmakers	Reinir Padua	IP	Upper	Boxed	1/8 page	N/A	1	1			
November 24, 2008	Gravely mistaken	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A		1			1
December 1, 2008	162 in every 10,000 mothers die in childbirth	Delon Porcalla	IP	Upper	Boxed	1/4 page	N/A	1				3
December 2, 2008	Promoting health, saving lives		Editorial	Upper	Boxed	1/4 page	1/8 page					1
December 3, 2008	Lim: No to RH bill	Sandy Araneta	Metro	Lower	Boxed	1/8 page	N/A	1				
December 5, 2008	UK legislator hits Church over RH bill	Reinir Padua	IP	Upper	Boxed	1/8 page	N/A					1
December 5, 2008	Grand deception	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A		1	1		1

Date	Headline/Title	Byline	EMPHASIS					BALANCE				
			Section/ Location	Placement	Layout Style	Length	Picture	Gov't	Church	NGO	Foreign	Others
January 2, 2009	CBCP stands for CARP, fights Cha cha, RH Bill	Evelyn Macairan	IP	Upper	Boxed	Half Page	N/A		1			
January 19, 2009	10 Filipino mothers die daily while giving birth	Christina Mendez	IP	Upper	Boxed	1/4 page	N/A	1				
January 20, 2009	Survey: Most Pinoy's back RH bill	Helen Flores	FP	Lower	Boxed	Half Page	N/A	1		1		1
January 21, 2009	Reproductive Health bill 7 signatures away from approval	Delon Porcalla	IP	Upper	Boxed	1/4 page	N/A	1				1
January 23, 2009	Useless and unreliable findings	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A					1
January 27, 2009	Obama lifts gag rule on family planning	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A			1	1	
February 13, 2009	Foreign meddlers	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A	1		1		1
February 19, 2009	SWS: 86% of Metro Manila residents back RH Bill	Helen Flores	IP	Upper	Boxed	1/4 page	N/A	1				1
February 20, 2009	Exploiting our culture	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A	1		1		
February 21, 2009	Church wants part in crafting RH bill	Evelyn Macairan	IP	Upper	Boxed	1/8 page	N/A		1			
February 21, 2009	A Magna Carta for women	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A	1				
February 23, 2009	Biazon to sponsor reproductive health bill	Aurea Calica	IP	Lower	Boxed	1/8 page	N/A	1	1			1
February 23, 2009	Blemished 'Magna Carta'	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A	1				
February 24, 2009	Lawmakers urged to speed up passage of RH bill	Helen Flores	IP	Lower	Boxed	1/8 page	N/A	1		1		
March 4, 2009	EU backs RH bills warns vs. rapid population growth	Jose Rodel Clapano	IP	Upper	Boxed	1/4 page	N/A					1
March 11, 2009	11 Pinoy mothers die daily due to pregnancy complications	Helen Flores	IP	Upper	Boxed	1/8 page	N/A					1
March 12, 2009	Saving mothers to save lives	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A			1	1	

April 16, 2009	Unwanted pregnancies caused 52,000 baby deaths in RP	Perseus Echeminada	IP	Upper	Boxed	1/8 page	N/A	1			1
April 16, 2009	Contraceptives save women's lives	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A	1			1
April 17, 2009	Passage of RH bill with sex education sought	Aurea Calica	IP	Lower	Boxed	1/8 page	N/A	1			
April 20, 2009	Pseudo reproductive health	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A				1
May 1, 2009	76% of Cebuanos favor RH Bill, survey says	Helen Flores	News/Nation	Lower	Boxed	1/4 page	N/A				1
May 6, 2009	A reply to our article on Catholicism	Bobit S. Avila	Opinion	Upper	Boxed	1/4 page	N/A				1
May 8, 2009	Women's agency under Palace backs RH bill	Evelyn Macairan	IP	Lower	Boxed	1/8 page	N/A	1			
May 8, 2009	Infringing sovereignty	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A			1	1
May 10, 2009	RP not a good place for mothers, says US study	Aurea Calica	IP	Upper	Boxed	Half Page	N/A	1			1
May 12, 2009	Mother-unfriendly		Editorial	Upper	Boxed	1/8 page	1/8 page	1			1
May 15, 2009	EU prods RP gov't on reproductive health	Pia Lee Brago	FP	Lower	Boxed	1/8 page	N/A				1
May 16, 2009	Unicef urges RP to reduce maternal deaths	AFP	IP	Upper	Boxed	1/8 page	N/A	1			1
May 16, 2009	Last big push' for the Reproductive Health Bill	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A			1	1
May 18, 2009	Reproductive Health is abortion	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A			1	1
May 19, 2009	Luxury of the few		Editorial	Upper	Boxed	1/8 page	1/8 page				1
May 22, 2009	Right to choose vs. right to life	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A			1	
May 25, 2009	False premises	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A				1
June 17, 2009	RP's under 5 and infant mortality rate declines	Helen Flores	IP	Upper	Boxed	1/8 page	N/A	1			1
June 27, 2009	UP Profs support RH Bill 5043	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A				1
July 11, 2009	World Population Day		Editorial	Lower	Boxed	1/8 page	1/8 page				2
July 12, 2009	130 lawmakers now support RH Bill, says Lagman	Delon Porcalla	IP	Upper	Boxed	1/8 page	N/A	1			1

July 13, 2009	Law gives workers free family planning	Lilita Balane	FP	Lower	Boxed	1/4 page	N/A			1		
July 13, 2009	Wall of separation	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A		2			
July 15, 2009	Alleged support for RH Bill called 'wishful and fanciful'		Opinion	Upper	Boxed	1/4 page	N/A		1		1	
July 28, 2009	House determined to approve RH bill	Delon Porcalla	IP	Upper	Boxed	1/4 page	N/A	1				
August 18, 2009	Magna Carta of Women	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A	1		1		1
August 22, 2009	Catholic schools warned vs possible violation of Magna Carta of Women	Helen Flores	IP	Upper	Boxed	1/8 page	N/A			1		
August 24, 2009	Why the RH Bill is controversial	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A	1	1	1		
September 19, 2009	Bishops asked to stop distorting truths about reproductive health bill	Sheila Crisostomo	IP	Upper	Boxed	1/4 page	N/A				2	
September 19, 2009	DOH launches program to reduce maternal infant mortality rates	Helen Flores	IP	Upper	Boxed	1/4 page	N/A	1				1
September 23, 2009	Pro-life supporters meeting with 3 presidential bets on RH bill	Evelyn Macairan	IP	Upper	Boxed	1/8 page	N/A			1		
September 25, 2009	The RH Bill: Could it win the presidency	Bobit S. Avila	Opinion	Upper	Boxed	1/4 page	N/A	1				
October 20, 2009	CEDAW to look at Manila women's violations	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A				1	
October 29, 2009	RH stand osts bishop CBCP presidency	Aries Rufo	IP	Upper	Boxed	Half Page	N/A	1	1			
November 5, 2009	Family planning averts global warming	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A					2
November 11, 2009	Unsafe condoms sold in RP	Sheila Crisostomo	FP	Lower	Boxed	1/8 page	1/16 page	1				1
November 14, 2009	Hillary Clinton on Reproductive Health	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A	1				
November 16, 2009	Real agenda	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A	1	1			
November 30, 2009	Overpopulation alibi revived	Roy Cimagala	Opinion	Upper	Boxed	1/4 page	N/A	1	1	1		

Date	Headline/Title	Byline	EMPHASIS					BALANCE				
			Section/ Location	Placement	Layout Style	Length	Picture	Gov't	Church	NGO	Foreign	Others
January 3, 2010	RP population to reach 94 M	Sheila Crisostomo	FP	Upper	Ear	1/8 page	1/16 page	1	1			
January 7, 2010	94 million and counting		Editorial	Upper	Boxed	1/8 page	1/8 page	1				
January 8, 2010	No RH bill means no Cha-cha, new tax measures-Lagman	Jess Diaz	IP	Upper	Boxed	1/4 page	N/A	1				
January 27, 2010	Lagman still hopeful on passage of RH bill	Delon Porcalla	IP	Upper	Boxed	1/4 page	N/A	1	1			
January 29, 2010	CBCP hopes Teodoro is sincere in withdrawing support for RH bill	Jaime Laude	IP	Lower	Boxed	1/8 page	N/A		1			
February 2, 2010	On the rise		Editorial	Lower	Boxed	1/8 page	1/8 page	1				1
February 3, 2010	RH bill dead on congress	Delon Porcalla	FP	Lower	Boxed	1/8 page	N/A	2				
February 15, 2010	Crucial point	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A	1	1			1
February 16, 2010	Sustain this campaign		Editorial	Lower	Boxed	1/8 page	1/8 page	1				1
February 26, 2010	Cabral to give away contraceptive pills this time	Mayen Jaymalin	FP	Upper	Umbrell a head	1/8 page	N/A	2				
February 27, 2010	GMA won't stop Cabral from distributing condoms	Paolo Romero	FP	Upper	Umbrell a head	Half page	N/A	2		1		1
March 1, 2010	Women's groups, HIV patients rally behind Cabral	Helen Flores	FP	Lower	Boxed	1/8 page	N/A	1	1			1
March 5, 2010	Ban on condom advertisements illegal, says Teodoro	Jaime Laude	IP	Upper	Boxed	1/8 page	N/A		1			1
March 8, 2010	Women's Day		Editorial	Lower	Boxed	1/8 page	1/8 page	1				
March 10, 2010	Cabral defends condoms	Sheila Crisostomo	FP	Lower	Boxed	1/8 page	N/A	1				1
March 11, 2010	Celebrities urged not to endorse condoms	Evelyn Macairan	IP	Lower	Boxed	1/8 page	N/A		1			
March 12, 2010	Deceptions	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A					1
March 13, 2010	38% of Pinoy to vote for candidates favoring RH bill - SWS survey	Helen Flores	IP	Upper	Boxed	1/4 page	N/A			1		1
March 15, 2010	The cause not the remedy	Jose C. Sison	Opinion	Upper	Boxed	1/4	N/A					2

2010						page							
March 16, 2010	Palace won't stop condom distribution	Marvin Sy	FP	Lower	Boxed	1/8 page	N/A	1					
March 21, 2010	DOLE plans to give out female condoms	Mayen Jaymalin	FP	Upper	Ear	1/4 page	N/A	2	1				
March 22, 2010	Two sides of the issue	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A	1	1				1
March 23, 2010	WHO: Condoms can prevent spread of HIV/AIDS		IP	Upper	Boxed	1/8 page	N/A						1
March 25, 2010	WHO: Condoms can prevent HIV/AIDS spread	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A						1
March 28, 2010	Cabral airs die on population, condoms	Esperanza Cabral	Opinion	Upper	Boxed	1/4 page	N/A	1					
April 1, 2010	DOH, CBCP agree on ways to prevent spread of HIV/AIDS	Sheila Crisostomo	IP	Lower	Boxed	1/4 page	N/A	1	1	1			1
April 4, 2010	DOH wants AIDS control taught in schools	Sheila Crisostomo	IP	Upper	Boxed	1/8 page	N/A	1					
April 11, 2010	Church officials expected to attend HIV summit	Sheila Crisostomo	News/Metro	Lower	Boxed	1/8 page	N/A	1					
May 3, 2010	2 presidential bets vow to block RH bill	Helen Flores	IP	Lower	Boxed	1/8 page	N/A	1	1				
May 5, 2010	7 out of 10 Filipinos support condom distribution	Helen Flores	IP	Upper	Boxed	1/8 page	N/A	1					1
May 16, 2010	HIV epidemic may be imminent in RP, study shows	Reuters	IP	Upper	Boxed	1/8 page	N/A						1
May 27, 2010	More lawmakers to push RH bill in 15th congress'	Helen Flores	IP	Lower	Boxed	1/8 page	N/A			1			
May 29, 2010	Noynoy for reproductive health	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A	1					
June 4, 2010	Health chief reiterates firm stand on RH, other controversial issues	Eva Visperas	IP	Upper	Boxed	1/4 page	N/A	2					
June 5, 2010	Cabral fears no bishops	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A	1					1
June 16, 2010	Bishops to tackle sex education in plenary	Evelyn Macairan	IP	Lower	Boxed	1/8 page	N/A	1	1				
June 19, 2010	No need for legislation		Editorial	Lower	Boxed	1/8 page	1/8 page	1					1
June 19, 2010	Sex education for the young	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page	N/A	1					1
June 19, 2010	What the pope says about sex	Bobit S. Avila	Nation	Lower	Boxed	1/4 page	N/A	1	1				

June 20, 2010	CBCP official says teaching of sex education up to government	Christina Mendez	IP	Lower	Boxed	1/8 page	N/A			1		1	
June 21, 2010	Ex-CBCP president urges DepEd to consult parents on sex education program	Helen Flores	IP	Upper	Boxed	1/8 page	N/A			1			
June 22, 2010	Family planning via videoke eyed	Mayen Jaymalin	FP	Upper	Ear	1/4 page	N/A	1				1	
June 22, 2010	Class suit filed vs. DepEd over sex education in public schools	Reinir Padua / Evelyn Macairan	IP	Lower	Boxed	1/4 page	N/A	1		2			
June 23, 2010	Gabriela tells DepEd: Proceed with sex education	Delon Porcalla	IP	Lower	Boxed	1/8 page	N/A			1	1		1
June 24, 2010	DepEd denies distributing sex ed comics	Rainier Allan Ronda	IP	Upper	Boxed	1/8 page	N/A	1					
June 25, 2010	Gov't lawyers ask court to dismiss case filed by parents vs sex ed	Jerry Botial	IP	Upper	Boxed	1/8 page	N/A	1					
June 25, 2010	Undue infringements	Jose C. Sison	Opinion	Upper	Boxed	1/4 page	N/A	1					
June 26, 2010	New DepEd chief vows to review sex ed program	Evelyn Macairan	IP	Upper	Boxed	1/8 page	N/A	1					
June 28, 2010	DepEd turns over sex ed to CBCP	Rainier Allan Ronda	Metro	Lower	Boxed	1/8 page	N/A	1					
June 30, 2010	Catholic Church to keep tight watch over Aquino administration	Helen Flores	IP	Upper	Boxed	1/4 page	N/A	1		3			
June 30, 2010	Women's group bats for sex ed program	Reinir Padua	Metro	Upper	Boxed	1/8 page	N/A				1		
July 12, 2010	Everyone counts		Editorial	Lower	Boxed	1/8 page	1/8 page						1
July 13, 2010	DOH to boost family planning	Sheila Crisostomo	FP	Lower	Boxed	1/8 page		2		1			
July 13, 2010	Court junks petition to stop sex education	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page		2					
July 20, 2010	Noy urged not to succumb to Church pressure on RH bill		IP	Lower	Boxed	1/8 page		1		1			
July 30, 2010	Group withdraws suit vs sex ed	Perseus Echeminada	Metro	Upper	Boxed	1/8 page		1					1
July 31, 2010	DepEd plan to introduce sex education in schools opposed	Manny Galvez	IP	Upper	Boxed	1/4 page		1					
August 6, 2010	DOH rejects proposal to decriminalize abortion	Sheila Crisostomo	IP	Upper	Boxed	1/8 page		1					

August 7, 2010	RH bill supporters reject proposal to decriminalize abortion	Sheila Crisostomo	IP	Upper	Boxed	1/4 page					2		
August 9, 2010	Humane Treatment		Editorial	Lower	Boxed	1/8 page	1/8 page						1
August 14, 2010	Miriam champions RH Bill in Senate		FP	Lower	Boxed	1/8 page		1					
August 31, 2010	RH bills filed in 15th congress	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page		3					
September 3, 2010	Substantiality similar to RH bill	Jose C. Sison	Opinion	Upper	Boxed	1/4 page		1					1
September 29, 2010	Noy urged to endorse RH bill	Jess Diaz	IP	Upper	Boxed	1/8 page		1					
September 30, 2010	Gov't to promote both artificial, natural birth control	Sheila Crisostomo	IP	Upper	Boxed	Half page		3	1				
September 30, 2010	P-Noy oks birth control	Ernesto M. Maceda	Opinion	Upper	Boxed	1/4 page		2			1		
October 2, 2010	Noynoy is president not only of Catholics'	Evelyn Macairan/ Delon Porcalla	FP	Upper	Banner	Half page	Half page	3	1	1			1
October 3, 2010	Aquino seeks dialogue with Catholic bishops	Aurea Calica	FP	Upper	Banner	Half page	1/4 page	4	1				
October 3, 2010	Excommunication highly improbable	Federico D. Pascual Jr.	Opinion	Upper	Boxed	1/4 page		2					
October 3, 2010	More complex than church vs state	Carmen N. Pedrosa	Opinion	Upper	Boxed	1/4 page		1					1
October 4, 2010	Senators push for debates on Reproductive Health bill		FP	Upper	Umbrella head	Half page		3			1		
October 4, 2010	Enforced ignorance	Ana Marie Pamintuan	Opinion	Upper	Boxed	1/4 page		1					
October 4, 2010	God helps those who help themselves	Sara Soliven de Guzman	Opinion	Upper	Boxed	1/4 page		2	1				
October 4, 2010	Reprehensible	Jose C. Sison	Opinion	Upper	Boxed	1/4 page		1	1				
October 4, 2010	None excommunicated ever for contraceptives	Jarius Bondoc	Opinion	Upper	Boxed	1/4 page				1			
October 5, 2010	Bishops observe ceasefire with Noy	Evelyn Macairan	FP	Upper	Banner	Half page	1/4 page	3	1				
October 5, 2010	Only way to save RH bills to water it down	Federico D. Pascual Jr.	Opinion	Upper	Boxed	1/4 page		1			1		
October 5, 2010	Hot climate: Loren and RH debate	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page		2					1
October 5, 2010	A double speaking Catholic Church	William M. Esposo	Opinion	Upper	Boxed	1/4 page				1			1

October 6, 2010	Palace wants other religious groups in talks with other bishops	Delon Porcalla	IP	Upper	Boxed	1/4 page		3		4		
October 6, 2010	Concern, conceit, or deceit	Cito Beltran	Opinion	Upper	Boxed	1/4 page		1	1			
October 6, 2010	Can dialogue on RH work	Jarius Bondoc	Opinion	Upper	Boxed	1/4 page		1	1			
October 6, 2010	The RH issue: This is spiritual warfare	Bobit S. Avila	Opinion	Lower	Boxed	1/4 page		1	1			
October 7, 2010	DOH allots P8M for condoms, P280 M for birth control pills	Marvin Sy	IP	Upper	Boxed	1/8 page		1	1			
October 7, 2010	Ceasefire	Alex Magno	Opinion	Upper	Boxed	1/4 page		1	1			1
October 7, 2010	RH law not needed if Noy would do his job	Federico D. Pascual Jr.	Opinion	Upper	Boxed	1/4 page		1	1			2
October 8, 2010	Better bill to swallow	Jose C. Sison	Opinion	Upper	Boxed	1/4 page		1				
October 9, 2010	PCCI backs population management	Ma. Elisa Osorio	IP	Upper	Boxed	1/8 page				1		1
October 9, 2010	House to conduct hearings to define start of human life	Paolo Romero	IP	Upper	Boxed	1/8 page		1				1
October 12, 2010	Beyond contraception	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page		1		1		
October 13, 2010	Noy begins talk with bishops	Delon Porcalla	FP	Upper	Ear	1/8 page		1	1			
October 27, 2010	5 business groups urge government to lead in family planning activities	Elisa Osorio	IP	Upper	Boxed	1/8 page				1		1
November 7, 2010	CBCP to bring experts in RH meet with Noy	Evelyn Macairan	FP	Lower	Boxed	1/4 page			1			
November 8, 2010	Lagman: No one will be jailed for opposing RH bill	Paolo Romero	IP	Upper	Boxed	1/8 page		1				
November 9, 2010	Palace-CBCP dialogue on RH bill to resume on Noy's term	Delon Porcalla	IP	Upper	Boxed	1/4 page		2	1			
November 9, 2010	Manila city council urged to tevoke executive order on family planning	Rhodina Villanueva	Metro	Lower	Boxed	1/4 page		1				
November 12, 2010	Plebiscite last resort for RH bill'	Paolo Romero	IP	Lower	Boxed	1/8 page		1				
November 14, 2010	Lagman chides Clinton for comment on Phl population	Jess Diaz	IP	Upper	Boxed	1/8 page		1			1	1
November 17, 2010	CBCP official in favor of holding plebiscite on RH bill	Evelyn Macairan	IP	Upper	Boxed	1/4 page		2	1		1	

November 18, 2010	When does life begin	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page				2		
November 19, 2010	When does life begin	Helen Flores	IP	Upper	Boxed	Half page		1				1
November 21, 2010	Noy lauded for remaining firm on RH bill support	Paolo Romero	FP	Lower	Boxed	1/4 page		2	1			
November 22, 2010	Pope says condoms acceptable in 'certain cases'	AFP	FP	Lower	Boxed	1/8 page						1
November 23, 2010	Clergy can't be more popish than Pope - Palace	Aurea Calica	FP	Lower	Boxed	Half page		3	1	1		
November 24, 2010	Healthy prostitution okay, but not clean parenting?	Jarius Bondoc	Opinion	Upper	Boxed	1/4 page			1			1
November 24, 2010	Harmful misinterpretation	Jose C. Sison	Opinion	Lower	Boxed	1/4 page						1
November 25, 2010	Vatican: Condom use less evil than spreading HIV	AP	FP	Upper	Umbrella head	Half page			1	1		1
November 25, 2010	The Pope's condom remark unsettles the CBCP	William M. Esposito	Opinion	Upper	Boxed	1/4 page			1			1
November 26, 2010	WHO lauds Pope on condom stand	Sheila Crisostomo	FP	Upper	Ear	1/8 page		1	1			1
November 26, 2010	Real and ultimate objective	Jose C. Sison	Opinion	Upper	Boxed	1/4 page		1				1
November 27, 2010	DOH insists on P880-M for family planning program	Christina Mendez	IP	Upper	Boxed	1/8 page		3				
November 28, 2010	DOH to expand coverage of family planning	Sheila Crisostomo	IP	Upper	Boxed	1/8 page		1				
November 29, 2010	Pope: Respect embryos	AP	FP	Lower	Boxed	1/8 page			1			
November 29, 2010	Palace: Not all DOH funds will go to contraceptives	Delon Porcalla	IP	Upper	Boxed	1/8 page		3				
November 29, 2010	Fresh breeze		Editorial	Lower	Boxed	1/8 page	1/8 page					1
November 29, 2010	Giving up the demographic advantage	Jose C. Sison	Opinion	Upper	Boxed	1/4 page				1		2
November 30, 2010	Phl under threat due to RH bill - Vidal	Evelyn Macairan	IP	Lower	Boxed	1/8 page			1			
November 30, 2010	The Pope on condom use	Domini M. Torrevillas	Opinion	Upper	Boxed	1/4 page		1	1	1		
December 1, 2010	Poll: 7 of 10 Pinoys in favor of RH bill	Helen Flores	FP	Lower	Boxed	1/4 page		2				1
December 1, 2010	World AIDS Day		Editorial	Lower	Boxed	1/8 page	1/8 page					1
December 2,	Town mayors back RH Bill	Cecil Suerte Felipe	FP	Upper	Ear	1/8		2	1			

2010						page						
December 6, 2010	Council of churches pushes passage of RH bill	Helen Flores	FP	Lower	Boxed	1/8 page			1			
December 7, 2010	House to fight for restoration of contraceptives fund	Jess Diaz, Christina Mendez	IP	Upper	Boxed	1/4 page		2				
December 18, 2010	PMA waiting to be invited to congressional hearings on RH bill	Sheila Crisostomo	IP	Upper	Boxed	1/8 page						1
December 23, 2010	Students participation in sex education must have parents' consent - lawmaker	Paolo Romero	IP	Upper	Educational	1/8 page		1	1			
December 27, 2010	Church educates voters, opposes RH bill	Evelyn Macairan	IP	Lower	Boxed	1/4 page		1	1			
December 28, 2010	EU hopes Congress will approve RH bill	Pia Lee-Brago	IP	Lower	Boxed	1/4 page		1				1
December 31, 2010	A new twist vs RH bill: Terror in the womb	Bobit S. Avila	Opinion	Upper	Boxed	1/4 page		1	2			

APPENDIX B-2. Table of RH articles on *The Philippine Star* from 2008-2010 (Tone and Focus)

Date	Headline/Title	TONE		FOCUS													
		Implication	BIAS	NFP	AFP	MFS	AAFP	LFP	GAB	IDG	GDC	PSE	CCS	ORS	MI	Others	
January 3, 2008	90 million and counting	Positive	AS				1				1						
March 9, 2008	Contraceptive vaginal ring has less metabolic effects than oral contraceptives	Positive			1												
April 2, 2008	Too many mouths to feed	Positive	AC			1				1			1				
April 11, 2008	Rice shortage and overpopulation	Negative	PC	1									1				
April 19, 2008	Enter priesthood to curb population growth	Negative	PC			1							1			1	
April 22, 2008	Gov't, church need not clash on population policy	Neutral				1		1					1				
July 12, 2008	12th most populous nation	Positive	AS			1		1					1				
July 14, 2008	CBCP mobilizing forces to campaign against birth control	Negative						1					1				
July 15, 2008	Bishops may convene plenary for unified stand on population issue	Neutral					1	1		1	1	1	1				
July 15, 2008	Reproductive Health on the agenda	Positive	PS			1		1		1		1					
July 17, 2008	Pro-birth control councilor denied marriage rites	Positive	AC					1					1				
July 18, 2008	Family planning lacks funding	Neutral	PS			1			1								
July 18, 2008	Passion	Positive	AC							1			1			1	
July 18, 2008	A Bishop's Courageous Stand	Negative	PC		1								1			1	
July 19, 2008	Lacson, Biazon, push for bills on population management	Positive	PS			1		1					1				

July 20, 2008	Church spreading falsehoods about family planning bills'	Positive	PS					1			1					1			1
July 21, 2008	CBCP to lead pro-life rally	Negative	PC						1							1			1
July 22, 2008	Nograles: Reproductive health bill can still be passed with amendments	Neutral							1							1			
July 24, 2008	Cabral backs bill on family planning	Positive	PS			1			1										
July 25, 2008	Palace: Cabral's family planning stand entirely on her own	Neutral	PS						1		1								1
July 26, 2008	Rally held vs reproductive health bill	Negative	PC																1
July 30, 2008	House leaders vow to push reproductive health bill	Positive	PS						1										1
July 31, 2008	Miriam backs Cabral on reproductive health	Positive	PS	1		1			1		1								1
August 1, 2008	Contraception and abortion	Negative	PC			1										1			1
August 8, 2008	Theology students back reproductive health bill	Positive	PS	1							1								1
August 18, 2008	Reproductive health bill not the answer	Negative	PC	1					1										1
August 19, 2008	Birth control battle weighs on economy	Positive	PS			1	1				1	1				1			
August 25, 2008	Signature drive vs population bill set	Negative							1		1								1
August 26, 2008	Don't force signature drive vs reproductive health bill, Church urged	Positive	AC	1					1							1			1
August 29, 2008	DOH to promote use of condoms	Positive	AC								1	1				1			1
August 29, 2008	Scientists back reproductive health bill	Positive	PS			1			1							1			1
September 1, 2008	Survey on best family planning method urged	Neutral		1	1											1			1

September 5, 2008	Reproductive health bill signature drive launched	Neutral							1									1
September 6, 2008	Bishop starts signature drive vs reproductive health bill	Negative	PC						1									1
September 13, 2008	Contraceptives	Negative	AS			1												1
September 16, 2008	CBCP wants public 'false prophets' in Congress	Negative	AS						1									1
September 18, 2008	House finally opens debates on reproductive health bill	Neutral							1					1	1			1
September 20, 2008	Reproductive Health Bill: Battle between Catholic Church and INC	Neutral							1					1				1
September 21, 2008	Most Catholics want free contraceptives	Neutral							1			1						1
September 23, 2008	Reproductive health bill	Positive	AC						1									1 1
September 24, 2008	Reproductive Health bill advocates begin online campaign	Positive	AC						1								1	1
September 26, 2008	CBCP: Opposition to RH Bill gaining ground in Congress	Negative	PC						1									1
September 27, 2008	RH Bill critics chastised	Positive	PS						1					1				1
September 29, 2008	RH bill opponents using dilatory tactics - Lagman	Positive	AC						1					1	1			1
September 29, 2008	Harmful and illegal bill	Negative	AS	1	1				1	1								
October 2, 2008	JIL joins INC, backs RH bill	Positive	AC			1			1								1	1
October 2, 2008	Yes to sex education for kids	Positive	PS						1		1							
October 3, 2008	Time for church to review stand on RH Bill'	Positive	AC			1											1	1
October 4, 2008	Pope reaffirms church opposition to	Negative	PC											1				

July 13, 2009	Law gives workers free family planning	Positive	PS					1								
July 13, 2009	Wall of separation	Negative	PC										1			
July 15, 2009	Alleged support for RH Bill called 'wishful and fanciful'	Negative	AS													1
July 28, 2009	House determined to approve RH bill	Positive	PS					1								
August 18, 2009	Magna Carta of Women	Positive	PS					1								
August 22, 2009	Catholic schools warned vs possible violation of Magna Carta of Women	Positive	AC					1					1			
August 24, 2009	Why the RH Bill is controversial	Negative	AS			1			1	1			1			
September 19, 2009	Bishops asked to stop distorting truths about reproductive health bill	Positive	AC					1					1			
September 19, 2009	DOH launches program to reduce maternal infant mortality rates	Positive	PS			1										1
September 23, 2009	Pro-life supporters meeting with 3 presidential bets on RH bill	Negative	PC			1			1				1			
September 25, 2009	The RH Bill: Could it win the presidency	Negative	AS					1								1
October 20, 2009	CEDAW to look at Manila women's violations	Positive	PS			1	1									
October 29, 2009	RH stand osts bishop CBCP presidency	Positive	AC					1					1			1
November 5, 2009	Family planning averts global warming	Positive	PS			1										1
November 11, 2009	Unsafe condoms sold in RP	Positive	PS													1
November 14, 2009	Hillary Clinton on Reproductive Health	Positive	PS			1										1
November 16, 2009	Real agenda	Positive	PC					1					1			
November 30, 2009	Overpopulation alibi revived	Positive	AC			1		1					1			

Date	Headline/Title	TONE		FOCUS												
		Implication	Bias	NFP	AFP	MFS	AAFP	LFP	GAB	IDG	GDC	PSE	CCS	ORS	MI	Others
January 3, 2010	RP population to reach 94 M	Neutral				1		1								
January 7, 2010	94 million and counting	Positive	PS			1	1			1						
January 8, 2010	No RH bill means no Cha-cha, new tax measures-Lagman	Positive	PS					1								
January 27, 2010	Lagman still hopeful on passage of RH bill	Neutral						1					1			
January 29, 2010	CBCP hopes Teodoro is sincere in withdrawing support for RH bill	Negative	PC										1			1
February 2, 2010	On the rise	Neutral			1		1			1						1
February 3, 2010	RH bill dead on congress	Positive	PS					1					1			
February 15, 2010	Crucial point	Negative	PC					1					1			
February 16, 2010	Sustain this campaign	Positive	PS							1	1		1			
February 26, 2010	Cabral to give away contraceptive pills this time	Positive	AC		1						1		1			
February 27, 2010	GMA won't stop Cabral from distributing condoms	Positive	PS				1				1		1			1
March 1, 2010	Women's groups, HIV patients rally behind Cabral	Neutral									1		1			
March 5, 2010	Ban on condom advertisements illegal, says Teodoro	Negative	PC					1			1					1
March 8, 2010	Women's Day	Positive	PS			1				1	1					
March 10, 2010	Cabral defends condoms	Positive	PS								1					1
March 11, 2010	Celebrities urged not to endorse condoms	Negative	PC								1					
March 12, 2010	Deceptions	Negative	AS		1	1										1
March 13, 2010	38% of Pinoy to vote for candidates favoring RH bill - SWS survey	Positive	PS								1		1			1
March 15, 2010	The cause not the remedy	Negative	AS		1						1					1

August 7, 2010	RH bill supporters reject proposal to decriminalize abortion	Positive						1										1
August 9, 2010	Humane Treatment	Positive	PS															1
August 14, 2010	Miriam champions RH Bill in Senate	Positive	PS			1		1		1								1
August 31, 2010	RH bills filed in 15th congress	Positive	PS			1		1										1
September 3, 2010	Substantiality similar to RH bill	Negative	AS					1										
September 29, 2010	Noy urged to endorse RH bill	Positive	PS			1		1										1
September 30, 2010	Gov't to promote both artificial, natural birth control	Neutral			1	1	1	1					1					
September 30, 2010	P-Noy oks birth control	Neutral											1					1
October 2, 2010	Noynoy is president not only of Catholics'	Positive	PS			1		1					1					1
October 3, 2010	Aquino seeks dialogue with Catholic bishops	Positive	AC			1	1	1					1	1				
October 3, 2010	Excommunication highly improbable	Positive	AC										1					
October 3, 2010	More complex than church vs state	Positive	AC			1	1	1					1					
October 4, 2010	Senators push for debates on Reproductive Health bill	Positive	AC					1	1	1			1					
October 4, 2010	Enforced ignorance	Positive	AC							1			1					1
October 4, 2010	God helps those who help themselves	Positive	AC				1						1					
October 4, 2010	Reprehensible	Negative	PC					1					1					1
October 4, 2010	None excommunicated ever for contraceptives	Negative	PC			1							1					
October 5, 2010	Bishops observe ceasefire with Noy	Neutral				1		1					1					
October 5, 2010	Only way to save RH bills to water it down	Neutral						1					1					1
October 5, 2010	Hot climate: Loren and RH debate	Positive	PS					1					1					
October 5, 2010	A double speaking Catholic Church	Positive	AC			1							1					

November 18, 2010	When does life begin	Positive	PS		1								1			1
November 19, 2010	When does life begin	Positive	PS			1							1			1
November 21, 2010	Noy lauded for remaining firm on RH bill support	Neutral						1					1			1
November 22, 2010	Pope says condoms acceptable in 'certain cases'	PS											1			
November 23, 2010	Clergy can't be more popish than Pope - Palace	Neutral			1			1					1			
November 24, 2010	Healthy prostitution okay, but not clean parenting?	Positive	AC		1								1			
November 24, 2010	Harmful misinterpretation	Negative	PC		1								1			1
November 25, 2010	Vatican: Condom use less evil than spreading HIV	Neutral			1								1			1
November 25, 2010	The Pope's condom remark unsettles the CBCP	Positive	AC		1	1							1			
November 26, 2010	WHO lauds Pope on condom stand	Positive	PS		1								1			1
November 26, 2010	Real and ultimate objective	Negative	AS		1								1			1
November 27, 2010	DOH insists on P880-M for family planning program	Neutral						1	1		1					1
November 28, 2010	DOH to expand coverage of family planning	Positive	PS		1	1										
November 29, 2010	Pope: Respect embryos	Negative	PC										1			1
November 29, 2010	Palace: Not all DOH funds will go to contraceptives	Positive	PS						1							1
November 29, 2010	Fresh breeze	Positive	PS										1			1
November 29, 2010	Giving up the demographic advantage	Negative	AS			1		1								
November 30, 2010	Phl under threat due to RH bill - Vidal	Negative	PC		1								1			
November 30, 2010	The Pope on condom use	Positive	PS		1	1		1					1			1
December 1, 2010	Poll: 7 of 10 Pinoys in favor of RH bill	Positive	PS							1						1
December 1, 2010	World AIDS Day	Positive	PS										1			1
December 2, 2010	Town mayors back RH Bill	Neutral						1					1			1

2010																	
December 6, 2010	Council of churches pushes passage of RH bill	Positive	PS			1								1			1
December 7, 2010	House to fight for restoration of contraceptives fund	Positive	PS		1				1								
December 18, 2010	PMA waiting to be invited to congressional hearings on RH bill	Negative	PC											1			1
December 23, 2010	Students participation in sex education must have parents' consent - lawmaker	Positive	PS						1								1
December 27, 2010	Church educates voters, opposes RH bill	Negative	PC						1					1			
December 28, 2010	EU hopes Congress will approve RH bill	Positive	PS			1			1								1
December 31, 2010	A new twist vs RH bill: Terror in the womb	Negative	PC											1			

APPENDIX B-3. Table of RH articles on *Philippine Daily Inquirer* from 2008-2010 (Emphasis and Balance)

Date of Publication	Headline	Byline	EMPHASIS					BALANCE				
			Location	Placement	Lay-out Style	Length	Picture	Gov't	Church	NGO	Foreign	Others
January 27, 2008	Once more with Condoms	Rina Jimenez-David	OP	Upper	Boxed	1/4 page	NA	2				
February 3, 2008	Selling Sex	Patricia Evangelista	OP	Upper	Boxed	1/4 page	NA	3	1	1	2	
February 12, 2008	Pro-lifers bet Reproductive Health Measures	Marlon Ramos	IP	Upper	Banner	1/8 page	NA		1			
February 17, 2008	Boy or Girl? You decide	Donna Demetillo	Sunday Inquirer	Upper	Boxed	Whole page	Half Page	1				2
February 19, 2008	Reproductive Health Policy for QC not Pro-abortion	Jeannette Andrade	IP	Upper	Boxed	1/4 page	NA	2	1			
March 10, 2008	Men doing Housework gets more sex,says expert	AFP	FP	Lower	Boxed	1/8 page	NA					3
March 23, 2008	R we ready for the RH Law?	Clara Padilla	Sunday Inquirer	Upper	Boxed	Whole page	1/4 page	2			2	
March 24, 2008	Viagra still going strong 10 years on	AFP	FP	Lower	Boxed	1/8 page	NA				4	
March 26, 2008	"Sisters Plus" Aids sex workers	Tonette Drejas	IP	Upper	Boxed	Whole page	1/16 page	1				2
April 13, 2008	Good sex, bad sex	Chit Roxas	Lifestyle	Upper	Boxed	1/4 page	NA					1
April 19, 2008	Erap gives poor rich rice, tips on condoms	Ailison Lopez	FP	Upper	Boxed	1/16 page	NA	4				
April 19, 2008	Bitter ex-wife goes on video: no sex hubby hoarded porn	New York Times News	FP	Lower	Boxed	1/8 page	NA					2
April 19, 2008	Church urged to retaliate stand on population	Marlon Ramos	IP	Upper	Boxed	1/4 page	NA	2				2
April 19, 2008	Baby care classes for Moms	Julia Aurelio	IP	Upper	Boxed	1/8 page	NA	1			1	1
April 20, 2008	Government fear or Church Cause of baby boom	TJ Burgonio	IP	Upper	Boxed	1/4 page	NA	3				
April 26, 2008	What women need to know from intrauterine device		Science/Health	Lower	Boxed	1/4 page	NA	1			1	1

May 26, 2008	QC Gov't opens health quarters for teenagers	Beverly Natividad	IP	Lower	Boxed	1/8 page	NA	1				
June 7, 2008	A wonderful moment	Hermilando Aberia	OP	Lower	Boxed	1/4 page	NA	3			4	
June 14, 2008	Teen Pregnancies in the Philippines	Rebecca Singson	Science/Health	Lower	Boxed	1/4 page	NA	2		1	3	
July 11, 2008	GMA supports Church Dialogue with Congress	Kristine Alave	IP	Upper	Boxed	1/4 page	NA	4	5			
July 12, 2008	A German problem of getting it up	Rafael Castillo	Science/Health	Lower	Boxed	1/4 page	NA				1	
July 14, 2008	Anti-life Pols must be refused communion	Leila Salaveria and Christian Esguerra	FP	Upper	Banner	1/4 page	1/4 page	3	7	1	1	
July 15, 2008	Church population stand called parochial	Gil Cabacungan and Kristine Alave	FP	Lower	Boxed	1/8 page	NA	4		2	2	
July 15, 2008	Fetus in a Fruit Basket	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA	1	3	1	1	
July 15, 2008	Lagdameo Backs controversial communion proposal	Nestor B. Burgos	IP	Upper	Boxed	1/4 page	NA					
July 16, 2008	GMA sticks to Church Line	Michael Lim Ubac, TJ Burgonio and Kristine Alave	FP	Upper	Banner	1/4 page	NA	4	3	2		
July 16, 2008	Typhoon RH	Michael Tan	OP	Upper	Boxed	1/4 page	NA	1	2			1
July 16, 2008	Running Priest chills bishops for more selective morality		IP	Upper	Boxed	1/4 page	NA		1			
July 17, 2008	QC Dad moves wedding site as population debate rages	Christian Esguerra, Frank Cimatu	FP	Lower	Boxed	1/4 page	NA	1	2	1	1	
July 17, 2008	Less sex		Main ED	Upper	Boxed	1/4 page	1/4 page	2	2			
July 17, 2008	Penalties	Conrado de Quiros	OP	Lower	Boxed	1/4 page	NA					
July 18, 2008	Army of priests ordered to talk to lawmakers	Kristine Alave	FP	Lower	Boxed	1/8 page	NA	2	4			
July 18, 2008	QC Mayor rebuffs Church stand on RH	Marlon Ramos	IP	Upper	Boxed	1/4 page	NA	3				

July 18, 2008	Priest tells QC dad you can get married take communion	Kristine Alave	IP	Lower	Boxed	1/4 page	NA	1	2			
July 18, 2008	Condoms a no no even for couples with HIV, says CBCP	Margaux Ortiz	IP	Lower	Boxed	1/4 page	NA		2			
July 18, 2008	The missing voices of poor women	Mary Racelis	OP	Upper	Boxed	1/4 page	NA	1	1			
July 19, 2008	Bishops told: Get real visit Tondo	Frank Cimatu and TJ Burgonio	FP	Lower	Boxed	1/8 page	NA	4	2	2		
July 20, 2008	El Shaddai, "Couples" join bishops in prayer rally		IP	Lower	Boxed	1/8 page	NA		3			
July 20, 2008	Be firm on population Congress urged	TJ Burgonio	FP	Lower	Boxed	1/4 page	NA	2	1		1	
July 20, 2008	Population burden falls on women says solon	Desiree Caluza	IP	Lower	Boxed	1/2 page	NA	1		1	1	
July 20, 2008	The pleasure principle	Eric Caruncho	Sunday Inquirer	Upper	Boxed	Whole page	1/8 page					
July 21, 2008	Reproductive Health bill loses backer	Christian Esguerra	IP	Upper	Boxed	1/2 page	NA	4	1		1	1
July 22, 2008	Speaker seeks ceasefire in row overpopulation	Christian Esguerra	FP	Lower	Boxed	1/8 page	NA	3	1			
July 23, 2008	El Shaddai Leader calls house population evil	Juliet Labog-Avellana	FP	Lower	Boxed	1/4 page	NA	3	3			
July 23, 2008	Change will come	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA					1
July 25, 2008	US Donor hits GMA policy on population	Christian Esguerra	FP	Lower	Boxed	1/4 page	NA	1	3		3	1
July 25, 2008	Separating Church and State, fact from fiction	Raul C. Pangalangan	OP	Lower	Boxed	1/4 page	NA	1				1
July 25, 2008	Population debate goes to the streets	Amanda Dorila	OP	Lower	Boxed	1/4 page	NA	3	3			
July 25, 2008	Behind human life	Michael Tan	OP	Upper	Boxed	1/4 page	NA					1
July 26, 2008	15 Bishops lead 12,00 in rally vs House Bill	Kristine Alave	FP	Upper	Boxed	1/4 page	NA	1	2			2
July 26, 2008	Humanae Vitae was truly prophetic	Francisco Tatad	OP	Lower	Boxed	1/4 page	NA		1		1	3

July 27, 2008	Control yourselves in bed, Cardinal urges couples	Kristine Alave	FP	Lower	Boxed	1/8 page	NA		3			
July 27, 2008	Gauntlet	Patricia Evangelista	OP	Upper	Boxed	1/4 page	NA	1	1			
July 27, 2008	Touring the past, shaping the future	Ross Harper Alonso	Sunday Inquirer	Upper	Boxed	Whole page	1/8 oage					1
July 28, 2008	Catholic groups to rope: lift ban on contraceptives	AFP and Reuters	FP	Lower	Boxed	1/4 page	NA		4			
July 28, 2008	To deny or not to deny Holy Communion	Fr. Joaquin Bernal SJ	OP	Upper	Boxed	1/4 page	NA		1			
July 29, 2008	Read my lips: President backs natural planning	Michael Lim Ubac and Christian Esguerra	FP	Lower	Boxed	1/8 page	NA	2	1			
July 29, 2008	RP Catholics bash groups against contraceptive ban	Kristine Alave	IP	Lower	Boxed	1/8 page	NA		1	3		
July 29, 2008	Discipline?	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA		1			1
July 30, 2008	Its not over for population bills in House	Christine Esguerra and TJ Burgonio	FP	Lower	Boxed	1/8 page	NA	3	4			1
July 30, 2008	Teaching and Practice	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA		3			1
July 31, 2008	Cabral favors debate on population bill	Jocelyn Uy	IP	Upper	Boxed	1/4 page	NA	2				
July 31, 2008	Miriam favors condom use, tells church to get real	Gil Cabacungan	IP	Upper	Boxed	1/4 page	NA	4	1			
August 1, 2008	Atienza wants Cabinet debate on population	TJ Burgonio	IP	Upper	Boxed	1/4 page	NA	2				
August 1, 2008	True and False	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA			1		
August 3, 2008	Choices and Nudes	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA	1				
August 3, 2008	Reproductive Health Bill: Facts and Fallacies	Rep. Edcel Lagman	Talk of the town	Upper	Boxed	1/2 page	1/2 page					
August 3, 2008	Smear offensive	Rep. Edcel Lagman	Talk of the town	Lower	Boxed	1/4 page	NA	2	1	2		4

August 6, 2008	Polish monk likens orgasm to meeting God		FP	Upper	Boxed	1/8 page	NA						
August 6, 2008	Anglicans	Michael Tan	OP	Upper	Boxed	1/4 page	NA						
August 7, 2008	More solons back population bill	Christian Esguerra	IP	Upper	Boxed	1/4 page	NA	2					
August 9, 2008	Vocal Ozamiz Archbishop mugged on way to Church	Kristine Alave	IP	Lower	Boxed	1/4 page	NA		1				
August 9, 2008	Humanae Vitae and Cafeteria Catholics	Asuncion David Maramba	OP	Lower	Boxed	1/4 page	NA		1				1
August 12, 2008	Talk on sex and population at Senate	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA	6		2			
August 16, 2008	GMA really pro-artificial birth control says group		IP	Upper	Boxed	1/4 page	NA	2					
August 17, 2008	Refs are always right even if they are wrong	Reuters	IP	Lower	Boxed	1/4 page	1/16 page						
August 17, 2008	Reckless and Irresponsible	Jo Imbong	IP	Upper	Boxed	1/2 page	1/4 page	3	2	1	2	3	
August 17, 2008	No place for RH bill in our law	Francisco Tatad	IP	Lower	Boxed	1/2 page	NA	2			1		
August 18, 2008	Lagman willing to compromise	Christian Esguerra	FP	Upper	Boxed	1/2 page	NA	1			2		
August 19, 2008	Not enough says Church of Lagman concession	Kristine Alave	IP	Lower	Boxed	1/4 page	NA	1	2				
August 24, 2008	Lagman quits as head of House Budget Panel	Norman Bordadora	IP	Lower	Boxed	1/4 page	NA	2					
August 24, 2008	Lagman: No money in bill for me	Christian Esguerra	IP	Upper	Boxed	1/4 page	NA	2					
August 27, 2008	AIDS on the rise	AFP	IP	Upper	Boxed	1/8 page	NA	2					
August 29, 2008	Hardline position DOH: Church stand vs condoms harming anti AIDS drive	Kristine Alave and Norman Bordadora	IP	Upper	Boxed	1/4 page	NA	2	1			1	
August 31, 2008	Reality Bites on RH	Rina Jimenez-David	IP	Lower	Boxed	1/4 page	NA			1			
August 31, 2008	Change in behavior, not condoms will stem AIDS	Kristine Alave	IP	Upper	Boxed	1/4 page	NA	3	2		1		
September 1, 2008	Poor want birth control says health bill author	AFP	IP	Upper	Boxed	1/4 page	NA	2	2		1	3	

September 5, 2008	Condoms from the Condom King	Rina Jimenez-David	IP	Lower	Boxed	1/4 page	NA			1		3
September 6, 2008	Sex education starts at home	Rebecca Singson	Science/Health	Lower	Boxed	1/4 page	1/8 page					
September 8, 2008	Lagman wants more money for birth control bill	Christian Esguerra	IP	Upper	Boxed	1/4 page	NA	2	1			
September 10, 2008	Population Bill moves to House Plenary Debate	Christian Esguerra	IP	Upper	Boxed	1/4 page	NA	3		1		
September 11, 2008	Population Bill foes grid for House Battle		IP	Lower	Boxed	1/2 page	NA	2		1		1
September 13, 2008	Lagman ties Salvo for House population bill	Christian Esguerra	IP	Lower	Boxed	1/4 page	NA	1	1			
September 13, 2008	RH Bill foes to hold vigil	Jerome Aning	IP	Lower	Boxed	1/8 page	NA		2			
September 14, 2008	Go to grass roots, Lagman daughter tells Church	Ephraim Aguilar	IP	Upper	Boxed	1/4 page	NA	2				
September 14, 2008	Health bill loses backers in House	Jerome Aning	IP	Lower	Boxed	1/4 page	NA		1			2
September 17, 2008	Opponents question quorum stall population bill debate	Christian Esguerra	IP	Upper	Boxed	1/4 page	NA	1				1
September 17, 2008	RH Bill backers draw up for compromise with Church	Vincent Cabrera	IP	Lower	Boxed	1/4 page	NA	1		1		
September 18, 2008	Debate on RH Bill turns nasty	Christian Esguerra	FP	Lower	Boxed	1/8 page	NA	1	1			
September 18, 2008	Population Exec. Clings to hope for RH Bill	Joey Gabriela	IP	Lower	Boxed	1/2 page	NA	4	1			
September 18, 2008	EU backs controversial population bill	AFP	IP	Lower	Boxed	1/2 page	NA				1	
September 19, 2008	Church taps school in drive vs. RH bill	Romulo Ponce	IP	Upper	Boxed	1/4 page	NA		1			
September 25, 2008	Sparks fly anew in RH Bill	Christian Esguerra	FP	Lower	Boxed	1/4 page	NA	2				
September 26, 2008	RH Bill now spends to budget hearing	Norman Bordadora	IP	Upper	Boxed	1/4 page	NA	3				
September 26, 2008	The Clergy's all out when on contraceptives	Raul C. Pangalangan	OP	Lower	Boxed	1/4 page	NA	3	1		1	
September 26, 2008	Threats and Misinformation	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA			2		1

September 27, 2008	Lagman lands most attack vs Reproductive Bill	Ephraim Aguilar	IP	Upper	Boxed	1/2 page	NA	4				
October 1, 2008	Cabral signs online petition for RH Bill is ok	TJ Burgonio	IP	Upper	Boxed	1/4 page	NA	3				
October 3, 2008	Bro. Eddie backs population bill	Norman Bordadora	IP	Upper	Boxed	1/2 page	NA		1			
October 2, 2008	No need to be wrong on contraception	Francisco Tatad	OP	Lower	Boxed	1/4 page	NA					1
October 3, 2008	Population bill, a big waste says think tank	Michelle Remo	IP	BO	Upper	1/4 page	NA					1
October 6, 2008	Church: Poll shows most solons now againts birth control bill	Nestor B. Burgos	IP	Upper	Boxed	1/4 page	NA	1	3			
October 7, 2008	Edcel: Bill backers not Church have numbers	Donna Pazzibugan and Ephraim Aguilar	IP	Lower	Boxed	1/4 page	NA	1	3			
October 9, 2008	RH Bill debates should involve sex, STD victim says NGO	Ephraim Aguilar	IP	Upper	Boxed	1/4 page	NA					1
October 9, 2008	Baguio solon: to bring reproductive health talk to city folk	Vincent Cabreza	Across Nation	Lower	Boxed	1/8 page	NA	1				
October 13, 2008	Wed ex-priest favors family planning bill	Ephraim Aguilar	IP	Upper	Boxed	1/4 page	NA	1		1		
October 13, 2008	Religious Constitution and reproductive health	Fr. Joaquin Bernal SJ	OP	Upper	Boxed	1/4 page	NA	2	3			
October 13, 2008	Can Catholics support the RH Bill? Yes!	Mary Racelis	OP	Lower	Boxed	1/4 page	NA	2			1	
October 17, 2008	Most Pinoys favor RH Bill - SWS	Kate Pedroso	IP	Upper	Boxed	1/4 page	NA					1
October 17, 2008	Public Opinion and conscience	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA		2			1
October 18, 2008	New polls on Reproductive Health Bill	Mahar Mangahas	OP	Upper	Boxed	1/4 page	NA		2			1
October 19, 2008	Sex talk in the family	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA	1				
October 21, 2008	About Sex	Ma. Carmina Camia	OP	Upper	Boxed	1/4 page	NA					
October 24, 2008	Ateneo profs back Bishops birth control bill	Donna Pazzibugan	IP	Upper	Boxed	1/4 page	NA					2

October 25, 2008	Ateneo prexy rebukes prof's stand on RH Bill	Norman Bordadora	IP	Upper	Boxed	1/4 page	NA		1			1
October 25, 2008	The gospel, according to SWS	Francisco Tatad	OP	Lower	Boxed	1/4 page	NA					2
October 27, 2008	Another look at the reproductive health Bill	Fr. Joaquin Bernal SJ	OP	Upper	Boxed	1/4 page	NA	1			1	1
November 3, 2008	The many faces of the RH Bill	Fr. Joaquin Bernal SJ	OP	Upper	Boxed	1/4 page	NA					
November 4, 2008	Expelling Catholics	John Nery	OP	Lower	Boxed	1/4 page	NA		3			
November 11, 2008	How family planning works in Mexico	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA			2		
November 12, 2008	Family planning failure added to poverty in RP says UP economist	Edison Tandoc	IP	Lower	Boxed	1/4 page	NA					2
November 12, 2008	A Sharrel faith and struggle	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA					2
November 13, 2008	Cabral:RP government must do more for population bill	AFP	IP	Upper	Boxed	1/4 page	NA	2			1	
November 15, 2008	Church ready to dialogue with backers of birth control bill	Donna Pazzibugan	FP	Lower	Boxed	1/4 page	1/8 page		3			
November 17, 2008	Schools to teach own version of sex ed says bishop	Donna Pazzibugan and Leila Salaveria	IP	Upper	Boxed	1/2 page	NA	3			1	
November 20, 2008	Solon suggests sex education for bishps	Leila Salaveria	IP	Lower	Boxed	1/4 page	NA	2	1			
November 21, 2008	Church drafts own RH Bill	Reuters	IP	Upper	Boxed	1/4 page	NA		3			
December 1, 2008	An open letter to Bishop Socrates Villegas	Asuncion David Maramba	OP	Lower	Boxed	1/4 page	NA				1	
December 5, 2008	British MP hits Church on population	Juliet Labog-Avellana	IP	Upper	Boxed	1/4 page	NA				1	
December 8, 2008	The Varsitarian speaks to UP and the Ateneo	Antonio J. Montalvan	OP	Lower	Boxed	1/4 page	NA					
December 10, 2008	RH Bill Debate: Local Contraceptives eyed	Desiree Caluza	IP	Upper	Boxed	1/4 page	NA	2	2			

Date of Publication	Headline	Byline	EMPHASIS					BALANCE				
			Location	Placement	Lay-out Style	Length	Picture	Gov't	Church	NGO	Foreign	Others
January 5, 2009	Pollution, infertility blamed on the pill	AFP	IP	Lower	Boxed	1/4 page	NA		1		2	
January 20, 2009	6 out of 10 Pinoys for Reproductive Health Bill Poll	Cyril Barabente, Inquirer Research and Leila Salaverria	FP	Lower	Ear	1/8 page	NA	2				1
January 24, 2009	Vatica Cardinal blames "radical feminism for erosion of manhood	Lito Zulueta	IP	Lower	Boxed	1/4 page	NA	1	3		1	1
February 17, 2009	Boy bold raises "broken Britain Tears"	AFP	FP	Lower	Boxed	1/4 page	1/8 page				1	
February 19, 2009	Church a hindrance to family planning says 6 out of 10 Manila	Alcuin Papa	IP	Upper	Boxed	1/4 page	NA			1		2
February 22, 2009	Bishops quit RH bill talks	Norman Bordadora	FP	Upper	Banner	1/4 page	NA	1	3			
February 23, 2009	Bishops to go "one on one" with solons on RH Bill	Norman Bordadora and Christine Avendano	IP	Upper	Boxed	1/4 page	NA	1	1			
March 7, 2009	Surveys of Manila and Paranaque on RH bill	Mabar Mangahas	OP	Upper	Boxed	1/4 page	NA			1		
March 13, 2009	Single Issue Politics	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA	1	1			1
March 30, 2009	Provincial execs reject RH Bill	Riza Acac	IP	Upper	Boxed	1/4 page	NA	3				
April 7, 2009	Church thinking on contraception	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA	1			1	1
April 13, 2009	RH Bill backers plan nationwide candle rituals	Nestor B. Burgos	IP	Lower	Boxed	1/8 page	NA			2		
April 17, 2009	Family planning pays	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA	3				
May 22, 2009	Foreign Chambers push RH Bill passage	Abigail L. Ho	IP	Upper	Boxed	1/8 page	NA			1		
July 22, 2009	State of the Nanays	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA	2				
July 26, 2009	Health : Good news but with lots of buts	Dr. Jaime Galvez Tan	FP	Lower	Boxed	1/8 page	NA					

August 2, 2009	Harsher bill filed vs. abortionists	Leila Salaveria	FP	Upper	Boxed	1/4 page	NA	2				
August 14, 2009	A young mother's death	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA			3		
August 16, 2009	Political will to serve mothers	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA				1	2
August 18, 2009	Deciding to stop out memoirs	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA	1		1	1	
September 16, 2009	CBCP confirms stand vs bloc voting	Donna Pazzibugan	IP	Lower	Boxed	1/8 page	NA		1			
September 17, 2009	For RH stand, Noynoy is bad news for Church	Philip C. Tubeza	IP	Upper	Boxed	1/4 page	NA	1		1		
September 17, 2009	Bishops fear railroading of population control bill	Donna Pazzibugan	IP	Lower	Boxed	1/4 page	NA		2			
September 18, 2009	Many would have been expelled	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA		1			
September 25, 2009	World's first: Vaccine found that prevents AIDS infertile	AP	FP	Lower	Boxed	1/8 page	NA				4	
September 26, 2009	Local support for the RH Bill is piling up	Mahar Mangahas	OP	Lower	Boxed	1/4 page	NA					1
November 10, 2009	Do we know what Catholics want?	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA				1	
November 11, 2009	Fake Condoms from China	Donna Pazzibugan	IP	Lower	Boxed	1/4 page	NA				1	
November 15, 2009	Nene and her choices	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA					
November 21, 2009	Business groups work for RH compromise	Mahar Mangahas	OP	Upper	Boxed	1/4 page	NA		2			4
November 23, 2009	When Church men campaign	Fr. Joaquin Bernal SJ	OP	Upper	Boxed	1/4 page	NA		1			
November 30, 2009	To deny or not to deny Holy Communion	Fr. Joaquin Bernal SJ	OP	Upper	Boxed	1/4 page	NA		1			

Date of Publication	Headline	Byline	EMPHASIS					BALANCE				
			Location	Placement	Lay-out Style	Length	Picture	Gov't	Church	NGO	Foreign	Others
January 8, 2010	Backers of RH Bill vow to back ChaCha attempt	Leila Salaveria	IP	Lower	Boxed	1/4 page	NA	1				
January 26, 2010	Solon hits Church double standard	Leila Salaveria	IP	Upper	Boxed	1/4 page	NA	1	1			
January 31, 2010	Who do we blame?	Rina Jimenez-David	OP	Upper	Boxed	1/4 page	NA					
February 2, 2010	AIDS rise blamed on Net	Jeannette Andrade	IP	Lower	Boxed	1/4 page	NA	1		1		
February 3, 2010	Most Filipino women still clueless about HIV/AIDS	Donna Pazzibugan	IP	Upper	Boxed	1/4 page	NA	1		2		
February 3, 2010	RH Bill, too hot to handle, is dead	Leila Salaveria	IP	Lower	Boxed	1/4 page	NA	1	1			
February 5, 2010	Steady rise in HIV cases noted;BPOS as hi-rise denied	Rey M. Nasol	FP	Lower	Boxed	1/8 Page	NA	2		2		1
February 14, 2010	Vulgar, immoral says Church of condom giving with flowers	Dona Pazzibugan	IP	Upper	Boxed	1/4 page	NA	1	3			
February 16, 2010	7 Candidates slam DOH over free condoms	Cathy Yamsuan	FP	Upper	Ear	1/8 page	NA	3				4
February 19, 2010	Poll bets told: Bare RH stand	Nikko Dizon	IP	Upper	Boxed	1/4 page	NA	2		2		
February 20, 2010	Effects of new AIDS vaccine may wear off	Reuters	IP	Lower	Boxed	1/4 page	NA				3	
February 23, 2010	Bishop want Cabral's head over condoms	Leila Salaveria	IP	Lower	Boxed	1/4 page	NA		3			
February 23, 2010	Between rice and condoms	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA			1	1	1
February 24, 2010	DOH snobs Church on condom use	Jerry E. Esplanada	IP	Lower	Boxed	1/4 page	NA	2	1			
February 28, 2010	Population rate not falling just enough-Cabral	Jerry E. Esplanada	IP	Upper	Boxed	1/4 page	NA	1				
March 2, 2010	Cabral: I'll keep giving out Condoms	Maricar Cinco and DJ Yap	IP	Lower	Boxed	1/4 page	NA	1				
March 3, 2010	Call Center party list		IP	Upper	Boxed	1/4	NA					1

	Sets up HIV hotline					page							
March 5, 2010	"I'm Catholic" Noynoy eases up on RH Bill	Philip C. Tubeza	IP	Lower	Boxed	1/4 page	NA	1					
March 6, 2010	Condoms find defender-ERAP	Christian Esguerra	IP	Upper	Boxed	1/4 page	NA	1					
March 7, 2010	How they stand on population	Juan Sarmiento	IP	Upper	Boxed	Whole page	1/4 page	6					
March 9, 2010	Condom Debate brought to bishops' doorstep	Leila Salaveria	FP	Lower	Boxed	1/4 page	NA	1	1				
March 13, 2010	SWS Survey: 4 out of 10 voters favor pro RH bill bets	Lawrence de Guzman	IP	Upper	Boxed	1/2 page	NA						1
March 14, 2010	Reasonable views from reasonable people	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA						1
March 14, 2010	This is a condom ad	Patricia Evangelista	OP	Upper	Streamer	1/4 page	NA	1				1	
April 1, 2010	Faith based groups OK but condoms still needed says Cabral	Alcuin Papa	IP	Upper	Streamer	1/4 page	NA	2	1	1			
April 6, 2010	Catholics for choice hails Cabral stand in condoms	Jerry E. Esplanada	IP	Upper	Boxed	1/4 page	NA	1	1	1		2	
April 21, 2010	Anti-AIDS drive to cost government P2.3B	Jerry E. Esplanada	IP	Upper	Boxed	1/4 page	NA	1		2		1	
April 23, 2010	Pro-life groups jokes Noynoy	Adlai Noel Velasco	IP	Upper	Boxed	1/4 page	NA						1
May 3, 2010	Church enlists Manny, JC in drive vs. RH Bill	Leila Salaveria and Philip Tubeza	FP	Upper	Boxed	1/8 page	NA	2	4				
May 12, 2010	Bicol bishop says RH Bill Backer's voters sinned	Jonas Cabiles Soltes	IP	Lower	Boxed	1/4 page	NA		1				
May 14, 2010	Bishops remind Aquino of Church's RH stand	Jerome Aning and Angelo Cabrera	IP	Upper	Boxed	1/8 page	NA	1	1				
May 16, 2010	Thanks to the pill	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA						
May 18, 2010	Do something about AIDS, Cabral urges Aquino	Jerry E. Esplanada	IP	Upper	Boxed	1/4 page	NA	2					1
May 28, 2010	Advocates bullish on RH Bill with Noynoy's	Alcuin Papa	IP	Upper	Boxed	1/4 page	NA	3	1	2			
May 30, 2010	UN:RP failing in goal to stop AIDS	Jerry E. Esplanada	IP	Upper	Boxed	1/4 page	NA	2	1			3	1

June 3, 2010	Sex ed for Kinder: Why not? Says DOH	Christian Esguerra	IP	Upper	Boxed	1/4 page	NA	3			1	
June 4, 2010	Sex ed starts June 15	Philip C. Tubeza	IP	Upper	Boxed	1/8 page	NA	2	1			
June 6, 2010	Government and Contraception	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA	1				2
June 8, 2010	What happens to women?	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA	1			1	1
June 9, 2010	Limelight on all mothers	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA	1			3	1
June 15, 2010	Sex education now a reality in the Philippine schools	Philip C. Tubeza	FP	Upper	Boxed	1/4 page	1/8 page	4		1	2	1
June 15, 2010	Sex ed stick to anatomy, don't say bird or flower	Tarra Quismundo	IP	Upper	Boxed	1/4 page	NA			1		1
June 16, 2010	No condoms in sex ed, Dep Ed assures Church	Philip C. Tubeza	FP	Lower	Boxed	1/4 page	1/8 page	1	2		1	3
June 17, 2010	Solons want sex talk in English	Leila B. Salaverria	IP	Upper	Boxed	1/4 page	NA	2				
June 19, 2010	UN backs RP's sex ed program	AFP	IP	Upper	Boxed	1/4 page	NA	1			1	
June 22, 2010	Only courts can stop sex ed, says Dep Ed	Philip C. Tubeza	FP	Upper	Streamer	1/4 page	NA	2	1		1	1
June 22, 2010	Intensified family planning drive needed says Cabral	Jerry E. Esplanada	IP	Upper	Boxed	1/4 page	NA	2			1	1
June 23, 2010	Life skills for parents	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA	1			1	
June 24, 2010	DepEd disowns sex comics	Philip C. Tubeza	IP	Upper	Boxed	1/4 page	NA	1	1			2
June 24, 2010	Sex-obsessed		Main ED	Upper	Streamer	1/4 page	1/4 page	2	1			
June 24, 2010	Sex education and Family Autonymy	Randy David	OP	Upper	Boxed	1/4 page	NA	2				
June 24, 2010	The education, not the sex	Conrado de Quiros	OP	Lower	Boxed	1/4 page	NA	1	1			
June 25, 2010	The facts on sex ed		Main ED	Upper	Streamer	1/4 page	1/4 page				2	
June 26, 2010	Luistro to review DepEd sex program	Philip C. Tubeza	FP	Lower	Boxed	1/4 page	NA	1	1	1		

June 27, 2010	Cabral warns of sharp rise in HIV	Jerry E. Esplanada	IP	Upper	Boxed	1/4 page	NA	3				1
June 28, 2010	The fuss about sex education	Antonio J. Montalvan	OP	Lower	Boxed	1/4 page	NA		1			
June 30, 2010	Church watching Noy on RH, graft	Tarra Quismundo	IP	Lower	Boxed	1/8 page	NA	1	1			
July 6, 2010	Court won't stop pilot testing of sex education module	Julie M. Aurelio	IP	Upper	Boxed	1/4 page	NA	3				
July 7, 2010	RH Bill rises from the dead	Leila B. Salaverria	IP	Upper	Streamer	1/4 page	NA	6				
July 7, 2010	Health Chief for "scientific" for sex ed	Jerry E. Esplanada	IP	Upper	Boxed	1/8 page	NA	1				
July 7, 2010	To teach or not to teach sex education	Dr. Aggie Carson-Arenas	OP	Lower	Boxed	1/4 page	NA	1	1			2
July 10, 2010	Br. Luistro ready to talk sex (ed)	DJ Yap	FP	Upper	Boxed	1/8 page	NA	1				1
July 11, 2010	Luistro to discuss sex education with bishops today	Donna Pazzibugan	IP	Upper	Boxed	1/4 page	NA	2	2			1
July 19, 2010	Parents and sex education	Fr. Joaquin Bernal SJ	OP	Upper	Boxed	1/4 page	NA					
July 21, 2010	Testing of sex ed in schools finished,says DepEd Chief	Philip C. Tubeza	IP	Upper	Boxed	1/4 page	NA	1	1			1
July 21, 2010	AIDS breakthrough	AP	IP	Upper	Boxed	1/4 page	NA					3
July 30, 2010	QC court junks case vs sex ed	Julie M. Aurelio and Philip Tuberza	IP	Upper	Boxed	1/4 page	NA	3				1
August 3, 2010	Abortion deaths blamed on government	Nikko Dizon	IP	Upper	Boxed	1/4 page	NA	1				2
August 3, 2010	Sex education testing to continue	Philip C. Tubeza	IP	Upper	Boxed	1/4 page	NA	1	1			
August 6, 2010	A question of law and rights	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA	1				1
August 8, 2010	Criminal	Patricia Evangelista	OP	Upper	Streamer	1/4 page	NA					1
August 9, 2010	Solons, others oppose in legalizing abortion in RP	Jocelyn Uy	IP	Upper	Boxed	1/4 page	NA	1				1
August 12, 2010	There are 100 million of us now	Rigoberto Tiglao	OP	Upper	Boxed	1/4 page	NA					1

August 16, 2010	At last -- A consensus bill of population	Asuncion David Maramba	OP	Lower	Boxed	1/4 page	NA						
August 31, 2010	Government launches US -designed family planning program	Jerry E. Esplanada	FP	Lower	Boxed	1/8 page	NA	3				1	
September 2, 2010	Health Chief backs "informed choice" feature of RH Bill	Norman Bordadora	IP	Upper	Boxed	1/8 page	NA	1					
September 28, 2010	Noy backs Church, backs birth control CBCP "hurt more than disappointed"	Norman Bordadora and Jocelyn Uy	FP	Upper	Banner	1/4 page	1/4 page	3	2				
September 29, 2010	Noy blinks, sees talk with Church : 6 Catholic groups plan protests by bishop	Jocelyn Uy and Christie Avendao	FP	Upper	Banner	1/4 page	1/4 page	5	5				
September 30, 2010	RH Bill: Solons urge Pnoy be steadfast, Palace: no chase in stand of President	TJ Burgonio	FP	Upper	Banner	1/4 page	NA	5	1				
September 30, 2010	DOH to actively promote "natural" artificial methods of family planning	DJ Yap	IP	Upper	Boxed	1/4 page	NA	1					
September 30, 2010	All population statistics wrong, except mine	Rigoberto Tiglao	OP	Upper	Boxed	1/4 page	NA	1	1				3
October 1, 2010	Aquino faces threat of excommunication, Protester shouts at bishops "Damaso"	Philip C. Tubeza	FP	Upper	Banner	1/4 page	1/2 page	5	4				
October 1, 2010	Touchy Fili tour guide arrested for Noli poster	Philip C. Tubeza and Cathy Yamsuan	FP	Lower	Boxed	1/8 page	NA						2
October 1, 2010	Aquino's bold gamble	Amando Doronilla	OP	Upper	Boxed	1/4 page	NA	2	1				
October 2, 2010	CBCP: No threat vs Noy, Church says all a miscommunication on excommunication	Jocelyn UY	FP	Upper	Banner	1/4 page	1/8 page			6			1
October 2, 2010	Celdran released: Damaso draws issues in cyberspace	Jeannette Andrade	FP	Upper	Ear	1/8 page	NA	1					2
October 2, 2010	Shameful deed: 230 Manila Priests condemn	Jocelyn Uy	FP	Lower	Boxed	1/4 page				3			

	Celdran											
October 2, 2010	Transcript of interview with CBCP Pres Odchimar		FP	Lower	Boxed	1/8 page	NA	1	1			
October 2, 2010	US keeps hands of RH now	Alcuin Papa	IP	Upper	Boxed	1/4 page	NA	1	1		1	
October 3, 2010	Pnoy bishops set talks but Pres reiterates his stand on pro choice family planning	CHristian Esguerra and Philip Tuberza	FP	Upper	Banner	1/4 page	NA	3	2			1
October 3, 2010	Sanctity of life and of marriage	Artemio V. Panganiban	OP	Lower	Boxed	1/4 page	NA	2	1			
October 4, 2010	Civil disobedience still a CBCP option, Bishops say they have moral authority to call for action	Jocelyn Uy and Christie Avendao	FP	Upper	Banner	1/4 page	NA	1	2			
October 4, 2010	RH Bill fight may damage Church	Amando Doronilla	FP	Upper	Streamer	1/4 page	1/16 page	2	1			
October 4, 2010	Archbishop Cruz gives Pres. Aquino C	Jocelyn Uy	IP	Upper	Boxed	1/4 page	NA	2	1			1
October 5, 2010	Church Oks ceasefire: Cites need to pause, assess and pray		FP	Upper	Banner	1/8 page	NA	1	3			
October 5, 2010	Solons warns Church of loss of support on RH Bill	Leila B. Salaverria and Gil Cabanguan	IP	Upper	Boxed	1/4 page	NA	3				
October 5, 2010	US Story: Teens top users of condoms		FP	Upper	Streamer	1/4 page	NA				1	1
October 5, 2010	Definitions		Main ED	IP	Streamer	1/4 page	1/4 page	1				2
October 5, 2010	Between rock and whirlpool	Juan C. Mercado	OP	Upper	Boxed	1/4 page	NA	2	2		1	1
October 5, 2010	Friars and bishops	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA					
October 5, 2010	Church might split on family planning	Ramon Tulfo	OP	Upper	Boxed	1/4 page	NA		1		1	
October 6, 2010	Catholic come out of RH Bill	Nancy Carvajal and Michael Lim Ubac	FP	Lower	Boxed	1/8 page	NA	5	2	1		
October 6, 2010	Church changes weapons	Amando Doronilla	OP	Upper	Boxed	1/4 page	NA		1			

October 6, 2010	It's time Bishops listened	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA			3		1
October 7, 2010	Majority of Filipinos against Church's stand	Rigoberto Tiglao	OP	Upper	Boxed	1/4 page	NA		4			1
October 7, 2010	Government Policy clear, allots account for birth control	Gil Cabacungan, Desiree Caluza and Gabriela Cardinaza	FP	Lower	Boxed	1/8 page	NA	5	2			
October 11, 2010	Some issues about the RH Bills	Fr. Joaquin Bernal SJ	OP	Upper	Boxed	1/4 page	NA	2				
October 11, 2010	Damaso at the end of the day	Antonio J. Montalvan	OP	Lower	Boxed	1/4 page	NA				1	1
October 11, 2010	Church threat won't work vs RH bill,says Gonzales	Julie M. Aurelio	IP	Upper	Boxed	1/4 page	1/4 page	2				
October 12, 2010	Dinky won't toe Church line, backs RH Bill	Desiree Caluza	IP	Upper	Boxed	1/4 page	NA	1			1	1
October 14, 2010	The sex life of the urban poor	Ma. Ceres P. Doyo	OP	Lower	Boxed	1/4 page	NA					
October 18, 2010	The right to the life of the unborn	Fr. Joaquin Bernal SJ	OP	Upper	Boxed	1/4 page	NA	1	1			1
October 25, 2010	Religion and the RH bill	Fr. Joaquin Bernal SJ	OP	Upper	Boxed	1/4 page	NA		1			
October 28, 2010	Very low fertility in Asia: a study	Ma. Ceres P. Doyo	OP	Lower	Boxed	1/4 page	NA					1
November 5, 2010	Mainstream Natural Family Planning	Antonio J. Ledesma SJ	OP	Upper	Boxed	1/4 page	NA		1			1
November 7, 2010	CBCP fights RH Bill harder, Bishops, priests, laity willing to be jailed led by Vidal	Philip Tubeza	FP	Upper	Banner	1/8 page	NA		3	2		
November 8, 2010	RH bill proponent twits Bishop on prison threat	TJ Burgonio and Gil Cabacungan JR.	IP	Upper	Boxed	1/4 page	NA	3	2			
November 9, 2010	Parents get blame for "immoral" solons	Jocelyn R. Uy	FP	Upper	Ear	1/8 page	NA		2			
November 12, 2010	Church Dared: Let People decide RH fate thru plebiscite	TJ Burgonio	IP	Upper	Streamer	1/4 page	NA	3	1			
November 13, 2010	RH debate: Clinton :More babies born to Filipinos	Michael Lim Ubac	FP	Lower	Boxed	1/8 page	1/16 page	2	1		2	
November 15, 2010	RH bill talking points	Fr. Joaquin Bernal SJ	OP	Upper	Boxed	1/4 page	NA		1			

November 19, 2010	PH warned it may end up like Somalia	Philip Tubeza	FP	Upper	Boxed	11/8 page	NA					1	1
November 20, 2010	Pro-life solon's worth: Population expert draws flak for forecast	Michael Lim Ubac	IP	Upper	Boxed	1/4 page	NA	1				2	
November 21, 2010	House to start RH debate	Michael Lim Ubac	IP	Upper	Boxed	1/2 page	1/16 page	2					
November 21, 2010	Church to use pulpit against RH Bill, sex ed	Philip Tubeza	IP	Upper	Boxed	1/4 page	NA	2	1				2
November 22, 2010	Pope: Condom OK in AIDS fight, A first step to moralization	Reuters and NY times	FP	Upper	Banner	1/4 page	NA		4				
November 22, 2010	Condom remark stir up debate among Catholics	TJ Burgonio	FP	Lower	Boxed	1/8 page	NA	3	3				2
November 23, 2010	Ban on contraceptives stand, says Vatican official	AP	FP	Lower	Boxed	1/8 page	NA		3				
November 23, 2010	Pro, Anti, RH bill swap insults: Satan, Damaso	Leila B. Salaverria	FP	Lower	Boxed	1/8 page	NA			1			2
November 23, 2010	Pope's remark on condom use clarified	Jocelyn R. Uy	IP	Lower	Boxed	1/8 page	NA		3				
November 25, 2010	Condom lesser of 2 evils: Pope's stand a seismic shift on Church Teachings	AP and NY Times	FP	Upper	Banner	1/4 page	1/4 page	1	2			3	
November 25, 2010	Survey has to say whats in RH Bill	Jocelyn R. Uy	FP	Upper	Streamer	1/8 page	NA	2	1				
November 25, 2010	Aurora gov to RH Allies: Don't agree with Church, lobby for LGU advancing	Desiree Caluza	IP	Lower	Boxed	1/4 page	NA	1				1	
November 26, 2010	Condom use: Pope's remarks sow worldwide confusion	AP	FP	Lower	Boxed	1/4 page	NA		7				
November 26, 2010	Speaker welcomes Church poll on RH	TJ Burgonio	IP	Upper	Boxed	1/4 page	NA	2	2				
November 26, 2010	WHO welcomes Pope's statement on condoms	Jerome Aning	IP	Lower	Boxed	1/4 page	NA					1	1
November 26, 2010	Condoms in the spotlight	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA						1
November 26, 2010	Davao HIV cases up, rising steadily	Judy Quiros	IP	Lower	Boxed	1/8 page	NA	1					1

November 27, 2010	If you want condoms, buy them yourselves	Christian Esguerra	IP	Upper	Boxed	1/4 page	NA	3				
November 29, 2010	A birth control pill acceptable to the Church	Neal H. Cruz	OP	Upper	Boxed	1/4 page	NA		1			
December 1, 2010	Pulse: 69% favor of RH Bill, Support for measure up 6 percentage points	TJ Burgonio and Norman Bordadora	FP	Upper	Banner	1/4 page	NA	6				1
December 1, 2010	Condoning the condom	Asuncion David Maramba	OP	Upper	Boxed	1/4 page	NA		3			
December 2, 2010	Church questions RH survey: you can't poll morality	Jerome Aning and TJ Burgonio	FP	Upper	Ear	1/8 page	NA	4	4	3		1
December 5, 2010	Anti RH forces rising numbers game, bishops warned	Melvin Gascon	IP	Upper	Boxed	1/4 page	NA	1	2			
December 6, 2010	Protestant Churches back RH Bill	Jocelyn R. Uy	IP	Upper	Boxed	1/2 page	NA	1				1
December 7, 2010	Belmonte to take AIDS test to show need for health fund	Michael Lim Ubac	IP	Lower	Boxed	1/4 page	NA	1				
December 9, 2010	Ona pleased with survey showing 7 out of 10 Pinoys favor contraception	Cynthia Balana	IP	Upper	Boxed	1/4 page	NA	1	1			4
December 12, 2010	Docs urge to remove abortifacients from the inventory	Cynthia Balana and Philip Tubeza	IP	Upper	Boxed	1/8 page	NA	1	1			1
December 12, 2010	18 Arguments on population issue	Dennis Arroyo	IP	Upper	Boxed	Whole page	1/4 page	2			2	3
December 14, 2010	Catholics in Pampanga turn to progress vs RH Bill	Torette Orejas	IP	Lower	Boxed	1/4 page	NA	1	2			
December 15, 2010	A new form of sexting	Rina Jimenez-David	OP	Lower	Boxed	1/4 page	NA	2			1	1
December 16, 2010	Palace, Church launch RH info drive	Jerome Aning	IP	Upper	Boxed	1/8 page	NA	1	1			
December 18, 2010	Budget for condoms: From P880M to zero	Christian Esguerra	IP	Upper	Boxed	1/4 page	NA	2				
December 20, 2010	Church Oks info drive on family planning	Jocelyn Uy	IP	Lower	Boxed	1/4 Page	NA		2			

December 20, 2010	HIV cases rise in PH, Asia	Cynthia Balana	IP	Lower	Boxed	1/4 page	NA						1
December 26, 2010	Christmas message, RH bill is terrorism - CBCP	Philip Tubeza	IP	Upper	Boxed	1/4 page	NA		2				
December 27, 2010	Anti RH Bill drive is Church terrorism - Lagman	TJ Burgonio	IP	Upper	Boxed	1/4 page	NA	2					

2010																	
December 6, 2010	Council of churches pushes passage of RH bill	Positive	PS			1								1			1
December 7, 2010	House to fight for restoration of contraceptives fund	Positive	PS		1				1								
December 18, 2010	PMA waiting to be invited to congressional hearings on RH bill	Negative	PC											1			1
December 23, 2010	Students participation in sex education must have parents' consent - lawmaker	Positive	PS						1								1
December 27, 2010	Church educates voters, opposes RH bill	Negative	PC						1					1			
December 28, 2010	EU hopes Congress will approve RH bill	Positive	PS			1		1									1
December 31, 2010	A new twist vs RH bill: Terror in the womb	Negative	PC											1			

APPENDIX B-4. Table of RH articles on *Philippine Daily Inquirer* from 2008-2010 (Tone and Focus)

Date of Publication	Headline	TONE		FOCUS												
		Implication	Bias	NFP	AFP	MFS	AAFP	LFP	GAB	IDG	GDC	PSE	CCS	ORS	MI	Others
January 27, 2008	Once more with Condoms	Neutral			1							1				1
February 3, 2008	Selling Sex	Neutral			1		1			1		1	1			
February 12, 2008	Pro-lifers bet Reproductive Health Measures	Negative	PC		1			1		1		1				1
February 17, 2008	Boy or Girl? You decide	Neutral		1												
February 19, 2008	Reproductive Health Policy for QC not Pro-abortion	Positive	PS	1	1	1		1		1						1
March 10, 2008	Men doing Housework gets more sex,says expert	Neutral				1										1
March 23, 2008	R we ready for the RH Law?	Positive	PS		1	1	1	1			1	1	1			1
March 24, 2008	Viagra still going strong 10 years on	Neutral			1											1
March 26, 2008	"Sisters Plus" Aids sex workers	Neutral										1				1
April 13, 2008	Good sex, bad sex	Neutral		1												1
April 19, 2008	Erap gives poor rich rice, tips on condoms	Positive	PS		1	1										
April 19, 2008	Bitter ex-wife goes on video: no sex hubby hoarded porn	Neutral				1										1
April 19, 2008	Church urged to retaliate stand on population	Positive	AC			1						1	1			
April 19, 2008	Baby care classes for Moms	Positive	PS							1						1
April 20, 2008	Government fear or Church Cause of baby boom	Positive	AC			1					1					1
April 26, 2008	What women need to know from intrauterine device	Neutral			1						1					1

May 26, 2008	QC Gov't opens health quarters for teenagers	Neutral			1			1		1					
June 7, 2008	A wonderful moment	Positive	PS												1
June 14, 2008	Teen Pregnancies in the Philippines	Positive	PS		1										1
July 11, 2008	GMA supports Church Dialogue with Congress	Positive	PS		1	1							1		
July 12, 2008	A German problem of getting it up	Neutral			1								1		1
July 14, 2008	Anti-life Pols must be refused communion	Negative	PC		1	1	1	1					1		1
July 15, 2008	Church population stand called parochial	Positive	PS	1	1	1		1		1			1		1
July 15, 2008	Fetus in a Fruit Basket	Positive	AC		1			1					1		1
July 15, 2008	Lagdameo Backs controversial communion proposal	Neutral													
July 16, 2008	GMA sticks to Church Line	Negative	AS	1	1	1		1					1		1
July 16, 2008	Typhoon RH	Positive	PS		1			1					1		1
July 16, 2008	Running Priest chills bishops for more selective morality	Positive	AC					1					1		
July 17, 2008	QC Dad moves wedding site as population debate rages	Positive	AC		1			1					1		
July 17, 2008	Less sex	Positive	PS		1								1		1
July 17, 2008	Penalties	Neutral													
July 18, 2008	Army of priests ordered to talk to lawmakers	Negative	PC	1	1	1							1		1
July 18, 2008	QC Mayor rebuffs Church stand on RH	Positive	PS							1			1		

July 18, 2008	Priest tells QC dad you can get married take communion	Positive	PS		1								1			
July 18, 2008	Condoms a no no even for couples with HIV, says CBCP	Negative	PC		1								1			1
July 18, 2008	The missing voices of poor women	Neutral		1	1	1							1	1		1
July 19, 2008	Bishops told: Get real visit Tondo	Positive	PS		1			1					1	1		1
July 20, 2008	El Shaddai, "Couples" join bishops in prayer rally	Negative	PC		1			1					1	1		
July 20, 2008	Be firm on population Congress urged	Positive	PS		1	1		1					1			1
July 20, 2008	Population burden falls on women says solon	Positive	PS		1	1							1	1		
July 20, 2008	The pleasure principle	Neutral														1
July 21, 2008	Reproductive Health bill loses backer	Negative	PC		1	1		1					1			1
July 22, 2008	Speaker seeks ceasefire in row overpopulation	Neutral				1		1								1
July 23, 2008	El Shaddai Leader calls house population evil	Negative	PC		1	1		1	1				1	1		1
July 23, 2008	Change will come	Positive	PS		1								1			1
July 25, 2008	US Donor hits GMA policy on population	Neutral		1	1	1		1					1	1		1
July 25, 2008	Separating Church and State, fact from fiction	Positive	AC	1	1	1		1					1			1
July 25, 2008	Population debate goes to the streets	Negative	PC		1	1		1	1				1	1		1
July 25, 2008	Behind human life	Positive	PS		1								1		1	1
July 26, 2008	15 Bishops lead 12,00 in rally vs House Bill	Negative	PC	1	1								1			
July 26, 2008	Humanae Vitae was truly prophetic	Neutral			1								1			1

September 5, 2008	Condoms from the Condom King	Positive	PS		1							1					1
September 6, 2008	Sex education starts at home	Neutral															1
September 8, 2008	Lagman wants more money for birth control bill	Neutral				1		1	1	1			1				1
September 10, 2008	Population Bill moves to House Plenary Debate	Neutral		1	1			1					1				
September 11, 2008	Population Bill foes grid for House Battle	Negative	AS		1			1					1				
September 13, 2008	Lagman ties Salvo for House population bill	Neutral			1			1	1				1			1	1
September 13, 2008	RH Bill foes to hold vigil	Neutral						1									
September 14, 2008	Go to grass roots, Lagman daughter tells Church	Negative	AS		1	1							1				
September 14, 2008	Health bill loses backers in House	Negative	AS			1		1					1				
September 17, 2008	Opponents question quorum stall population bill debate	Neutral			1			1	1								
September 17, 2008	RH Bill backers draw up for compromise with Church	Neutral		1	1			1		1			1				
September 18, 2008	Debate on RH Bill turns nasty	Positive	PS			1		1		1							1
September 18, 2008	Population Exec. Clings to hope for RH Bill	Neutral		1	1	1		1		1	1						1
September 18, 2008	EU backs controversial population bill	Positive	PS		1			1				1					1
September 19, 2008	Church taps school in drive vs. RH bill	Negative	PC					1					1				
September 25, 2008	Sparks fly anew in RH Bill	Neutral		1	1			1									1
September 26, 2008	RH Bill now spends to budget hearing	Neutral						1	1								1
September 26, 2008	The Clergy's all out when on contraceptives	Positive	AC	1	1								1				1
September 26, 2008	Threats and Misinformation	Positive	AC					1					1	1			1

September 27, 2008	Lagman lands most attack vs Reproductive Bill	Positive	PS	1	1			1					1			
October 1, 2008	Cabral signs online petition for RH Bill is ok	Positive	PS	1	1	1		1		1						
October 3, 2008	Bro. Eddie backs population bill	Positive	PS	1	1	1		1								1
October 2, 2008	No need to be wrong on contraception	Negative	AS		1	1		1				1	1			1
October 3, 2008	Population bill, a big waste says think tank	Negative	AS		1	1		1				1	1			1
October 6, 2008	Church: Poll shows most solons now againts birth control bill	Positive	PS		1	1							1			1
October 7, 2008	Edcel: Bill backers not Church have numbers	Positive	AC		1		1							1		1
October 9, 2008	RH Bill debates should involve sex, STD victim says NGO	Positive	PS		1	1	1	1		1	1					1
October 9, 2008	Baguio solon: to bring reproductive health talk to city folk	Positive	PS		1			1				1	1			1
October 13, 2008	Wed ex-priest favors family planning bill	Positive	AC	1	1			1					1			1
October 13, 2008	Religious Constitution and reproductive health	Negative	AS					1					1			1
October 13, 2008	Can Catholics support the RH Bill? Yes!	Positive	PS		1			1				1	1			1
October 17, 2008	Most Pinoys favor RH Bill - SWS	Positive	PS	1	1			1					1			1
October 17, 2008	Public Opinion and conscience	Positive	PS	1	1			1			1		1		1	1
October 18, 2008	New polls on Reproductive Health Bill	Positive	AC		1			1			1	1				1
October 19, 2008	Sex talk in the family	Positive	PS		1		1	1								1
October 21, 2008	About Sex	Positive	PS				1									1
October 24, 2008	Ateneo profs back Bishops birth control bill	Positive	AC	1	1			1					1			1
October 25, 2008	Ateneo prexy rebukes prof's stand on RH Bill	Negative	AS	1									1			1

October 25, 2008	The gospel, according to SWS	Neutral			1	1		1				1			
October 27, 2008	Another look at the reproductive health Bill	Neutral					1	1							1
November 3, 2008	The many faces of the RH Bill	Neutral						1					1	1	
November 4, 2008	Expelling Catholics	Neutral						1					1		
November 11, 2008	How family planning works in Mexico	Neutral		1	1		1					1	1		1
November 12, 2008	Family planning failure added to poverty in RP says UP economist	Neutral		1	1	1		1							
November 12, 2008	A Sharrel faith and struggle	Neutral						1					1		
November 13, 2008	Cabral:RP government must do more for population bill	Positive	PS		1	1	1					1	1		
November 15, 2008	Church ready to dialogue with backers of birth control bill	Positive	PC					1					1		1
November 17, 2008	Schools to teach own version of sex ed says bishop	Positive	PC	1	1			1					1		1
November 20, 2008	Solon suggests sex education for bishps	Positive	PS			1		1					1		1
November 21, 2008	Church drafts own RH Bill	Negative	PC		1	1							1		1
December 1, 2008	An open letter to Bishop Socrates Villegas	Positive	PS		1								1		1
December 5, 2008	British MP hits Church on population	Neutral		1	1	1							1		1
December 8, 2008	The Varsitarian speaks to UP and the Ateneo	Negative	PC		1	1		1							1
December 10, 2008	RH Bill Debate: Local Contraceptives eyed	Positive	PS		1			1							1

October 6, 2010	It's time Bishops listened	Positive	AC					1					1			
October 7, 2010	Majority of Filipinos against Church's stand	Positive	AC		1			1					1			
October 7, 2010	Government Policy clear, allots account for birth control				1			1	1							
October 11, 2010	Some issues about the RH Bills	Neutral						1					1	1		1
October 11, 2010	Damaso at the end of the day	Neutral				1							1			
October 11, 2010	Church threat won't work vs RH bill,says Gonzales	Positive	PS			1		1				1	1			
October 12, 2010	Dinky won't toe Church line, backs RH Bill	Positive	PS			1		1								
October 14, 2010	The sex life of the urban poor	Neutral														1
October 18, 2010	The right to the life of the unborn	Negative	AS					1								1
October 25, 2010	Religion and the RH bill	Negative	AS					1					1	1		1
October 28, 2010	Very low fertility in Asia: a study	Neutral				1										1
November 5, 2010	Mainstream Natural Family Planning	Neutral			1			1								
November 7, 2010	CBCP fights RH Bill harder, Bishops, priests, laity willing to be jailed led by Vidal	Negative	PC			1		1					1			
November 8, 2010	RH bill proponent twits Bishop on prison threat	Neutral				1		1					1			
November 9, 2010	Parents get blame for "immoral" solons	Negative	PC					1								
November 12, 2010	Church Dared: Let People decide RH fate thru plebiscite	Positive	PS			1		1				1	1			
November 13, 2010	RH debate: Clinton :More babies born to Filipinos	Neutral				1		1								1
November 15, 2010	RH bill talking points	Negative	PC			1							1			

November 27, 2010	If you want condoms, buy them yourselves	Negative	AS		1				1		1					
November 29, 2010	A birth control pill acceptable to the Church	Neutral		1								1				1
December 1, 2010	Pulse: 69% favor of RH Bill, Support for measure up 6 percentage points	Positive	PS	1	1				1							
December 1, 2010	Condoning the condom	Positive	AC		1							1				1
December 2, 2010	Church questions RH survey: you can't poll morality	Neutral			1			1				1				1
December 5, 2010	Anti RH forces rising numbers game, bishops warned	Negative	PC					1						1		
December 6, 2010	Protestant Churches back RH Bill	Positive	PC		1	1		1						1	1	1
December 7, 2010	Belmonte to take AIDS test to show need for health fund	Neutral			1			1								1
December 9, 2010	Ona pleased with survey showing 7 out of 10 Pinoys favor contraception	Positive	PS		1			1		1				1		1
December 12, 2010	Docs urge to remove abortifacients from the inventory	Neutral			1									1		1
December 12, 2010	18 Arguments on population issue	Neutral		1	1	1		1								1
December 14, 2010	Catholics in Pampanga turn to progress vs RH Bill	Negative	PC					1						1		
December 15, 2010	A new form of sexting	Positive	PS	1	1					1				1		
December 16, 2010	Palace, Church launch RH info drive	Neutral								1				1		
December 18, 2010	Budget for condoms: From P880M to zero	Negative	AS		1				1							1
December 20, 2010	Church Oks info drive on family planning	Positive	PC	1	1					1				1		

