

NEWS VALUE:
ACCOMMODATIVE AND CONFRONTATIVE COMMUNICATION IN
TELEVISION NEWS BROADCASTING DURING CRISIS REPORTING

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Submitted to the
COLLEGE OF MASS COMMUNICATION
University of the Philippines Diliman
In partial fulfillment of the requirements
for the degree of

BACHELOR OF ARTS IN COMMUNICATION RESEARCH

April 2011

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ACKNOWLEDGMENTS

We would like to distinguish the following persons for their precious and valuable contributions to this study.

We would like to first and foremost thank our thesis adviser, Prof. Jose R. Lacson Jr., for he had not just shared his knowledge, time, and care in guiding us in thesis-making, but also for the laughs and encouragement he had given us. His comments and suggestions strengthened and improved this study.

We would also like to be grateful the Marasigan and the Yap family who have always been supportive and loving throughout the entire undertaking of this study. Our parents and siblings have contributed to how we are at present. So they have a take part in whatever we accomplish in life.

Also, we would like to show appreciation to our Communication Research block, “the Bogarditos,” and all our friends for making our entire college life more memorable and enjoyable.

We also wish to express gratitude to all those who participated in this, the interviewees and the FGD discussants. They believed in the significance of this research, and their inputs have been important in our pursuit to understand the topic better.

Finally, we would like to praise and thank God for His Omnipresence in our lives and for giving us the opportunity to get to know and form relationships with these individuals.

DEDICATION

To God and all our loved ones

For continuously supporting us in all of life's endeavors

ABSTRACT

Marasigan, M.A.E., Yap, J.R.M. (2011). *NEWS VALUE: Accommodative and confrontative communication in television news broadcasting during crisis reporting*, Unpublished Undergraduate Thesis, College of Mass Communication, University of the Philippines, Diliman.

This study examines the different yet intertwining factors that affect the value usage of television news broadcasting in the Philippines. Employing the Situational Crisis Communication Theory (SCCT) of Coombs (1995), Functionalist theory of McQuail (2005), Political-Economic Media Theory, Agenda-Setting Theory, and incorporated the Filipino behavioral patterns of Virgilio Enriquez (1989). This study explores the manifestations of the accommodative and confrontative values in crisis news reporting which happened in the last five years (2005-2010).

The primary concern is to identify and compare the accommodative and confrontative values in television news programs in crisis situations based on journalists'/reporters' practices, news officials' practices, and audiences' perception, as well as other factors that influence the manifestation of these values. To find out the usage and prevalence of these values in different types of crises, this study employed interviews, focus group discussions, and textual analysis of videos. The study concludes that the confrontative way of communication was practiced more often than the accommodative way. This took place while gathering and covering crisis news stories. Furthermore, the accommodative way of communication was used on a more personal level such as dealing with fellow reporters, sources and crew members.

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I. INTRODUCTION

A. Background of the study

Crisis Reporting in the Philippines

In a statement after the infamous Quirino Grandstand hostage taking incident, the University of the Philippines – Diliman, College of Mass Communication suggested six basic rules in the coverage hostage-taking incidents:

1. Journalists and media workers should refrain from interviewing a hostage-taker and reporting the latter's statements while the situation is not yet resolved.
2. Broadcast news anchors and field reporters who give live reports must not engage in speculation and innuendoes as they try to "kill time" during a lull in their reportage.
3. Journalists and media workers should avoid interviewing elements of the police (e.g., snipers taking aim of their target) while an operation is ongoing.
4. They cannot report a hostage-takers state of mind or mental condition while there is still a standoff because it can make the situation worse.
5. They should be very careful when interviewing family members or friends of a hostage-taker as their statements could either even more agitate the latter.
6. They cannot give a live, blow-by-blow account of actual police operations as doing so eliminates the element of surprise in ending the crisis.

(<http://www.allvoices.com/contributed-news/6652563-the-ethics-of-crisis-reporting>)

They also emphasized that media should not sacrifice public safety for coverage and reports.

“Even if the media's role is to help shape public opinion, the reporting of relevant information should be also in the context of ensuring the safety

of civilians. While our friends in the media should be commended for providing up-to-date information on what transpired, some media organizations should be criticized for the same reason because they ended up giving too much information” (UPDCMC, 2010).

Media have been blamed for aggravating the hostage-taking situation which ended in the death of nine people and other more people wounded. “Sensationalism and no-holds barred coverage” have caused much public dismay and global shame (Santos, 2010).

Technology made it easier, faster, and riskier for media to report crisis events, which lead to the competition of coverage among different media organizations. In Santos’ article, Philippines: Media take a hit in hostage crisis, according to Red Batario, Asia-Pacific coordinator of the International News Safety Institute, which provides safety training for journalists worldwide, *“Everybody was so caught up in drama. They were trying to outdo each other to get the better shot and break the story first... They should have considered that by airing live they could have endangered lives, including their own.”* Even the Hong Kong Journalists’ Association concur that it is difficult for media not to perform live coverage during crisis situations, most especially if it will garner, not just local, but also international public interest (Santos, 2010). On the other hand, the Philippine government is proposing to file charges and impute criminal liability to media due to their “unethical” media coverage of the Quirino Grandstand hostage-taking (Corpuz, 2010). This intent however, alarmed the National Union of Journalists of the Philippines (NUJP). Nestor Burgos, NUJP chairperson, said that such action could be a violation of the freedom of the press and the public’s right to information, in the 1987 Constitution (Corpuz, 2010). Burgos also said that, *“The Philippine media have, by and large, acknowledged these lapses and have begun discussing ways to individually and*

collectively ensure that more care and sensitivity are taken in future coverage of similar delicate situations. Several have made concrete corrective measures like revising or strengthening guidelines on coverage of similar incidents" (Corpuz, 2010).

Broadcasting technology has evolved in such great heights, which elevates the power it holds not just locally and nationally, but also globally. Television news programs have been using technology in order to improve itself, widen its reach, and perfect its craft, and technology has made it easier and faster for media to report crisis situations.

“Crises are no longer rare, random or peripheral, but have become an inevitable and natural feature of our everyday lives and an integral feature of the new information/systems age” (Khyn, 2008; p.7).

Crisis situations garner much public interest and therefore much media attention. It is a risky event for media to cover due to the element of threat which could cause severe damage to other people (Coombs, 1999, in Kyhn, 2008). However, people highly depend on media not just for simple information, but for understanding and action. Media, defines, dictates, and selects news. Consequently, media defines, dictates, and selects what the audience could know or understand about any type of crisis.

In this day and age, the Philippines have recently witnessed a scrupulous increase in all kinds of crises. Disasters and crises involving organizations are increasing frequently. Indeed, those crises occur daily (Kyhn, 2008).

Most studies done regarding news reporting focused primarily on the objectivity, fairness and factuality of the general news particularly its content and format. Television news programs however fail to detect that there is another aspect of news broadcasting that should be developed together with the latest advancements in technology. It is the human aspect of news. Despite countless moral and ethical codes that have been written

to remind and guide media practitioners to be objective, fair, and factual, there is no assurance that such guidelines are perfectly performed in reality. Science and technology cannot change the human tendency to be affected by their personal value systems such as: the surface values of Filipinos. According to Enriquez (1989), the accommodative and confrontative surface values of Filipinos are the strategies they use in building relationships, which can be witnessed in interpersonal or group communication.

News broadcasting mediates communication between the crisis managers and the audience, or people who are affected by the crisis. News broadcasting also links the audience to the crisis situation and since “crises can take place anywhere, anytime and to anyone,” media particularly news reporters and officials, didn’t have much time to have a plan and acted upon what they think was right (Mitroff and Anagnos 2001; p. 20- 21; in Kyhn, 2008; p.7).

Crises may come into different forms and the manifestations of accommodative and confrontative values of news reporters and officials during and after crisis reporting will show whether or not they fulfill their duties as watchdog to society.

B. Statement of the Research Problem and Objectives

General Problem:

Using different theories as guide, the researchers formulated the main problem and objectives of the study. As directed by the framework, this serves as guide in exploring the multifaceted field of crises news reporting, particularly the manifestations of the accommodative and confrontative values.

Since Filipinos have their own unique core values, the accommodative and confrontative values, (Enriquez, 1989) it is of great significance to look into how these values affect the way they communicate to other people, particularly in news media. Thus the researchers seek to answer the general research problem: **how do television news programs manifest accommodative and confrontative values during crises reporting?**

Objectives:

In undertaking the task of identifying the manifestations of accommodative and confrontative values during crises reporting, it is important first: *To identify and compare accommodative and confrontative values in television news programs (ABS-CBN, GMA 7, and TV 5) based on journalists' / reporters' practices, news officials' practices, and audiences' perception.*

After identifying these values, journalists, reporters, and news officials' practice of these values in the coverage of crises events are then take into account, this study then seeks: *To find out the usage and prevalence of accommodative and confrontative values in crisis reporting that happened during the last five years (2005-2010), which includes*

natural disasters, confrontation and malevolence, health crisis, and the crisis of management misconduct.

Following the usage and prevalence of these values in crisis events, the media is being pressured by different internal and external factors. In order to find out how it affects the way they respond to every situation. This study also aims: *To determine how television news programs use accommodative and confrontative values to respond to different pressures in crisis reporting particularly in political, economic, societal, and management issues.*

And lastly, the media is expected to serve its functions to society regardless of their values and different pressures they encounter in their job. Thus, this research also aims: *To find out if television news programs perform their media functions to society in crisis reporting despite accommodative and confrontative value manifestations in giving information, correlation, entertainment, and mobilization to society.*

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C. Rationale and Significance of the study

News is manufactured by journalists (Cohen & Young, 1973, in Curran & Gurevitch, 2005), and journalists are affected by political, economic, sociological and cultural factors (Schudson, 1989, in Curran & Gurevitch, 2005). Audiences should never simply depend on what they see but rather be critical receivers of news broadcasts. There should always be a constant evaluation when it comes to news, for the reason that news can never be purely objective and unbiased (Schudson, 1989, in Curran & Gurevitch, 2005).

This study focused solely on the manifestations of the accommodative and the confrontative mindsets seen and practiced in mass media particularly in times of crisis. This study looked on how journalists, reporters and television news programs gather, write and report stories during, and after crisis events. This was aimed to discover if media serves its function to society without aggravating or meddling with crisis management during crisis reporting.

The study also looked into how media responds and handles crisis situations. After the Manila hostage taking, there had been much debate on whether or not media has interfered with crisis management and if media shares the blame with police and government officials for the tragic ending of the hostage taking.

Lastly, media should serve the public. This study aimed to find out the audience's perception and opinions towards media's reports and coverage of the different crisis events in the last five years.

II. REVIEW OF RELATED LITERATURE

It can be observed that news format, in terms of television, has rapidly evolved over the years not just in developed countries, but also in developing countries like the Philippines. The various changes it went through have also resulted to various changes in the practices of news officials and journalists especially when it comes to being accommodative and confrontative in newscasts.

Hence, it is of great significance to study how these practices have changed over time. Also, it is important to understand what paved the way for its development as reflected in the professional practices of mass media practitioners, and as manifested in the following studies to be mentioned.

A. State of Media in the Philippines

1. *History of Television News Broadcasting*

1950s The Introduction of the Television

In 1953, Antonio Quirino, whose family owned the Bolinao Electronics Corporation, thought of importing television sets which was a growing trend in America (Del Mundo, 2003).

The introduction of television in the Philippines did not reduce the popularity of radio then. This is due to certain features of radio such as its ability to operate using cheap batteries and a more powerful signal reach which could still function even from an isolated area unlike television sets, which are very expensive and require electricity (Enriquez, 2003).

Like radio, politics was the main reason for importing television sets from America in order to be used for Elpidio Quirino's campaign for President (Enriquez,

2003). During those times, the reach of television was not as wide as radio, though television sets had a bigger impact, because it included not just aural but also visuals (Tiongson, 2003). A proof for this statement was the result of the Presidential elections during that time. Ramon Magsaysay used radio in airing his “Mambo Magsaysay” campaign jingle, this contributed to his election victory, aside from being the man from the masses. Not all Filipinos during that time had access to television and most of them preferred to have radio sets than television sets due to its cost (Del Mundo, 2003). Though Antonio Quirino did not succeed in winning Elpidio Quirino his second term as President, he saw the potential of television in giving information and entertainment to the public (Del Mundo, 2003).

The first television station was set-up by Quirino’s Bolinao Electronics Corporation which was also responsible for distributing television sets to the audience (Del Mundo, 2003).

As the television set was being introduced to Filipinos, the uncontrolled growth of radio up to the early 1970s resulted in the competition among different stations which gave advertisers control over the programs. This resulted to the commercialism of television programming (Enriquez, 2003). In addition, during those times, broadcasters were doing unethical practices due to lack of professionalism by accepting under-the-table payoffs in exchange of favoring music records from some other companies (Enriquez, 2003). The television station was called Alto Broadcasting System or ABS and managed by James Lindenberg and like radio in the early 1970s; ABS focused more on profit rather than any other consideration (Del Mundo, 2003).

Martial Law Period

The declaration of martial law by President Ferdinand Marcos paved the way for the closing of all media companies in the Philippines. This meant that the military took over the printing press, and radio and television stations (Del Mundo, 2003). According to Enriquez (2003), Marcos accused radio commentators and the press of threatening his government. The armed forces were commanded to close down broadcast stations and newspapers (Del Mundo, 2003).

“When Martial Law began on Saturday night, we were broadcasting over radio Veritas. On Sunday morning, a truckload of goons came into Malolos where the transmitters were and smashed them all with clubs” (Fr. James Reuter, S.J. as cited in Del Mundo, 2003; p.16).

Later on, newspapers, magazines, television and radio stations were reopened except for those owned by Marcos’ political rivals. Those media institutions were placed under the rule of Marcos’ friends, family members, and others close to him (Enriquez, 2003). Enriquez (2003) also added that during Marcos’ dictatorship, programs were required to submit their scripts to the military before airing the program in order to check and filter its content (Enriquez, 2003).

Various orders were imposed by the Malacañang in order to regulate the media. The Kapisanan ng mga Brodkaster sa Pilipinas (KBP), a self-regulatory organization controlled by the government was formed in order to regulate television and radio (Enriquez, 2003).

The voice of media was suppressed during those times. Though so, the people’s consciousness was heightened, and they longed for the lively and liberal radio and television programming of the previous years (Enriquez, 2003). Due to the excessive

rules imposed by Marcos during Martial law, some radio stations showed their “critical teeth” in order to attract listeners, and to encourage them to act (Enriquez, 2003).

The event that gave rise to the people’s tension was the assassination of Marcos’ rival, Benigno Aquino or Ninoy, upon his return from exile in the United States. The incident caused the people to revolt (Enriquez, 2003).

The power of media, especially television, was repressed until Ninoy’s assassination on August 21, 1983. Though so, by this time, writings against the Marcos regime became more visible (Del Mundo, 2003). In fact, Enriquez (2003) mentioned that newspaper and magazines during that time encouraged the public to open their minds. In effect, Aquino’s assassination became the subject of the press. In addition, a Catholic radio station, DZRV, was said to be the only radio station that covered the assassination of Aquino in full detail (Enriquez, 2003). He also added that the steps made by DZRV indicated that the Catholic clergy was showing discontent with Marcos’ rule (2003).

Many AM radio station commentators took an oppositional stand and started criticizing Marcos (Enriquez, 2003). Even the provincial radio stations began criticizing his regime. In effect, Marcos started to receive criticisms due to the international coverage of his regime (Enriquez, 2003).

Post Martial Law

When Marcos fled in 1986, the restraining order that kept the suppression of the press was lifted and the press went back to its aggressiveness in news reporting (Aniceto, 2007).

“In the field of television journalism, it seems that the Philippine television news programs on VHF networks are not able to get beyond the level of the tabloids. Sensational cases are exploited, e.g. the controversy over the Bishop Bacani sexual harassment case; entertainment news, e.g. trivia about the Taiwanese F\$ boy band of the

Meteor Garden fame, gets equal time in national news program” (Del Mundo, 2003; p. 35).

According to Enriquez (2003), after martial law, news sensationalism has become a common practice; the line that separated entertainment from news was difficult to distinguish. In fact, after the Martial law period, news anchors, such as Mel Tiangco of Frontpage and Korina Sanchez of TV Patrol, crossed over to entertainment programs (Del Mundo, 2003). This created confusion in the minds of the audience when it came to discerning between news reports and entertainment.

On the other hand, senior newscasters like Mike Enriquez of Saksi, delivered different headlines of news stories swiftly, straight to the point, and exposed all forms of anomalies without fear, as opposed to Mel Tiangco who had a motherly aura for the Kapuso network (Del M\undo, 2003).

During the 21st century, problems in television broadcasting still existed. Such problems involved combating corruption among broadcasters, and the control and pressure of some politicians to television stations, which resulted to political biases (Enriquez, 2003).

Over all, Philippine media has suffered from government censorship and pressures despite its right for press freedom. Though envied by journalists in neighboring countries because of press freedom, Filipino journalists were murdered in 2001 due to their critical standpoints. Then president, Gloria Macapagal-Arroyo (PGMA) stated that “a free press is the right of its practitioners and critical to the operation of a democratic society”

(<http://www.pressreference.com/No-Sa/Philippines.html>). Though so, on that same year, she then ordered a media blackout on the coverage of insurgent forces.

B. Power of the press

The Article III sec. 4 of the Philippine constitution states that:

“No law shall be passed abridging the freedom of speech of expression or of the press or the rights of the people peaceably assemble and petition the government for redress of grievances.”

Media must serve the best interest and welfare of the general public. Media is supposed to inform, educate, and provide a forum for ventilating public opinion.

Privately owned radio and television stations are regulated by a broadcast media organization called the KBP, which has its own code of standards (Roxas – Lim, 2001).

The Philippines has six major VHS television channels:

ABS-CBN (channel 2), GMA (channel 7), IBC (channel 13), RPN 9 (channel 9), TV 5 (channel 5), and a government owned station NBN (channel 4).

According to Roxas-Lim (2001), an estimate of 30% in radio and television shows are taken up by advertising in the four major channels. For television, 15-25% of its programs are allotted for news and educational programs (Roxas-Lim, 2001). Time slots for news programs are generally higher for radio, but they are injected with other segments such as gossip and mockery.

When it comes to coverage, programs are more often focused on crime, police matters, accidents, and scandals. This is due to the audience’s preference for sensational and graphical portrayal of events (Roxas-Lim, 2001). News and current affairs programs are accompanied with a lot of advertisements which leads to interruption.

“The constant interruption of programs disrupts the flow of news reporting and cuts discussions short; hence this leads to loss of balance and perspective” (Roxas-Lim, 2001; p.105).

C. Societal functions of news programs

Every society needs a supply of complete, broad, and relevant news and background information about the events happening all over the world. Individuals engage themselves as a part of an audience for two main reasons: for social purposes, and for communicative value (McQuail, 2005). News, as source of learning for its audience, fulfills the latter reason why individuals partake in the existence of a media audience (McQuail, 2005). Media also enlarges the chances of interpersonal and group communication (McQuail, 2005). Media content, like news items, serves as subjects for discussion and objects of shared interest. Shoemaker and Reese (1991), as cited in McQuail (2005), enumerated five possible factors that influence media content:

1. Content reflects social reality;
 2. Content is influenced by media workers’ socialization and attitudes (a communicator-centered approach);
 3. Content is influenced by media-organizational routines;
 4. Content is influenced by social institutions and forces outside media;
 5. Content is a function of ideological positions and maintains the status quo (hegemonic approach)
- (p.278).

News, as media content, has many parts, types, and forms. Each needs to fulfill a certain aspect in society in order to remain relevant. McQuail (2005) specified what the role of each news part is in every society. General news should be able to supply ways for the masses and the events happening locally and nationally to interconnect. Crime news should aim to socially integrate social minorities or individuals, such as the disadvantaged or injured. News about crimes should not support any form of felony and social disorder by giving them rewards or compliments. Media should not interfere and disrespect the law in reporting crime incidents. News events on terrorism, war, threats of war, and foreign subversion should not be biased by limiting content on national interest alone. News on entertainment should provide support and appreciation for relevant popular culture. Also, news regarding sex and violence should comply with public norms by acquiring a sense of decency, taste, and morality to avoid causing transgression to the audience and to the affected or concerned individuals, such as the victims (McQuail, 2005).

Other media functions in society are seen through a typology. James Lull (1982; as cited in McQuail, 2005), pointed out media's several functions in his study of television viewing habits of families. First, Lull (1982) defined *structural* function, which describes how media can give a time frame for activities that happen each day. Mendelsohn (1964; as cited in McQuail, 2005), calls this "bracketing the day" (p.439) when he applied the structural function to radio.

"A media-derived structure of this kind provides a sense of companionship and marks off phases of the day, helping to establish certain moods"(McQuail, 2005; p439).

Second, the *relational* function describes how media can aid informal and non-intimate conversations to lighten up and improve. Third, Lull (1982) described the human tendency to vary their disposition on whether to “socially close to, or separate from other” people in a common physical space. He calls this function *affiliation* (*joining in the same spectatorship*), and *avoidance* (*usage of solitary media and wanting to be left alone*).

However, despite many emphases on the societal function of media, studies by Macoby (1954) and Bailyn (1959), as both cited in McQuail (2005) associated media with social isolation. According to a study on television usage in Germany by Krotz and von Hasebrink (1992), 61% of television viewing habit is spent alone. Media use is both an omnipresent form of typical social behavior and an acceptable alternative for real social interaction (McQuail, 2005).

D. Forces that affect mass media

According to Schudson, as cited in Curran & Gurevitch (2005), some studies explained news production by using three individual perspectives; political-economic, sociological and cultural. The political-economic aspect pushes the news to be more incomprehensible and less revealing. However, in communication studies, the terms political and economic should not simply be interrelated. In the Marxist theorem, “economics is fundamental and political is only secondary” (Curran & Gurevitch, 2005).

Thus, media organizations tend to be considered as capitalist institutions that are profit-oriented. However, other editions of studies regarding news production rejected that the three distinct approaches create news. Rather, Fishman (1980; as cited in Curran

& Gurevitch, 2005) insisted that “news is the result of the method news workers employ.”

In another literature, Gieber (1964; as cited in Curran & Gurevitch, 2005) said that “news is what newspapermen make it.” This shows that journalists make news, but these studies do not disregard that journalists are affected by the three perspectives.

1. Political

News organizations benefit from limited press-freedom for they are regulated (Schudson, as cited in Curran & Gurevitch 2005). In the Philippines, television news programs are policed by either government owned or privately-organized regulatory functions (Roxas-Lim, 2001). Privately-owned media organizations though independent from government remain political organs of the current Party or administration.

“Media establish a common ground between the party and the people through its choice of what topics to cover” (Zhao, 1998; p.161 as cited in Curran & Gurevitch, 2005).

In other countries, such as China, media do not simply link the government to the masses. Instead, media are under strict control by the government. Even the most influential station’s journalists, Central China Television, are “dancing with chains on” (Zhao, 1998; p. 121 as cited in Curran & Guevitch, 2005).

2. Economic – Technology

Establishing and operating media organizations are expensive (Allyn & Bacon, 2003). Media sell their product in two ways, to the consumer market and to the advertising market, to answer for the expenses and to gain profit (McQuail, 2000). These two media sources of income are interconnected with each other. Media need

advertisements for profit and advertisers will rely on viewership and listenership ratings for ad placements.

“In some cases, patterns of commercial ownership can be tied to specific habits of reporting” (Schudson as cited in Curran & Gurevitch , 2005; p. 175).

Technology has helped news in terms of lowering labor costs, spending less time for sending news delivery, covering live reports, and even as simple as correcting spelling in news writing (Schudson as cited in Curran & Gurevitch, 2005).

Summarily, the main advantage of technology in news writing and reporting is making the job convenient. On the other hand, its disadvantage is also convenience in the sense that easy and quick access allows recklessness.

3. Social

Essentially, news media are obligated to serve the society through information dissemination to its audience to prepare them for vigilant citizenship anytime and anywhere in a democracy. This is the main role news media play (Curran & Gurevitch, 2005).

E. Issues faced by television news

Preferences on sensationalized news and giving priority to advertisers affect news programs’ prioritization in broadcasting. These influence how news is written and reported (Roxas-Lim, 2001). Over the years, Philippine media practitioners have witnessed different issues and phenomena. They have heard different opinions and sides of the stories, which exposed them to different pictures of reality.

In this light, Yopp & Haller (2005), mentioned that journalists should act independently and to have no other obligation except to inform the public. In fact, according to Allyn & Bacon (2003), journalism quality cannot be measured by ratings

and other audience measures. Audiences of news programs should be guided by definite attributes such as accuracy, balance and fairness (Allyn & Bacon, 2003).

Jones (1970) added that reporters should exist in order to realize the extremely important role that they have in the lives of every citizen in the country they belong to. In fact, reporting seems to be the basis of all communications in the world (Jones, 1970).

Due to the continuous exposure to different events in the society, media have been criticized for too much sensationalism particularly in the national level (Yopp & Haller, 2005). In mass media functions, the newsman's prime responsibility is to the news business itself, and its standards and traditions (Fang, 1968). Though so, critics believe that the business-side proposition could affect the news content's quality, thoroughness, and the accuracy of the issues being reported (Yopp & Haller, 2005).

“Some sources do not trust reporters and might try to withhold information. Business organizations and chief executive officers might prohibit the release of data that could harm them. The same goes with some state government officers to take legal steps to restrict reporter's access to information, such as tightening states' open records laws” (Yopp & Haller, 2005; p.12)..

In an article entitled “Radio as a Way of Life” by Ramon Tuazon (<http://www.ncca.gov.ph>), he mentioned the prevalence of the so-called “envelopmental” journalism. He defined this as the practice of accepting bribes from different sectors in society. Similarly, in the same publication as cited by Tuazon, the Philippine Center for Investigative Journalism (PCIJ) recognized on their publication “News for Sale” the “prices” that political candidates had to pay to receive their desired publicity from media.

F. Why Television?

According to Allyn & Bacon (2003), television is highly influential not just to its audience but also on other media forms. That is why television is considered as a very

powerful instrument in persuading the general public, especially when it comes to news because of its large output, range and reach (McQuail, 2004). As a result, because television has very diverse content forms, complex technologies, and extensive regulation, improperly delivered news might cause audience confusion (McQuail, 2004).

In line with this, as mentioned by Bourdieu (2001), television claims to report reality, but for the most part, it constructs its own reality. He also added that there is a very little autonomy in news reporting primarily because the rivalry for ‘market share’ is so extreme.

“ ‘News’ is selective, favoring the extremes, blood, sex, crime, riots, not what ordinary people experience. Television calls for dramatization and the exaggeration of the importance of events” (Bourdieu, 2001; pp 245-256).

In Plato’s allegory of the man in the cave, in the book VII of the Republic (as cited in Fang, 1972), the difference between what we think exists and what really exists was pointed out. Television news has the tendency to distort events. In fact Sharma (2005) mentioned that since media is perceived as a powerful tool of the state in disseminating information to its viewers, it can also shape and influence public opinion. These show that the credibility of television news, as a tool for providing information, is tainted due to the involvement of different institutions behind it, like government, business officials, etc.

G. Accommodative and Confrontative studies in the Philippines

Understanding the Filipino Core Value

News gathering, writing, reporting, and airing are all activities that are controlled and practiced by human beings. This is why one cannot exclude that news, being a

product of human beings' activities, such as journalistic practices and media organizations' airing, is always affected not just by external forces such as: politics, economics, technology, and social events, but also by internal factors such as personality and personhood.

One's personality highly affects the way he or she communicates. For Filipinos, the center value of their personality was identified by Enriquez as *kapwa* (shared identity). Enriquez greatly emphasized the value of *kapwa* by saying,

“In the Philippine value system, *kapwa* is at the very foundation human values. This core value then determines not only the person's personality but more so his personhood or *pagkatao*. Without *kapwa*, one ceases to be a Filipino and human” (Enriquez, 1989; p51).

This has three additions which only becomes apparent if the core value is well-understood.

In communication, the attributes *hiya* (propriety/dignity), *utang na loob* (gratitude/solidarity), and *pakikisama* (companionship/esteem) are the surface values of the Filipino. The said attributes are also considered as legs stemming from the trunk, *kapwa* (Enriquez, 1989).

Also, in psychology, these surface values are known as the accommodative values. However, the surface values can only exist if a necessity is satisfied. This precondition is another value called *pakiramdam* (shared inner perception). It is identified and directed by the Filipinos' use of indigenous language (Enriquez, 1989).

Pakiramdam has a vital role in understanding the Filipino personality for it acts as the pivot. It ignites the process of rotating the surface values from the core value, *kapwa* (Enriquez, 1989). This is why a person cannot possess any of the surface values if he or she has no *pakiramdam*.

The importance of this value system is seen in the way Filipinos perceive the concept of the *masamang tao*, a person who is considered to be “bad” or “evil.” When one does not possess the accommodative values, then he or she is a “bad” or “evil” person (Enriquez, 1989). Moreover, Enriquez (1989) further defines that the *masamang tao* is also characterized by three negative attributes: 1) inept at the level of adjustment - the *walang pakisama*, 2) lacks a sense of honor or propriety - the *walang hiya*, and 3) lacks adeptness in respecting a shared dignity – the *walang utang na loob* (Enriquez, 1989). Consequently, a person who lacks the value of *pakiramdam* is automatically considered to be worse than the three negative attributes mentioned earlier.

For Filipinos, having no sense of shared inner perception enables one to be *manhid*, being numb or the absence of feeling. Being characterized as *manhid* is worse than being perceived as a “bad” person. This shows that a person who does not acquire the core value, one who is *walang kapwa*, is the worst form of all states mentioned (Enriquez, 1989).

The Accommodative Values of Filipinos

It has been mentioned earlier that *hiya*, *utang na loob*, and *pakikisama* are the accommodative values of the Filipinos (Enriquez, 1989). These qualities highly affect behavior. *Hiya*, *utang na loob*, and *pakikisama*, as accommodative surface values, are analogous to the behavioral-phenomenological domain of the concepts: *biro* (tease/joke), *lambing* (sweetness or underlying fondness), and *tampo* (manifestation of disappointment) (Enriquez, 1989).

The two, the accommodative values and the behavioral-phenomenological domain concepts, are correlated. The accommodative values help explain Filipino

behavior, and recognizing its parallelism to *biro*, *lambing*, and *tampo* gives a better understanding to the way Filipinos communicate (Enriquez, 1989).

Hiya

To be able to exude dignity and propriety, one must learn how to be cautious and judicious. *Hiya* can be acquired through a manner of circumspection of the situation before acting on it. Also, observing how other people react before responding is a way to show a sense of *hiya* (Enriquez, 1989).

During initial interpersonal circumstances, tension may occur due to *hiya*. This can be counteracted by using the guise of *biro* to ‘break the ice’ in making conversations less awkward and uncomfortable (Enriquez, 1989). Enriquez explained that in the Filipino culture, teasing is a form of socialization and a strategy to build rapport.

In a study at the Philippine island of Panay by anthropologist Sibley (1965; as cited in Enriquez, 1989) *hiya* was characterized as “being social” This characterization failed to give important focus to major features of the indigenous language. Enriquez gave significance to the erroneous practice of the root-word-oriented analysis of Philippine values (Enriquez, 1989).

According to Armando Bonifacio (1977; as cited in Enriquez, 1989) *napahiya* (embarrassed) is different from *nakakahiya* (embarrassing), and also different from *ikinahihiya* (ashamed of). Proper understanding of affixation is vital in the analysis of Filipino language. This is seen in the pioneering study made by Salazar (198; as cited in Enriquez, 1989) who identified two aspects of *hiya*: 1) external/interpersonal and 2) internal/being.

Utang na loob

According to a Western study by Charles Kaut (1961; as cited in Enriquez, 1989) *utang na loob* is not exclusively Filipino. Americans practice a similar value in their concepts, direct exchange and immediate payoffs. According to Kaut, for Filipinos, *utang na loob* can be interpreted as the direct exchange of goods and favors, and debt of gratitude (Enriquez, 1989). However, this definition lacks depth due to the use of English language in making a Western analysis of the Filipino psychological concept (Enriquez, 1989).

There were certain concepts that were ignored and little appreciation was given to the Filipino language to better understand the meaning of the Filipino execution of *utang na loob* (Enriquez, 1989).

Utang na loob was pulled out of the many forms of *loob*-related concepts that Samonte (1973) listed out such as: *sama ng loob* (resentment), *kusang loob* (initiative), and *lakas ng loob* (guts).

Recognizing *loob* and the role of emotions were given importance by social scientist Hollsteiner as cited in Enriquez (1989). She claimed that *utang na loob* is contractual and not just simply reciprocity. According to her, in an interaction, the recipient is obliged “to show his gratitude properly by returning the favor with interest” (Enriquez, 1989; as cited in Senden, n.d; p. 365).

However, Enriquez (1989) cited that De Mesa (1987) analyzed *utang na loob* more appropriately to Filipino behavior and Philippine language, by defining it as a “commitment to ‘human solidarity’.” *Utang na loob* is further understood by explaining that:

“It is used as a plea to any favor because utang na loob, the debt owed to another person who shares a common humanity (loob), exists just because we are fellow human beings” (De Mesa, 1987 as cited in Enriquez, 1989; p59).

Pakikisama

To put it simply, Mataragnon (1986; as cited in Enriquez, 1989) described *pakikisama* as knowing how get along well with others. Once *pakikisama* becomes operative, the behavioral pattern of underlying fondness or *lambing* may occur, but only in conditional situations.

Demonstrations of *lambing* may depend on a lot of factors such as sex, status, age, nature of relationship, etc. Enriquez (1989) showed these situational constraints by exemplifying that *lambing* may not be operative in a *pakikisama* situation among male groups.

In a Western-oriented social science literature in the Philippines, *pakikisama* is the primary root for “smooth interpersonal relations or SIR” as used by Lynch (1961; 1973 as cited in Enriquez, 1989). In this definition however, the sense of *kapwa* is reduced to a superficial sense. This is why Enriquez emphasized that though *pakikisama* is vital, it is *pakikipagkapwa* (fellowship) that Filipinos value most.

“Pakikisama is only a building block – among many – in the development of a higher level of relationship” (Enriquez, 1989; p.61).

The Confrontative Values of Filipinos

Most studies have described Filipinos in contradictory terms. Some examples cited in Enriquez (1989) described the Filipino as “basically gentle” or “violent,” (Ponce, 1980), and “introvert” in one study and “extrovert” in another. Just like those examples, the accommodative values have a counterpart called confrontative values, which better

characterized the Filipino personality and personhood. Both surface values are part of a value system of Filipinos, which contains a collection of steady ideologies, moral codes, ethical practices, etiquette, and cultural and personal values instilled upon by the society (www.museumstuff.com). Enriquez (1989) described that the Filipino confrontative values are, *bahala na* (determination), *lakas ng loob* (resentment/guts), and *pakikibaka* (resistance).

Bahala na

A study by Lynn Bostrom (1986), revealed *bahala na* to be the Filipino's most important cultural value. Bostrom disregarded the fact that the Filipino concept of *bahala na* has other meanings which go beyond passive acceptance of events, because she simply concluded that all fall under or are comparable to American fatalism. She defined *bahala na* as an escapist value, which enables Filipinos to alleviate their problems. She also said that the rural state of the majority of the country, the Filipino's "lack of Western education," and the social structure of the country itself sustain the strong existence of the *bahala na* value.

Another study explained *bahala na* as a form of equal blend of fatalism and determinism (Oasis, 1940; as cited in Enriquez, 1989). Several studies on the definition of *bahala na* have labeled the Filipinos negatively. This is why Lagmay (1976) clarified many false impressions regarding the value. First, Lagmay contextualized the situations where *bahala na* is applied, and these are events of doubt and information shortness. Though so, many still do not choose to refuge in escapism regardless of uncertainty. Filipinos in such predicaments say "*bahala na*" but still opt to face the situation. Accordingly, the *bahala na* value opposes the fatalism and escapism description by

Bostrom. In fact, it becomes a confrontative attitude. It is now seen as a risk-taking action in a context of uncertainty and probable disappointment. Also, it takes into consideration that Filipinos possess not just acceptance of the predicament but also awareness of their own weaknesses and limitations (Enriquez, 1989).

The *bahala na* value shows that Filipinos are compelled by the situation to face problems by relying on their own skills, resourcefulness, and creativity to solve the dilemma at hand. The surface value then functions as a coping mechanism that forces Filipinos by giving guts and determination rather than a passive and escapist way to face problems (Enriquez, 1989).

Lakas ng loob

Enriquez (1989) defines *lakas ng loob* as the “inner resource of change.” He started the discussion by emphasizing that Filipinos have never lost this value. Historically, as he narrated, *lakas ng loob* has been the fighting drive of Filipinos to fight many colonizers and their more developed army.

A nationwide psychometric study, *Panunukat ng Ugali at Pagkatao*, made by Enriquez and Guanzon (1973), revealed that *lakas ng loob* or guts is one of the seven highest characteristics that Filipinos, most especially the *Maranaos*, value. This confrontative value has enabled many to battle complexities and hardships such as death. This shows that guts is vital in any society for it is an emotion or “internal feel, attribute, and trait” that is essential in order to do good for oneself and to others (Enriquez, 1989).

This shows that this value builds up not just one’s self, but also of relating to others, or as coined earlier, to one’s *kapwa*. An example of how *lakas ng loob* promotes *kapwa* is when people from higher social classes like businessmen joined the urban poor

like laborers from *Tondo* in protesting courageously against government as seen in the famous Philippine EDSA Revolution (Enriquez, 1989).

Pakikibaka

This confrontative surface value, whether in the psychological perspective or as a worldview, is tied closely with *pakikisama* or fellowship among men and of nature.

Enriquez simply defined *pakikibaka* as “co-operative resistance and a level of fusion in a common struggle in the face of injustice and exploitation (Enriquez, 1989; pp. 63-64).”

As a worldview, *pakikibaka* leans toward a sense of fellowship. This in effect:

“...awakens the Filipino’s consciousness of present day realities and motivates him to be one with the struggle to break away from the clutches of the neo-colonial set-up” (Enriquez, 1989; p. 64).

Though so, reluctance and doubt might interfere with the stimulus to struggle since the *kapwa*-philosophy is not hostile in nature.

When *pakikisama* is the norm in a setting, then *pakikibaka* will more likely be irrelevant as a value. A scenario must be aiming for a deeper ideal in nature in order for the *pakikibaka* value to emerge. When the contexts are just social integration activities masked as a movement then the value that will emerge is *pakikisama* (Enriquez, 1989).

Fellowship is building smooth interpersonal relations, and co-operative resistance might counteract with that (Enriquez, 1989). However, the accommodative value of *pakikisama* is still harmonious with the confrontative value of *pakikibaka* since fellowship requires altering close-minded limitations in order to respect, accept, and get along with other people’s individuality (Enriquez, 1989). Adjusting to certain factors, such as beliefs, morals, principles, ideologies, convictions, etc., for the sake of social orientation makes *pakikibaka* and *pakikisama* go well together (Enriquez, 1989). Once respect and acceptance of another’s whole being is present, then *pakikibaka* not just

asserts *pakikisama*, but more importantly it also reflects *pakikipagkapwa* (Enriquez, 1989).

“pakikibaka affirms one’s convictions as part of one’s being. It recognizes the meaning of cooperation as part of one’s action in resistance even when utterly powerless...” (p.65).

H. Risk Management in Mass Media

According to Covello (2008), the goals of risk communication are to increase knowledge and understanding of every situation or events, to strengthen trust and integrity between the communicator (mass media) and the public, to build channels of communication within the society, and to influence attitudes, behaviors, and decisions of everyone involved.

Since risk management is crucial to everyone, it is suggested that everybody involved in communicating risk follow the *Seven Cardinal Rules of Risk Communication* (Covello and Allen 1988):

1. Accept and involve the public as a partner.
2. Plan and carefully evaluate your efforts.
3. Listen to the public’s specific concerns.
4. Be honest, frank and open.
5. Work with other credible sources.
6. Meet the needs of the media.
7. Speak clearly and with compassion

(http://www.chp.gov.hk/files/pdf/rcag_info_paper_3%20rev_.pdf)

In line with this, the Center for Disease Control and Prevention’s (CDC) Crisis and Emergency Risk Communication (2002), defined crisis and emergency risk

communication as, *“the attempt by science- or public-health professionals to provide information that allows an individual, stakeholders, or an entire community to make the best possible decisions during a crisis emergency about their well-being, and communicate those decisions, within nearly impossible time constraints, and ultimately, to accept the imperfect nature of choices as the situation evolves”* (p. 2)

Moreover, the CDC made a distinction between risk communications and emergency risk communication where information is given to the public in terms of its expected type (good or bad) and the weaknesses or strengths of the outcome from a certain manner or exposure (CDC’s crisis and Emergency Risk Communication, 2002).

Further, in risk communication, there is an immediate response to a situation because that event is already anticipated and the people already know the risks involved. On the other hand, in an emergency risk management, since an event is unpredicted, decisions are made within a small span of time even if the amount of information that is present is only partial (CDC’s crisis and Emergency Risk Communication, 2002).

Fischhoff (2006) pointed out that good risk communication is very essential to citizens in order to take action to sensitive situations. He also added that officials should be aware of good risk communication to develop immediate action and create plans in maintaining national morale (Fischhoff, 2006). In fact, according to the United States Environmental Protection Agency (1997), if the risk has been distinguished, it should be properly administered and the issues have to be weighed first before presenting them to the public to avoid tension especially when the issue is highly sensitive.

Media’s roles during crisis and risk management are very crucial. They should be the first to gather facts and report to the public what is happening in society. They must

be truthful, accurate, fair and objective in giving information. According to Covello (2003), the five W's and H are the six usual questions asked by Journalists during risk and crisis management.

In addition, Fischhoff (2006) on his study about "Communicating with the Public about Hazards" mentioned that, after assimilating risk analysis and risk communication, behavioral scientists are needed for the evaluation of the messages, as well as a communication specialist, in order to convey the messages to the public in an efficient and comprehensible way.

I. Crisis defined

According to the Meriam-Webster dictionary, the term crisis refers to an *"unstable or crucial time or state of affairs in which a decisive change is impending (2010)."* Events such as these are critical and are easily prone to result to undesirable outcomes (Meriam-Webster Dictionary, 2010). According to Seeger et al. (1998), there are three elements that need to be present in order to refer to a phenomenon as a crisis: 1. the event is unexpected, 2. the results are uncertain, and 3. there is a threat to other/s.

There are also several types of crises; environmental, economic, military, personal, political, and societal, among others. Any type of crisis is hard to manage. Any action towards a solution is usually considered risky. Crises easily attract the attention of media due to the elements it possesses.

J. Crisis reporting

Just like crisis management, media coverage and reporting of crisis type of events are also risky. Media must be at their "professional best" during crisis reporting (Steele, 2001).

“Communication should be treated as a key element, particularly considering the amount of confusion, uncertainty and media attention that tends to surround such events” (Ching, 2009, p. 96).

Bob Steele (2001), a scholar for journalism values, said that, “*journalists and their news organizations have a unique and exceptionally important role to play when covering a national crisis,*” in his article entitled, Crisis Reporting and Respectful Interviewing. It is media’s responsibility to report fast and meaningful information to the public during times of crises, most especially during crises that could be of threat to the entire nation (Steele, 2001). Equally, the public relies on media in order to understand crises and be updated about the latest happenings regarding it. People who are directly involved with any type of crisis cannot avoid divulging information from the media, because it will only lead to more aggressive questioning (Sellnow & Seeger, 2007, in Ching, 2009). This in turn also tends to create aggressive confusion among the public. This effect was seen in the way the American public doubted Martha Stewart’s innocence in the insider trading case, since she avoided to be questioned by the media (Ching, 2009). It doesn’t matter whether the person involved is guilty or innocent, without immediate response to media’s inquiries leads to negative media coverage which causes damages to one’s public image (Jerome, et al., 2007, in Ching, 2009).

Media give first hand information to the public when it comes to any type of crisis. Additionally, media messages regarding crisis strongly shape public opinion more than any other form (Jerome, et al., 2007, in Ching, 2009). Lack of communication with the public, which is provided by media, does not just create damage to the reputation of the people or organization involved, it also gives room for much gossip and creation of rumors (Ching, 2009). When there is an immediate, open, and honest transaction with

media, then it will most likely result to fairer reporting (Ching, 2009). This is why media hold an enormous role to play when it comes to crisis reporting.

“...media attention functions to publicize initial interpretations of the crisis event, repeating and enhancing the impact of these interpretations” (Seeger, et al., 2003, in Ching, 2009, p. 185).

Crises that may cause harm and danger to society such as natural disasters and health threats use the media not just to get information on the details of the phenomenon, but also to get information about the details of the threat and some protective measures (Wray, et al., 2008). Media hand vital information to the public, such as how to avoid injuries, where to access relief and recovery, and when the crisis is over (Wray, et al., 2008).

“Effective public communication is a crucial component of emergency response. Timely, accurate information can help people at risk take appropriate protective measures, prevent illness, and injury, reduce unnecessary care seeking, and facilitate relief and recovery efforts” (Wray, R., et al., 2008, p. 1).

In a survey and focus group discussions done by the Pre-Event Message Development Project (PEMDP) from 2002 to 2006, it was discovered that broadcast media, most especially television, was the most relied upon source of information by the public when it comes to different crises (Wray, et al., 2008). The same study revealed that print news and the Internet are also important, and that radio only becomes very important when the crisis causes electricity damage and failure and is equally important for people who are inside vehicles (Wray, et al., 2008). The study also revealed that the public double checks information from various sources (Wray, et al., 2008).

The study also found out the difference of urban and rural areas in terms of getting information regarding a crisis. Urban areas use broadcast media first, while rural areas turn to local authorities first (Wray, et al., 2008). When it comes to broadcast

media, the study concluded that although the public views cable or international channels, local channels are still favored (Wray, et al., 2008). Media reliance for information most often causes fear and anxiety to the public due to uncertainty and incompleteness of media messages (Wray, et al., 2008). Despite the public's high dependency on media in times of crisis, there is still awareness that media reports are prone to mistakes or errors.

“...many members of the public are skeptical about the motives of the media because they perceive the media to have a tendency to sensationalize reports” (Wray, et al., 2008, p. 7).

In the Philippines, Cebu Rep. Gabriel Luis Quisumbing mentioned that there is a great need for a bill which will force media blackout in covering and reporting police and military actions during crises (Cruz, 2010). This is due to the accusation that the complete and live coverage of media in the Manila hostage taking may have aggravated the crisis situation (Cruz, 2010).

Quisumbing's statement: "This is not intended to curtail press freedom. The primary intention is to protect the lives of the men and women in uniform and civilians in jeopardy. Care should be taken to avoid disclosure of vital information to the perpetrators until the crisis situation is resolved. In any case, our bill guarantees that once the crisis is settled, media will have full access to information about the police or military operations and coverage shall not be restricted" (Cruz, 2010).

This shows that media needs to exercise responsibility, professionalism, and organization in crisis reporting. There are situations where in immediate information, in the case of live coverage, lead to worsen the event. Bob Steele (2001) had mentioned several ways in order to ensure professional and sensitive crisis reporting:

- *Recognize that this is probably the worst moment in their lives and it is likely to be the first time they are being interviewed by a reporter. They are highly vulnerable.*
- *Be respectful of those you contact for an interview. Remember that you may be one of many journalists contacting a victim or family member. Consider pool*

interviews in some situations to minimize the level of intrusion on those you wish to interview.

- Assess their vulnerability at the time you are contacting them. Recognize they are in mourning and may be in shock. Treat these individuals with compassion and empathy.*
- Respect the wishes of those who do not wish to be interviewed. Offer them the opportunity to contact you later when they are able and willing to talk.*
- For those who are willing to be interviewed, make sure they fully understand who you are and what your purpose is in requesting an interview. Remember these individuals do not know journalistic “conventions” such as on and off-the-record. Be clear and fair with these individuals.*
- Make the interview situation as simple and as comfortable as possible. Be thoughtful in your use of photography and lighting.*
- Be sensitive in requesting photographs of family members and, when given permission to use photos, commit to returning these photos quickly and in good condition.*
- Listen carefully to what these family members are saying. Ask them what they want the public to know about their loved ones.*
- Know when to stop the interview. Don't prolong the difficult situation.*
- While there is nothing you can do to take away their pain and grief, you are in control of the interview situation. Don't make things worse.*

(http://www.poynter.org/content/content_view.asp?id=5879)

K. Synthesis

The Philippine press is considered as an institution depended upon by the nation for news and current events. This huge and vital role has been the cause for many evaluative, explorative, and descriptive studies regarding television news and public affairs services.

Many studies regarding the accommodative and the confrontative values of Filipinos have been done in the fields of Psychology, anthropology, and sociology. In Psychology, Enriquez (1989), mentioned the terms, accommodative and confrontative values, as parts of the Filipino center value of personality, which has been identified as *kapwa* or shared identity (Enriquez, 1989).

Though there are a lot of studies regarding Philippine television news programs, there must always be a continuous critical assessment for though the programs follow a certain formula, the field is constantly evolving together with the fast changing developments in the society it revolves in. Also, despite the many years of existence of television news programs, there are no studies that look into the impact and prevalence of values such as, the accommodative and the confrontative surface values of Filipinos, in such programs. Most studies regarding the Filipino surface values are focused on how they are practiced by the Filipinos in their daily lives. This is why such studies are in the psychological, anthropological, and sociological perspectives.

Though there are descriptions regarding how the values are applied in communication, their emphases are regarding language and face-to-face interpersonal communication for relationship building. There is no mention of how accommodative and surface values, being vital aspects to the core of Filipino personhood, may affect an institution governed and ran by human beings, such as Philippine media.

Consequently, the aim of the study is to discover how accommodative and confrontative values are manifested in television crisis reporting. This will result to building a better understanding of the values in the communication aspect. Also, the study aims to determine the prevalence, the affectivity, and the impact of the surface values in journalism and broadcasting in crisis events.

III. STUDY FRAMEWORK

A. Theoretical Framework

This study is guided by four theories namely: Situational Crisis Communication Theory, Functionalists Theory, Political-Economic Media Theory, and the Agenda-Setting Theory.

1. Situational Crisis Communication Theory

The Situational Crisis Communication Theory (SCCT) was pioneered by Coombs in 1995 by applying the attribution theory to crisis management in public relations. This theory posits “that in order to protect a reputation, the responsibility acceptance of the organization’s crisis response must be consistent with the stakeholder attributions of crisis responsibility generated by the crisis” (Coombs 2006; p. 175 as cited in Kyhn, 2008; p. 8). SCCT involves three stages, the pre-crisis stage, the actual crisis, and the post-crisis stage, which measure how crisis managers respond if once a crisis occur (Coombs, 2007).

2. Functionalists Theory

One of the theories that will be employed in the study is the Functionalists Theory. According to McQuail (2005), media has its own function to society, “for integration and co-operation, to give order, to maintain control and stability, adaptation to change, mobilization, management of tension, and continuity of culture and values” (pp. 98-99). In this theory, media is seen as “a force for social integration” (p.99). Mass media obey the rules and support more willingly than critical of principal values (McQuail, 2005). He also added that the support of the media take in the forms of “avoidance of fundamental criticism of key institutions such as business, the justice system and

democratic politics” (p.99). Media must carry out the necessary tasks for law, stability, and order. Though there are also unintended precarious effects that can be classified as dysfunctions, still, the audience should recognize its functions to society through the effect of the media organization (McQuail, 2010).

3. Political-Economic Media Theory

This theory is one of the five major branches of critical media theory. According to Littlejohn (2008), media ownership holds responsible for society’s illness. In this theory, McQuail (2005) focused primarily on the relationships between the structures of the economy, the ideological media content and the differences in the industry of media. The content of media is a service that is sold to the marketplace and this market has full control on the information that will be delivered to the public through media (Littlejohn, 2008). Summarily, this theory holds on to the idea that media institutions revolve within the premise of political and economic system (McQuail, 2005).

4. Agenda-Setting Theory

The agenda-setting theory of McCombs & Shaw (1976; as cited in Littlejohn, 2005) stated that “editors and broadcasters play an important part in shaping our social reality as they go about their day- to-day task of choosing and displaying news” (p. 293).

Both theoretical approaches provide concrete “impact of messages on the individual and society.” In addition, Littlejohn (2008) mentioned that agenda setting takes place because mass media is selective in news reporting. As watchdogs of the society and gatekeepers of information they have choices on what information to give and the manner of its delivery (Littlejohn, 2008).

Furthermore, Rogers and Dearing distinguished between three different kinds of agenda: the media agenda, which refers to the priorities of attention in media content to issues and events; the public agenda-the varying salience of issues in public opinion and knowledge; the policy agenda, which describes the issue and policy, proposals of politicians” (McQuail and Windahl, 1993, p. 107-108).

5. *Media Organization in the field of Social forces Model*

This model explains how media affects and is affected by three elements in society: political, technology, and economic. The political state in society regulates media, and in return media is the watchdog of the government. The economic condition of society is vital for the sustenance and survival of media for it in itself is also a profit-oriented business. The trends and developments in technology pushes media to also evolve (McQuail, 2005).

6. *Filipino Behavioral Patterns*

The Filipino Behavioral patterns served as one of the primary concepts that was utilized in the study in looking into the accommodative and confrontative values in television news programs. Virgilio Enriquez, the proponent of this idea, categorized behavior patterns into two parts, the accommodative and confrontative communication, under accommodative communication he mentioned the sense of ‘*hiya*,’ ‘*utang na loob*,’ and ‘*pakikisama*,’ while under confrontative communication are attitudes such as ‘*bahala na mentality*,’ ‘*sama/lakas ng loob*,’ and ‘*pakikibaka* or resistance (Enriquez, 1989).’

7. *Integrated Theoretical Framework*

From the abovementioned theories, the researchers selected concepts to represent the dynamics that take place in the current study.

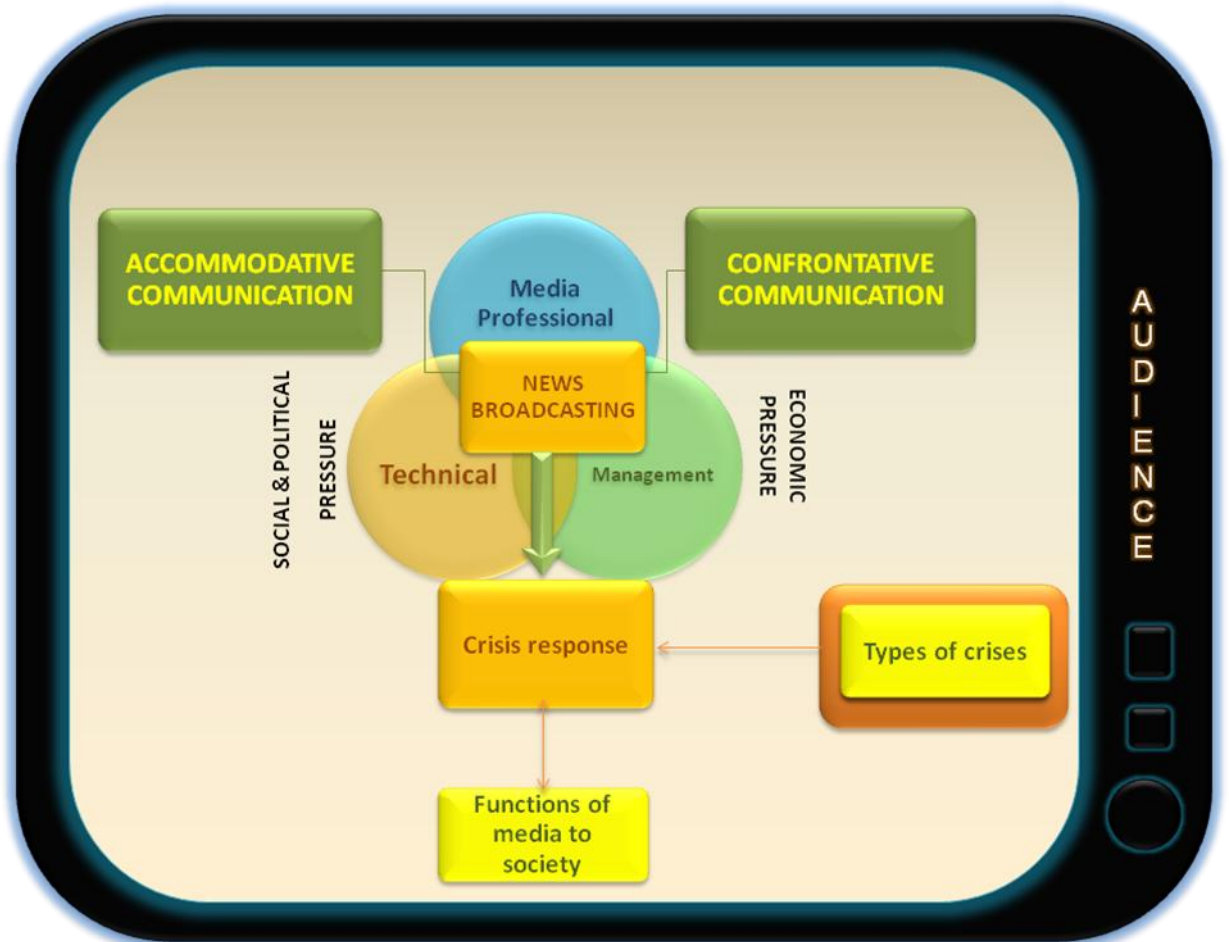
On the discussion of the effects of different pressures in television news broadcasting, some of the important concepts in the study namely, media, technical and management came from the Political-Economic Media Theory. From the model in Figure 1, the three circles represent the internal and external forces that affect mass media particularly news broadcasting during crisis and risk management. They are continuously pressured by social, political, and economic systems. The situational crisis communication on the other hand, represents how the media react with regards to every situation or crisis that might happen to the society.

The patterns of behavior characterizes the possible values that could affect television newscasts. The accommodative and confrontative communication manifestations were reflected in different types of crises in news programs, which helped the researchers in determining the usage and prevalence of accommodative and confrontative communications in television news programs.

In the current study, the researchers hold on to the idea of McCombs & Shaw (1926) that “editors and broadcasters play an important part in shaping our social reality as they go about their day- to-day task of choosing and displaying news” (p. 293). This reflected how television news programs select what kind of news was aired and its manner of delivery. The agenda-setting showed how television news programs in particular, selects what kind of news to report and the amount of information that will be given to the public.

And lastly, the functionalists’ theory of media on the other hand showed that despite the news selection and manner of delivery of news programs they are still following and fulfilling their roles and functions to society. (see Figure 1).

Figure 1. Integrated Theoretical model



B. Conceptual Framework

The situational crisis communication helped the researchers in measuring how television news programs respond to different types of crises, which includes the preparation that is done by television news programs before the actual event, the crisis event, which gives television news program an idea to identify and report necessary information to the public and to take control of the situation by providing accurate details of a particular phenomenon. Third is the post-crisis stage, which involves a follow up reporting of what actually happened and the damages caused by a particular crisis that will help the public in doing precautionary measures to avoid harm.

As mentioned earlier, television news broadcasting programs have three primary components: 1) media professionals, like journalists and reporters, 2) management, like news officials, and 3) technical, like directors and cameramen. They are continuously pressured by three external factors: 1) society, 2) politics, and 3) economics. First, society includes the news programs audience members and non-government institutions.

The audience pressures news programs to feature their preferences. Non-government institutions pressure news programs to filter and censor the content of news reports. Politics and individual politicians pressure news programs in many ways.

Legally, news broadcasting in television, as a powerful tool in disseminating information to the public, is operating within the limits of the law. News reporting during, and after a crisis needs a very careful yet responsible reporting, certain politicians may bribe and threaten journalists and news officials to protect their image if they caused the damage.

Additionally, news programs can be controlled by non-government and social institutions if they think that the information is very sensitive for the public. On the other hand, television news programs are also pressured by the citizens who have the right to know what is happening or what is about to happen to the country.

In this study, the different types of crises were subdivided into four categories namely: natural disaster, confrontation and malevolence, health crisis, and crises of management misconduct. These guided the researchers in looking at how television news programs frame television news reporting in order to help the citizens to cope not just physically but also psychologically.

Furthermore, economic pressures come in the forms of: competitors, advertisers, and owners. They all affect the funding and revenue of news programs. News programs, which are composed of individuals, use many strategies and value systems in dealing with the external pressures of their profession.

Filipino journalists and news officials have an innate sense of others, or *kapwa*. This is why Filipino journalists give importance and protection to their relationships with other people. They do this through accommodative communication values, which are: *hiya*, *utang na loob*, and *pakikisama*, and confrontative communication values, which are: *bahala na*, *lakas ng loob*, and *pakikibaka*.

News programs use the accommodative and confrontative communication values, which affects the way they gather, write, and report several crisis situations. And lastly, the model also illustrates that crisis reporting and coverage should serve a function to the society or audience it reaches.

Crisis reporting and coverage, despite its accommodative or confrontative communication manner, should still exhibit the different types of media functions such as: source of information, correlation, entertainment, and mobilization.

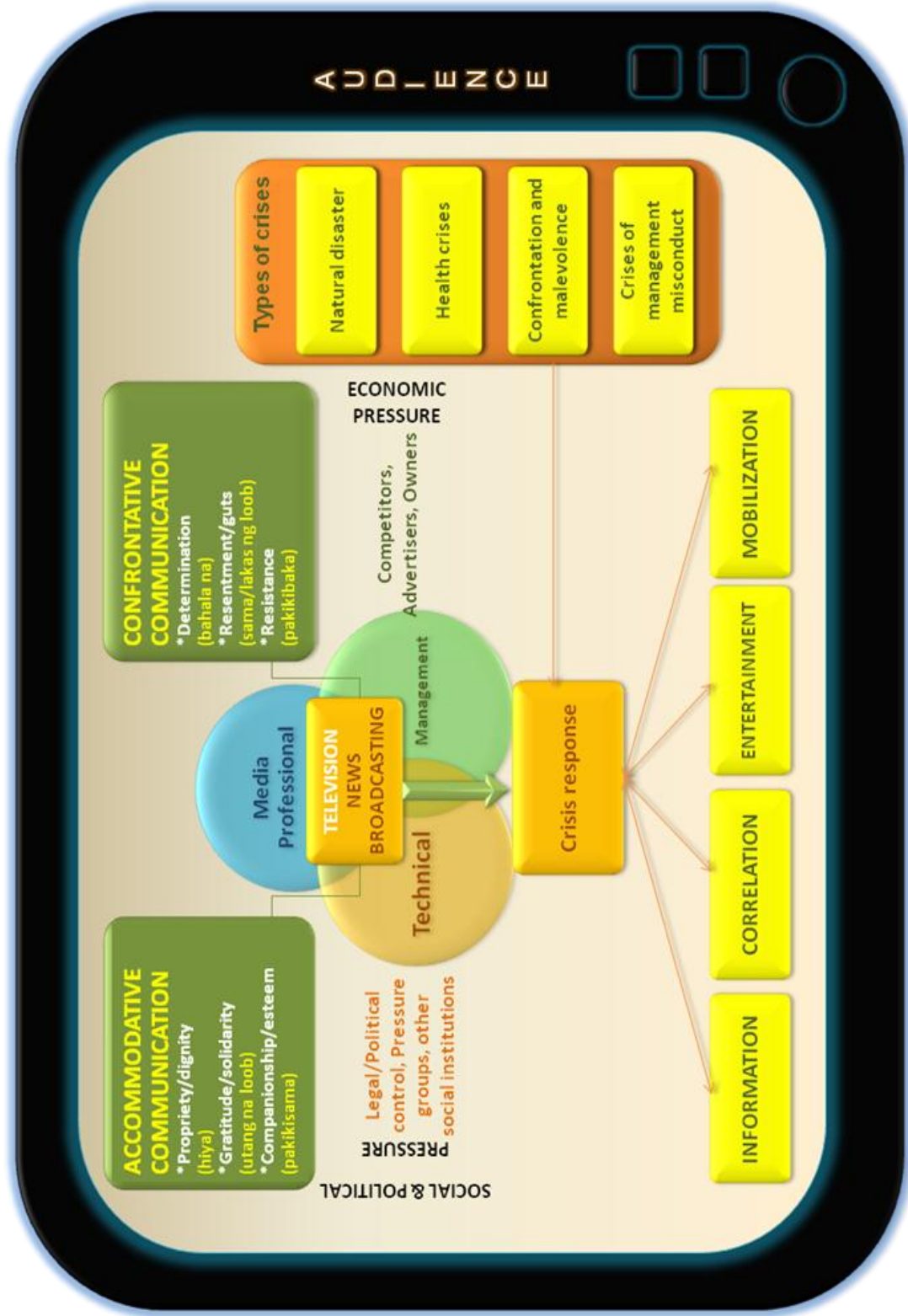


Figure 2. Conceptual model

C. Operational Framework

For the operational model, the study focused on how the three components of television news programs, media professionals, technical, and management components.

The journalists, reporters, and news officials, as representatives of news programs they belong to are affected by external pressures. Journalists, reporters, and news officials are pressured to comply with the demands of individual politicians, non-government institutions, such as religious groups, censorship boards, activist groups, and audience's preferences, ratings for the news program, advertisers, sponsors, competitors, and network owners.

The three stages in situational crisis communication namely, pre-crisis stage, crisis event, and the post-crisis stage are specified as the crisis detection, preparation and prevention of news programs before the actual event.

Crisis identification and crisis control during the actual reporting of crisis, followed by evaluation and feedback mechanism after the crisis in order to see how television news programs react to different circumstances despite the external and internal pressures.

The demands from the external pressures can be satisfied by using the accommodative and the confrontative surface values. Journalists, reporters, and news officials can use the values *hiya* (propriety/dignity), *utang na loob* (gratitude/solidarity), and *pakikisama* (companionship/esteem), *bahala na* (determination), *lakas ng loob* (resentment/guts), and *pakikibaka* (resistance) as communication strategies before responding to the different pressures.

The values will affect the way journalists, reporters, and news officials act during interviews, beats, and press conferences, write and edit news, and report news as seen in the language, content, and delivery. These manifest in the way television news programs gather, write, and report different issues especially in times of crisis.

Also, despite of the accommodative and confrontative manifestations in different crisis reports and coverage, news should still possess information or giving information about events and conditions in society and the world, correlation or explaining, interpreting and commenting on the meaning of events and information, providing pleasure, recreation and the means of relaxation to reduce social tensions through entertainment, and mobilization by promoting collective objectives in the area of politics, war, economic development, work, and religion.

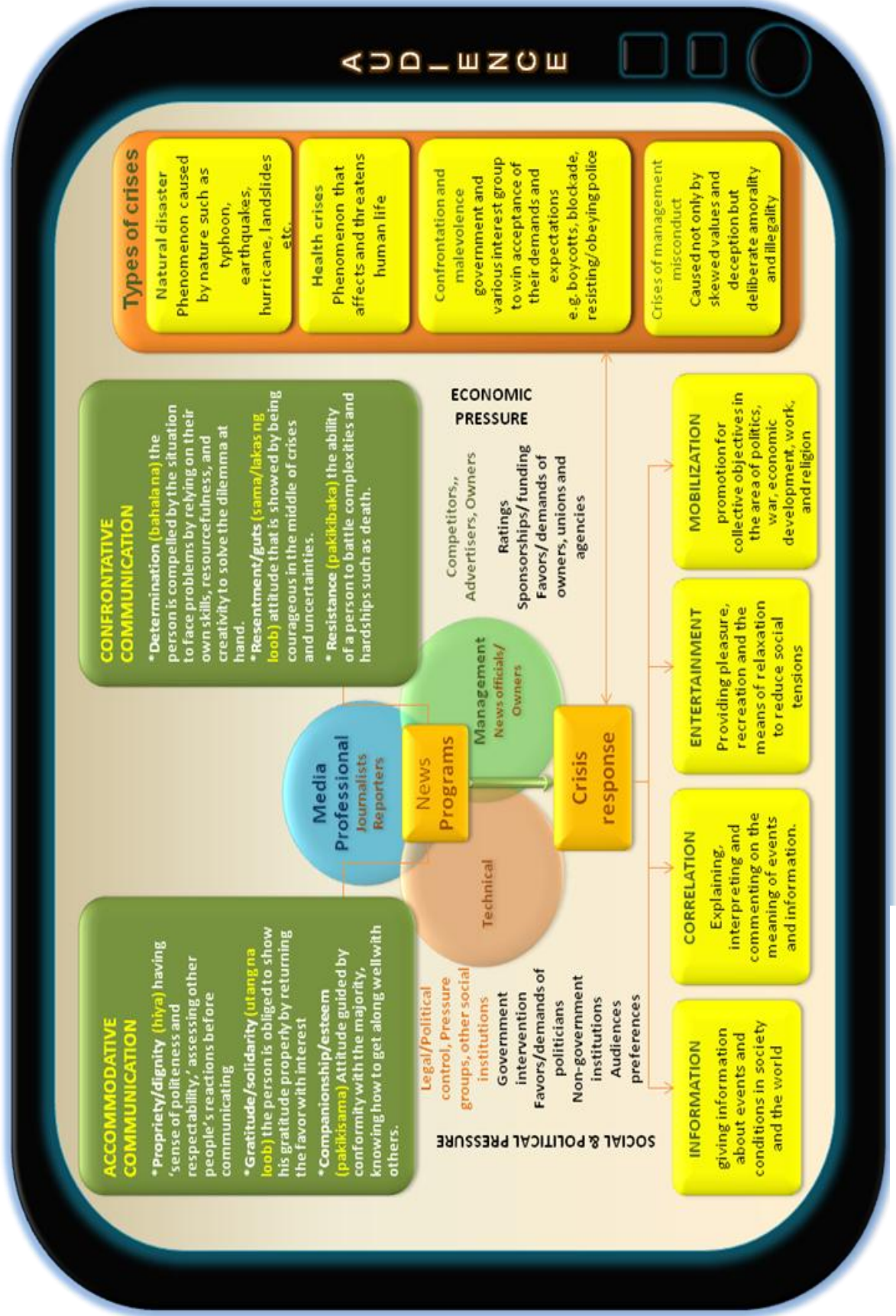


Figure 3. Operational model

D. Definition of terms

Crisis: an event wherein the results are uncertain and a phenomenon which carries threat at a national level.

Accommodative communication

- a) Propriety/dignity (hiya) having ‘sense of politeness and respectability,’ assessing other people’s reactions before communicating something
- b) Gratitude/solidarity (utang na loob) refers to an interaction where the person is obliged “to show his gratitude properly by returning the favor with interest
- c) Companionship/esteem (pakikisama) Attitude guided by conformity with the majority, knowing how get along well with others.

Confrontative communication

- a) Determination (bahala na) the person is compelled by the situation to face problems by relying on their own skills, resourcefulness, and creativity to solve the dilemma at hand.
- b) Resentment/guts (sama/lakas ng loob) refer to attitude that is showed by being courageous in the middle of crises and uncertainties.
- c) Resistance (pakikibaka) refers to the ability of a person to battle complexities and hardships such as death.

Natural crisis: phenomenon caused by nature such as typhoon, earthquakes, hurricane, landslides, etc.

Health crisis: phenomenon wherein there is potential threat in the physical well-being of people such as H1N1 virus, dengue outbreak, etc.

Confrontation and malevolence: happen when the government and various interest group try to be successful of their demands and expectations e.g. boycotts, blockade, resisting/obeying police

Crises of management misconduct: a phenomenon caused not only by skewed values and dishonesty but deliberate amorality an misconduct

Information: giving information about events and conditions in society and the world.

Correlation: Explaining, interpreting and commenting on the meaning of events and information.

Entertainment: Providing pleasure, recreation and the means of relaxation to reduce social tensions

Mobilization: promotion for collective objectives in the area of politics, war, economic development, work, and religion.

IV. METHODOLOGY

The main objective of the study was to explore the accommodative and confrontative communication mindsets that were manifested in crisis reports by different national television news broadcasting programs. This study also related the main objective to how they accentuated or diverted national news broadcasting from the media functions.

A. Research design

In answering the research problem, the study conducted a qualitative approach of inquiry. Several qualitative methods were employed in achieving the objectives of the study.

The study discovered how accommodative and confrontative communication concepts were applied in news media during crisis reporting. In attaining the objectives, the researchers went directly to the media practitioners involved in news programs. The qualitative approach has given insights on the daily activities and experiences of journalists and news media officials throughout their profession during crisis situations. Also, the qualitative approach unveiled the personal beliefs and morals that are important for news media practitioners in reporting crisis types of events. The qualitative approaches were also used in assessing whether news media practitioners were affected by their values in crisis reporting.

The study also employed a comparative analysis in giving a complete description of how accommodative and confrontative communication affected the current state of Philippine media.

B. Research method

In order to obtain substantial data needed to answer the objectives of the study, the researchers accomplished the following methods:

First, the researchers conducted six focus interviews on television news media practitioners. All the interviewees were experienced journalists and news officials from ABS-CBN, GMA 7, and TV 5 media networks.

After the focus interviews, the researchers employed a textual analysis of different television news programs in order to find out the usage and prevalence of the actual manifestations of accommodative and confrontative communication strategies in crisis reporting.

Lastly, three focus group discussions were conducted with different types of television audience members in order to garner knowledge if the audience was satisfied with the selected television news programs' reports and coverage of crisis situations. The researchers grouped the discussants according to the following categories: college students, young-urban professionals, home-based adults. The categories were selected based on the news programs' main target audience. The focus group discussions probed the audience members on their opinions of how functional media are during and after crisis events.

C. Research instruments

For the focus interview, the researchers were guided by an interview guide with questions aimed to answer the research objectives. The interview guide specifically directed the interview to probe on topics regarding awareness, definitions, and practices

of accommodative and confrontative communication in the interviewee's experiences and knowledge of crisis reporting.

Subsequently, the researchers used the textual analysis form for each television news report or coverage of selected crisis situations. A total of 50 videos from different news program, TV Patrol and Bandila for ABS-CBN, SAKSI and 24 Oras for GMA 7, and AKSYON for TV 5, were selected over the last five years (2005-2010) for the study. Ten videos each were selected for natural crisis (ondoy), health crisis (AH1N1 outbreak), confrontation and malevolence (Manila hostage taking and Maguindanao massacre), and the crisis of management misconduct (NBN-ZTE deal). The textual analysis form aided the researchers in categorizing, organizing, tabulating, and analyzing data that were gathered from selected television news programs' reports and coverage.

The researchers also use a focus group discussion guide containing topics to be talked about that aided the discussion in getting the specific information in answering the objectives of the study.

D. Concepts and indicators

Concepts and indicators of the study were based on the study's objectives and concepts presented in the framework.

	Concept	Indicator
Value Identification	Accommodative and confrontative values in television news broadcasting.	1. Journalists/reporters' personal value systems. 2. News officials' personal value systems.
Value Application	Accommodative and confrontative communication in crisis reporting and coverage.	1. Journalists/reporters' activities and experiences. 2. News officials' activities and experiences.
Value Resemblance and disparity	Accommodative and confrontative communication between different news	1. Gma 7 2. Abs cbn 3. Tv 5

	channelss from different television networks	
Value Pervasiveness	Manifestations of accommodative and confrontative values in crisis reporting and coverage. 1. Natural crisis 2. Confrontation/malevolence crisis 3. Health crisis 4. Management misconduct 5. Technological crisis	1. Language 2. Content 3. Delivery 4. Extent 5. Others
Value usage in internal and external contention	Accommodative and confrontative values in responding to different external pressures	1. Political 2. Business/Economic 3. Societal
Value Functionalism	Accommodative and confrontative communication manifestations in crises television broadcast's media functions in society.	1. Information 2. Mobilization 3. Correlation 4. Entertainment

E. Units of analysis and sampling

Criteria driven sampling was used to select the three television (ABS-CBN, GMA 7, and TV 5) news channels and to select the crisis situations used for the study.

Television news channels selected all possess the following qualities:

- 1) High ratings which proves audience dependency and interest.
- 2) Wide reach (at least national level) which shows that it could affect and influence a lot of people.
- 3) High technology in order to keep all samples similar and in order to make the study applicable in modern times.
- 4) No two or more samples should have the same owner or management organization.

5) Extensive news coverage and reporting of crisis situations in the Philippines over the past 5 years (2005-2010).

On the other hand, crisis situations selected possess the following criteria:

- 1) The event was unexpected.
- 2) The results were uncertain at the time of the incident.
- 3) The event was a threat to others (national level).

Categories of crisis events:

- 1) Natural (or environmental) crisis
- 2) Confrontational/malevolence crisis
- 3) Health crisis
- 4) Crisis of Management misconduct

All journalists and media professionals that were interviewed were selected purposively because they should be employed by the news channels selected for the study. Also, they must fit the study's objectives, so their job are directly involved with news gathering, writing, and reporting or news program management of crisis situations. Lastly, the focus group participants were selected according to three main categories that describe the main target market of national news programs.

F. Data gathering/generation and construction

Data gathering started on the second semester of A.Y. 2010-2011. Two weeks were allotted to find interviewees for the study. All revisions and editions of the study were done simultaneously throughout the data gathering period.

Data processing of the focus interviews were done simultaneously after every interview in order to use the findings in the formulation of the textual analysis form. The

textual analysis method was done at the same time for the next 2 months. Data analysis from the textual and content analyses was then accomplished on the fourth month.

The research objectives were disclosed to the interviewees. Recordings and live viewing and listening of television and radio news programs were solely used for research purposes.

G. Data Analysis

All the records from the interviews, FGDs and textual analysis of news videos were transcribed by the researchers to get all the important points tackled during the discussions. And from these data, matrices were organized to categorize the participants' ideas which made it easier constructing the results and discussion.

The focus interviews helped to establish how accommodative and confrontative communication practices used by media in crisis reporting. Also, the focus interview gave a preview on the usage of accommodative and confrontative communication by media practitioners.

The textual analysis established the prevalence and the usage of the accommodative and confrontative communication manifestations in crisis reporting. Data that were gathered from the FGDs were used to analyze the perception of the audience on the accommodative and confrontative aspects of news and whether media fulfilled their role in crisis reporting.

H. The Researchers

As senior Communication Research Students, the researchers, Michellyn Antonette Marasigan and Jim Ryan Yap, have taken up previous Communication Research courses in the program as the researchers' foundation in doing this study. In

adopting the qualitative paradigm for the study, the researchers banked on their Communication Research 110: Introduction to qualitative research in communication. The researchers also taken up Communication Research 115: Statistical Concepts for Communication Research. Lessons learned on Communication Research 125 equipped the researchers with the necessary tools for data processing such as Xsight for the qualitative data of the study. Meanwhile, Communication Research 120, Communication Research 130 and Communication Research 165 further sharpen the data analysis and data presentation skills of the researchers. Furthermore, Communication Research 199 paved the way for the research design in fulfilling this study.

The researchers also took courses which are related to the study such as Community Planning, Psychology of Language, and Personality in Psychology. Taking up these courses in turn also provided the researchers essential perspectives as well as tools in the improvement of the study.

V. RESULTS AND DISCUSSION

Using the framework of the study as guide, the presentation of the data gathered were subdivided into six parts which layouted the various manifestations of accommodative and confrontative communication in crisis news reporting. Employing the patterns generated from the interviews, FGDs, and textual analysis of videos, the data were presented by identifying news reporters, journalists and officials' personal value system, their application of values in crisis reporting, the resemblance and disparities of these values among different television news stations (ABS-CBN, GMA 7, and TV5), the occurrence of accommodative and confrontative values in different types of crisis, the usage of these values in responding to different internal and external pressures, and the functionalism of values in society.

For value identification and value application in crisis news reporting, the researchers used data gathered from the interviews. This was done due to the reason that the first two parts of the results and discussions require deep and direct inquiry of the reporters, journalists, and news practitioners' personal experiences in their profession. Meanwhile for value resemblance and disparity, the researchers made use of the data gathered from the textual analysis and FGDs and interviews in order to compare and contrast the usage of accommodative and confrontative communication between different news programs from different television networks (ABS-CBN, GMA 7, and TV 5). For value pervasiveness, data gathered from interviews and FGDs were used in order to discern the usage of accommodative and confrontative values between the different types of crisis situations happened in the last five years (2005-2010) in the country.

In dealing with the value usage of news reporters/ journalists, and news officials, the researchers made use of the interviews to examine how they respond to different

internal and external pressures especially during crisis situations. And lastly, in dealing with the social functionality of accommodative and confrontative communication in crisis reporting, the researchers utilized the data gathered from the textual analysis to determine how media despite its value usage are still performing its role to society.

A. Value Identification

1. Journalists and reporters

Every person has his or her own personal value system. This value system may come from different influences: family, culture, religion, education, peers, personal experiences, etc. Journalists and reporters carry with them their individual value systems even before they entered their respective careers. Data analysis from the focusinterviews revealed that personal value systems affect the way journalists and reporters perform their jobs.

Ryan Chua, ABS-CBN TV reporter for TV Patrol World, emphasized that a media practitioner's personal value system may become his or her personal bias. He added that it influences the way journalists and reporters choose their stories or present different angles and approaches in reporting stories and events. For him, his personal value system helps him weigh the importance of each report depending on the quantity of people who will benefit from hearing and watching the story. He says that siding with the people or audience's interests helps him as a reporter, and this is one effect of his personal value system in his profession. Also, according to him, journalists and reporters cannot be purely objective due to their personal biases, which is an effect of their personal value systems. He says that historicity affects the way media perform their job.

Despite the danger of not being objective, Ryan Chua said that, “*the best we can do is to make our report balance, to make them fair, to get all sides...*”

As a part of the job, journalists and reporters comply with a certain ethical standard in their profession. This ethical code may be given to them by their management, network, show, and/or self regulatory organizations. Though so, these ethical guidelines are not strictly implemented, because journalists and reporters cannot be constantly monitored due to their busy and on-the-go job lifestyle. This is why Chua believes that complying with the ethical standards is also a personal effort for every journalist and reporter.

Also, some journalists who were interviewed believe that personal value systems affect the way news media practitioners execute the ethical codes. One example is Jun Veneracion, news producer for GMA 7 network, who mentioned that the code of ethics that guides media practitioners to do better in their jobs is a journalist’s personal choice whether to follow or not.

Similarly, Ryan Chua highlighted the importance of ethics by narrating his crisis reporting experience of a ship wreck of a popular sea transport company in the country. He interviewed some victims, but one of the interviewees asked not to continue the interview. At first, Chua said that he was disappointed because he travelled far and long just to go the scene of the incident, then to interview people involved and affected, and most importantly to get a story. Despite his disappointment, Chua said that compassion must rise above the desire to report that certain story angle. He said that, “*...kahit mawalan ako ng istorya (even if I lose the story) I make sure that ethics is paramount of*

everything...I won't sacrifice my ethics just for a story, because there are other stories for the day."

In addition, he believes that a story is not worth reporting if someone gets hurt or someone will be put into danger because of it. Also, for Chua, there is a sense of justice when safety is prioritized in withholding a story, and it is a journalist's and a reporter's job to tell the truth, but there must be some responsibility in truth telling. Chua believes that minimizing harm, and that the safety of others is of utmost importance. For him, this is the most important lesson to learn from the 2010 Manila hostage taking crisis coverage. He said that, "*lives might have been saved if it were not for the constant live coverage by media.*"

Correspondingly, Jun Veneracion deems that integrity makes journalists objective. For him, journalists should not air their personal take on whatever it is that they are reporting. He mentioned that, "*Kung ano yung objective view ko dun sa story, yun yung i-eere ko* (Whatever my objective view about the story is, that is what I will air), *and you can't influence me to say otherwise or to say what you want me to say.*" He also said that the way a journalist was molded way back in his or her childhood years, will affect the way he or she performs the job.

Jun Veneracion: To begin with, sa school, sugapa ka, corrupt ka, magreflect yun sa work mo. So yun, kung ano yung personal values na pinanghahawakan mo nung bata ka, yun dapat dalin mo sa trabaho kahit anong trabaho pa 'yon. [To begin with, if in school you are selfish, corrupt, it will reflect in your work. So whatever personal value you are holding on to even when you were still a child, you will carry over it in your work, no matter what profession it is.]

On the other hand, Julius Segovia, news correspondent for GMA network, mentioned that combination of having patience, and not being onion-skinned or not being overly sensitive in the news room is vital in order to maintain a harmonious working

environment. He said that there are many journalists who submit many stories to the news room every day. Therefore, due to limited air time, not all stories get reported in the news programs. One must learn how to patiently wait until his or her story gets selected to be aired. More importantly, one must neither be overly sensitive nor be emotional if his or her stories get junked in the news room.

Julius Segovia: "...hindi ka masyadong balat sibuyas kasi minsan pag biglang binagsak yung story mo kasi pag bago ka lang sa isang news organization parang minsan taga kuha ka lang ng mga sound bites."["...you shouldn't be sensitive, since you're new in the industry, they would sometimes reject your story, and what you will do is to just get sound bites."]

Segovia also adds that respecting and obeying your seniors is a must for beginners and new journalists. New journalists are tasked to get sound bites for senior reporters. Also, even though young journalists' have worked all day looking for good stories, their works are not theirs to report. Seniors are the only ones who get to report on air (Segovia, 2010). He also said that journalists and reporters must take it as a learning experience and not as power tripping.

Julius Segovia: hindi ka sensitive kasi mababadtrip ka talaga eh kasi kunwari pagod na pagod ka sa labas di ba parang nagutom ka na sa labas tapos pag pasok mo dito hindi pala eere yung story mo parang ganun. [You shouldn't be sensitive because you will get disappointed, for example, you did everything on the field, and you even skipped a meal, and when you come back, you will find out that they wouldn't air your story.]

Though so, Segovia said that nowadays, new journalists are more trusted to go on the air to report their own stories.

Furthermore, another factor that news reporters have taken into account is their faith in God. According to the reporters interviewed for the study, it helps them on how they act or perform their jobs. As an example, Jun Veneracion, said that prayer is a reliable tool for media practitioners, most importantly during field work in crisis situations.

Jun Veneracion: ...syempre Catholic, yung dasal yung mapapakinabangan mo pag nasa field ka lalo na kung nasa isang crisis situation ka, dun lalabas yung pagiging madasalin mo kung hindi ka sanay bago ka pumasok sa isang gulo. [Of course being Catholic, prayer becomes reliable when you're on the field, most especially when you're in a crisis situation, if you're not used to chaos that is the time to be prayerful.]

Though other interviewees said that faith influences them in their profession, others said that religion should not play any role in the media profession. As an example, Joey Villarama, a desk editor from TV 5, believes in the value of total honesty. He said that journalists should not have biases no matter what religion they belong to. Despite him being Catholic, he prioritizes the news organization he is representing when he is working more than his religion. He thinks that it is the news media organization's reputation that is at stake if journalists act based on religious beliefs and traditions. For Villarama, journalists should know when to act as a journalist and when to use religion.

Joey Villarama: I'm very Catholic kung tutuusin pero may mga biases ka siyempre pero iniwanan ko siya sa bahay kasi I'm representing a big news organization. [I'm very Catholic, of course you'll have biases but I leave my biases at home because I'm representing a big news organization.]

B. Value Application in crisis reporting

1. Accommodative communication

Pakikisama

According to Ryan Chua, ABS-CBN news reporter for TV Patrol World, “pakikisama” is much needed in crises events that involve grief and tragedy. He said that he usually waits for crying interviewees to calm down first before pointing a camera and microphone at them. For him, showing sympathy to grieving and hurting interviewees and sources is a way to practice this value. A person's dignity is important for the young reporter that is why he said that he would not force anyone to talk in moments of grief and tragedy.

Sharing the same sentiment as Chua, are news media practitioners: Wheng Hidalgo, a reporter for TV 5, Jun Veneracion, a news producer for GMA 7 network, and Julius Segovia, a senior correspondent for GMA 7 network. For them, “pakikisama” is also vital in the news and current events industry, but they define or practice it differently as Chua. For Veneracion and Segovia, journalists must know how to deal well with the cameramen, crew people, news desk members, news room people, etc.

On the other hand, Hidalgo said that journalists do not have any choice but to maintain harmonious working relations with different types of people, whether good or bad. Hidalgo exemplified ways to show “pakikisama,” “...*you have to be very very patient and understanding kasi (because) you have to deal with different people from class A to E. You have to be flexible din (also).*”

For Segovia, “pakikisama” also means adjusting to the environment. He mentioned that, “*Journalists must never feel and act like they’re above other people.*”

Julius Segovia: “...kunyari pumunta ka sa depressed area papasok ka ‘don, papakainin ka tapos ikaw “yuck,” ganun ganun ka. ‘Yung pakikisama is also synonymous to pagiging tao.” [For example, when you go to a depressed area, and there you might be offered some food to eat, then you will say or feel grossed out. Pakikisama is synonymous to being human]

Hiya

Alternatively, most reporters interviewed in the study believe that “hiya” may or may not work positively in the news and current affairs industry. For Wheng Hidalgo, “hiya” has no room in the world of journalism. She said that one cannot afford to be shy and timid in getting a story. She personally only applies shyness in press conferences where journalists are treated free food by the press conference organizers. Likewise, Jun Veneracion also believes that being shy will inhibit any journalist from getting the story.

He added that a journalist would not be able to approach his or her sources, face the camera to report, and conduct interviews if he or she is shy.

On the other hand, Ryan Chua believes that the value “hiya” is important in being a good and ethical journalist. He said that it keeps him grounded. “...*hindi ko gagawin lahat para lang makuha ang isang story, gagawin ko pag nasa tama pag walang ibang masasaktan... yung walang tinatapakan.* (I will not do everything just to get one story, I will do it if it’s right; no one get hurt, no one is being stepped on).

Though so, despite believing that “hiya” makes him a better journalist, Chua admitted that the value can also hinder journalists from performing their jobs better. Sometimes, he personally feels shy when asking controversial questions to his interviewees. He narrated that there was one press conference when he felt shy to ask tough questions to a very controversial Senator who was then involved in a corruption scandal. He said that he was shivering during the interview, but despite being shy, he, as a journalist, had to get the Senator’s side.

Julius Segovia also thinks that “hiya” is a useful value in journalism and news reporting. He said that not feeling embarrassed at all by doing anything to get a story is not necessarily good characteristic for journalists. For him, being balanced is the key, because journalists cannot be excessively shy to the point that he or she would not do anything at all. If that were the case, a journalist would completely lose his or her interviewees, sources, and the story itself.

Mark Salazar believes in the same way as Julius Segovia. He mentioned that journalism is a field where there is tight competition in getting stories that is why a journalist must be able to learn how to deal with a variety of types of people. Having just

the right sense of shyness is important for Salazar. If one becomes too shy he or she will be manipulated by people and get left out by other journalist, but if he or she becomes overly confident, he or she would not be trusted by people and therefore would not be able to get the story as well.

Mark Salazar: Kailangan makapal yung mukha mo not in a way na wala ka ng hiya dapat hindi kasi you deal with different people talaga everyday may mamemeet ka na difficult people o nagmamanipluate sa trabaho lang ng tao nakakasalamuha naming, manloloko, bolero, sinungaling kailangan efficient ka aggressive ka in order to get a head on the competition and get your stories. [You need to have a thick face, but not in the way that he or she completely loses his or her sense of shyness because you will really deal with different people every day. You will meet difficult or manipulative people. In our job, you will encounter cheaters, deceivers, and liars. You have to be efficient and aggressive in order to get a head on the competition and get your stories.]

Joey Villarama, TV 5 news desk editor, was inspired by a fellow journalist, Ed Linggao, who used to be an ABS-CBN and Channel 5 correspondent and who is now working for PCIJ, who said that, *“kung wala kang hiya, mahiya ka”* (if you are not shy at all, be embarrassed). He said that it means two things. First, over confidence is good when reporting on the air. He narrated his first experience on air by sharing that he shivered, and got wet and shaky hands on his first assignment. Also, he said that television reporters really need to look physically well put together, by using make-up and fixing their hair well in order to stand out in camera.

Secondly, over confidence can also become a bad thing. He said that, *“if you’re over confident, na ang yabang mo na na akala mo na you’re God’s gift to journalism, teka tignan mo muna.”* (If you’re over confident, when you’re bragging and when you think that you’re God’s gift to journalism, you must check yourself first).

Veneracion also said that another way of being over confident is by taking advantage of a journalist’s power as a media practitioner. He said that being a journalist

entails receiving some perks. Veneracion believes that a journalist must never take advantage of his or her power and position. Though it's inappropriate, it happens. Also, he exemplified how journalists often use their media IDs in order to skip traffic, make LTO and DFA procedures faster, etc. In his opinion, journalists are treated like a celebrity here in the Philippines. Though he believes that being a media personality automatically makes a person a public personality, he said that, "*one must never use his or her influence in order to make his or her life easier.*"

Utang na loob

Aside from "hiya," results showed that "utang na loob" is defined and seen negatively for most journalists and reporters interviewed for this study. Though so, for Ryan Chua there are different ways to apply "utang na loob" in journalism and news reporting. He believes that one must not give special features to people who give free food and other gifts. He does not even feel obliged to have a sense of "utang na loob" to his sources. He said that, "*I always keep a professional distance. I always keep detached as much as possible. Especially when my sources are powerful.*" Though so, he thinks that one must practice "pakikisama" instead of "utang na loob" not just to sources, but also to the many other reporters covering the same beat. He emphasized that there is great value in using "pakikisama" to deal with fellow reporters even those from competitor news organization in the subsequent statement:

Ryan Chua: I deal with them more than my own office mate. Minsan kailangan sabay-sabya kami, mahirap humiwalay halimbawa gusto kong maka scoop, mahirap gawin yun dito. But in my case I have to make sure na monitor them, they monitor me medyo symbiotic yung relationship.[I deal with them more than my own office mate. Sometimes we have to go at the same time, it's hard to separate yourself if, for example, you want to get the scoop. But in my case, I have to make sure that I monitor them, they monitor me, sort of symbiotic relationship.]

Chua also said that sometimes he finds himself troubled by the challenge of thinking who and what to prioritize first: the company he works for or his relationship with his fellow journalists. He said, presently, he feels that it is more important to show “pakikisama,” because he is new in the industry. He needs to keep a harmonious relationship with the veteran journalists, like the experienced television and radio reporters, because they can teach him many things to make his job easier, as Chua reiterated, “...*they can share information with me, they can pitch me things I don't know because I'm one of the youngest reporter here so I need them.*”

Instead, Chua believes that “utang na loob” must be given to the people or the audience. He said he just had to get used to not being affected by free lunches during press conferences and refuse gifts from people in order to not be in a position where “utang na loob” might be asked from him.

On the other hand, according to Wheng Hidalgo, journalists and reporters must be cautious in giving “utang na loob.” She said that this value should not be shown by giving special favors to a certain person in news reports. Similarly, for Jun Veneracion, “utang na loob” is a value that Filipinos innately have, that is why Filipino reporters must be careful in applying the value in their profession. He said that journalists must never patronize their sources. Instead, they should maintain a certain distance, but at the same time establish a good working relationship with the people journalists encounter in their profession. He said that it is hard when “utang na loob” is used as a weapon in getting favors during moments of conflicts. Moreover, Julius Segovia said that the truth in every story might suffer if this value enters the picture.

In addition, Mark Salazar believes that a journalist should only demonstrate “utang na loob” to the company he or she works for. When it comes to the people he encounters in his profession, Salazar prefers to use “pakikisama” in order to get the job done, to earn respect in the industry, and to develop relationships.

Correspondingly, Joey Villarama thinks that there must never be a sense of “utang na loob” in the news media industry. He even emphasized the GMA News and Public Affairs slogan, “Walang kinikilingan, Walang pinoprotektahan, Serbisyong totoo lamang,” (unbiased, non-protective, only true service) to show that “utang na loob” should not exist in his profession. He believes that journalists who have this value are biased when it comes to their job.

He also shared that he even declared all his personal and familial affiliations to his bosses and company in order to show good faith, and to avoid working on stories where he might be biased. He narrated that he once refused to work on a story that involved the Supreme Court because he had a relative working as one of the justices there. His boss initially asked if he was comfortable working on a story about Supreme Court nominees and he admitted that he did not want to do it, because he is related to one of the nominees.

For Jun Veneracion, “utang na loob” must be combated in his profession because government officials and private entities tend to ask for special favors like editing stories or covering stories that might destroy their reputation or affect their careers. Journalists must never promise to guarantee that they will help block the airing of any story that is not favorable for certain people or companies.

2. Confrontative communication

Lakas ng loob and bahala na

Ryan Chua, likes adventure, that is why he believes that “lakas ng loob” is a must in his profession. He said that he is sometimes bored staying in the Senate waiting for stories to happen. He prefers immersing himself in action-filled stories like the Bulusan ash fall and during flood events. Though so, he also knows that there must be limits in being literally fearless. Safety should always come first as he mentioned, “*...no story is worth dying for...pag delikado, pag nagdududa na ako hindi ko na itutuloy* (if it’s dangerous, if doubtful, I won’t continue), *when in doubt, don’t!*”

Also, Chua said that the “bahala na” value goes with the value “lakas ng loob.” He narrated one experience where he used both values together; when there was a flash flood in Nueve Ecija, he continued the job despite the strong rush of water. He said that during crisis coverages, journalists must make fast decisions, and sometimes there is no time to think or assess the situation. He reiterated, “*Deadlines must be met and crisis events happen quickly so sometimes journalists just need to combine bahala na and lakas ng loob to get the story.*”

Other than getting the story, Chua thinks that “lakas ng loob” is a requirement most especially for television reporters. He stressed the challenge of being a television journalist by saying that despite showcasing good skills in writing, projecting a nice voice on air, or having a great story angle, if you are not physically presentable; like having oily skin, the audience would most likely focus on appearance more and not the substance of the report.

Ryan Chua: “...lakas ng loob I think it’s a requirement for me to be a good reporter especially on TV because you have to give a good compelling video you have to have presence and at the end of the day kahit anu pa yung pinagdaanan mo [despite everything

that you've been through] you have to look pleasant at least hindi ka naman mukhang sabog [you do not look unpleasant].

In the same way, for Wheng Hidalgo, “lakas ng loob” is essential in getting stories quickly. She said that journalists would lose the story if they are fearful. As a female journalist who used to cover police beats, Hidalgo said that having “lakas ng loob” is the key to surviving police and crime reporting. She cannot afford to be a cry baby or feel affected on scene.

Moreover, “bahala na” is also a value that is very useful for night reporters when waiting for late coverage. Hidalgo explained that reporters cannot control when or where a news story event will occur. Therefore, their job entails waiting despite having no sense of assurance if something fruitful or useful would come out of it. Furthermore, Hidalgo also said that *“bahala na is used as well when a journalist cannot find a way to contact a source or an interviewee. He or she will just have to find some way and say, “bahala na.”*

Alternatively, Joey Villarama, does not consider the “bahala na” value to be functional in journalism. He said that journalists and reporters should have focus. He stated, *“Para sakin hindi pwede yung bahala na. Kailangang meron akong focus. Kasi kung kalat kalat ka na bahala na, feeling ko, wala kang mabubuo na storya. Kailangan, confluence of events yan kaya dapat pinagpaplenuhan mo talaga”* (I didn't considered the value of bahala na. You should have focus; the story will not be put together correctly and properly if a journalist's thoughts are scattered and disorganized. Journalists should plan well even before they go out and cover a story).

He also said that he is the type of reporter who already has an outline of the story even before he goes out of the office to cover the event. His outline serves as his focus and target. It also helps him meet his deadlines.

Joey Villarama: Kasi kung ang newscast mo 6:30 tapos sabi mo, bahala na kung umabot ako, hindi maganda yun. Ibig sabihin, wala kang dedication and focus [Because if your newscast is at six thirty and then you say bahala na if I reach it, it's not good. That means that you do not have dedication and focus.]

In addition, Villarama also said that during crisis situations, reporters and journalists should have a strong sense of “lakas ng loob” or else their story gets ruined. Once reporters and journalists are taken over by fear, they will only expose themselves and their team or crew to more danger and harm. Though so, Villarama also believes that “lakas ng loob” has its limits. He mentioned that journalists must also learn that being excessively fearless have caused harm and even death to many journalists.

Joey Villarama: “...yung lakas ng loob mo papasok kayo sa sitwasyon dapat kalkulado mo, tansya mo yung mga consequences. Hindi yung papasok ka dyan bara-bara ka na pwede mong ikamatay dapat tandaan ang istorya, istorya lang, hindi dapat maging kapalit ng buhay yan [...courage, you must calculate when you enter a situation, you must estimate possible consequences. You can't just enter any way you want, it can cause your death so you must remember that a story is just a story, it should not cause life.]

That is also the reason why Villarama believes that “bahala na” cannot be applied in all situations. He said that journalists and reporters need to think of the possible consequences first. He emphasized that journalists and reporters must learn to know when to back out. He said this because he already experienced a life and death experience during a previous field work as he mentioned, *“Being a journalist, one can never assume what will happen next, but expecting the worse helps.”*

According to Mark Salazar, “lakas ng loob” is very much needed in journalism. He said that reporters and journalists need to be courageous and fearless enough to face volcanic eruptions, chase storms, get closer to the hostage taking scene, etc. For Salazar, instead of avoiding dangerous situations, journalists need to expose themselves more to get the complete story, and to get the story first and report it better. Salazar admitted that the “lakas ng loob” value of journalists also has its negative aspects. He recounted an

incident where a journalist was too fearless to the point where that journalist endangered the life of the whole crew by getting them kidnapped.

In a different perspective, Joey Villarama said that “lakas ng loob” is important for journalists and reporters. He shared that he witnessed a demolition in Malabon during his first day on the job. Being afraid of guns and bullets, he felt so scared due to the presence of armed policemen. Though so, despite his fear, he had nothing but “lakas ng loob” to force him to get the job done.

He also added that there was a time when he was being threatened and hunted by policemen because he once exposed how policemen over killed a suspected “carnapper” in a chase. He thought of not airing the story at first, because he knew the consequences he might have to suffer if he did. Despite the deadly consequences, he still decided to report the story because he knew that if he didn’t, the wrongdoing of policemen might happen again. He used “lakas ng loob” to get through his fears. True enough, when he reported the story he received many death threats that is why his bosses had to hide him in safe house and gave him body guards for many weeks. He explained that more than his fear of dying, he feared more for the safety of his whole family.

Joey Villarama: Ako hindi ako takot mamatay eh kasi wala naman akong asawa, wala naman akong anak. Ang kinakatakot ko, yung family ko, yung siblings, yung parents. Kasi nga kung ako lang, okay lang. Pero selfish din naman na namatay ako na they will be left to grief di ba. [I am not scared to die because I don’t have a wife and I don’t have a kid. What I am afraid for is my family; siblings, parents. Because if it is just me, then it’s okay. But it is selfish if I die and they will be left to grief right.]

Pakikibaka

Aside from “lakas ng loob” and “bahala na,” journalists and reporters interviewed for the study also have a mixed opinions about the value “pakikibaka.” Mark Salazar said that this value is practiced by many journalists just like how Macky Pulido, reporter for

GMA 7 network, joins rallies. Though so, Salazar said that he personally only gets involved when the issue concerns child labor because he is interested with topics that affect and involve children.

For Julius Segovia, he directs the value of “pakikibaka” when dealing with deadlines. Being hypertensive, he feels like each day on the job, he needs to exercise “pakikibaka” in meeting time limits punctually. Time is very essential, that is why he makes does not believe that the “bahala na” value is useful to him as a journalist. In his opinion, journalists report facts and vital information that is why one cannot rely on the “bahala na value.” Everything must be definite. For Segovia, the only way he can practice the “bahala na” value is when he submits his stories in the news desk and just wait and see if his stories are going to be aired or not.

On the other hand, “pakikibaka” makes a journalist biased and impartial. Though so, Joey Villarama personally admits that he follows the Catholic beliefs and practices strictly. He believes that if the story involves Catholicism he does not say, declare, and include his personal opinions about it. He mentioned, “...*anti-RH ako, pero hindi ko dinedecclare, hindi ako sumasama, wala akong sinasabi* (...I am against RH (bill), but I did not declare it, I do not join, I don’t say anything).

According to him, deciding to separate personal beliefs from his job is only one of the ways to become an unbiased reporter. Aside from that, he also thinks that journalists and reporters should also reflect impartiality by not doing advertisements and endorsements. For him, many popular news anchors have been in many television commercials to endorse different products. That, in effect, made them biased towards the brands that they endorse.

C. Value Resemblance and Disparity

Three news programs representing three of the top television networks in the country were chosen as basis in analyzing crises reporting in the country –TV Patrol for ABS-CBN, 24 Oras for GMA 7, and Aksyon for TV5. Though the three programs were all news programs and have the same “main” objective of reporting news to its viewers, there are disparities that render uniqueness and points of comparison in terms of reportage among the three.

In terms of accommodative and confrontative values, these programs also have similarities and differences which set one from the other, creating a more distinct program identity for each of the programs. In this part, the researchers drew the distinct points of the news programs such as values that the programs uphold, anchor persona, and the delivery of news and content. These points were used to derive a number of descriptions that would explain the program identity and audience view of the programs as well as determine the resemblances and disparities of the three.

1. TV Patrol, ABS-CBN

TV Patrol is the main newscast program of ABS-CBN Channel 2 which airs from 6:30pm to 8pm. It is currently hosted by Korina Sanchez, Ted Failon, and former vice president Noli de Castro bringing Sanchez and de Castro back in the primetime newscast from their long absence in TV Patrol. Equally important and often mentioned during the gathering of data were the former anchors of the show, Karen Davila and Julius Babao still, with Ted Failon.

Mai, one informant from the Focus Group Discussion (college student group) mentioned that the persona of the news anchors was a significant factor in forming the perception of viewers towards the program and forming program identity.

Also, data from the FGDs revealed that the background of the news personalities mattered in increasing or decreasing their credibility and appropriateness to be deliverers of news. For the case of TV Patrol, the fact that Noli de Castro and Ted Failon both came from politics; De Castro being the former Vice President and Failon being the former Congressman of the 1st district in Leyte affects their credibility as news anchors. As for the case of Korina Sanchez, being married to a politician also raised questions on her credibility and loyalty. As Mai puts it:

Yung sa ABS may ganon, may shallow ng opinion, yun nga naaapektuhan na din, katulad nung dati pa, diba si Korina ngayon, asawa niya politician, si Noli politician dati. Si Ted Failon politician din. So yun naaapektuhan yung news program, yung credibility. [The reportage of ABS has a hint of opinion, and it somehow affects the credibility of the news anchors. Like before, Korina's husband is a politician while Noli is a former politician. Ted Failon is also a politician. So it affects the credibility of the news program.]

Isabel shared the same thought,

Yung sa GMA mapapagkatiwalaan muh sila, kasi ung anchor nila hindi politician. Kasi yung sa channel 2 di ba halos politician? Celebrity talaga yung dating, sa channel 7 kung news sila news lang talaga sila. [GMA is more credible because their anchors are not politicians; unlike channel 2 most of them are politicians, and they are treated as celebrity, in channel 7 they deal only with news].

In addition, all the informants from the FGD (college students group), believe that the background of the news anchors affect their judgements and opinions which then affects the content of news. On that note, the researchers was able to figured out that another descriptive character of TV Patrol is the presence of the anchors' opinion on the news they are reporting.

Also, Isabel, one informant from the FGD (college student group) mentioned that TV Patrol's anchors have the tendency to give opinions on the news items they deliver.

She also added that TV Patrol is comment-driven and entertains reporter or anchor opinion on the news. Thus, it implies that news objectivity is lost in the newscast which should be pure news delivery and does not offer room for the news anchors' opinion on the matter.

Regarding the feel and format of the show, TV Patrol was viewed as following a “tabloid” form of news reporting. As Calvin mentioned:

Yung ABS matapang pero yun nga mukha na silang tabloid. Ang dami-dami nilang violence na ipinapakita, yun talagang aggressive ang ina-associate nila sa mga news, nagmumuka silang parang pelikula. [ABS' report is “brave” (strong) but they seem to follow a tabloid format. They show a lot of violence and aggressive stories are associated in the news to the point that the news seems like a movie.]

Similarly, Joey Villarama of TV 5 mentioned during the interview that *“violence and aggressive news are being placed as news headlines. Crime reports, killings, and drama are put forth in the outline of news.”* The FGD informants also noticed that news is exaggerated to give it a more dramatic feel and increase controversy and spectacle, as an example, Calvin from the FGD (college-student group) mentioned, *“sakin yung sa channel 2 pag pinapanood ko parang nanonood ka ng teleserye.”* (For me, when I watch channel 2, it's like watching a soap opera).

Added to that, TV Patrol renders a sense of “*tapang*” (bravery,) especially during the Quirino Grandstand hostage crisis in reporting what was going on in the drama and showing the audience, real time occurrence in the site of the hostage drama. For this matter, all the FGD informants from the college-students' group agreed that TV Patrol was deemed confrontative in nature rather than accommodative in news reporting.

On a more positive note, TV Patrol delivers good follow-up and story development during crisis and on a faster phase. Side stories and different angles are looked at and delivered while the news is still timely. As Ayla stated:

I really like their coverage of the Manila hostage taking. I really like it kasi nangyari lang nung umaga.. nung gabi na may opinion na agad sila ng psychiatrist, meron na silang news team dun sa bahay...[I really like their coverage of the manila hostage taking. I really like it because though the news happened only during the morning, they already had opinions from a psychiatrist that evening; they also had news teams that were stationed at the hostage-taker's house.]

Overall, based on the data gathered from the interviews and focus group discussions, the researchers were able to establish the following patterns below (see Table 1).

Table 1. ABS-CBN's TV news program

TV Patrol...

- has confrontative delivery
- is tabloid in nature
- entertains comments and opinions from news anchors and reporters, and
- is affected by the political backgrounds of its news anchors, but is compensated by their technique in story development and follow-up.

2. 24 Oras, GMA 7

24 Oras (*Bentekwatro Oras*) is the main head to head adversary of TV Patrol according to Nielsen TV Audience Measurement when it comes to primetime news. Airing at the same time slot, TV Patrol and 24 Oras are often compared to one another. 24 Oras is currently hosted by Mel Tiangco and Mike Enriquez. As mentioned already by one informant from the FGD (college students group), 24 Oras saves itself from the question of anchor credibility because of the anchor's non-political backgrounds and are purely broadcast journalists by nature.

The value of confrontative communication was largely seen in the delivery of the anchors, specifically Mike Enriquez. Mike Enriquez became famous for his way of delivery of news in 24 Oras, which has been his trademark for years. As Jean, one

informant from the focus group discussion (young-professional group) mentioned, *“it’s more confrontative kasi yung style nga ni Mike eh ‘ayan na ayan na..., the news itself is not confrontative, pero yung delivery ng anchor confrontative”* (It’s more confrontative because of Mike Enriquez’ style, “here it comes, here it comes.” The news itself is not confrontative but the delivery of the anchor was confrontative).

With regards to the program’s tone, Max from the FGD (college students group) mentioned that 24 Oras takes the broadsheet format. And also, with regards with the textual analyzed videos, it revealed that 24 Oras headlines are generally concerned with more “serious” headlines, which are of political and economic in nature that concerns the general public. Crime reports such as killings, rape, robbery and the like are not taken into the forefront. In addition, Mai from the focus group discussion (college students group) mentioned that minimal exaggeration of crime reports that are turned to spectacles is seen in 24 Oras. Added to this, she mentioned that 24 Oras’ delivery of news is direct and straight to the point without trying to dramatize the phenomenon. Thus, it follows that though the delivery of 24 Oras is confrontative in nature, its attack on the content leans toward the accommodative values. As Mai mentioned, *“yung sa channel 7 mas diretso, kasi parang nagegets ko kaagad yung news, kasi yung sa channel 2 may mga ganoon nga na comments.”* (Channel 7 is straightforward; I was able to understand the news easily unlike in channel 2 they mixed the report and comments).

Similarly, based on the interview with Mark Salazar and the textual analyzed videos, it also emerged that 24 oras is unbiased and neutral in delivering news standing up to their motto of *“Walang Kinikilingan, Walang Pinoprotektahan, Serbisyong Totoo Lamang”* (Unbiased, non-protective, only true service). In this light, most of the

informants from the focus group discussion see the strength of unbiased news in 24 Oras and consider this as one of the programs strong features. As Winnie from the FGD

(home-based adult group) stated:

Meron kasi yung 24 oras Hindi siya bias, hindi siya, halimbawa hindi siya kay Cory lang, kay Ninoy lang siya, kay Erap lang siya. Ano sila, para bang parehas lang. Pero yung TV Patrol meron silang kinikilingan meron silangtinitingnan. [24 Oras is not biased, for example they did not favor Cory, or Ninoy, or Erap only. Unlike channel 2they have biases].

All in all the researchers derived the following patterns based on the FGDs, textual analysis and interviews (see Table 2).

Table 2. GMA 7's TV news program

24 Oras...

- has anchors with non-political backgrounds
- has confrontative delivery
- is focus on political and economic news, and
- is unbiased and neutral.

3. Aksyon, TV 5

Among the three, Aksyon in TV 5 is the “youngest” and does not air during the same time slot with that of TV Patrol and 24 Oras. As far as format goes, Joey Villarama mentioned that Aksyon takes from its program title “*aksyon*” (action). The program lives on action-filled videos and action-driven content like crime reports and other news that are usually found in tabloids.

Joey Villarama: for Channel 5, ‘Aksyon,’ ang pamantayan is action video and then malalaglag yung national and politics sa last or sa latter part.[for Channel 5’s, “Aksyon” the standard is action video and then national and political news will fall on the last or in the latter part.]

In addition, almost all informants from the FGDs (college students, young-professionals, and home-based adults’ group) mentioned that Aksyon, as a supposed

“newscast” show, is paraded with opinions and comments from the anchors of the program. According to them, this actually sets it apart from TV Patrol and 24 Oras that has a subtle approach on giving comments or opinions so as to not jeopardize news content and to not influence audience judgement. As Jean, from the FGD (young-professional group) mentioned, if one desires a newscast that combines news delivery and commentary, Aksyon is most suitable for it offers both. She stated that, “...*I go to them for their opinions kasi some of their hosts give nice opinions, so kung gusto ko ng opinionated news dun ako tututok compared to ABS.*” (... I go to them for their opinions because some of their hosts give nice opinions, so if I want opinionated news I go to them as instead of ABS). Because of these features mentioned by the informants, the researchers were able to establish the following patterns for TV 5 news program (see Table 3).

Table 3. TV 5’s news program

AKSYON...

- lives up the confrontative values of communication –action-oriented videos
- has an opinion type of news delivery from its anchors, and
- outright commentary on the news of the day.

D. Value Pervasiveness in different types of crisis (2005-2010)

After presenting the resemblance and disparities among the three television news programs based on the interviews, textual analyzed videos and as seen by the informants from the FGDs, this part delves into the manifestations of accommodative and confrontative values in different types of crises such as natural crisis, confrontation/malevolence crisis, health crisis, and the crises of management misconduct.

Since journalists and reporters' value may vary as they encounter different types of situations. In crises reporting, balance must always be present. In such cases, a reporter must know when to use or not to use their personal values for the reason that it might hinder them from conveying the accurate information to the public.

Wheng Hidalgo: At least maintain mo lang yung paniniwala mo. Kasi dapat magkahalo yan eh, as a person and as a journalist, yun nga yung basis eh, na naiwanan mo yung personal values mo para sa isang coverage or kailangan agad mo silang nagagamit kasi para sa isang ordinaryong coverage lang.[At least maintain your beliefs. It should be incorporated; as a person and as a journalist. That's the basis; you leave your personal values for certain coverage or use it whenever you need them just like an ordinary coverage.]

Since Filipinos have their own distinct values, Filipino reporters have a tendency to adapt and to be affected by some of those values especially in the fulfillment of their profession. The aforementioned values, accommodative and confrontative, may arise depending on the reporter's style in delivering news story. Mr. Joey Villarama, a desk editor of TV5, was asked about his own style in covering crisis situation. He reiterated that "*Dapat hindi ka confrontative, kasi may tendency na kapag confrontational yung style mo, pwedeng mapaaway ka or magkamali ka or ano.*" (You shouldn't be confrontative, because there's a tendency that when your style is confrontational, you might engage conflict, or you might do something inappropriate).

According to Mitroff et. al (2001; as cited in Khyn 2008; p7) "*crises can take place anywhere, anytime and to anyone,*" media particularly news reporters and officials, did not have much time to have a plan and acted upon what they think was right. Since crisis situations happen when a person least expect it, one must be able to know what to do. Boundaries must be set in order to execute plans well and parties involved should be well coordinated for it threatens the lives of many people.

During the August 23, 2010 hostage taking at Quirino Grandstand, the lives of many Hong Kong nationals were put at stake due to the carelessness of different parties involved, some blamed the PNP, the media, the municipality of Manila, etc., to be at fault. As Joey Villarama stated:

Joey Villarama: Actually nung past hostage taking sa Luneta, ang nakita ko dun ang napansin ko, kaya nagwala din ata yun kasi everyone was trying to get the brother to air live. Eh nanonood pala ng GMA 7 si Mendoza so nakita niya yun, eh nakita niyang inaaway na. Parang ganun, exercise restraint in the sense na hindi porket gusto mo lang maka-scoop eh gagawin mo na lahat. Mag-practice ka rin base sa situation.[Actually in the last hostage taking in Luneta, what I noticed was that the reason why he got angry was because everyone was trying to get the brother to air live. Apparently, Mendoza was watching GMA 7 and saw that his brother was being harassed. Just exercise restraint in the sense that you will do anything just to get a scoop. You must practice according to the situation.]

Whoever was at fault, the hostage taking that took place in Quirino Grandstand was a good example of showing what not to do when it comes to a situation where the lives of people are at stake because the result of the operation was not a successful one. As a media practitioner, Mr. Villarama added *“kaya nga maganda na be there as an observer and not to meddle. Don’t be the story. Ganun lang palagi. Na-experience ko to be part of the story pero let the story take its course. Don’t add to the story, don’t be part of the story.”*(That’s why it’s good to be there as an observer and not to meddle. Don’t be the story. I experienced to be part of the story but I let the story take its course. Don’t add to the story, don’t be part of the story).

During the past years, the Philippines underwent different kinds of circumstances aside from the Hostage taking that took place last August 2010. The country has already suffered from different crises such as natural calamities like typhoon Ondoy and Pepeng, confrontation/malevolence crisis, which includes the hostage taking, health crisis such as

AH1N1 and dengue, and the crises of management misconduct such as NBN- ZTE and “Hello Garci” scandal.

Those crises somehow affected the way news programs respond to different crises, the way they deliver information to the public and the way public perceives it. Below are the patterns established by the researchers based on the focus interviews and focus group discussions.

1. Natural crisis

As mentioned earlier, the delivery of news report to the public affects the way they react to every situation. Accommodative and confrontative ways of reporting during crisis situation can cause panic among the people if delivered hastily. Citing typhoon Ondoy as an example, the informants from the FGDs reacted and made their personal opinions about the way they wanted to receive news reports during natural calamities. For instance, Mai, a college student shared:

Accommodative, kasi yun nga para hindi matakot yung mga tao kasi pag confrontative threatening na yung dating sa mga tao, matatakot yung mga tao, well dapat maging aware lang yung mga tao para makapag isip sila ng matino unlike pag confrontative, ayun nga magpapanic sila. Hindi na sila makakapag-isip, pag ganoon panic na lang tatakbo sa utak nila.[It should be accommodative, so that the people won't be alarmed because when you employ the confrontative way, people think it's threatening, and will be panicky. They should only be aware so that they can think properly. If it's confrontative, they have the tendency to panic. They will not be able to think and panic will consume them.]

Almost all informants from the FGDs agreed that during natural calamities, reporters have to deliver the news in the best way that the audience will understand what is happening without causing any panic. As Ayla, a young-professional, stated that “*you have to be accommodative, you have to be sensitive.*”

During natural calamities, media is expected to take part in giving the appropriate information to the public. During the discussion with the college students, Mia raised that *“yung Ondoy, sa tingin ko nagampanan nila, kasi maganda yung pagbabalita tapos naboboost yung bayanihan ng mga tao, yung mga ganoong eksena maganda sa audience.”*(During Ondoy, I think they were able to do their duties because their coverage was good and they help boost Filipino collective action; scenes like that are good to the audience).

The Philippines, being an archipelagic country, have already experienced different kinds of natural calamities and news reporters already have the knowledge and have formulated procedures that they can follow during such instances. One informant pointed out the disparity during the hostage crisis and the typhoon Ondoy coverage. Jean, a young-professional, mentioned that:

During kasi nung hostage crisis coverage that was the first time I think na may ganun kalaking crisis na na-encounter yung media, pero kung you think yung sa ondoy yung madalas nangyayari, yung may mga binabaha yung ganyan-ganyan, feeling ko na-master na nila kung paano i-cover yung ganung situations it's just that during nung bus crisis first time siguro nila na-encounter kaya hindi din nila alam yung gagawin, kaya I think for other examples meron na siguro silang naformulate na method on how to properly report, interview during those instances.[During the hostage crisis coverage, I think that was the first time that media encountered a very big crisis. But if you think, for example Ondoy, that happens frequently –flood etc, I think they already mastered how to cover such circumstances. It's just that during the bus crisis, maybe it was the first time they encountered such situation, that's why they didn't know what to do. I think for other examples, they already formulated a method on how to properly report or interview during those instances.]

2. Confrontation/malevolence crisis

The abovementioned hostage taking crisis creates a big shift in the way media should come within reach of such situation, in an interview with Mr. Jun Veneracion of GMA 7, he mentioned that *“sa mga ganyang klaseng stories alam mo naman siguro*

you're familiar with what happened sa grandstand di ba? Nagkaroon nga ng revisions, nilatag nga ng GMA 7 ang mga revisions o guidelines sa pagcover ng mga crisis situations in particular hostage crisis situations." (Stories like that, I think you know very well, you're familiar with what happened in Grandstand right? Revisions were made; GMA 7 presented revisions and guidelines in covering crisis situations in particular hostage crisis situations). According to him, since the hostage crisis is a breaking story, the events of the situation is developing at a fast phase; news reporters do not have enough time to write their script and edit it or have it approved first. As Mr. Jun Veneracion reiterated "*Hindi siya pwedeng lahat ng story mo ii-screen mo na parang ganon na sasabihin mo parang ganyan o magsulat ka muna ng script, something like that hindi siya pwede, kasi maiiwan ka , maiiwan ka sa breaking news hour na 'yon.*" (You cannot screen everything that you have to say or do in a story. You cannot always write a script first. You cannot do that because you will be left on that hour's breaking news).

Albeit lapses were made on media's part; most of the informants from the focus group discussions (college students' group) were satisfied about the confrontative way of delivery during the hostage coverage, as Isabel stated "*sa tingin ko yun ngang sa hostage crisis sobrang information, pero sa tingin ko naman na dedeliver nila yung mga kailangan natin.*" (I think during the hostage crisis there was too much information, but I think they were able to deliver the information that we needed). Though the informants from the focus group discussions liked the way that news about the hostage crisis was delivered, the results after the coverage were not clear to them. When they were asked about their opinions after the hostage taking coverage they thought that the parties

involved were blaming each other who is at fault, as Shirley, from the home-based adult group, stated that:

Nung sa hostage taking doon sa may luneta di ba ang dami nilang pinagtatakpan, na kasalanan ng media, kasalanan ng police pero pinagtakpan nila yun hindi ko alam kung anong station yun eh, pero hindi lahat sinabi kaya di ba nagalit ang mga Chinese kasi natakpan yung totoong nangyari. [During the hostage taking in Luneta, everybody was trying to cover everyone up; they were saying that it was media's fault or the police's fault. They were trying to cover those up. I'm just not sure which station it was. But not everything was exposed that's why the Chinese were livid because the truth was obscured.]

A similar case took place in the Maguindanao massacre. Since it was a highly sensitive because it involved the media and politicians, all the information that was given to the public was filtered very well. As Felipe from the home-based adult group mentioned that the post-crisis coverage of the situation is different from the live report, *“Katulad nung Ampatuan, hindi lahat sinabi dun eh, ang daming nadamay dun eh pati media pinatay eh, ibig sabihin meron talagang takot kasi minsan baka kidnapin ka dun eh, tapos yung pamilya mo pa. Talagang may nangyayaring ganyan media kasi pinapatay talaga pag maraming nalalaman.”* (Just like in the Ampatuan case, not everything was exposed. There were a lot of people involved in the case and media people were killed. It meant that media were afraid of their lives and the safety of their families. Events like that really happen; media people are really murdered if they know too much.)

As mentioned earlier by Jun Veneracion, *“during a live coverage of breaking stories, media do not have enough time to screen all the information that will be given to the public.”* This entails that a big part of delivering a crisis story is immediacy or speed. News about a crisis should be delivered as quickly as possible while the information is still relevant and useful for public information.

As an informant from the FGD (young-professional) mentioned that the evaluation usually happens only after the occurrence of the situation and not during the actual crisis, as Ayla stated, *“opinions are okay after thought, kapag nirereview na what happened which should have been done, pero while it still on going, no, kasi on tv you can trigger something.”* (Opinions are okay after thought, when the situation has been reviewed; which should have been done. But if the news is still ongoing, opinions should not be made because on TV, you can trigger something).

Also, one informant from the FGD (home-based adult) mentioned that there should always be a standard procedure to be followed in every kind of situation, news reporters and the media themselves should set their own border line to avoid conflict with other parties. According to Winnie,

Dapat talaga careful kasi yung nangyari dun sa Luneta hindi ko masasabing ang media, pero may kasalanan din ang media, mali yung pagdedeliver nila ng news nun kahit na sa seven (GMA) kahit na sa two (ABS-CBN). [They should really be careful because with what happened in Luneta, I cannot say that it was solely the media’s fault but they do have shortcomings. Their delivery of news was wrong; may it be of seven (GMA) or two (ABS-CBN).]

Taken as a whole, almost all the informants from the FGDs like the way news programs deliver news during confrontation and malevolence crises like the hostage taking and the Maguindanao massacre. The confrontative way of delivering the story captured their mind to pay attention to the news, as Jean (young-professional) brought up:

Confrontative para may aksyon, nawawala yung ethics eh, kasi feeling ko if they report it in accommodative style nawawala yung ethics nung news eh, feeling ko dapat sabayan mo din siya, kasi masasapawan ka eh. [It should be confrontative so that there’s action. I feel that if they report in accommodative style, ethics is lost. You should go with the news because it may overpower you.]

Although lapses have been made, almost all the informants from the FGDs thought that the media should always have a constant assessment of their standard

operating procedures to avoid incongruity and to implement their job well without causing any damage to anyone.

In this light, the researchers established that confrontative style of reporting confrontation/malevolence types of crises is applicable and deemed efficient to embed necessity and consciousness to the public. Nonetheless, there are certain aspects in malevolence crisis news delivery that need be considered when the security of the people involved (hostages) are at danger; certain information and simple miscommunication can cause damage or even death to everyone involved.

3. Health crisis

The 2009 AH1N1 outbreak caused panic not just in the Philippines but in other countries as well. It was one of the most-talked news at that time. During the occurrence, news coverages showed that most people did not seem to understand the real cause of the epidemic virus. One informant from the FGD college student group stated that everyone was put into panic because they did not know what to do. She added that the way media portrayed the AH1N1 virus caused alarm and terrified the people. For most of the informants, the media in particular used a confrontative way in delivering the information to the public which heightens their worries. As Isabel stated:

Accommodative, kasi masyado nilang sinesensationalize yun, alam mo yun parang maprapranging lahat ng mga tao parang mamamatay ka na. Ang ginawa na lang sana nila naging objective yung approach nila saka accommodative para naman hindi matakot yung mga tao para malaman nila na mayroon pang solusyon at hindi ma-paranoid. [It should be accommodative because they sensationalize news too much. Everyone panics as if they're going to die. They should have used an objective approach and the accommodative style so as not to frighten the people and so that they should know that there is a solution and that there is no need to be paranoid.]

Mia also added that:

Marami ng nangyari, birdflu, H1N1, anthrax ahmm sars, di ba lahat tayo takot na takot kasi everyday ‘yun ang headline sa tv. Halimbawa yung H1N1, may isang nagkaroon sa Cebu, iba-balita siya ng sobrang laki so yung mga tao parang natatakot. [A lot of outbreaks happened –Bird Flu, H1N1, Anthrax, Sars. We were very afraid then because that news was always the headline on TV. For example, during the H1N1 outbreak there was a confirmed case in Cebu. They reported it so widely that everyone was alarmed.]

On the other hand, one informant from the old-age group mentioned that the kind of reporting will depend on what kind of situation, but she shares the same sentiments with the other groups when it comes to the AH1N1 outbreak, as Winnie mentioned, *“Kumporme din sa mga pangyayari, kagaya nung outbreak ng AH1N1 di ba sa Baguio pa lang, sabi meron na daw dito sa Manila pero nasa Baguio pa lang yun yung talaga nakakapanic ‘yun pero minsan kasi na-eeksaherado.”* (It also depends on the situation. AH1N1 for example, there was a case in Baguio but it was reported that there was already a case in Manila. It really engaged panic; sometimes it’s exaggerated).

Though the informants wanted the reports to be in accommodative way, they still wanted the complete information to be delivered to them without sensationalizing the actual situation. The objectivity of the report is very crucial because it can affect its audience’s perception and reaction, as Mary Ann reiterated, *“dapat i-share agad sa tao, kasi para makapag-ingat, para maprevent, and saka alam mo yung gagawin mo sa parte ng pagbabalita nila, yun ang pinaka importante.”* (They should share it to the people right away so that the people can be careful, the outbreak can be prevented, and so that they should know what to do. In their reports, that’s the most important part).

Based on the data gathered from the FGDs, the researchers established that Health crisis reporting is really susceptible. Usage of terms that may alarm the public should be

managed. Media should be very careful not to alarm the masses with an “outbreak” or a “pandemic” caused by the exaggeration of data given during a report.

4. Crises of management misconduct

The usual crisis that people experience is usually brought by different external factors such as typhoons, flash floods, etc. This part looked at the internal cause of conflict which in turn leads into the crises of management misconduct involving some politicians in the country.

In the year 2008, Jun Lozada, the whistle-blower of the NBN-ZTE scandal, was put into trial because of his statement regarding incongruities found in the NBN-ZTE deal, which involves first gentleman Mike Arroyo and some other politicians. During the discussions, one informant from the old-age group mentioned that he did not give much attention when it comes to management misconduct because of evidences. Though the NBN-ZTE deal was covered by the media he thought that the evidences presented was not enough. As Felipe mentioned:

Ako hindi ko na lang pinansin yun (pertaining to NBN-ZTE coverage) kasi wala naman siguradong katotohanan yung mga sinasabi , kasi wala naman ebidensya na ipinakikita kailangan kumuha ka ng anu talaga katibayan , eh ang hirap puro bali-balita lang eh. [I didn't notice it (pertaining to NBN-ZTE coverage) because there was no accurate truth in the accounts. There was no evidence that was shown. You really have to look for credible proof.]

Calvin from the student's group shared the same sentiments, he mentioned:

Yun nga pinapakita, halimbawa sa ZTE, pinapakita kung anu yung nagaganap kung sino yung involve pero hindi na inelaborate kung anung meron mismo sa pinag-aawayan, pinapakita lang nila na merong conflict. [For example, in the NBN-ZTE case, they showed what was happening and who were involved but they did not elaborate what exactly was the point of conflict. They only showed that there was indeed a conflict.]

Though they were not satisfied, almost all the groups (students, young-professionals, old-age group) agreed that the way media reported the NBN-ZTE deal scandal was very confrontative, which leads into a pattern that when an issue or a

situation involves a politician, the media's approach in delivering the news is confrontative.

On the other hand, NBN-ZTE deal scandal was not the only crisis that happened internally, some companies were also involved into this kind of situation. Mia from the student's group noticed that media's way of reporting is accommodative especially when it comes to the business sectors like advertisers and private companies. He reiterated that *"media is a business."*

Sa tingin ko dati yung sa Trinoma may nangyari nung mag-oopen pa lang sila, yung buong 2nd floor nahulog yung kisame pero hindi yun nireport ng mga ano (media), hindi siya lumabas sa news. Saka yung Nescafe, yung massacre, hindi rin inilabas sa news kasi nga natatakot sila na baka i-pull out yung advertisements. So yung mga ganoong way siguro accommodative since di naman nila ipapalabas kasi ayaw nilang masira media nga is a business. [The event that happened during the recent opening of Trinoma where in the whole 2nd floor ceiling fell was not reported in the news. As well as the issue concerning Nescafe, it was a massacre; it wasn't released because they were afraid that Nescafe would pull out there advertisements. They were accommodative because they did not release those news items because they did not want to tarnish their relationship with those brands because media is business.]

When the informants from the FGDs were asked about their opinions on how they wanted media to deliver news reports about those kinds of situations, they all agreed that they want to receive it in a confrontative manner especially in political issues, as opposed to what they mentioned about conflicts involving the business sectors.

As Max from the student group stated:

Mas gusto ko confrontative, syempre politics, yun gusto lahat yung isyu na yun, mas magiging engaging yung news reporting nila kung magiging confrontative yung delivery nila, kung safe ay parang walang kwenta ba't ko pa panonoorin kung safe yung stand nila sa isyu. [I prefer confrontative. Like for politics, everyone wants those types of news. News will be more engaging if they use confrontative delivery. If their delivery is safe, it becomes uninteresting. I would not want to watch if their stand is safe.]

Calvin shared the same thought,

Sakin tngin ko pag sa politics mas papatok yung confrontative, para makapag raise ng skepticism among the audience. [When it comes to political news, confrontative is more effective in raising skepticism among the audience.]

Management misconduct frequently gives birth to issues that may harm corporate relationships of big businesses. As mentioned earlier, media is indeed a business and though news should remain objective and unbiased, higher executives and network owners has the right to suppress a story when business and the hold of power is at stake. The reportage of crises concerning management misconduct at present needs to be enhanced to be able to actually give information to the public that is complete, unbiased, and true.

E. Value usage in internal and external contention

In the Philippines, television news programs are policed by either government owned or privately-organized regulatory functions (Roxas-Lim, 2001). In this light, journalists and reporters are exposed to different kinds of pressures, which then affect their job performance. To take action, news media practitioners use the accommodative and confrontative values to respond to different internal and external pressures in the political, economic, and societal sphere.

1. Political

The political sphere of society affects the reporters the most, especially when they are assigned to work with the government. According to Ryan Chua, reporter for ABS-CBN's TV Patrol World, government institutions affect his profession the most, because he is currently working in a political beat. He added that, "*a lot of Senators would like to give many reactions and statements to the different issues that they are involved in.*" Mostly, news reporters and journalists interviewed for the study are pressured when

politicians bombard them with press releases, interviews, and press conferences. Chua mentioned that journalists in political beats are pressured which issue or senator should be prioritized. He reiterated, *“You have to prioritize their stories before they come out, sabi ko nga (as I said), I’m dealing here with twenty-three (23) evils, lahat sila may iba’t-ibang personality (they all differ in personality).”*

Ryan Chua added that receiving gifts and winning raffle prizes also add-up to the pressure experience of reporters particularly when it comes to government officials. He shared that he once won a television set in a raffle sponsored by the COMELEC (Commission on Elections), but he had to refuse to accept it. He added that, *“some journalists, most especially the new ones, like me, are scared to win and accept prizes from government sponsored raffles.”* According to him, accepting gifts and favors from government institutions and officials is risky for the reason that they might think that the journalist or reporter will owe them special favors afterwards.

Ryan Chua: Takot kaming manalo kasi malaking responsibilidad yun... One time isang commissioner sa COMELEC gave me an iPod kasi COMELEC ako dati after election ...parang gusto ko eh, pero binalik ko pa din [We are scared to win because it is a big responsibility... One time a COMELEC commissioner gave me an iPod because I was assigned in COMELEC after the election... I wanted it, but I still returned it.]

Similarly, Wheng Hidalgo, a former reporter from ABS-CBN who is now working for TV 5’s news team, shared some experiences wherein she was pressured by the government institution, while doing her job as a journalist. According to her,

Wheng Hidalgo: May isang community na inirereklamo yung iglesia kasi 3am ng madaling araw nag prayer meeting sila, sobrang ingay so nabubulabog yung mga malapit dun and then yung kinover naming dun yung iglesia hindi sila nagbigay ng side tapos pagbalik ko sa opisina pinatawag ako and then sabi sa kinanunangin ko daw yung kinover ko dun, eh kasi tumawag yung sa Malacañang. Kasi nakarating sa head office nila, tumawag ang Iglesia central sa Malacañang. Ang Malacañang tumawag sa ABS sabi sa kinanunangin ko, hindi natin pwedeng ipalabas yan kasi tumawag yung Malacañang. [I was once assigned to cover a community’s complaint towards the noise from Iglesia’s prayer meeting at 3AM. The religious group refused to be interviewed to explain their side, so I went back to news room to submit the report. When I reached the office, I found out that the religious group

called the Office of the President, Malacañang, and said that the story was one sided. The Malacañang called her bosses at ABS-CBN and urged them not to air the story.]

The fact that the office of the President called the management of ABS-CBN to not air the issue demonstrated how the management of ABS-CBN was being pressured by the government. For Hidalgo and for the news organization, they could not do anything but to junk the story and not air it. On a positive note, Hidalgo just told the officer from Malacañang that they should make sure that the community's complaint would be addressed.

On the other hand, Jun Veneracion, a senior reporter from GMA 7, defined political pressure differently from Chua and Hidalgo. According to him, "*political pressure comes from the competition between the two giant news media networks (ABS-CBN and GMA 7) and the uprising new television station (TV 5).*"

He added that aside from the competition, being able to deliver the story pressures him politically, because he is expected to submit a good job at it even if the task is difficult. He reiterated, "*Meeting the deadline is difficult, sometimes political officers refuse to be interviewed and it obstructs a journalist from finishing the story on time.*"

Additionally, Veneracion mentioned that politicians are not the only ones who can politically put pressure in his job. Even those who work for or work with the politicians can affect how he performs his job. As an example, he shared that he once had to report a story about a contractor for one government agency who always wins the biddings despite the contractor's questionable performance in previous contracts. Veneracion said that, "*journalists already expect to be offered money by people who would like to cover anomalies in government like the contactor I was trying to make a report on.*"

Moreover, journalists interviewed mentioned that they should not demonstrate signs of weakness or else they will easily give in and accept bribes. Many journalists have lost their jobs due to suspicions of accepting bribes from powerful people. For Jun Veneracion, a journalist's weapon against the temptation of accepting bribes is to stay strong, and knowing how to stand one's ground.

Jun Veneracion: "...kailangan mong lakasan yung loob mo, kasi unang-una it's against ethics di ba kasi tatanggap ka, pangalawa, it will cost your job, siguro mas malaki itong pangalawa na mawawalan ka ng trabaho yun yung mga pressure pero kailangan panindigan mo. [You should have moral fiber, because accepting bribes is against the ethical codes, and it will cost you your job, maybe the pressure comes from possibly losing your job, but you just have to stand by your actions.]

Furthermore, Veneracion said that, "*in moments of political pressures, a journalist must think of himself or herself first. Secondly, a journalist should think of the implication to his or her report and to his or her crew.*" As an example, he mentioned that in police operations where there is gunfire, a journalist must analyze first if the report is worth putting himself or herself and his crew in danger. Another example is Veneracion's first-hand experience in the Manila hostage taking incident. He said that journalists should not interfere with police procedures, and not be carried away by the situation. For him, journalists should set aside network competition and assess their report, because informing the public too much and too soon may have caused more harm to the victims.

Correspondingly, Julius Segovia, a reporter for GMA 7, defined political pressure by meeting the deadlines on time. He said that there are times when journalists and reporters only have thirty minutes or even less to cover, write, and report a story. He also explained that sources will also pressure journalists by asking them when the story will be aired.

He added that it is hard for journalists to respond to such questions because deciding when to air a certain story is not under their control. Journalists are tasked to gather news, and when the desk editor asks them to, that is the time they report it on air. Segovia also experienced being pressured by sources to air their story first even though it is not banner story worthy. For him, political pressure comes from the news desk officers or his bosses in the news station, and from his sources who wants their story to be aired first.

On the other hand, Mark Salazar defined political pressures in terms of bribes from political figures. He had many encounters wherein senators who are dissatisfied by his reports would try to bribe him to twist the angle of the story in their favor. He shared that there was even one time when a senator approached his boss, Jessica Soho, GMA 7 Vice President for News and Public Affairs, and complained about him. Salazar said that the senator thought that just because he had a direct link to the network, he can insist that negative stories regarding the senator will be blocked. Salazar explained that reporting fairly is relatively defined by politicians.

Mark Salazar: "...pag tinitira sila hindi na patas sa kanila ganyan naman talaga sila eh. Ang patas sa kanila pa-pogiin mo sila, eh hindi ganyan ang balitaan so akala niya with his power influence kaya niya ng ganun, eh sinabi sa akin ni Ma'am Jess... sige ilabas mo yung istorya. [...if you say something bad about them, they will get disappointed. What's fair to them is when you make their reputation good, but in news reporting you cannot use your power and influence, so Ma'am Jess told me to air the story.]

Salazar also said that it is an even greater pressure when politicians who belong to the same television network as him complains about his negative reports about them. He said that it is not his intention to put his co-networks in a bad light, but he is just doing his job. For Salazar, if a politician is not doing a good job, even if he or she belongs to the same television network, the right thing to do is to report the truth.

Also, he remembered when he was just a new journalist and reporter. He shared that on his first year, he counted that a total of six senators tried and failed to bribe him. He mentioned that he knows the bribing style of senators very well. Salazar narrated that senators will send their media relations officers and uses them to offer money to journalists. Though so, he thinks that having coffee with senators' media relations officers is a way to show "pakikisama" to possible sources of big stories. He also thought that it was a good way to build rapport, but when he went with the officers for coffee or snacks, the conversation is more than just what Salazar defines as "pakikisama." He even recounted the conversation by narrating it in detail in the following quotation:

MRO: Kasi gusto kang bigyan ng allowance ni sir. [Sir wants to give you an allowance.]
 Mark Salazar: Allowance? Tatay ko ba yan? Payola tawag namin dyan anung allowance [Allowance? Is he my father? For us it is not called an allowance, it is called a bribe] and the offer was 25 thousand pesos a month.

MRO: Ang condition lang is hindi mo siya kailangan gawan ng istorya, hindi mo siya kailangan gawan ng istorya para pa pogiin siya, ang condition lang is pag may pumutok na negative story be nice to him. [You don't have to make a story about him or stories to improve his image; the only condition is that when a negative story about him explodes, you just have to be nice to him.]

Salazar questioned what "being nice" meant. He knew that it only meant one thing: he cannot write negatively about that senator for twenty-five thousand pesos a month. He said that politicians think that a journalist's soul can be bought by money.

Mark Salazar: "...si Ma'am Jess kasi lagi niyang nireremind kami na pag meron kaming nalaman about you, laging reminder yan especially pag malapit na ang election, without you even knowing it we're investigating and we don't have to prove it beyond reasonable doubt magtataka ka na lang sisibakin ka na lang ganyan katindi yung bilin sa amin... [Ma'am Jess always reminds us that if she finds out anything without you even knowing it we're investigating and we don't have to prove it beyond reasonable doubt, she reminds us especially when it is near the election season, you'll just be surprised that you will be fired, that's a constant reminder to us.]

According to Salazar, "*if journalists accept bribes, we will lose our freedom to write. Those who do not have freedom to write are not journalists; they are public relations (PR).*" For him, at least PR officers own up to their work. He said that it is

known to the public that a PR officer's job is to make their clients' reputation and image better, and that is why their clients, like senators, have a right to scold them when they are not satisfied with their work.

Mark Salazar: "...minsan in front of us sinisigawan sila ng senador, eh diba imagine reporter ka, sinisigawan ka ng senador kasi bayad ka eh, so para kang staff tauhan ka niya, iba din naman yung feeling na kapag pumunta sa iyo ang senador with respect, na nirerespeto ka niya na talagang he'll go out of his way na kaibiganin ka, na kasi alam niya na may respeto siya sa'yo yun naman kasi yung hindi pwedeng palitan ng 150k diba? ["...sometimes senators scolded them in front of us, imagine that you're a reporter being scolded by sa senator because they paid you, so they treat you like their staff or employee, it's different when a senator approaches you with respect and he'll really go out of his way to befriend you, and he knows that he respects you, that cannot be replaced by one hundred fifty thousand pesos, right?"]

Joey Villarama, a desk editor from TV 5, also shared his experiences as a young reporter when asked about political pressures. He said that back when he was still new in the industry, he was tasked to cover the mayoralty contest in a city in Batangas. One person was proclaimed as the winner, but it was that person's opponent who was given the title. That squabble resulted to many press conferences, and the politicians involved started offering the journalists money so that their side would be aired. Despite the temptation, Veneracion refused the money and told his crew that they do not need it.

Jun Veneracion: Kadalasan sinusungitan namin sinasabi namin, "hindi naman po kayo nagpapasweldo samin, hindi namin call kung umere o hindi. [Sometimes we get mad and we say that they do not give us our salaries, it is not up to us if the story gets aired or not]. First and foremost we are newscasters. We gather and then we bring to the office whatever we gather, sila po nagdedecide, hindi kami, tauhan lang kami [they decide and not us, we are just employees.]

2. Business /Economic

In the business and economic sphere, the media sell their product in two ways, to the consumer market and to the advertising market, this is in order to answer for the expenses and to gain profit (McQuail, 2000). They are interconnected with each other since these are the sources of their income. As mentioned by Ryan Chua, "*it is difficult to*

handle business and economic pressures, because even if I'm not pressured by business groups, I am personally pressured by the company I works for, which has business interests and affiliations."

News reporters are pressured more especially when they were covering stories involving their fellow reporters. He mentioned that he was especially challenged when he was tasked to cover the "Pag-ibig controversy," which involved the former vice president Noli de Castro, who happens to be the anchor of TV Patrol World.

Ryan Chua: "...talagang may challenge may pressure on me to report and do my best and to say things kahit unpleasant sa kanya [There is really a challenge and pressure on me to report and do my best and to say things even if they are unpleasant to him] and I hope it won't affect the editorial decision of the desk.]

In this light, pressure was present since other news networks will also be covering the same issue and the challenge is to get and present the same story in unbiased and objective manner.

Ryan Chua: Kailangan maihatid ko 'to kasi pag hindi ko ginawa baka sabihin naman nila pinoprotektahan ko yung kasama ko that is very very challenging on me... medyo kabado nga ako pero wala eh kailangan talaga... [I need to deliver the news because if I don't, they will say that I am protecting my co-worker and that is very challenging... I feel nervous, but I have to do it...]

Correspondingly, safeguarding the network's interest is also a factor considered by reporters. In the last Manila hostage taking, speculations have been made on whether the media interfere with the situation or not. From the interview with Ryan Chua, he said that he felt really pressured when he was assigned to cover the senate hearing regarding the media coverage of the Manila hostage taking. For him, it was a very unusual experience because reporting a story that included the senate's questioning of his then news boss, Maria Ressa was intimidating. Pressures were built on the reporter's part on

how to present the way senators attacked his boss during the interrogation at the senate hearing, because the credibility of the whole news organization is at stake.

Ryan Chua: So I came up with my report papakita ko talaga na tinitira si Maria, okay lang naman sa kanya, di naman niya ako inutusan, and then I presented her side to in the same story so lumapit nga si Senator Arroyo sakin thanking me for giving a fair and balance story. Siguro nakakagawa rin ako ng tama. [So I came up with my report, which showed that Maria was being questioned, it was okay with her and she did not ask me to do anything and I presented her side to in the same story, so Senator Arroyo approached me and thanked me for giving a fair and balance story. Maybe I am able to do something right.]

On the other hand, in an interview with Julius Segovia, he mentioned that pressure from the business sectors is normal for a reporter especially when you are assigned in the business beat. As mentioned by Yopp & Haller (2005), the business-side proposition could affect the news content's quality, thoroughness, and the accuracy of the issues being reported. As an example, Julius Segovia mentioned how irritated an electric company is whenever they see him at press conferences due to his banner stories regarding the price hike in electric charges.

Interestingly, the interviews showed that the confrontative way of reporting was always used when it comes to negative issues, such as price hike in electric charges.

Segovia added that business organizations and chief executive officers might prohibit the release of data that could harm them. The same goes with some state government officers to take legal steps to restrict reporter's access to information, such as tightening states' open records laws" (Yopp & Haller, 2005; p.12). In this light, Segovia felt that there is a need to air the story since the electric company (MERALCO) involved is owned by their rival station (ABS-CBN), Segovia feels obliged to report the price hikes clearly because the other station might not air it as comprehensible in order to protect their business interest.

Moreover, Segovia said that news reporters are often pressure by their sources to air stories quickly, but the news desk has the final decision. Most of the time; he said that bad news stories are deemed top priority by the news desk. He added that the job of journalists and reporters only entails covering the story, writing a report, and submitting the summary to the news desk. The news program officials control which stories would be aired and they can also edit the stories to fit the objective lead they prefer. Segovia mentioned that, *“If my boss says that my story is not news worthy enough, and then despite of the effort and hard work I had invested in covering it, I have no choice but to accept my boss’ decision.”*

Furthermore, another business pressure was caused by some privately-owned companies who blame media for airing negative issues involving their companies. As an example, Mark Salazar mentioned that,

Mark Salazar: “...sinisisi ng Urban bank sa kanyang collapse ay ang media kasi dahil daw sa irresponsible reporting daw ng media na naging highly speculative, naisip daw ng lahat ng mga tao, yun daw yung nagpacollaps ng kanilang business.”[Urban bank blamed news media for its collapse. The bank said that irresponsible reporting and the media’s high speculation caused the bank’s business fall down.]

Though so, it happens in the industry, Mark Salazar clarified that for GMA 7; the advertisers do not pressure journalists. He reiterated, *“kapag ganun wala kang pressure from the advertisers, ang shock absorber n’yan ay yung nasa marketing na, because as much as possible we always want to retain our autonomy sa news.”* (If that’s the case, the marketing side of the news program acts on the advertisers’ complaints because as much as possible we always want to retain our autonomy in news).

3. Societal

Essentially, news media are obligated to serve the society through information dissemination to its audience to prepare them for vigilant citizenship anytime and anywhere in a democracy. This is the main role news media play (Curran & Gurevitch, 2005). The interviews show that news reporters are sensitive especially about stories involving some advocacies. Information gathered from sectoral issues was screened before presenting the information to the public. As Mark Salazar stated,

Mark Salazar: Palagi kaming may conscious effort na maging sensitive sa mga ganyan like mga advocacies, kasi yang mga ganyan na sectoral issues palagi yan alam mo naman na dinadaan ng script naming napakarami pagkatapos mo isulat, dadaan yan sa news desk precisely para ma-check nila kung may mga ganyan tayong masagasaan.[We always have a conscious effort to be sensitive when it comes to advocacies, and other sectoral issues. Usually the news desk edited the script that we submitted and check whether it will cause conflict with other social groups.]

The long process of editing, clearing, and checking of the news script enables the news programs to avoid conflicts from social groups. However, there are still some factors that the news desk and the journalists cannot control or avoid. Mark Salazar remembered one incident in Isabela, when he covered the Bagyong Juan crisis wherein the governor, who was also the provincial disaster head at the time, said that the crocodile sanctuary was broken and that the crocodiles got away and might reach the residential areas. Salazar said that the governor mentioned during a live interview that one person was reported to have been bitten by a crocodile and after that the governor gave a statement which said that the residents are given the go signal to kill the crocodile instead of the risking being bit. Salazar added that the governor even jokingly said that they can make wallets out of the dead crocodile's skin. After that coverage, many animal rights and activist groups got angry due to the statement, and they did not just got mad at the governor, they also got mad at Salazar, who reported it. Salazar added that even though

he just quoted the governor's statement and acted as a messenger, he was still blamed for the account. According to Salazar, all he could do at the time is to interview the governor again to clarify the statement.

Mark Salazar: I was just quoting him and it was a breaking story I report it as it happens... ang trabaho ko dun ireport wala akong kinalaman dun yun yun ang example ng sectoral people na minsan na ooffend [my job is to report, I have no involvement in it, that is an example of how sectoral people get offended.]

Joey Villarama had also experienced pressure from sectoral groups. He said that he once had an altercation with a local Roman Catholic Church in one city in Metro Manila when he covered a story about the parish priest who was accused of embezzlement, and having a girlfriend. When Villarama aired the report, the priest's supporters got mad.

Joey Villarama: I myself am Catholic na parang I have very high regard for priests and here I'm covering a priest who's being accused of misusing funds and a priest who supposedly has a girlfriend.

According to Vilalarama, the only way to mend the situation is to make sure the report is not biased. He said that all sides must be included. Though so, he also said that no matter what journalists do to make their stories balanced, he or she can still be accused of being unfair, because fairness is subjective. He mentioned, "...*get side A and side B – protagonist, antagonist.*"

F. Value Functionalism

According to Coombs (1999; as cited in Kyhn, 2008), crisis situations gather much public interest and therefore much media attention. It is a risky event for media to cover due to the element of threat, which could cause severe damage to other people. But in spite of the threats involved in such situations, it is media's responsibility to report fast

and meaningful information to the public during times of crises, most especially during crises that could be of threat to the entire nation (Steele, 2001).

In this light, a total of 50 videos from different TV news programs (Bandila, TV Patrol, SAKSI, 24 Oras, and AKSYON) aired during crises situations were analyzed to find out whether media carried out their duties in news delivery.

1. AH1N1 outbreak

Information, Correlation, Entertainment, Mobilization

According to Steel (2001), media must be at their “professional best” during crisis reporting. It is palpable that one major role of media during crisis situation is to inform the public about the conditions in society. The AH1N1 outbreak caused panic around the world. Anyone can be affected and the government did their best to reduce fear among the people. Since health threats such as the AH1N1 virus went up to the alert level, people used media not just to get information on the details of the phenomenon, but also to get information about the details of the threat and some protective measures (Wray, et al., 2008).

The analysis of the videos showed that news coverage of TV news programs in particular, have provided an objective, yet comprehensive information(interviews and opinions from different health experts) of the situation. Giving a clear picture of what was actually happening gave the people enough knowledge on how to deal with the worsening situation and avoid skepticism among them (see Table 4).

It can also be noted that news reports, especially those related to health issues, encouraged a call of action not just from the part of the government but also from the

people to take action at once, and avoid the widespread contamination of the virus across the country.

In this light, TV networks (ABS-CBN and GMA7) used the confrontative approach in delivering information during the AH1N1 outbreak to persuade its viewers to think and act accordingly about the seriousness of the situation. This is to make the public alert and responsive about the condition of the society.

In addition, media's role in giving information not just ends during the actual occurrence of the situation. The video analysis of the post-crisis coverage showed that there is continuous monitoring of the crisis from the part of the media such as giving reminders about the possible symptoms of the virus strain, and the situation of the country about the virus, as mentioned by Wray, et al., (2008) media hand vital information to the public, such as how to avoid injuries, where to access relief and recovery, and when the crisis is over.

Conversely, though news programs used the confrontative style of reporting information during the outbreak, news programs still showed a "sense of hiya" by not naming the identity of the people affected by the virus to avoid public discrimination, and instead used code names such as case no. 40, etc. Below is the summary of the textual analysis made on the AH1N1 coverage (see Table 4).

Table 4. Summary of media's functionalism during the AH1N1 outbreak			
AH1N1 outbreak			
	ABS-CBN	GMA 7	COMMENTS
Information	Interviews from different health experts such as Dr. Eric Tayag, director DOH Epidemiology center, and Dr. Minda Meimban, Chief Health division, DEPed., etc.	Interviews with health experts, school administrators such as Dr. Lyndon Leesuy, program manager for emergency and re-emerging disease-DOH, Dr. Joy Villanueva, Asst. City health officer, Candon Ilocos sur, Dr. Augusto Rillo, Manager, Manila Medical division, Teresita Domalanta, director NCR DEPed, etc.	<ul style="list-style-type: none"> • Confrontative style of reporting • Accommodative when it comes to identity (sense of hiya) • News reports of both stations were balanced, getting opinions from both parties involved. • The use of video footages and pictures of different places which were affected by the virus provides a different view of the situation. • The written report of broadcaster and video clips completed the packaging of the news report that somehow provided entertainment to the viewers and avoid the dullness of the story.
Correlation	All sides were aired	All sides were aired	
Entertainment	Video footages of different schools.	Contains video footages and pictures of the victim from HK, and other places such as schools.	
Mobilization	Promote collective objectives in the area of Health	Promotes collective objectives in the area of Health	

2. Typhoon Ondoy

Information, Correlation, Entertainment, Mobilization

The effectiveness of communicating information to the public is a very crucial element of emergency response (Wray, et al., 2008). Given the fact that the Philippines

face a lot of typhoons every year, TV news networks, were able to develop a formula on how to respond during those circumstances. During the group discussion about natural crisis, the way informants saw the Ondoy coverage was a proof that media was able to fulfill their duties in order to deal with natural calamities like typhoons.

As mentioned by Wray et al., (2008) “timely, accurate information, can help people at risk to take appropriate protective measures, prevent illness, and injury, reduce unnecessary care seeking, and facilitate relief and recovery efforts.” The analysis of the videos during the Ondoy coverage showed a very fluid and smooth flow of information. Data and statistics about the crisis were given from time-to-time to update the public about the actual count of dead bodies as well as the properties destroyed (see Table 5). Furthermore, the collective efforts of different networks –KAPUSO and KAPAMILYA networks provide a great opportunity in assisting those who were affected.

Taken as a whole, the news coverage during typhoon Ondoy helped boost the “*Filipino bayanihan*” (Filipino collective action), which somehow lessened the people’s predicament and strengthened their will to surpass the situation. Below is the summary of the textual analysis made on the typhoon Ondoy coverage (see Table. 5).

Table 5. Summary of media’s functionalism during typhoon ONDOY			
Typhoon ONDOY			
	ABS-CBN	GMA 7	COMMENTS
Information	Interview of the person involve and experts explanation of the situation	Step-by-step information Government announcement of dead bodies recovered, Simplified experts terms Summary reporting before video footage Interview of actual source, live video footage of event	<ul style="list-style-type: none"> • The public was given step-by-step information on how to cope with the situation and some expert terms were simplified. • It also included background information, number of people and areas
Correlation	Narrative style only of effects of	Commentary about difficulty of process Narrative style on actual	

	flood Clarifying responses of interviewee	footage (rescue operations) Commenting on the actions of Ondoy victims Interpret experts' opinions Heroic acknowledgements of a guard	flooded and the summary of the report before showing video footage to avoid confusion. <ul style="list-style-type: none"> The news report used a narrative style of reporting about the effects of the typhoon.
Entertainment	Video clip, Wowowee show excerpt Pronunciation of words (Ted Failon) Video footage, funny remarks of interviewee Video footage of incident Graphics of Philippine geography,	Video clips, graphics and statistics Outfit and accessories of Mel Tiangco Graphics/animation of Philippine geography, videos, action shots Graphics of statistics and quantitative information, Action shots	<ul style="list-style-type: none"> Action shots, which enticed the audience to sympathize with what is happening. Shots from a helicopter are also used to give the audience a good look at the gravity of devastation that occurred. Ted Failon's pronunciation style in delivering the news report somehow added to the confrontativeness of the news.
Mobilization	Asking for donations for victims Request for faster rescue Cautionary	Get a calamity loan call for SSS members Calling family members with missing relatives Dangers of crossing electric cables Procedural announcement of Internet inquiries Calling business owners to release 13 th month pay early to help victims Calling the nation to be heroic and help others in need	

3. Manila hostage taking

Information, Correlation, Entertainment, Mobilization

Yopp and Haller (2005) pointed out that media have been criticized for too much sensationalism particularly in the national level. In the last Manila hostage taking, there

had been much debate on whether or not media has intervened with crisis management. According to Steele (2001), “journalists and their news organizations have a unique and exceptionally important role to play when covering a national crisis.” However, in the video analysis, the hostage taking coverage fed too much information to the public, which in return heightened the situation (see Table 6).

Since the media garnered much public interest, the media coverage had an effect to the outcome of the situation, which leads to a terrifying ending. As Cruz (2010) stated, the complete and live coverage of media in the Manila hostage taking may have aggravated the crisis situation.

Evidently, the approach of news programs (ABS-CBN’s TV Patrol, GMA 7’s 24 Oras, and TV 5 AKSYON) during the coverage was very confrontative in nature. Based on the textual analysis of the videos, the researchers observed that Mike Enriquez’ approach was highly unprofessional and looked as if he was “winging it” rather than sounding prepared for the situation (see Table 6). This is due to the way he was commenting on the situation rather than giving the facts and be objective on his report (see Table 6).

Another basis was during the live coverage of GMA 7 in one video Mike Enriquez mentioned, “*wag na kayong dumikit, lesson na nga yung kaninang nagyari sa bata, fortunately sa paa lang, ayan na, ayan, ayan, na sunud-sunud na, sunud-sunud na putok Mel...*”(Do not go near any longer. What happened to the kid was already lesson. Fortunately it was only his feet. Here it comes here it comes, continuous blasts, Mel.)

Mel Tiangco and Mike Enriquez were talking during the live coverage about what was happening and the things that they were doing in the area. This footage somehow

contributed to the heightened fear among the audience. As the United States Environmental Protection Agency (1997) mentioned, “if the risk has been distinguished, it should be properly administered and the issues have to be weighed first before presenting them to the public to avoid tension especially when the issue is highly sensitive.”

On the other hand, the post-crisis coverage showed the balance between the stories. Instead on just focusing on the hostage crisis’ effects, TV news networks also provided the Mendoza family a chance to talk to the public about the truth behind Mendoza’s onslaught (see Table 6).

Furthermore, this particular situation has called the attention of everyone in the government to take action and be responsible to this kind of situation, Chinese nationals have been killed, which affected not just the tourism of the country but more importantly, the Philippine’s image to neighboring countries.

For the media’s part, as mentioned by Mr. Jun Veneracion from GMA 7, this specific case made them review their standard operating procedures during hostage-taking situations due to the fact that media crossed the line and reported things that should have not been seen on television.

Added to this, Ayla, an informant from the young-professional group reiterated, *“Opinions may be given after the situation, and not during because it alters the factuality of the situation and the general public might interpret it in different ways.”*

Generally, since media messages regarding crisis strongly shape public opinion more than any other form (Jerome, et al., 2007, in Ching, 2009). No matter what kind of crisis situation, media in particular should be careful not to meddle with the

circumstances and stay truthful, accurate, fair and objective in giving information especially in times of crisis to avoid the same incidence. Below is the summary of the textual analysis made on the Manila hostage taking coverage (see Table 6).

Table 6. Summary of media's functionalism during the Manila hostage taking				
HOSTAGE TAKING				
	ABS-CBN	GMA 7	TV 5	COMMENTS
Information	Different interviews from police, different people, and the family of the hostage taker Detailed and specific back story of suspect Interviews of parties involved, website shots and advisory shots	Opinions of Mike Enriquez Interviews with the family of Mendoza Narrative detailed account of the whole event with AVP Interview with victims and witnesses	Live interview with Mendoza by Erwin Tulfo	<ul style="list-style-type: none"> • Very Confrontative approach • Use of sensational and exaggerated words instead of direct and precise and simple terms
Correlation	They get the side of the family of mendoza descriptive. All parties involved covered. Explain procedural terms (SOCO). Too much opinion regarding the hostage taking	Pure opinion and story telling Aside from the hostage taking, they also focused on Mendoza's mourn	One sided Interview with mendoza and the ground commander Too much opinion by Erwin Tulfo	<ul style="list-style-type: none"> • Erwin Tulfo's way of reporting was being sensationalized • Objectivity was not followed particularly in GMA 7's 24 Oras anchor Mike Enriquez.
Entertainment	Video footages of the hostage taking, action shots, Ted Failon's voice. Video footages of the hostage taking Tone of voice is very soft video clips Video clips, photos, "special coverage" graphics and effects Accent of anchor (elongated r), hand	Pure video, sound effects, action shots, Video footage of Mendoza's mourn Sound effects (gun shots), video collage with music, video coverage of event	Footage of the hostage taking Video clips, telephone conversation between Tulfo and Mendoza, action shots	

	gestures of anchor Ted Failon. Video footage of the hostage taking, action shots	Mike Enriquez' anchoring		
Mobilization	Politics	Politics		

4. Maguindanao massacre

Information, Correlation, Entertainment, Mobilization

One of the most brutal killings of people including media personnel happened in Maguindanao last August 23, 2010. Based on the analyzed videos from different television networks (ABS-CBN, GMA7, and TV5) the reason behind the massacre is politics (see Table 7).

It can also be noted that during the discussions, all the informants from the FGDs mentioned that the sudden occurrence of the situation elevated the emotions of different people involved including the media. In the textual analysis, it can be observed that the approach used was very confrontative showing that they were condemning the injustice of media killings in the Philippines. The massacre has been the headline and subject of news every day. Media, especially TV news programs heighten its campaign in order to obtain justice for the victims (see Table 7).

In addition, the analysis showed that TV news programs, both TV Patrol and 24 Oras, counted and mentioned how many days have passed since the brutal killings in Maguindanao. Though the news networks got the chance to interview both parties, (Mangudadatus and the Ampatuans) based on the textual analysis, the researchers observed that the report was too opinionated and full of descriptions and commentaries

about the victims. In this light, it can be implied that news networks are biased when it comes to media related topics.

Taken as a whole, based on the textual analyzed videos, the researchers observed that this particular crisis called for a collective action especially in the area of politics despite the fact that politics in Mindanao was very difficult to handle (see Table 7).

Though, the confrontative style of reporting in this kind of crisis were able to encourage the people and the government to act immediately about the situation, news programs should still be careful about the information that will be given to the public.

Below is the summary of the textual analysis made on the Maguindanao coverage (see Table 7).

Table 7. Summary of media's functionalism during the Maguindanao Massacre			
MAGUINDANAO MASSACRE			
	ABS-CBN	GMA 7	COMMENTS
Information	Direct interview with source Includes the original text messages of the person involved (Mangudadatu) Interviews from different sources Using Boto patrollers	Interviews from different people such as the NBI and DOJ Interview from direct sources	<ul style="list-style-type: none"> • Very confrontative style of reporting. Always the headline of news reports • Biased when it comes to media related topics • The footages and the interviews shows that the reason for the massacre is politics
Correlation	Interview from both sides	Too opinionated Descriptions and commentaries about the victims	<ul style="list-style-type: none"> • The news networks included all angles to their report, getting all sides of every person involved through interviews and text messages. • The video footages of the actual crime scene
Entertainment	Videos, photos, drawings/sketch of incident Pictures from the crime scene and sketch Video footages of the operation, map, live telecast of the reporter	Video, sub headlines mike enriquez pronunciation Colorful outfit Mel Tiangco Video footage of the massacre, action shots Post crisis	<ul style="list-style-type: none"> • The news networks included all angles to their report, getting all sides of every person involved through interviews and text messages. • The video footages of the actual crime scene

		information (effects) Photos, videos melodramatic reporting	and the drawing of the incident added to the overall picture of the report.
Mobilization	For other witnesses to go public and Politics in Maguindanao	Sympathetic effect	<ul style="list-style-type: none"> • Mike Enriquez's way of delivery from 24 Oras makes the news more confrontative.

5. NBN-ZTE deal scandal

Information, Correlation, Entertainment, Mobilization

The revelation of NBN-ZTE deal scandal is one of the major controversies that happened during the Arroyo administration. The involvement of different politicians in the crisis captured the attention of many people to take a look and follow the hearing and story of Jun Lozada, the whistle-blower of the NBN-ZTE deal.

A lot of speculations have been made regarding the crisis, which brought the case to the senate for investigation. Though the anomaly happened within the government, based on the video analysis of the coverage, the media was able to do their part as watchdog of society in giving the latest update about the situation (see Table 8).

The media, as an independent body, has shown its confrontativeness in delivering the news to the public; it leads to the promotion of collective objectives in the area of politics and economic development (see Table 8). Furthermore, though it happened in 2008, the post-crisis coverage analysis of the videos showed that news programs have given time and effort to look at what happened after the controversy by giving an update to the public. Below is the summary of the textual analysis made on the NBN-ZTE scandal coverage (see Table 8).

Table 8. Summary of media's functionalism during the NBN-ZTE scandal			
NBN-ZTE DEAL SCANDAL			
	ABS-CBN	GMA 7	COMMENTS
Information	Interviews with Jun Lozada and his family Interviews from different sources	Interviews with the people involved back-up interviews interviews from different sources	<ul style="list-style-type: none"> • Confrontative approach (tone of voice very serious) • Terms used was exaggerated like <i>"bugbog sarado ang administrasyon"</i> pertaining to the scandal involving First gentleman Mike Arroyo and former President Gloria Arroyo. • Have different interviews from various sources investigating the NBN-ZTE scandal. • Included every angle to their reports and every person involved were given the time to air their side. • All the reports have background stories to support the information. • All sides of the story and the delivery of the reports were balanced. • The video footages of the senate hearing and the video clips and pictures of Lozada were somehow entertaining because it included the arguments of both parties and sometimes the people being asked were very anxious in answering the questions.
Correlation	Interviews from both sides	Both sides	
Entertainment	Video footage of Avelino Razon's interview in the senate and personal interview Video footages from the senate hearing, and interviews from different sources	Video clips, pictures Mike Enriquez' anchoring (exaggerated) Pictures of the letter, video footages	
Mobilization	Politics and Economic development	Politics and Economic development	

G. Synthesis

Accommodative communication

For media practitioners "pakikisama" comes in many different forms. When conducting interviews, it entails waiting for grieving interviewees to reach a calmer mood before proceeding to ask questions. Amongst the production crew, journalists also say

that they exercise it when they deal with their crews, such as cameramen, newsroom personnel, etc. Another situation journalists cite is when they have to learn to adjust to the environment.

“Hiya” is a divisive topic amongst practitioners. Some believe that there is no room for this in the industry due to its effect of inhibiting the reporter. Others, however, cite its importance in keeping them grounded and from abusing the perks that go with working in media. Several stated however that striking the right balance between being too timid and being overconfident is the key to success.

One value that many practitioners approach with a sense of caution is “utang na loob”. They often get free lunches and special treatment from certain personalities. “Utang na loob” is seen negatively in these circumstances because it breeds partiality and bias. Some stated that this value should be present only when dealing with the company that they work for, as well as their co-workers, as one form of “pakikisama”.

Confrontative communication

“Lakas ng loob” is a value that many journalists place importance on. They cite its importance in getting stories quickly. It also comes in handy when dealing in particular with crime-related stories or in volatile situations. Even after airing their stories, journalists still apply the value, such as when they receive death threats. However, they also find that there is a need to keep “lakas ng loob” in check for the safety of their crews, families, and even themselves.

A closely-related value is “bahala na.” Some journalists encountered crisis situations when they had to make fast decisions when they had no time to think or assess

the situation. They also say that “bahala na” is inherent in their job, as they cannot control when a story will break out. On the other hand, they also cite the negative effect of this value, such as when they lose focus or work on a story with no definitive plan in mind. They also say that you cannot always apply “bahala na,” as there is sometimes a need to consider the consequences of a certain story.

Journalists and reporters have mixed views about “pakikibaka.” Some join rallies in order to support the causes that they have a personal interest in. Others cite how it can be a very sensitive issue particularly when it comes to being unbiased and impartial.

Political system

Media practitioners say the political sphere of society affects them the most. When there is a controversial issue, many politicians bombard them with press releases and statements. There are also times when they say that they are pressured by government officials not to air certain stories. One temptation that comes with reporting on this sphere is when they are offered bribes. Some mentioned how delicate situations arise when they deal with politicians who are affiliated with their networks, especially when the stories are negative.

Business/economic system

Journalists say that business and economic pressures are prevalent in the industry. Even when not pressured by business group, they are still pressured by their own networks, which have their own business interests. They say that reporting can sometimes be made difficult by the fact that businesses will often try to suppress data or information

that is detrimental to them. Difficulties also arise when dealing with stories about their co-workers or issues connected with their own networks. In these cases, they are usually pressured with the thought that other networks might cover the stories more comprehensively, in effect making them seem biased or partial.

Societal system

When it comes to dealing with societal groups, practitioners stated that they have to be very careful so as not to offend anyone. Results show that religious groups are the most sensitive when it comes to being made subjects of a negative piece of news. The news desk has to give special attention to checking sources, editing, and striking a balance between all parties involved. These practitioners cannot afford to be purely confrontative when these sectoral groups for two reasons. First, they themselves are members of sectoral groups. Secondly, these groups have a huge following which they cannot afford to aggravate.

Many factors affect how news media perform their job. Results show that the right balance of accommodative and confrontative value usage help them deal with the external pressures that they face. Many of the respondents use “*pakikisama*” in order to maintain harmonious relationships with political, business/economic, and societal groups. Also, “*utang na loob*” becomes a hindrance to practitioners when it comes to staying impartial. Other than that, most respondents did not find “*pakikibaka*” to be particularly relevant when it comes to external pressures. Practitioners also rely on “*lakas ng loob*” and “*bahala na,*” particularly when the external pressure involves threats, bribes, and the

like. When it comes to “*hiya*,” journalists and news officials are divided as to whether or not it is a useful trait to possess.

TV networks

Audience members noticed “*lakas ng loob*” when it comes to TV Patrol World’s programming. Discussants agreed that the show is more confrontative than accommodative. This image is due to the opinions that the anchors share, as well as their political backgrounds. Also, the show’s coverage of the Manila Hostage Taking played an important part in creating this confrontative image.

On the other hand, 24 Oras of GMA 7, TV Patrol World’s longtime competitor, was perceived to be confrontative in terms of delivery, but accommodative in terms of news content. Its confrontative aspect is due to the anchor’s distinct personalities and their backgrounds which are non-political and purely journalistic. However, its accommodative aspect arises because the news content, script, headline, etc., are seen to be serious in nature, non-sensational, and unbiased.

The youngest of the three TV programs, TV5’s Aksyon, lived up to its name, which is “action.” The confrontative values are seen in its action-oriented videos which are peppered with outright commentaries from the anchors.

Crisis situations

When it comes to health and natural crises, news reports are often confrontative in approach because of the need for rapid information dissemination. Fast action is needed in order to warn the public and keep them safe. In order to ensure the validity of the

information, resort is made to experts and authorities, and commentaries are minimal. Although mainly confrontative, *hiya* is also present in certain aspects, such as when naming victims so as to avoid public discrimination. In this way, the goal of informing and mobilizing the public is achieved.

Philippine media tends to over-sensationalize news in order to garner higher ratings. The audience finds entertainment in the dramatic presentation. This is why results show that during confrontation and malevolence crises, the coverage tends to take on the negative aspects of the confrontative approach. Too much information recklessly affects the crisis situation itself and hinders proper authorities in the performance of their duties.

Likewise, in other crises, newscasts are too confrontative. In the Maguindanao massacre incident, reports were perceived to be too personal, due to the fact that the media's role in the incident was not just as observers and deliverers of news, but they were victims themselves

In comparison, during the NBN-ZTE scandal, the news broadcasts were purely objective. There was relatively less interference with the authorities coming from the media. There was a better balance between the accommodative and confrontative approaches. This led to the attainment of media's societal functions.

VI. SUMMARY AND CONCLUSION

A. Summary of findings

In addressing the research problems of the study, findings for each value manifestations were presented primarily taking into consideration the concepts outlined in the framework. After which, a synthesis followed answering the general research problem of this study: **how do television news programs manifest accommodative and confrontative values during crises reporting?**

1. Value identification

Journalists and reporters cannot be purely objective because of the fact that they have their own personal values before entering a news organization. The interviews revealed that they have their personal biases and this made an impact on the way they presented angles and approaches in creating news reporting.

On a more positive note, in gathering stories, journalists and reporters weigh the importance of each report depending on the quantity of people who will benefit. Moreover, despite the danger of not being objective, journalists and reporters do their best to make the report balanced and fair by getting all sides of the story.

Furthermore, the virtue of patience and not being overly sensitive in the news room is vital in maintaining a harmonious working environment. The interviews also revealed that complying with the ethical standards of the news organization is a personal effort made by every journalists and reporters during coverage. In addition, religion is also seen as a factor that affects the process of gathering information that is why some reporters tend not to cover a situation especially when they belong in the same religion.

And lastly, they tend to prioritize the news network where they work, which in a way affect the way reporters gather, and report news stories.

2. Value application in crisis reporting

The practice of accommodative values integrated in crises news reporting varies from different circumstances. As journalists and reporters use their values in doing their job, they still maintain a certain distance to their sources and co-workers, but at the same time, establish a good working relationship with other people. Though accommodative values may or may not work in the news and current affairs industry because of tight competitions, among the three values stated under the accommodative communication, the value of "pakikisama" is seen as vital in the news and current events industry. This value is defined as a means of showing sympathy to grieving interviewees and sources; it is also a way of adjusting in an environment, and can be used in dealing well with the cameramen, crew, desk, and news room people. "Sense of hiya" on the other hand, has no room in the world of news reporting. It is seen as hindrance to the profession because it inhibits journalists from getting a story.

Similarly, "utang na loob" is defined and is seen as a negative value for most journalists and reporters interviewed for the study. According to the interviews, the application of this value must be carefully done because patronizing sources is prohibited and it may mean something to other people. Instead of "utang na loob," the value of "pakikisama" is said to be the more appropriate term to be used in dealing with sources, fellow reporters, and other people. It is used to get the job done, to earn respect in the industry, and to develop harmonious relationships.

On the contrary, the findings show that values under the confrontative style of communication manifested more often than the accommodative style of communication. These values are said to be a requirement for every reporter. The interview revealed that the value of "bahala na," goes hand-in-hand with the value of "lakas ng loob." It is seen to be functional in journalism, very useful for night reporters, especially when waiting for late coverage. Though so, "bahala na" can be used by reporters on duties; it cannot be applied in all situations as they need to think of the possible consequences of their actions.

It is also noted that during crises situations, reporters and journalists have a strong sense of "lakas ng loob," but journalists must learn that being excessively fearless have caused harm and even death to many journalists just as what happened to the Manila hostage taking, and Maguindanao massacre.

Conversely, though these values go hand-in-hand, among the three, the value of "pakikibaka" is less practiced in view of the fact that it makes a journalist biased and impartial by supporting a particular advocacy.

3. Value resemblance and disparity

Resemblance and disparity of the news programs among the three TV stations (ABS-CBN, GMA7, TV5) showed that TV Patrol used the confrontative approach more often in reporting news stories. Most of the informants mentioned that the content is tabloid in nature, entertains comments and opinions from news anchors and reporters, and is affected by the political backgrounds of its news anchors, Noli de Castro, Ted Failon, and Korina Sanchez, but is compensated by their technique in story development and follow-up.

On the other hand, 24 Oras is seen to be more objective in giving news stories, it has anchors with non-political backgrounds, but has confrontative delivery due to its anchor Mike Enriquez. Additionally, it is focused on political and economic news, and is unbiased and neutral.

Though TV 5 is on its early year of development, informants find it to be an opinion type of news delivery because its anchors give comments from time to time.

4. Value Pervasiveness in different types of crisis

Reporting natural crises need be accommodative to reduce panic and unnecessary chaos. The influence of accommodative values is inherent in the reportage of natural crises. The public depends greatly on media during natural calamities and it is thus fitting that media be highly responsible in disseminating essential information in times of natural crises

When it comes to confrontation and malevolence, although lapses have been made during the coverage of Manila hostage taking, the informants thought that the media should always have a continuous evaluation of their standard operating procedures to avoid disagreement and to be able to execute their job well without causing any harm to anyone. The confrontative style of reporting confrontation/malevolence types of crises is relevant and deemed effective to implant urgency and awareness to the public. However, there are certain aspects in malevolence crisis news delivery that need be considered when the safety of the people involved (hostages) are at risk; certain information and simple miscommunication can cause damage or even death to the people involved.

Similarly, health crisis reporting is greatly sensitive. Usage of terms that may alarm the public should be managed. Media should be very careful not to alarm the masses with an “outbreak” or a “pandemic” caused by the exaggeration of data given during a report.

Management misconduct on the other hand, often gives birth to issues that may harm corporate relationships of big businesses. Media is indeed a business and though news should remain objective and unbiased, higher executives and network owners has the prerogative to stifle a story when business and the hold of power is at stake. The reportage of crises concerning management misconduct at present needs to be improved to be able to actually give information to the public that is complete, unbiased, and true.

5. Value usage in internal and external contention

The political sphere of society affects reporters most especially when assigned to cover government institutions. The management itself can also cause pressure among news reporters and journalists. Pressure also comes from their sources who want their story to be prioritized. Moreover, receiving gifts and winning raffle prizes also add-up to the pressure experienced by reporters particularly when it comes from government officials. Furthermore, news media organizations are pressured to follow orders especially when the memorandum is from the office of the President.

Like political pressures, those working on the business beat are also pressured by different companies. If not the company, the management itself where the reporter is working also takes part because of their own business interest and affiliations just as what happened in the case of ABS-CBN and the issue about its sister company MERALCO. In effect, safeguarding the network's interest is also a factor considered by reporters

especially because the final say whether the story will be aired comes from the management.

Additionally, news reporters are pressured when they covered stories involving their fellow reporters. Despite the fact that journalists and reporters deliver the news report to the public, business organizations and chief executive officers might prohibit the release of data that could harm the reputation of the news management and the TV station. The same goes with some state government officers who take legal steps to restrict reporter's access to information, such as tightening states' open records laws.

Furthermore, interviews revealed that news reporters and the management are very sensitive when it comes to certain advocacies; information gathered involving sectoral issues were screened before presenting them to public.

6. Value functionalism

The video analysis of different crises coverages showed that media used the confrontative approach more often than accommodative in giving information, in explaining and interpreting events, in providing pleasure to reduce social tension, and in promoting collective objectives in various fields such as politics, economics, etc. But despite the confrontativeness of their approach, the media in general was able to fulfill their duties to the people. As McQuail (2005) stated, media has its own function to society, "for integration and co-operation, to give order, to maintain control and stability, adaptation to change, mobilization, management of tension, and continuity of culture and values" (pp. 98-99). These functions were manifested in the analyzed videos, which satisfied the need of its audiences in news reporting.

On the other hand, though these functions were visible, the media should still be cautious in the manner of their approach to avoid incidences such as what happened in the Manila hostage taking. As Curran and Gurevitch (2005) puts it, there should always be a constant evaluation when it comes to news, for the reason that news can never be purely objective and unbiased. As viewers, everyone has their own responsibility to stay alert and active especially during crisis situations. As Allyn and Bacon (2003) explained, the audiences of news programs should be guided by definite attributes such as accuracy, balance and fairness. The audience should never simply depend on what they see but rather be critical receivers of news broadcasts.

B. Conclusion of the study

The usage of accommodative and confrontative values of journalists/reporters and news officials is parallel with each other. However, given this similarity, confrontative way of communication was practiced more often than the accommodative way. This took place while journalists/reporters are gathering and covering news story.

On the other hand, the accommodative way of communication is used on a more personal level such as, in dealing with fellow reporters, sources and crews to establish trust, to create a good working relationship and to avoid conflicts.

In comparing the three news programs, on the basis of delivery, all news programs are confrontative in nature. However, looking at the content of news, 24 Oras differs from TV Patrol and Aksyon for the latter two focuses on news that has confrontative value while 24 Oras caters more on news that are accommodative in nature.

Other factors like bias and neutrality is also a point of comparison among the three. TV Patrol and Aksyon, though the former is more subtle than the latter, tend to comment and pose their opinions on the news of the day while 24 Oras has a stronger sense of objectivity than the other two.

Different types of crises call for different types of news delivery. Factors surrounding a story have to be taken into consideration to be able to determine how to deliver the story best. For the usage and prevalence of these values in crisis situations, it might be acceptable to employ confrontative values in reporting crises that concern malevolence and management misconduct, but confrontative delivery has to be rethought when it comes to reporting natural and health crises to avoid panic. Same goes to the employment of accommodative values; it may work for natural and health crises but one cannot raise awareness and urgency using accommodative delivery when talking about hostage crisis or management misconduct in the government.

In determining the way television news programs used their values to respond to different pressures, it can be concluded that journalists and reporters are continuously pressured by political, business/economic, and societal systems for the reason that the news management itself where they works has its own personal biases due to its business interest which affects the way news is delivered to the public. And lastly, in this modern day and age, television news programs perform their media functions to society in crisis reporting despite the prevalence of the accommodative and confrontative values and in fact, these values have been used by reporters and journalists in order to fulfill their duties to society.

VII. IMPLICATIONS AND RECOMMENDATIONS

The results obtained in the study have provided a comprehensive and deeper understanding of the manifestations of accommodative and confrontative values in crises news reporting. Explained further on the study were audiences' perception on news reporting done in different crises situation in the country during the last five years (2005-2011), and also provided were matrices of media's functionalism based on ABS-CBN, GMA 7, and TV 5 news coverage.

The implications of this study and recommendations for future researches are presented in three levels: theoretical, methodological and finally practical.

A. Theoretical

Guided by the integrated framework, which included Coombs' Situational Crisis Communication Theory (SCCT), Functionalists Theory, Political-Economic Media Theory, and the Agenda-Setting Theory, the manifestations of accommodative and confrontative values in crises news reporting were analyzed.

From the findings, it was found that despite the personal value system of journalists and reporters they are continuously pressured by political, business/economic and societal systems because the news management itself where they work for have its own personal biases due to its business interest which affects the way news is delivered to the public. This in turn confirms one of the theories in the framework used in this study specifically The Political-Economic Media Theory, which outlined the three forces that comprise the mass media –the media, technical, and management. This aided the researchers in examining how they responded to different pressures brought by different forces in the social, political, and economic system.

The situational crisis communication theory has provided the idea to determine media's response with regards to every situation or crisis that happen in society.

Although the interviewees think that some of the protocols in crisis news reporting must be rethought, they acknowledge the fact that it is not of their hands and still the prerogative of the management.

Additionally, since the Agenda-setting theory posits that television news programs in particular, selects what kind of news to report and the amount of information that is given to the public, the researchers were able to verify whether news programs satisfies it's audience needs and wants when it comes to the amount of information that they were giving.

Based on the findings of the study, the informants acknowledge the presence of accommodative and confrontative values in crises reporting. They also think that the procedures of crises reporting must be reviewed to have a more systematized process of crisis coverage in the formation of a better informed public.

Moreover, as the functionalists' theory of media suggests, based on the results, the researchers was able to validate that despite the news selection and manner of delivery of news programs in crisis reporting, they are still following and fulfilling their roles and functions to society.

For the recommendation, the study is focused primarily on the manifestations of accommodative and confrontative behavior during and after crises reporting which happened in the last five years (2005-2010). However, the scope of this study as multifaceted as it seem, is only one approach in understanding the manifestations of these

values in news reporting because it delves only on news coverage about crises situations and not news in general.

Future research related into the manifestation of accommodative and confrontative values in news reporting can move towards the issue by exploring other significant concepts and by looking on the over-all types and content of news programs.

B. Methodological

This study aims to primarily determine the effect and usage of accommodative and confrontative communication mindsets in crisis reporting, and how they linked or abstracted news to or from their media functions. The researchers were able to supply concrete explanations regarding how accommodative and confrontative communications mindsets are utilized among the different national television news broadcasting programs and in different crisis situations by means of affixing the study on the extensive and comprehensive media and communication theories namely: Situational Crisis Communication Theory, Functionalists Theory, Political-Economic Media Theory, and the Agenda-Setting Theory.

To be able to attain the objectives of the study, the researches needed to formulate a research design that would generate specific and substantial data from first-hand sources, journalists and news officials from different national television news broadcasting programs, actual incidents, video clips of different crisis situations, and audience feedback, main target viewers of local news programs. Due to this necessity, the researchers deem it right to employ a qualitative approach for the research design of the study. Specifically, the researchers made use of three qualitative methods: focus

interviews, focus group discussions, and textual analyses. The qualitative methods selected were also based and guided by the framework constructed for the study.

First, the focus interviews were used to get a general overview what values journalists and news officials believe in. This data allowed the researchers to obtain an indication if the journalists and news officials innately acquire accommodative and confrontative values. The method also allowed for in-depth understanding of how “hiya,” “utang na loob,” “pakikisama,” “bahala na,” “lakas ng loob,” and “pakikibaka” are used by the said media practitioners during different crisis situations specifically: 1. Natural crisis (Ondoy), 2. Confrontation/malevolence crisis (Manila hostage taking, Maguindanao massacre), 3. Health crisis (AH1N1 outbreak), 4. Crisis of Management misconduct (NBN-ZTE deal). Also, the focus interviews were able to provide answers on how the values were used to respond to the external pressures defined for the study.

Second, focus group discussions were used to get insights of the target news audience members from three categories: college students, young-urban professionals, home-based adults. The method initially aimed to get the audience feedback regarding satisfaction of crisis reporting, and opinion towards media functionalism in society. In addition, the discussants also shared light on how accommodative and confrontative communication is used by the television networks selected for the study ABS-CBN, GMA 7, and TV 5, based on the video clips shown to them by the researchers.

The focus interview and focus group discussion method have generated much data that answered many objectives of the study. For future studies, the researchers recommend that the number of selected interviewees from the three television networks should be equal. This is in order to get a more objective analysis in differentiating the

usage of accommodative and confrontative communication by the three television networks selected based on the criteria driven sampling technique. To improve how the focus group discussion method was used in the study, it would be better to diversify the characteristics of the participants more, and not just get insights from the target audience of news programs. In particular, each group should be more varied by using many and specified characteristics such as: age, economic status, educational background, profession, and the like. This will allow better exchange of ideas and opinions from the discussants.

Lastly, textual analysis was used by the researchers to study video clips of several crisis reports. It enabled to make the researchers witness how accommodative and confrontative communications were used by the different television networks. This allowed the comparison and contrast of the value usage among ABS-CBN, GMA 7, and TV 5. More importantly, the method had given evidence on the social functionality of accommodative and confrontative communication in crisis reporting.

The qualitative approach had already given an overview and an in-depth understanding of accommodative and confrontative communication in crisis reporting. For further studies regarding the matter, the researchers recommend a follow-up method of inquiry. A quantitative approach will give knowledge on the frequency of value usage. Getting precise data on which value is more used will in turn reflect the value's ideal applicability. To be more specific, observation methods will enable future researchers to get first hand account of how the values are used in the news media field. On the other hand, surveying will give the exact satisfactory rating of audience members. This will aid in discovering if news media are able to perform their functions to society. Moreover, the

use of quantitative approaches for the same kind of study can elicit more information regarding values formation, social mobilization, political and health issues, and campaign formulation that will help improve news broadcasting in the Philippines.

C. Practical

Those who were interviewed in this study and the videos analyzed confirmed that news organizations particularly news reporters and officials did use the confrontative approach of communication when gathering and reporting stories. Aside from the manifestations of this value on their jobs, they also use the accommodative approach in dealing and interacting with different people particularly sources and co-workers (personal level). The impact of political, business/economic, and societal pressures on reporters and the news management increase the tendency to use these values to deal with the situation.

Though these values under the accommodative and confrontative approach are used in news crisis reporting, their manifestations vary depending on the setting of the situation (internal and external setting). The most salient value that is used under the accommodative approach is “pakikisama” which is used especially when dealing with other people, crew members, sources, and in building a good working relationship with fellow reporters and the management. On the other hand, the value of “utang na loob,” is seen as negative and cannot be used during news gathering and reporting.

On the issue that the accommodative and confrontative values are innately Filipino values (Enriquez, 1989), Filipino journalists/reporters did manifest certain values that fall under them but not all of these values can be applied in news broadcasting during crises situations particularly “hiya,” “utang na loob,” for accommodative values, and

“bahala na,” “pakikibaka” values of confrontative communication. Filipino journalists/reporters adjusted but not at the expense that they hold back their personal beliefs; rather they used it whenever it is needed in order to maintain the news program’s accuracy, objectivity, credibility, and truthfulness in performing their duties to the Philippine society.

To understand how the other values under the accommodative and confrontative communication is being used in news reporting, an extensive research study can be done to all types and segments of news programs. The findings provided by this study can be used as a stepping stone for other studies to find out other possible usage and prevalence of these values to other types of news reporting and not just during crisis coverage.

This study may also be used as a basis in improving media in the Philippines especially for news coverages of crisis events. Also, this research may serve as a starting point for the betterment of media’s agenda-setting mechanism for the country.

Other than that, this study may guide other studies on accommodative and confrontative communication. Specifically, this research can serve as a guide in understanding the manifestations of accommodative and confrontative communication in other television genres such as: entertainment, public affairs, documentaries, etc.

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APPENDICES

A. Focus Interview Guide FI Guide for Reporters/Journalists

Job description

1. Describe your profession.
2. How long have you been doing your job?
3. What type of news do you usually report?
4. Who decides what news is to be reported?
5. What are included in the news report?
6. Do you include all the information gathered in the news report? Why/Why not?
7. If not, how do you eliminate information that is not to be reported?
8. What criteria do you follow in selecting the content of news reports?
9. Do you abide a certain ethical standards guide or code in selecting and presenting the news reports?
10. Are there cases when you weren't able to follow the code of ethics? If yes, what specific case/s and how did it affect the news report?
11. What pressures do you encounter in doing your job?
12. Do political figures and institutions try to pressure or affect your job? If yes, how, give concrete examples?
13. Do social figures and institutions try to pressure or affect your job? If yes, how, give concrete examples?
14. Do economic figures and institutions try to pressure or affect your job? If yes, how, give concrete examples?
15. Do the management and the network try to pressure or affect your job? If yes, how, give concrete examples?
16. What did you do to respond to those pressures?

Personal values

1. What personal values or morals do you believe in?
2. Do you believe in having a sense of “hiya, utang na loob, and pakikisama?”
3. If yes, define each value.
4. Do you believe in having a sense of “sama or lakas ng loob, pakikibaka, and bahala na?”
5. If yes, define each value.
6. Do these values affect how you perform in your profession?
7. If yes, in what concrete ways? If no, why not?
8. Do you think using those values in your profession helps you to become a better journalist?
9. If yes, how? If no, why not?
10. Does management want to alter your personal values in your profession?

11. If yes, what changes do they want to make? Did you agree with the proposed changes? Why/why not? (give concrete examples)
12. Do your personal values affect the way you respond to the pressures and demands of your job?

Comparison of Comparison and Usage of Accommodative and Confrontative Communication

1. Between during crisis and after crisis reporting
2. Between the different types of crises
 - a. Natural (e.g. Ondoy)
 - b. Confrontation and malevolence (e.g. Hostage taking and maguindanao massacre)
 - c. Health (e.g. AH1N1, Dengue outbreak)
 - d. Management misconduct (e.g. NBN-ZTE deal, Hello Garci scandal)

FI Guide for News Officials

Job description

1. Describe your profession.
2. How long have you been doing your job?
3. Who decides what news is to be reported?
4. What are included in the news report?
5. Do you include all the information gathered in the news report? Why/Why not?
6. If not, how do you eliminate information that is not to be reported?
7. What criteria do you follow in selecting the content of news reports?
8. What criteria do you follow in presenting the content of news reports?
9. Do you abide a certain ethical standards guide or code in selecting and presenting the news reports?
10. Are there cases when you weren't able to follow the code of ethics? If yes, what specific case/s and how did it affect the news report?
11. What pressures do you encounter in doing your job?
12. Do political figures and institutions try to pressure or affect your job? If yes, how, give concrete examples?
13. Do social figures and institutions try to pressure or affect your job? If yes, how, give concrete examples?
14. Do economic figures and institutions try to pressure or affect your job? If yes, how, give concrete examples?
15. Does the network try to pressure or affect your job? If yes, how, give concrete examples?
16. What did you do to respond to those pressures?

Personal values

1. What personal values or morals do you believe in?

2. Do you believe in having a sense of “hiya, utang na loob, and pakikisama?”
3. If yes, define each value.
4. Do you believe in having a sense of “sama or lakas ng loob, pakikibaka, and bahala na?”
5. If yes, define each value.
6. Do these values affect how you perform in your profession?
7. If yes, in what concrete ways? If no, why not?
8. Do you think using those values in your profession helps you to become a better journalist?
9. If yes, how? If no, why not?
10. Does network want to alter your personal values in your profession?
11. If yes, what changes do they want to make? Did you agree with the proposed changes? Why/why not? (give concrete examples)
12. Do your personal values affect the way you respond to the pressures and demands of your job?

Comparison of Comparison and Usage of Accommodative and Confrontative Communication

1. Between during crisis and after crisis reporting
2. Between the different types of crises
 - a. Natural (e.g. Ondoy)
 - b. Confrontation and malevolence (e.g. Hostage taking ang maguindanao massacre)
 - c. Health (e.g. AH1N1, Dengue outbreak)
 - d. Management misconduct (e.g. NBN-ZTE deal, Hello Garci scandal)

B. Focus Group Discussion Guide

1. Anu-ano ang mga lokal na programang pang balita sa telebisyon na pinapanood niyo tuwing may nagaganap na krisis sa bansa?
 - ABS-CBN/ TV Patrol World, GMA 7/24 Oras, TV5/Aksyon!, etc
 - Sa tingin niyo may pinagkaiba sila sa isa’t isa? Sa paanong paraan? Sa format? Sa content? Anu-ano ang mga ito?
2. Sa inyong opinion, aling pograma ang mas o pinaka direktso sa pagbabalita sa panahon ng krisis?
 - Yung walang pasikot-sikot, buo at kumpleto ba ang laman ng balita?
 - Yung parang walang kinatatakutan na station? Eh sa news anchor o reporter?
 - Paano ninyo nasabi at magbigay ng halimbawa.
3. Kapag nanonood kayo, sa news lang ba kayo nakafocus o pinapansin niyo din ung manner of delivery ng reporter?
 - Madalas bang mag-bigay komento ang isang reporter, biased ba ang komento?
 - Kanais-nais ba kung nagbibigay kumento ang reporter?

- May nakatutulong o nakakasagabal ba na gawain/mannerism ang isang (specific) reporter?
4. Sa tingin niyo ba importanteng may paninindigan ang isang mamamahayag o news program sa panahon ng krisis?
- Dapat bang completely objective ang isang mamamahayag?
 - Nakatutulong ba na mayroon siyang pinapanigan?
 - Laging humingi ng specific example or explanation.
5. Sa tingin niyo ba ay may sense of 1. hiya, 2. utang na loob, 3. pakikisama ang mga news programs tuwing may nagaganap na krisis?
- Isa isang tanungin.
 - Magbigay ng halimbawa o bakit nasabing oo o hindi?
 - Tama o nakakatulong ba na mayroon o walang ganitong value ang isang news programs
6. Sa tingin niyo ba ay may sense of 1. sama/lakas ng loob, 2. pakikibaka, 3. bahala na ang mga news programs tuwing panahon ng krisis?
- Isa isang tanungin.
 - Magbigay ng halimbawa o bakit nasabing oo o hindi?
 - Tama o nakakatulong ba na mayroon o walang ganitong value ang isang news programs.
 - Showing of video clips (crisis reports)
7. Satisfied ba kayo ganoong pagbabalita?
- Saan nagkulang?
 - Saan sumobra?
 - Paano pa mapapabuti?
 - Laging humingi ng specific example.
8. Sa tingin niyo ba ay nagagawa ng media ang kanilang tungkulin sa pagbabalita ng mga kaganapan sa bansa lalo na sa panahon ng krisis?
- Isa-isang tanungin ang mga napiling krisis na kasali sa research.
 - Alin ang pinakamaasahan sa panahon ng krisis?
 - Laging humingi ng specific example.
9. Sa tingin ninyo paano nagkakaiba ang pagrereport ng 24 Oras, TV Patrol World, at Aksyon! ?
- Ano ang mas pinanonood tuwing panahon ng krisis?
 - Alin ang nauunang magbalita tuwing panahon ng krisis?
 - Laging humingi ng specific example.
10. Ayon sa mga napanood na video clips masasabi niyo ba na naipapakita ng medya and mga sumusunod:
- isa-isahin lahat ng krisis at isa-isahin ang mga function.

- Example: noong Ondoy ba, sa tingin niyo naglaman ang mga balita ng sapat na impormasyon? Magbigay ng halimbawa or explanation kung bakit oo o hindi.
- Information: giving information about events and conditions in society and the world.
- Correlation: Explaining, interpreting and commenting on the meaning of events and information.
- Entertainment: Providing pleasure, recreation and the means of relaxation to reduce social tensions
- Mobilization: promotion for collective objectives in the area of politics, war, economic development, work, and religion

11. Comparison and Usage of Accommodative and Confrontative Communication

Explain values related to accommodative and confrontative

1. Sa tingin niyo ba mas accommodative or confrontative ang... tuwing panahon ng krisis (tanungin isa-isa).
 - a. TV Patrol World
 - b. 24 Oras
 - c. Aksyon!
2. Kalian dapat maging accommodative or confrontative ang pagbabalita ng krisis? Pumili lamang ng isa. Magbigay halimbawa at explanation.
 - a. Between, during crisis, and after crisis reporting?
 - b. Between the different types of crises.
 - Natural
 - Technological
 - Confrontation and malevolence
 - Health
 - Management misconduct

C. Textual Analysis guide for videos

Type of news crises: _____

(Brief Description)
Transcription

I. Information	Yes or no	Comments in general
<ul style="list-style-type: none"> Does it contain complete information? (who, when, where, why, what, how) 		
<ul style="list-style-type: none"> Are the given information are enough to make the story clear? (layman's term) 		
<ul style="list-style-type: none"> Does the news report include background information? (History, etc.) 		
<ul style="list-style-type: none"> Did they include the sources of information?(different sources) 		
II. Correlation		
<ul style="list-style-type: none"> Are the news report balanced (reporting both sides)? Why or why not? 		
<ul style="list-style-type: none"> Does it interpret? 		
<ul style="list-style-type: none"> Does the news report include personal opinion or preference of the reporter? (During crisis and after the crisis) 		
III. Entertainment		
<ul style="list-style-type: none"> Does the report include a video clip, sound effects, lighting, graphics, action shots, etc.? 		
<ul style="list-style-type: none"> Is the manner of reporting by the anchor entertaining (accent, way of dressing, etc.) 		
IV. Mobilization		
<ul style="list-style-type: none"> Does the report encourage a call to action 		
<ul style="list-style-type: none"> Does the report promote collective objectives in the area of politics, war, economic development, etc. 		

D. Summary Matrix of interviews and FGDs

METHOD USED: INTERVIEWS	
A. Value Identification (personal values)	
RYAN CHUA	<ul style="list-style-type: none"> • Yes I think we have individual criteria, because we have our own personal biases we can't be purely objective. The best we can do is to make our report balance to make them fair, to get all sides but we have our own biases, anu bang tawag ni maria dito ahmm, historicity, may mga pinanggagalingan to, the way iw as brought up, the way I was educated, my beliefs my religion everything affects the way I choose my stories and angles
RYAN CHUA	<ul style="list-style-type: none"> • Personal values affect the way journalists decide ryan chua: so you have to weigh, you have to balance, for me kung ganon na mas madaming magbebenefit then I'll aside with the majority for example FPIC then residences of the west tower, madami sila ma sgrave epekto sa kanila and syempre may business interest naman, alam na kung saan ako doon ako sa tao
RYAN CHUA	<ul style="list-style-type: none"> • Ahmm no, I'm proud to say that kahit mawalan ako ng istorya I make sure that ethics is paramount of everything parang I remember nung superferry na coverage ko, my first out-of-town coverage. May lumubog na barko sa Zamboanga. One of the interviewees ask not to continue the interview because the relative might go premature dito kung namatay yung... Syempre istorya yun, sana makuha kasi ang layo pa ng ipinunta ko. Pero sabi ko okay, kasi above all mas compassion ang importante so I decide not to call the interview kinalimutan ko na, bandang siguro last month that person, that maria in a conference dati naming boss, I told her na nakalimutan ko na nga na hindi ko kinuha yung story and then she thank me sabi niya kay maria buti may mga ethical na journalist ap din. may reward in the end eh you just don't realize it. so for me I won't sacrifice my ethics just for a story because there are other stories for the day madami pa kong pwedeng gawin. So pag hindi ko ko makuha yung isang istorya nagyon, pag sa tingin ko alanganin kung sa tingin ko may masasaktan o may malalagay sa panganib hindi ko kukunin, so my ethics above all
RYAN CHUA	<ul style="list-style-type: none"> • But above truth its compassion to others I always try to minimize harm in any story I do so I think for sometimes withholding the truth will do more justice, will lessen harm so I will do that saka natin ilalabas yung istorya natin. I think that's one of the biggest lesson to learn from the manila hostage crisisif only we have enough ____to stop the live coverage. It could have been safe
JUN VENERACION	<ul style="list-style-type: none"> • Yung syempre catholic yng dasal yun yung mapapakinabangan mo pag nasa field ka lalo na kung ansa isang crisis situation ka dunlalabas

	<p>yung apgiging madasalin mo kung hindi ka sanay bago ka pumasok sa isang gulo . pagdating dun dun mo na meexercise yung value mo na in a way uniquely sa pamilya mo na ingrain mo din sa family mo</p>
<p>JULIUS SEGOVIA</p>	<p>• Ah patience at saka siguro yung ano dapat hindi ka sensitive, pero hindi namna yung sensitive na may mag sigawan sa loob ng news room walang ganun. Kasi kunwari yung story mo nakahubad di ba. Kasi kami yung story naming umere man o hindi may sweldo kami kasi regular employee kami pero syempre fulfillment na lang on your part kung eere ka kung hindi anu yun eh laya ka nga nag cover sa labas eh para iere yung cinover mo s alabas syempre parang disappointing sa part mo kung hindi kami eere. Tapos yun nga dapat hindi ka masyadong balat sibuyas kasi minsan pag biglang binagsak yung story mo kasi pag bago ka alnag sa isang news organization parang minsan taga kuha ka lang ng mga soundbites. Kunwari kuha ka naman ng soundbites s amga seniors may ganito kunwari, ah sige po, o diba parang sobrang dami mong icocover for a day ang dami mong pinuntahan pagod na pagod ka na inisip mo lahat .tapos pag dating mo sa loob sabihin Julius pa time code mo naman ako ng interview mo kay ganun. Lahat ng kinuha mo that day isasama lang sa report ng mga seniors. Oo ganun yun lahat yun pinagdadaanan ng mga bago aksi parn naging kultura na di yun eh, pero yun yung pangit dun. Siguro in a way parang masanay na din yung bago pano siya magtrabaho. Pero syempre yung ngayon na mga bago na pinagkakatiwalaan agad sila pero sa amin dati parang may mga certain no pa na o sige pwede an siyang mag live. E ngayon kasi yung mag abgo parang sige gogogo. Kaya nabanggit ko na dapat hindi ka sensitive kasi mababadtrip ka talaga eh kasi kunwari pagod na pagod ka sa labas dib a parang nagutom ka na sa labas tapos pag pasok mo dito hindi pala eere yung story mo parang ganun.</p>
<p>JOEY VILLARAMA</p>	<p>• Yung ano, siyempre, honest. Wala ka dapat bias. Ako, gaya nung kinover ko tungkol dun sa pari na may asawa, supposedly I'm very Catholic kung tutuusin pero may mga biases ka siyempre pero iniiwanan ko siya sa bahay kasi I'm representing a big news organization, I represented a big news organization sa ABS. So kung ipakita ko yung biases ko, masisira yung organization, masisira din ako so personal values yung, leave your biases at home. Tapos integrity din in a sense na you can't air your side. Kung ano</p>

yung objective view ko dun sa story, yun yung ieere ko and you can't influence me to say otherwise or to say what you want me to say. So basically, integrity. Yung ethics din, yung code of ethics which I believe is a matter of choice na din. To begin with, sa school, sugapa ka, corrupt ka, magreflect yun sa work mo. So yun, kung ano yung personal values na pinanghahawakan mo nung bata ka, yun dapat dalin mo sa trabaho kahit anong trabaho pa 'yon.

E.

METHOD USED: INTERVIEWS	
B. Value Application in crisis reporting	
1. Accommodative Communication	
HIYA	
RYAN CHUA	<ul style="list-style-type: none"> • Hiya siguro, halimbawa forces when they don't want to be interviewed right now I checked it kung umiiyak pa siya lalo na kung stories of grief, tragedy that's very very hard to do especially when the person is crying anu ba 'to tututukan ko ban g mic para tapos na pero I usually wait for her to calm down pero kukunan ko siya pero hindi ko pipiliting magsalita kung hinid pa kaya I always people that's very very important to me I won't sacrifice that just to get a story.
RYAN CHUA	<ul style="list-style-type: none"> • Yung hiya din, minsan nakakahinder din siya, kasi minsan nahiihiya akong lapitan ang isang tao nahiihiya akong magtanong ng isang kontrobersyal na tanong na feeling ko mapapahiya siya. Halimbawa press con, this senator is very controversial for example he's involve ina corruption scandal I have to get his side my god ang hirap itanung non nanginginig pa ko minsan hindi ko na natatanong totally. It happen a lot of time. Peor yung utang na loob in fairness to me hindi pa naman nakaapekto yun kahit nagpapakain si ganyan kahit nagbibigay ng lunch sa press room hindi pa naman nakaapekto sa akin
WHENG HIDALGO	<ul style="list-style-type: none"> • Hiya hindi, kailangan makapal yung mukha mo, pero pwede din eh, kasi ako mahiyain talaga ko eh, halimbawa presscon hindi talaga ko mnapapakain dun o talagang hihilahin pa ko ng crew para pakainin dun
JUN VENERACION	<ul style="list-style-type: none"> • Sa trabaho anmin mahirap maging mahiyain kasi how will you approach your sources kung mahiyain ka saka pano ka haharap sa camera magreflect dun yung pagiging mahiyain . how will conduct your interviews kung mahiyain ka
JULIUS SEGOVIA	<ul style="list-style-type: none"> • Ako masasabi ko na dapat talaga makapal yung mukha mo pero hindi naman yung point na wala ka na talagang hiya e kasi dib a ito naman yung trabaho mo ito yung profession mo so dapat mag ano ka kunwari may coverage pero kung hindi ka naman kikibo dyan e di nalusutan kana ng interviewhin mo

MARK SALAZAR	<ul style="list-style-type: none"> • Kelangan makapal yung mukha mo not in a way na wala ka ng hiya dapat hindi kasi you deal with different people talaga everyday may mamemeet ka na difficult people o nagmamanipluate sa trabaho lang ng tao nakakasalamuha naming, manloloko, bolero, sinungaling kailangan efficient ka aggressive ka in oreder to get a head on the competition and get your stories talaga
JOEY VILLARAMA	<ul style="list-style-type: none"> • Mahihiya ka rin kasi... kilala mo si Ed Lingao? Si Ed Lingao was a former ABS-CBN correspondent who was sent to Iraq nung 2003. So siya yung nag-cover nun. He transferred to Channel 5. He's with PCIJ now. I remember him doing a plug for Channel 5.sabi niya, "kung wala ka nang hiya, mahiya ka." Ibig sabihin nun kasi, it can mean two things, kung wala ka nang hiya, umeere ka, over confident ka... confidence is good, lalona pag live kasi ako nanginginig ako dati nung first time ko mag-live. Pasmado ko tapos nag-sheshake 'yong kamay ko. So maganda 'yung pagiging confident on-cam. Pero if you're over confident, na ang yabang mo na na akala mo na you're God's gift to journalism, teka tignana mo muna. Kasi 'yong iba, andaming fresh grad na sige nakuhang TV reporter pustura na, naka- make-up na, brown na 'yong buhok, ganito na yung kulay para makita, may ibig sabihin naman kasi 'yon, mag-stand-out ka sa camera. Kunyari nag-stand upper ka, luting ka kaysa sa, yun nga. Kung ganyan ka tapos gabi ka magreport, mawawala ka. Kung tanghaling tapat tapos naka-white, mawawash-out. Anyway, 'yon nga, pero 'yung hiya ka na feeling mo sobrang nagyi-yield ka ng power na ginamit mo 'yong position mo, kunyari, although ginagawa namin 'yon pero dapat may justification... hinuli ako ng MMDA... "Ako si Joey Villarama, Patrol ng Pilipino, hindi mob a ko kilala? Bakit mo ko hinuhuli?" "yon na 'yong ang kapal na ng mukha mo kasi, ang tingin kasi ditto sa Pilipinas, ang newsperson ay isang celebrity. Sige part of the trade 'yon hindi mo na maiiwasan 'yon. Pero hangat pwede, 'wag mong gamitin 'yong influence mo to make life easier for you. Although ginagawa sa amin 'yon eh na, ang haba ng pila sa LTO, DFA, whatever , tapos "Ay si sir, si sir..." nakakahiya 'yon kung tutuusin pero dahil nagmamadali ka, sige na nga. Pero kung tutuusin,'wag mo naman brasuhin lahat na parang, unahin niyo ko kasi ako si ano... In that regard, mahiya ka.
UTANG NA LOOB	
RYAN CHUA	<ul style="list-style-type: none"> • Utang na loob. Well hindi masyado eh. Actually parang wala akong utang na loob, hindi naman, actually dito madalas nagpapakain, madalas may mga ibinibigay ibig sabihin ba nun kukunan ko siya, ieere ko siya, not necessarily siguro utang na

	<p>loob sa mga nanonood saken sympre dahil sa mga nanonood may bonus kami. Hindi. It's always about the people, the people who watch us, the people we cared siguro doon napupunta yung utang na loob. sa sources Hindi masyado eh, I always keep professional distance I always keep detached as much as possible especially my sources are powerful, they have authority, may distance lagi dapat pero may pakikisama especially when you are covering a beat you deal not just with your sources but with other media people we're more than 50 reporters na nasa kabilang room so I have to deal with them all the time. I deal with them more than my own office mate. Minsan kailangan sabay-sabya kami, mahirap humiwalay halimbawa gusto kong maka scoop, mahirap gawin yun dito. Siguro ang mga gagawa nun ay yung mga reporter na hindi na ka imbed dito. But in my case I have to make sure na I monitor them, they monitor me medyo symbiotic yung relationship. Yun talaga yung challenge dito eh uunahin ko ba yung kumpanya ko o ttrydorin ko sila, palaging may mag ganon kailangan ibalance mo mabuti hindi lagging natutupad, pero ako so far dahil bago palang ako dito talagang nakikisama muna ko mahirap eh, hindi pa o linda homilya para bahala kayo dyna. Kasi I often need them sometimes they know things especially the veterans, the print and radio reporters are here for years now, I make sure that I am friends with them, they can share information with me, they can pitch me things I don't know because im one of the youngest reporter here so talagang ano talga 'to I need them</p>
WHENG HIDALGO	<ul style="list-style-type: none"> • Utang na loob oo pero hinayhinay lang I mean kung ako ang may utang na loob sa tao dahil nagpainserview, tama lang hindi naman yung irereport mo sobrang favorable sa tao yun
JUN VENERACION	<ul style="list-style-type: none"> • Yun utang na loob, ayun value naman ng mag Pilipino yan dib a na dapat amy utang na loob kaya dapat ingat ingatan mo pag dating sa trabaho mo kasi yung sobrang agdedevelop m ng friendship dumadating sa atin an magkakaroon ka na ng utang na loob. Kasi sa ating mga Pilipino andun yun diba . ingrained sa atin yun eh kaya s much as possible may distance ka sa mga sources mo kasi baka darating yung day na abka magkaroon kayo ng conflict hindi kayo mag kakaron ng personal conflict magkakaran ka ng conflict sa job, at pag siningil ka ngayon ng utang na loob ano ka ngayon sa kanya kaya as much as possible wag ka masyadong mag patronize sa source mo keep a distance
JULIUS SEGOVIA	<ul style="list-style-type: none"> • Utang na loob, ahm, kasi dun appasok pag sinabi mong utang na loob may papaburan ka kasi dun eh ay nakakahiya kay ganito . hindi pa din kasi kung yun yung istorya mo yun yung istorya ayun sample nag yung sa meralco o dib a kahit

	<p>pakainin nila ko ng lunch anung magagwa ko eh kung magtataas talaga yung singil nila. Kumbaga parang huwag mo kaming dikatahan kasi yung parang tumatayong external affairs ng meralco parang may ano siya na oy Julius ganito naman anggulo mo, boss kita? Sabihin ko na boss kita, pero parang biruan na lang kasi parang friends na din naman kami sa isa't-isa. Ayun nga yung sa kabilang station kasi sobrang</p>
MARK SALAZAR	<ul style="list-style-type: none"> • Wala dapat ang utang na loob mo lang eh sa kumpanya mo lang, kasi mahirap pag may utang na loob ka , now wala pa naman akong naexperience na meron akong nakautangan ng loob na kinover ko, but hindi utang na loob eh may mga subject, may mga tao ding magaling makisama eh dib a pag maganda rin namna yung pakitungo sa atin mahirap din makipag away ako bilib ako sa mga pulitiko na hindi namimigya ng pera pero ang galling-galing makisama kasi kung magaling makisama parang nadevelop na din yung respect mo sa kanya yan may mga ganyang dilemma pero not really utang na loob its more of pakikisama
JOEY VILLARAMA	<ul style="list-style-type: none"> • Kung tutuusin, dapat walang utang na loob din talaga. ‘Di ba ang slogan ng GMa, “Walang Kinikilingan, Walang Pinoprotektahan, Serbisyong totoo lamang, ‘walang bahid pulitika.”” So, kung may utang na loob, may bias ka. So one way of being fair is to declare. Ako ang dinedeclare ko sa office, ‘yong relatives ko in government. Kasi may justice sa Supreme Court na Villarama. Dinedeclare ko ‘yun. Sabi ko personally I wouldn’t want to do the story unang una dahil obvious na same’yong ano namin. Kasi nanominate siya for supreme head e tito ko e pinapacover sakín. So dumaan pa talaga kami kay Maria Ressa ‘non, “Maria are you comfortable with Joey doing the story about Supreme Court Nominees?” Ako sinabi ko I’m not kasi isang nominee kamag-anak ko. So ‘yon. May mga ganung bagay na i-declare mo na lang kung meron kang utang na loob or meron kang relationship sa isang story. ‘Yong utang na loob din siguro, kunyari may nagnhingi ng favor sayo, kunyari government official, private entity, tapos biglang involved sila in some controversy tapos sasabihin, “wag mo na lang iere ‘yan kasi makakasira sakín.”” As a journalist, ang dating, iniinhibit ko na lang ‘yung sarili ko sayo. Sabihin ko, hindi ko magaguaranteee sayo na hindi i-e-air kasi hindi ko naman call ‘yan. Pero ang magaguaranteee ko sayo, hindi ako ‘yung magcocover para hindi masira ‘yung relationship natin.
PAKIKISAMA	
WHENG HIDALGO	<ul style="list-style-type: none"> • Pakikisama sobra kasi lahat ng tao pakikisamahan mo kahit mabait o salbahe, kahit iinterviewhin mo, you have to be very very patient and understanding kasi you have to deal with

	different people from class a to c, d,e ypu have to be flexible din
JULIUS SEGOVIA	<ul style="list-style-type: none"> • Oo kailangan kang makisama sa lahat, sa crew member sa cameraman mo. Kasi sila din may hawak sayo kung di mo sila pakisamahan yung mga kuha sa'yo parang putol-putol yung mga ganun. Sa desk syempre makikisama ka din kasi sila yung nagbibigay ng story sa'yo baka mga ibigay na story sa'yo mga ribbon cutting na hindi naman gagamitin yung coverage. Si yun anu pa aba, kahit saan naman siguro kahit anung trabaho ka kailangan mo makisama.parang feeling ko na bukod sa kailangan na magaling ka na dapat marunong ka din makisama yun ang no. 1 na ugali na meron dapat ang isang tao
JOEY VILLARAMA	<ul style="list-style-type: none"> • Pakikisama sa lahat ng bagay, 'yan ang kailangang unang matutunan ng isang reporter lalo na ng TV reporter, pakikisama sa crew. Kunyari galing ka sa newsroom, feeling mo galing ka sa mataas na lipunan, ang mga kasama mo driver, camera man,'don palang dapat maganda na 'yung relationship niyo kasi kunyari pumunta ka sa depressed area papasok ka 'don, papakainin ka tapos ikaw "yuck," ganun ganun ka. 'Yung pakikisama is also synonymous to pagiging tao.
2. Confrontative Communication	
LAKAS NG LOOB	
RYAN CHUA	<ul style="list-style-type: none"> • Yah, basta as long as I won't die kasi no story is worth dying for. But yah, I'm very adventurous actually naboboring nga ako minsan dito eh sabi ko sana nasa Bulusan ako ngayon yung may ash fall.kahit baha nilulusong ko pero dapat safe pero pag delikado pag nagdududa na ko hindi ko itutuloy, when in doubt don't.
	<ul style="list-style-type: none"> • Yeah, I think so it helps keep me grounded, ethical and always see my personal values, halimbawa yung hiya na lang, hindi ko gagawin lahat para lang makuha ang isang story, gagawin ko pag nasa tama pag walang ibang masasaktan yung mga binabanggit ko kanina yung walang tinatapakan. And then lakas ng loob I think it's a requirement for me to be a good reporter especially on tv because you have to give a good compelling video ypu have to have presence and at the end of the day kahit anu pa yung pinagdaanan mo you have to look pleasant at least hindi ka naman mukhang sabog. Sabi ko nga napaka challenging maging isang tv journalist because it involves everything eh, writing skills, your voice and kahit appearance mo kasi kahit minsan gaano kaganda ng story kung oily ka yun ang mapapansin eh
	<ul style="list-style-type: none"> • Lakas ng loob bahala na saka hiya rin, yung madalas gamitin sa panahon ng crisis nakita ko umiiyak an yung tao pipilitin ko

	<p>pa bang interviewhin nagawa ko na rin minsan nasacrifice ko yung values ko I admit hindi naman ako perfect minsan pag umiiyak tatapatan ko ng mic tatanungin ko tapus papaiyakin ko pa lalo nagawa ko nay un at hindi ko nauulitin, kasi sa first night ko sa police beat nilagnat ako dahil sa takot nakakita ko ng patay nag bigti labas yung dila tapos nun nilagnat ako parang sabi ko ayoko na. pero yung mga sumunod na buwan mga nakikita ko na nchochop chop labas yung bituka, okay na sanay na din lakas ng loob lang</p>
WHENG HIDALGO	<ul style="list-style-type: none"> • Lakas ng loob sobrang kailangan talaga yun kasi kung mahina loob mo mapagiiwanan ka kung natatakot ka
JUN VENERACION	<ul style="list-style-type: none"> • Oo naman sa isang crisis situation shokat ka, sa gay linggo shokat yun eh, pag na shokat ka tapos yung istorya mo, pag nawalan ka ng lakas ng loob sira yung istorya mo. Pag nawalan ka ng lakas ng loob pwede mong mailagay sa peligro hindi lang yung sarili mo kundi buong team mo. You work as a team with fellow reporters, cameraman, apg anwala yung lakas ng loob mo pwede mo silang mailagay sa alanganin. Pero wag mo naman wag mag go beyond the limit yung lakas ng loob mo kasi pwede mo namang mailagay yun ang sarili mo sa peligro nna pwedeng ikamatay niyo sa trabaho naming madaming ganun. Hindi dapat agnun, yung lakas ng loob mo papasok kayo s asitwasyon dapat kalkulado mo tantsya mo yung mag consequences. Hindi yung papasok ka dyan barabara ka na pwede mong ikamatay dapat tandaan ang istorya istorya lang hindi dapat maging kapalit ng buhay yan
JULIUS SEGOVIA	<ul style="list-style-type: none"> • Oo palagi sa araw-araw na pkikibaka, so example yung may hinahabol ka kasi parang palagi kaming may hinahabol na oras eh syempre ako hypertensive ako meron akong gamut. So everyday parang palagi kang kinakabahan kasi dapat maabot mo
MARK SALAZAR	<ul style="list-style-type: none"> • Oo, dapat malakas ang loob mo kasi ito yung trabaho na nageevacuate na lahat ng tao palayo ng bulkan eh well kami lumalapit pa ng bulkan ito yung trabahong iniawasan mo yung bagyo kami storm chaser kami hinahabol ap naming infact so dapat talaga malakas ang loob mo kasi ito yung trabaho na susugod ka katulad ng s ahostage taking so dapat malakas ang loob mo
JOEY VILLARAMA	<ul style="list-style-type: none"> • Dapat meron din. Kasi ako inaamin ko ako takot ako sa baril, sa bala. Nung una, siguro first day ko pa lang, may demolition sa Malabon, nagbabarilan sila. So ako natakot ako, wala naman akong insurance or anything na ganun. Pero lakas ng loob, meron akong case sa channel 2 tinreathen ako ng mga pulis. Eh sabi ko, if I don't expose this, uulit lan 'yan na actually umuulit pa rin hanggang ngayon. Nung papatay sila ng carnapper, then papalabasin nila na it was a chase then

	<p>babarilin nila Siyempre ako takot ako sa baril. Ngayon hinarass ako ng mga pulis inipit ako sa pinto ang sama ng tingin sa kin, binigyan pa ko ng body guard ni Mr. Lopez, tinago pa ko for three weeks sa isang safe house. Syempre takot din ako. Ako hindi ako takot mamatay eh kasi wala naman akong asawa, wala naman akong anak. Ang kinakatakot ko, yung family ko, yung siblings, yung parents. Kasi nga kung ako lang, okay lang. Pero selfish din naman na namatay ako na they will be left to grief di ba.</p>
PAKIKIBAKA	
MARK SALAZAR	<ul style="list-style-type: none"> • Wala naman, well si Macy Pulido dati militante yan, nagkakape lang kami para siyang nagrally. Wala kasi akong affiliations kasi o group kahit nung college pa pero I go strong doon sa mga issue ng child labor medyo interesante sa akin yun palagi akong interesado sa mga istorya involving children
JOEY VILLARAMA	<ul style="list-style-type: none"> • Hindi pwede kasi, 'yun nga, hindi ka impartial nun. So ako ganun ang sinasabi ko. Ako, be default, kung ano sabihin sa kin ng Catholic church, dahil very Catholic nga ako meron akong parish involvement, ano ko, anti-RH ako, pero hindi ko dinedecare, hindi ako sumasama, wala akong sinasabi. Pero kung titignan mo ko. Kung titignan mo yung life ko outside my work, isipin mo, anti-RH ako. Kaya nga same din yung stand ko against doing commercial. You do a commercial for a brand of coffee, sasabihin mo coffee, diaper, Vicky Morales, Arnold Clavio, sila kasi 'di ba pwede? Ang comparison dun is Coke and Pepsi. If you endorse for Coke it means you can't endorse Pepsi. In the same way, if you're antagonist, you can't be against the protagonist 'di ba? Parang ganun, so biased yun.
BAHALA NA	
RYAN CHUA	<ul style="list-style-type: none"> • Oo kakabit yun ng lakas ng loob, halimbawa noong pepeng pumunta kami sa Nueva Ecija, flash flood yun ang bilis ng agos, sabi ko bahala na, madalas talaga yan hindi nawawala lulu na kung crisis coverage kasi sometimes you cannot assess the situation at hand. Talagang you have to make quick decisions. Halimbawa malapit na mag patrol kailangan mo makuha yung istorya otherwise wala kang maide deliver. You have to exercise your judgment very very quick
WHENG HIDALGO	<ul style="list-style-type: none"> • Bahala na pag may inaabangan ka na coverage common yan sa mga pang gabing reporter kumbaga hindi naman iniischedule na mangyayari yung mga holdapan anu yan abhala na may istorya pero pag sa day time naman ako kasi pag may coverage pag may kailangan kang kunin na interview sa isang tao na hindi mo nakita ayun bahala na, pero you have to find another way.
WHENG HIDALGO	<ul style="list-style-type: none"> • Dapat pantay, pero in my case kasi karamihan ng cinover ko

	<p>police stories eh so dapat mauna pa din yung profession mo hidni pwedeng crying baby ka na masyado kang affected dun sa cinocover mo hindi pwedeng personal values lang ganun you have to detached yourself from your values</p>
JUN VENERACION	<ul style="list-style-type: none"> Hindi siya pwedeng bahala na eh, hindi siya pwedeng bahala na dapat siipin mo din yung mga consequences. Ako napasok na ko sa situation na muntik na namin ikamatay. Pero we didn't expect na mangyayari yun. Ganun ang trabaho anmin eh, parang least you expected eh. Pero hindi pwedeng maging attitude mo yung abhala na, kukunin natin yana bahala na. hindi pag pinasok mo yan ganito lang dapat yung gawin natin. Pag may nangyari dito tayo, pag ganito nangyare atras tayo hindi pwedeng bahala na
JULIUS SEGOVIA	<ul style="list-style-type: none"> Hindi pwedeng bahala na kasi dapat palaging may definite. Hindi talaga pwede sa news yung bahala na kasi in the first place yung mag nirereport mo puro mga definite yun kasi factual yun so pano magiging bahala na. siguro yung abhala na bahala na sila referring dun sa mga stories na hindi talaga naming hawak. Kunwara after naming makuha yung info masulat nanamin na voice out na anmin bahala na sila kung iaair nila aksi nag it's their decisions not ours.
JOEY VILLARAMA	<ul style="list-style-type: none"> Para sakin hindi pwede yung bahala na. Kailangan meron akong focus. Kasi kung kalat kalat ka na bahala na, feeling ko, wala kang mabubuo na storya. Kailangan, confluence of events yan kaya dapat pinagpaplanuhan mo talaga. So nung simula palang, ako ang style ko, kunyari pinalalabas ako, ako yung sa ABS na alam nila nab ago lumabas, may script na. Which is, in a way, is good kung kailangan mong umere agad. Pero ang ibig sabihin lang nun, naka-outline na sa utak mo. Kasi kung bahala na, wala kang target, wala kang focus, wala kang outline, yung sige na bahala na tignan natin kung pumasok tayo, you're not doing a good job. Dapat you should meet deadline. Kasi kung ang newscast mo 6:30 tapos sabi mo, bahala na kung umabot ako, hindi maganda yun. Ibig sabihin, wala kang dedication and focus.

F.

METHODS USED: FGDs and TEXTUAL ANALYSIS	
C. Value resemblance and disparity	
1. TV Patrol World ABS-CBN	
FEMALE, COLLEGE STUDENT	<ul style="list-style-type: none"> SAKSI yung sag ma mapapagkatiwalaan muh sila, kasi ung anchor nila hindi politician. Kasi yung sa channel 2 di ba halos politician, celebrity talaga yung dating sa channel 7 kung news sila news lang talaga sila pero all in all pareho lang sila may mga pagkakamali din sila
FEMALE, COLLEGE	<ul style="list-style-type: none"> Ako kung icocompared mo yung dalawa , yung news

STUDENT	program ng gma kung icocompare naitn sa news paper sila yung tipong broadsheet yung dating and yung abs yung sa tabloid na news
MALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Tingin yung sag ma parang pure news sila, yung sa abs may anon a, may shallow ng opinion, yun ng naaapaktuhan na din, katulad nung dati pa, diba si korina ngayon, asawa niya politician, si noli politician dati. Si ted failon politician din. so yun naapektuhan yung news program yung credibility. Tapos yung sa 7 wala talaga silang connection sa politics
MALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Yung sa abs mas confrontstive sila, kasi yung mga nilalabas nilang balita parang tabloid
FEMALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Siguro ang definition ko ng confrontative marami silang binibigay na isyu, sila yung nagungkat nung koala bear isyu, nung election na dadayain dawn a ka koala kasi. Yung abs parang ang mode nila magbigay ng magbigay ng isyu para sila panoorin, parang puro isyu puro isyu. Pero yung sa channel 7, though sa channel 7 may sense sila ng good news. So confrontative sila dib a nga panig sa katotohanan panig s bayan, confrontative sila in a way, confrontative sila sa totoo parang ganun
FEMALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Yung abs parang ang tapang nila, kas nung hostage taking parang ang linaw ng footage nila ang lapit ang ganda ng angulo. Pero minsan odd na siya
MALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Yung abs matapang pero yun nga mukha na silang tabloid. Ang dami dami nilang violence na ipinapakita, yun talagang aggressive ang inaassociate nila sa mga news, nagmumuka silang parang pelikula
FEMALE, YOUNG-PROFESSIONAL	<ul style="list-style-type: none"> • Tapos yun nga tingin ko kasi mas holistic yung approach sa abs. I really like their coverage of the Manila hostage taking. I really like it kasi nangyari lang nung umaga.. Nung gabi na may opinion na agad sila ng psychiatrist, meron na silang news team dun sa bahay as oppose to gma na nakababad lang sila the whole time dun sa scene tapos bukas pa nila gagawin yung special report
FEMALE, YOUNG-PROFESSIONAL	<ul style="list-style-type: none"> • And it helps din siguro yung sa abs na boto mo ipatrol mo, feeling ko nakatulong yun, yung sub-branding nay un para maging prominent yung pang call nila to action sa nanonood
2. 24 Oras GMA 7	
FEMALE, HOME-BASED ADULT	<ul style="list-style-type: none"> • Meron kasi yung 24 oras hindi siya bias, hindi siya , halimbawa hindi siya kay cory lang, kay ninoy lang siya, kay erap lang siya. Ano sila, para bang parehas lang walang yng 24 oras ‘yun. Pero yung tv patrol meron silang kinikilingan, meron silangtinitingnan. Yun lang yung differenc epero yung pagdedeliver ng news okay sila walang problema sa kanila
FEMALE, HOME-BASED ADULT	<ul style="list-style-type: none"> • Kasi updated sila, ang ibig sabihin yung angyari kanina nasa ano kaagad nila. Di kagaya nung kasi pinagcompare ko yung

	24 oras saka yung tv patrol eh late ang tv patrol kasi binalita na ngayon sa 24 oras sila tomorrow pa lang
MALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Tingin ko yung sa channel 7 mas better, kasi ang daming ethics nung sa channel 2, kunwari nag-uusap pa sila na “o Karen anu bang feeling mo sa” parang anung pakialam ko sa opinion nila, parang bigay na nila saken yung news, parang ang dami nilang ano muna intro bago nila ibigay yung news na gusto kong panoorin.
FEMALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Yung sa Channel 7 mas diretso, kasi parang nagegets ko kaagad yung news, kasi yung sa channel 2 may mga ganoon nga na comments
MALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Yun nga parang broadsheet lang sila, parang safe yung sag ma so I guess mas accommodative sila
FEMALE, YOUNG-PROFESSIONAL	<ul style="list-style-type: none"> • Its more confrontative kasi yung style nga ni mike eh ayan na ayan na, the news itself is not confrontative, pero yung delivery ng anchor confrontative
3. AKSYON TV5	
MALE, YOUNG-PROFESSIONAL	<ul style="list-style-type: none"> • Ako I won't go for tv 5 for the beat news, I go to them for their opinions kasi some of their hosts giving nice opinions, so kung gusto ko ng opinionated news dun ako tututok compared to abs

G.

H.

METHODS USED: INTERVIEWS, FGDs and TEXTUAL ANALYSIS	
D. Value Pervasiveness	
WHENG HIDALGO	<ul style="list-style-type: none"> • Atleast maintain mo lang yung paniniwala mo. Kais dapat magkahalo yan eh as a person and as a journalist yun nga yung basis eh, na naiwanan mo yung personal values mo para sa isang coverage or kailangan agad mo silang nagagamit kasi parang isang ordinaryong coverage lang.
JOEY VILLARAMA	<ul style="list-style-type: none"> • Dapat hindi ka confrontative kasi may tendency na kapag confrontational yung style mo, pwedeng mapaaway ka or magkamali ka or ano. May isa-site akong example. Crisis, Ted Failon's wife commit suicide. Very aggressive yung reporter. Hindi ko alam kung hiningi niya from the police officer yung sound byte nay un pero sa kanya lang lumabas yung anggulo na Ted could've shot the wife. Na parang dahil sa sobrang hindi na niya nafiliter yung information, nag-float yung ganung anggulo. Pero ang lumalabas talaga, suicide. So dapat pag ganun, bumabalik tayo, don't make judgements saka balance
JOEY VILLARAMA	<ul style="list-style-type: none"> • As with any coverage, get all the sides talaga... Actually nung past hostage taking sa Luneta, naka-leave ako nun eh. So ang nakita ko dun ang napansin ko, kaya nagwala din ata yun kasi everyone was trying to get the brother to air live. E

	<p>nanonood pala ng GMA si Mendoza so nakita niya yun e nakita niyang inaaway na. Parang ganun, exercise restraint in the sense na hindi porket gusto mo lang maka-scoop eh gagawin mo na lahat. Mag-practice ka rin base sa situation. May isang may platform nun na nag-intervene siya sa hostage-taking ang sumatotal, namatay yung batang hinohostage. Yun kaya nga maganda na be there as an observer and not to meddle. Don't be the story. Ganun lang palagi. Naexperience ko to be part of the story pero let the story take its course. Don't add to the story, don't be part of the story.</p>
1. Natural crisis	
FEMALE, HOME-BASED ADULT	<ul style="list-style-type: none"> • Dapat diretso para alam mo kung ano gagawin mo, dadaanin mo pa sa paligoyligoy pagiisipin mo pa yung manonood anu ba yung sinabi ano ba 'to ganto ganyan kung ano yung nangyayari yun dapat yung sabihin, ako simula nung nangyari sa luneta na hostage taking nung una talagang palagi ako s achannel two nanonood simula nung angyari yng hostage taking an yun ang channel two palaging late hindi pa kumpleto nang lumipat ako sa channel 7 doon ipinakita buong-buo kaya nasiyahan ako kasi nakita ko lahat kung paano nagsimula hanggang sa natapos hnaggang sa nahuli doon ko nakita na malaki ang kaibahan ng channel 7 kesa sa channel 2
FEMALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Nung Ondoy sa tingin ko nagampanan nila kasi maganda yung pagbabalita tapos naboboost yung bayanihan ng mga tao, yung mga ganoong eksena maganda sa audience
MALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Ahmm accommodative para kasi hindi magpanic yung mga takasi tignan niyo yung sa abs yung sa ondoy ganyan yung s adengue, napakaliit na bagay lalagyan pa nila ng mga picture na parang pelikula
FEMALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Feeling ko pag panahon ng natural disaster ganyan dapat maging confrontative yung mga news program npara na rin sa kaalaman ng mga nanunuod kasi kung magiging accommodative pagdating sa mga ganyan so dapat magng confrontative pagdating sa mga ganung bagay
FEMALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Accommodative, kasi yun nga para hindi matakot yung mga tao kasi pag confrontataive threatening na yung dating sa mga tao matatakot yung mga tao, well dapat maging aware lang yung mga tao para makapag isip sila ng matino unlike pag confrontative, ayun nga magpapanic sila. Hindi na sila makakapag isip pag ganoon panic na lang tatakbo s autak nila
2. Confrontation/malevolence crisis	
FEMALE, HOME-BASED ADULT	<ul style="list-style-type: none"> • Gaya nung sa hostage taking doon sa may luneta dib a ang dmai nilang pinagtrakpan, na kasalanan ng media, kasalanan ng police pero pinagtakpan nila yun hindi ko alma kung anong station yun eh, pero hindi lahat sinabi kaya dib a nagalit ang

	mga Chinese kasi natakpan yung totoong nangyari
MALE, HOME-BASED ADULT	<ul style="list-style-type: none"> • Katulad nung ampatuan, hindi lahat sinabi dun eh, ang daming nadamay dune pati media piñata eh, ibig sabihin meron talagang takot kasi minsan baka kidnappin ka dun eh, tapos yung pamilya mo pa. hindi talagang may nangyayaring ganyan media kasi pinapatay talaga pag maraming nalalaman
FEMALE, HOME-BASED ADULT	<ul style="list-style-type: none"> • Dapat talaga careful kasi yng nangyari dun sa luneta hindi ko masasabing anon g media pero may kasalanan din ang media, mali yung pagdedeliver nila ng news nun kahit na sa seven kahit na sa two
FEMALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Ahmm, ang abs ang ginawa ng abs ay nag-interview ng magulang noong hostage taker, yung umiiyak yung mother, which is hindi naman dapat nila ginawa kasi maanticipate mo naman na umiiyak lang yung nanay na kakaawaan siya o gaganun. Tapos yung GMA naman ang ginawa nila, nag-interview sila kunwari halimbawa sniper. Pero in the end yung ipinakita noong dalawa gusto lang nilang ipakita kung anon nangyayari sa paligid ng hostage taker like yung mga magulang, yung relatives at doon sa pulis mismo like yung mga gumagawa don tapos parang ganon
FEMALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Sa tingin ko yun ngang sa hostage crisis sobrang information, pero sa tingin ko namna na dedeliver nila yung mga kailangan naitn
FEMALE, YOUNG-PROFESSIONAL	<ul style="list-style-type: none"> • Opinions are okay after thought, kapag nirereview na what happened which should have been done, pero while it still on going no, kasi on tv you can trigger something
MALE, YOUNG-PROFESSIONAL	<ul style="list-style-type: none"> • Okay let's compare it, during kasi nung hostage crisis coverage that was the first time I think na may ganun kalaking crisis na na encounter yung media, pero kung you think yung sa ondoy yung madalas nangyayari, yung may mga binabaha yung ganyan ganyan feeling ko namaster na nila kung paano icover yung ganung situations it's just that during nung bus crisis first time siguro nila naencounter kaya hindi din nila alam yung gagawin kaya I think for other examples meron na siguro silang naformulate na method on how to properly report, interview during those instances
FEMALE, YOUNG-PROFESSIONAL	<ul style="list-style-type: none"> • Confrontative para may aksyon parang redundant, nawawala yung ethics eh, kasi feeling ko if they report it in accommodative style nawawala yung ethics nung news eh, feeling ko dapat sabayan mo din siya, kasi masapawan ka eh.
JUN VENERACION	<ul style="list-style-type: none"> • Sa mga ganyang klaseng stories sige. Alam mo naman siguro your familiar with what happened sa grandstand di ba. Nagkaroon nga ng revisions nilatag nga ng gma 7 ang mga revisions o guidelines sa pagcover ng mga crisis situations in particular hostage crisis situations. Nagkaroon ng revisions

	<p>bakit kais nagkaroon ng problema, hindi namna naming itinatangi yun an nagkaroon ng problema nagkaroon ng lapses kais pag nag breaking story siya it's. developing story siya fopr every minute every second nagbabago yung thought so kailangan mong tutukan. So now anung aggaiwn mo, kailangan mo abng ifeed lahat ng story mo? Hindi mo na kaya yun kasi developing story siya breaking story siya eh. So nagyon because of that revival na nilatag ng gma so magiging aware kami. Kumbaga na sa amin na yung first line of defense pero pag nag over board kami lumagpas ka na sa border line ang secondary defense dito na papasok sa loob, meron silang right meron silang authority to cut a story pag alam nilang wala na 'to kasi wala ka nang way kasi hindi na pwedeng iscreen, kasi free flowing yung coverage. Hindi siya pwedeng lahat ng story mo isscreen mo na parang anon a sasabihin mo parang ganyan o magsulat ka muna ng script something like that hindi siya pwede.kasi maiiwan ka , maiiwan ka sa breaking new hour na 'yon</p>
3. Health crisis	
FEMALE, HOME-BASED ADULT	<ul style="list-style-type: none"> • (AH1N1, DENGUE) ah dapat ishare agad sa tao kasi para makapag ingat para maprevent saka alam mo yung gagawin mo sa parte ng pagbabalita nila yun ang pinaka importante
FEMALE, HOME-BASED ADULT	<ul style="list-style-type: none"> • Kumporme din sa mga pangyayari,kagay nung outbreak ng h1n1 di ba s abaguio pa lang sabi meorn na daw dito sa manila pero nasa baguio pa lang yun yng talaga nakakapanic yun pero minsan kasi naeeksaherado
FEMALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Accommodative, kasi masyado nilang sinesensationalize yun, alam mo yun parang maprapraning lahat ng mga tao parang mamamatay ka na. ang ginwa na lang sana nila naging objective yung approach nila saka accommodative para naman hindi matakot yung mga tao para malamna nila na mayron apng solusyon at hindi ma paranoid
FEMALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Ako agree, ako sa kanila, marami ng nangyari, birdflu, h1n1, anthrax ahmm sars, dib a lahat tayo takot na takot kasi everyday yun ang headline sat v. halimbawa yung h1n1, may isang nagkaroon sa cebu, ibabalita siya ng sobrang laki so yung mga tao parang natatakot
4. Crises of Management misconduct	
MALE, HOME-BASED ADULT	<ul style="list-style-type: none"> • (NBN-ZTE DEAL) Ako hindi ko na lang pinansin yun kasi wala naman siguradong katotohanan yung mga sinasabi kasi wala naman ebidensya na ipinakikita kailangan kumuha ka ng anu talaga katibayan eh ang hirap puro bali-balita lang eh
MALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Ah yung nga pinapakita halimbawa sa zte pinapakita kung anu yung angaganap kung sino yung involve pero hindi na inelaborate kung anung meron mismo sa piangaawayan pianpakita lang nila na merong conflict

FEMALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Sa tingin ko accommodative, kasi kelangan nilang mag-ingat, aksi kunwari ayala yan so kelangan nialng magingat sa mga sasabihin nila sa isang news kasi ayun yung sinabi ko kanina pwedeng ipull out yung advertisements.
FEMALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Sa tingin ko yung dalawang, sa tingin ko dati yung sa trinoma may nangyari nung magoopen pa lang sila, yung buong 2nd floor nahulog yung kisame pero hindi yun nireport ng mga ano, hindi siya lumabas sa news. Sa ka yung Nescafe, yung massacre hindi rin inilabas sa news kasi nga natatakot sila nab aka ipull out yung advertisements. So yung mga ganoong way siguro accommodative since di naman nila ipapalabas kasi ayaw nilang masira media nga is a business
FEMALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Ganoon din, kasi minsan kelangan mag ingat kasi gobyerno yun eh maapektuhan tayong lahat, pero minsan kelangan maangas yung dating mo sa news pero sa iabng bagay gaya ng ayala, or anything business related dapat maging aware din tayo
MALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Mas gusto ko confrontative, syempre politics yun gusto lahat yung isyu nay un, mas magiging engaging yung news reporting nila kung magiging confrontative yung delivery nila, kung safe ay parang walang kwenta bat ko pa panoorin kung safe yung stand nila sa isyu
MALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Sakin tngin ko pag sa politics mas papatok yung confrontative, para makapag raise ng skepticism among the audience
MALE, COLLEGE STUDENT	<ul style="list-style-type: none"> • Kung business depende narin yun sa station eh wala na kong magagawa kung gusto ko ng confrontative, kasi sila rin yung magdedecide kung accommodative o confrontative tulad nga nung sabi kanina syempre takot lang nilang ipull out

I.

J.

METHOD USED: INTERVIEWS	
E. Value usage in internal and external contention	
1. Political	
RYAN CHUA	<ul style="list-style-type: none"> • Well, naturall when you're in a political beat, the institutions itself affect your job from example you hear a lot of senators trying to give their reactions to different issues minsan sila yung mag papapresscon ang daming press release, ang daming interviews and then ang daming press releases. You have to prioritize their stories before they come out sabi ko nag im dealing here with 23 evil lahat sila may iba't-ibang personality
RYAN CHUA	<ul style="list-style-type: none"> • Wala pa naman, heto halimbawa raffle sa comelec, takot kaming manalo kasi malaking responsibilidad yun, kasi pag napunta saken yang tv na yna anung gagawin ko. Kaming mga bata lalo, kaming

	<p>mga baguhan halata mo pag bago eh takot pa, one time isang commissioner sa comelec gave me an ipod kasi comelec ako dati after election coverage sabi ko anong agkawin ko dito, parang gusto ko eh,pero binalik ko pa din</p>
WHENG HIDALGO	<ul style="list-style-type: none"> • Kasi may isang community na inirereklamo yung iglesia kasi 3am ng madalinga raw nag prayer meeting sila sobrang ingay so nabubulabog yung mga malapit dun and then yung cinover naming dun yung iglesia hindi sila nagbigay ng side tapos pagbalik ko sa opisina pinatwag ako and then sabi saken anu daw yung cinover ko dun sabi nagcompalin langnaman yung ganun, eh kasi tumawag yung sa malacanang. Kasi ankarating sa head office nila, tumawag ang iglesia central sa malacanang. Ang malacanang tumawag sa abs sabi saken hindi natin pwedeng ipalabas yan kasi tumawag yung malacanang, sabi ko ah ganun ba sige pero make sure na may gagawin kasi nakakahiya sa part of the complainant sabihin o bat hindi niyo ipinalbas kami yung humaharap dun sa ano yung mga ganung kaso meron yung mag corporation, basta may ano sa abs bawal kasi ilabas yun eh, yung mag sumabog sa jollibee
JUN VENERACION	<ul style="list-style-type: none"> • Ay marami, marami siyang pressures unang-una the biggest pressure is yung competition, kompetisyon alam naman natin na hindi na lang ynug sinasabi nilang the two giant networks. Tatlo na siya, alam namna siguro ng public yun alam niyo anman siguro. So unang-una yung competition yun yung unang-unang pressure. Pangalawang pressure siguro related dun pero on a personal note is o deliver yung pag pinadala ka sa isang story pag may pinagawang story pressured ka to delivered lalo an pag mahirap siyang gawin, pag mahirap siyang buuin. Yung madami siyang obstacles ayaw magpainserview nito, ayaw mag mainterview nun ayaw mag bigay ni ganito yun yung mga pressure, pangatlo meet the deadlines eh alam mo naman samin talaga pag sinabing 630 eh 630 talaga yan, sabihin nanating hndi ka umabot sa 630 pero meron ka pang hanggang 8 yun lang yung time mo to air your story your apart from the late newscast kasi yan ang pinaglalaman yun yung tatlong biggets pressure.
JUN VENERACION	<ul style="list-style-type: none"> • May mga agnyan, ako hindi politician pero isang contractor sa isang government agency. Ganito ang kwento, ‘tong contractor na ‘to palagi siyang annanalo, hindi lang naman sa bidding yun for unknown reason palagi siyang nananalo. Pero questionable yung mga kontrata niya, ano ang pressure, pressure ng pera, darating ang time na just to silent everything pwedeng magresolve siya dun aalukin ka ng pera, kung mahinahina ka mag gigive-in ka. Pero kailangan mong lakasan yung loob mo, kasi unang-una it’s against ethics di ba kai tatanggap ka, pangalawa it will cost your job, siguro mas malaki itong pangalawa na mawawalan ka ng trabaho yun yung mga pressure pero kailangan panindigan mo.
JUN VENERACION	<ul style="list-style-type: none"> • Magpakatatag ka lang , yun lang naman yung biggest weapon mo

	dun eh, wag kang magpapadala. Stand your ground yun lang
JUN VENERACION	<ul style="list-style-type: none"> • Sa mga ganung sitwasyon unang-una dapat iniisip mo yung sarili mo, pangalawa isipin mo ano ang pwedeng maghing implikasyon nitong irereport ko na ‘to sa mga kasamahan ko, hindi lang yung sa mga kasamahan ko sa trabaho kundi yung sa iba pa. halimbawa nandun ako s aisnag luagr na nagpuputyukan, may police operation, iisipin ko din an abka itong ireport ko eh ikapahamak pa niya. Marmai siyang factors eh yun ang sia sa mga naging problema nung quirino grandstand hostage taking nay un parang masyado siyang an carried away siguro perfect case study kung paano mo sabihin na how not to do it. perfectly case study on how not to do ti yung ganung klaseng coverage. Parang nagulat lahat eh, ako tingnin ko it’s not about competition eh it’s about parang sa sarili mo to inform the public sumobra ka masyado sa pag inform sa public actually mali lahat.
JULIUS SEGOVIA	<ul style="list-style-type: none"> • Everyday, every minute for example may coverage ka ng 11 am kelangan mo pang ireport yun sa balitang hali ng 12 noon kahit 1130 pa yun , minsan nga kait 12 noon na nagstart yung presscon you still need to prepare a script for balitang hali kasi kukulitin ka nung desk na parang may input ka man lang yun sobrang ngarag pag ganun sobrang pressured tapos may mga stories din na example heto kunwari may conover ka tapos tinatanung ka nung source mo kung kelan ieere ej kasi hindi nga naming hawak ang trabaho lang ng reporter gather lang ng info sa labas pagdating dito sa loob pagbigay na naming sa kanila ng summary they’re the one who decide kung ano nga yung ieere at hindi ieere. Pag feeling ko yung story ko, kunwari ngayon may story ako about paint yung lead daw sa paint. Matagal na yun 3 weeks ako ko pang nagawa yun tinatanong ng contact kung kelan bakit hindi ineere pero kasi it’s not my decision kung iaair o hindi syempre in a way nappressure din ako eh kasi yung contact nagtatanung uy kelan ba ieere yung story, tapos sabihin ay hindi pa kasi hindi prioritize kunwari ang banner story today yung south korea saka north korea alangan namang unahin ko pa yung paint story dun so parang pang filler lang sya just in case na magkulang . so yun yun ung ibNG pressure aside dun sa self-pressure nga na sanay na din naman kame nay un nag lagi kang tatawagan sa office kung anu na yung mga ganyan kung anu na yung mga ginagawa mo
MARK SALAZAR	<ul style="list-style-type: none"> • Ah bnribe marami pero threaten hindi eh, example hindi nagustuhan ng isang senador natin yung mga stories ko tungkol sa kanya. Dumiretso siya kay Jessica Soho, he thinks na dahil meron siyang direct line kay Jessica soho pwede niya kong ireklamo, “yung reporter mo dito ganito ganyan, hindi siya patas sa akin” it’s relative, pag tinitira sila hindi na patas sa kanila ganyan naman talaga sila eh. Ang patas sa kanila papogin mo sila , eh hindi ganyan ang balitaan so akala niya with his power indluence kaya

	<p>niya ng ganun, eh sinabi sa akin ni ma'am jess, o mark sinusumbong ka ni ganun, patulan mo ba yun? Anu bang problema kasi ganito ganyan sige ilabas mo yung istorya. I mean hindi ganun kasimpleng manggapang, Bong revilla ganyan din, sinumbong din eh kapuso siya dib a, " anu ba yang si mark parang hindi ko siya nararamdaman na kapuso ko siya palagi na lang niya akong tinitira. It's not intentional dib a umayo ska para hindi ka matira hindi dahil kapuso ka eh bubulok-bulok ka dyan hindi dahil kapuso eh ganun na ang treatment ko sa iyo. Yung bribery naman nung nasa channel 7 ako first year ko pa lang binilang ko anim na senador ang nagtry. Ang style nila dyan meron silang mga MRO media relations officers syempre medyo ignorante pa ko nun sa senate hindi ko alma ang mga kalakaran, mark, coffee namna tayo sa lounge syempre you want to do that because you want to fish a story or you want to build rapport, syempre kasi bago ka pa lang sa beat kelangan mo makisama sa mga tao para mas easier to gather information eto na, atin atin lang to ah? Kasi gusto kang bigyan ng allowance ni sir. Allowance? Tatay ko bay an? Sabi ko payola tawag naming dyan anung allowance and the offer was 25k a month, ang condition lang is hindi mo siya kailangan gawan ng istorya hindi mo siya kailangan gawan ng istorya para pa pogiin siya ang condition lang is pag may pumutok na negative story be nice to himso anung ibig sabihin ng be nice to him, wag mong titirahin so 25 25x6 how much, 150k, so kung tinanggap mo 150k a month ang halaga ng kaluluwa mo sa amin kasi dun sa politics, si ma'am jess kasi lagi niyang nireremind kami na pag meron kaming nalaman about you, laging reminder yan especially pag malapit na ang election without you even knowing it we're investigating and we don't have to prove it beyond reasonable doubt magtataka ka na lang sisibakin ka na lang ganyan katindi yung bilin sa amin and kahit wala pa yung bilin an yun, kayo mga maskom ba kayo?as in journalism or broad?</p>
<p>MARK SALAZAR</p>	<ul style="list-style-type: none"> • Pag naging practitioners na kayo halimbawa nasa abs na kayo or gma kayo na may pnaprotektahan kayong reputation ang hirap din naman what is 150 thousand dib a kung anudn ka pero hindi ka makapag-cover, wala kang freedom to writeang hirap nun for a journalist na your so limited might as well mag PR ka na lang. trabaho ng PR yan papogiin ang amo nila and for a journalist mahirap yun and marami ako na mga kasamahan sa beat sa senate na ganyan na tumatanggap, alma mo kasi hindi naman nila ikinahihiya eh, garapalan naman eh atleast you know how they work and minsan infront of us sinisigawan sila ng senador, eh dib a imagine reporter ka sinisigawan ka ng senador kasi bayad ka eh, so para kang staff tauhan ka niya, iba din namna yung feeling na kapag pumunta sa iyo ang senador with respect, na nirespeto ka niya na talagang he'll go out of his way na kaibiganin ka, na kasi

	<p>alma niya na may respeto siya sa 'yo yun naman kasi yung hindi pwedeng palitan ng 150k diba. Well sa lahat may ganun, kasi abs-gma lang namna , well may tv 5 na pero simula nung simula pa lang abs-gma lang namna yung sinusuyo ng mga yan kaya nga kami yung palagi nilang target na makuha kasi nga yung viewership malaki</p>
<p>JOEY VILLARAMA</p>	<ul style="list-style-type: none"> • Many times, lalo na nung bago ako. Nung 2007 ay hindi hindi ko maala 2006 yata basta nasa Panwan, Batangas, kino-contest yung mayoralty. So ang naglalaban dun is Corona and Aquino ata yung nagtutunggali. Si Corona yung na-proclaim pero ang lumalabas, si Aquino yung nanalo. So press con left and right meron kami. So binigyan kami ng cash ni Aquino, thinking na kailangan nila magbigay ng cash just so that their side will air. Sabi ko, "hindi yan."Sabi ko hindi, hindi natin kailangan yan. SAbi ko kung umere o hindi, hindi natin cost yun, cost ng producer yun. So pinabalik ko. So andami ngang nag-aabot tapos they will ask kung tndi umatanggap ka ba. Siyempre, magpapahiya epek ka sabihin mo , "Hindi."Kadalasan sinusungitan namin sinasabi namin, "hindi naman po kayo nagpapasweldo samin, hindi namin call kung umere o hindi. First and foremost we are newscasters. We gather and then we bring to the office whatever we gather sila po nagdedecide hindi kami,tauha lang kami."
<p>2. Business /Economic/Technical</p>	
<p>RYAN CHUA</p>	<ul style="list-style-type: none"> • Seriously wala pa naman, pero actually medyo mahirap sa abs kasi yung boss mo may business interest and then anchors, kasi may political baggage may challenge eh pero so far actually may pressure halimbawa kabayan Noli is involve with Pag-ibig controversy yung fake housing loans tapos naging anchor naming siya diba, ngayon wala pa yung hearing pero in two weeks time there would be a senate hearing again and he will be invited talagang may challenge may pressure on me to report and do my best and to say things kahit unpleasant sa kanya and I hope it won't affect the editorial decision of the desk. tapos nung kadadating lang ni senator osmena, ha said that he will invite kabayan toi the next hearing and kabayan has to explain a lot of issues he will have a lot of explaining to do so other networks got it so there was actually pressure on me to get the same story from osmena I have to interviewed him. Kailangan maihatid ko 'to kasi pag hindi ko ginawa baka sabihin naman nila pinoprotektahan ko yung kasama ko that is very very challenging on me and I think he will attend the hearing in two weeks, medyo kabado nga ako pero wala eh kailangan talaga eh saka yung ano, one pressure yung senate hearing on media coverage of the 23 crisis. Sobrang kakaiba na boss mo yung inirereport mo, tapos sobrang inaaway sila ni senator enrile. Pag na chachallenge kasi ako feeling ko mas nagagawa ko yung tama. So I came up with my report papakita ko talaga na

	<p>tinitira si maria okay lang naman sa kanya di anman niya ako inutusan and then I presented her side to in the same story so lumapit nga si senator arroyo saken thanking me for giving a fair and balance story. Siguro nakakagawa rin ako ng tama</p>
<p>JULIUS SEGOVIA</p>	<p>• Madalas ako sa meralco, hindi naman yun personal nag alit nila saken pero minsan pagnakikita nila ko halimbawa may presscon naiirita sila. Kasi nga everytime na may pressconference at magtataas ng singil ang meralco banner yun. Banner dito yun, “singil sa kuryante magtataas mga kapuso” parang ganun. Pero pag bababa ang singil sa kuryante sobrang bihirang gamitin ng 24 oras so hindi ko din alam kung anung reason behind dun kais kaibigan ko din naman yung mga nasda ibang istasyon ayn sila Alvin elchico sobrang best friend kami nun siya yung kasma naming dati sa business beat. Eh kasiu diba that time ang meralco abs cbn kasi yun mga lopezes pag may mga istorya na tataas ang kuryente oo gagamitin din nila pero hindi ganun yung pag atake kais kanya-kanya yan eh, siguro in a way parang pinoprotektahan din nila so sa amin hindi naman naming sinasabing kalaban yung meralco. Kasi dib a kung ang istorya eh magtataas ng bsngil we need to inform the public na oops, kelangan maghigpit ng sinturon kasi magtataas ng singil ganun yung anggulo ko syempre. Tapos sa abs ang anggulo magtataas ng singil pero, ganun parang palagi silang merong pambawi, ngayon ako hindi ko npwedeng bawiin yun kasi talaga naman magtatas ng singil. Tapos syempre pagmagkikita kami ulit ng meralco syempre magagalit nanaman saken yung head, na Julius anu ba naman yung anggulo mo. Tapos minsan pag eereng ere pa lang minsan hindi pa nga umeere headlines pa lang syempre gagamitin sa headlines yun eh. Tawag agad si sir joey? Sir joey hindi ko na sagot yun basta sinummary ko an sa office yun ung lunmabas dun decision na ng office yun. Basta kumbaga magsusulat kame ng sa amin pero kung sila may objective lead kunga nu yung ma suluhin mo o hindi yun yung masuusnod pa din. pero yun nga so far okay pa din naman yung relationship yun yung mahirapnpara sa akin na kelangan imaintain mo pa din yung relationship na magkaibigan pa din kayo kasi nga source mo din sila eh. Tapos kubng paano hindi maapektuhan yung work mo dito kasi nga yun yung pinapaulo nila. Hindi naman pwdeng hindi mo iulo yun e yun ang utos ng boss mo din pero syempre source mo din yun paano mo siya pprotektaahn din kais nga magtaaas pero pag bababa hindi wag mo na pnasinin yun. Kasi dib a pag good news wala , kasi kahit anong bad news is news tapos pag good new parang bihira siyang sabihin. Ako nga may naririnig akong mag kabataan na kahit saang station naaassign sila puro patayan. Yung bad news yun yung palaging binabanner yun yung palaging pinapalabas</p>
<p>MARK SALAZAR</p>	<p>• Business, ang alam ko nun ang sinisisisi ng urban bank sa</p>

	<p>kanyang collapse ay ang media kasi dahil daw sa irresponsible reporting dawn g media na naging highly speculative naisip dawn g lahat ng mga tao yun daw yung nagpacollaps ng knailang business yun pero sa advertisers wala namna kasi kung meron man direktso na samarketing yun dun sila nagbubulyawan</p>
MARK SALAZAR	<ul style="list-style-type: none"> • Yun yung problema sa ethics kasi, it is so vast you can never have pass through it, kasi magkakaiba ang application ng ethics in circumstances to give you an example yung august 23, 2010 hostage crisis sa luneta normally ang policy naming ay the reporter should never ever be the negotiator in any hostage taking crisis this stem after Michael fajatin siguro mga baby pa kayo but long time ago may hostage taking na bus terminal may hinostage na bata, so nag negotiate si Michael fajatin, so namatay yung bata so simula nun bawal na talaga wala ng reporter na papapel bilang negosyador sa mga ganyang bagay but nitong hostage 23 na hostage si susan ay nakausap niya si Rolando Mendoza it was a totally different circumstance. Yung cirisis manager that time si general magtibay ang nagpasa sa knaya ng phone, si magtibay ang ground commander, si ang crisis manager siya ang nagbigay ng phone, siya ang masusunod sa area sa kahit anung aspect, negotiation, security, siya ang in-charge at siya ang nagsabing susan gusto kang makausap, kausapin mo ipinasa ang phone, paano ba mag-aapply ba dun dapat hindi? What if ikaw nga ang solusyon ikaw ang hinihingi, hindi ba't umabot pa nga sa senate yung pagtatalo nay an at si luchi cruz valdez ang stand niya ay we can't have a hard rule nga na no at all times hindi pwedeng mag negotiate ang reporter but in times na ikaw na lang talaga ang susi paano kung ikaw lang yung ususndin ng hostage taker dahil sayo lang siya naniniwala hindi sa pulis hindi sa sinumang inassign na negotiator, in times like that maybe, baka pwede in order to solve the problem so nag amyenda kami, so nilambutan namin yun, okay given other circumstance or necessary talaga we can negotiate so it's fluid talaga yung ethics hindi palaging iisa lang maraming mga bagay ang hindi magaapply ang mga provisions ng ethics manual naming at all times sa mga sitwasyon
MARK SALAZAR	<ul style="list-style-type: none"> • Kapag ganun wala kang pressure from the advertisers ang shock absorber nyan ay yung nasa marketing na because as much as possible we always want to retain our autonomy sa news dapat autonomous namna kami talaga sa mga marketingmarketing na yan although may load din namna yung mga advertisers sa 24 oras and saksi pero hindi naming pinoproblema yun load na ng marketing yun
JOEY VILLARAMA	<ul style="list-style-type: none"> • Eto ngayon kasi hindi pa sanay ang mga taga-5 pero ako speaking from my experience as a former reporter sa ABS-CBN, dahil meron tayong live equipment, meron tayong "microwave." So ibig sabihin kung may developing or breaking story pinadalahan ka ng

“microwave” van, you are forced to deliver the report. Ako for the longest time 4 pm to 12 midnight and 2 pm to 10 pm yung schedule ko. So sa TV Patrol and Bandila dati. So pag may break between 2 pm and 6:30 which is yung window sa TV patrol, kami magbe-break, so sumasakit yung tiyan mo, nagkaka-acid ka kasi forced ka to air it sa “Patrol” ng live. Parang kunyari, oy may sumabog daw na Laundromat or parang dry-cleaning shop sa Sto. Tomas Batangas. So isipin mo, sinabi sayo yun ng 3 o’clock. Papuntang Sto. Tomas Batangas, dadaan kang SLEX tapos kahit may star toll way, sa pagtravel mo palang, kuha ka na ng info. Tawag ka sa pulis, “sir ano pong nangyari?” Ibibigay nila yung incident. Kung tutuusin, may script ka na. Pero getting to the site itself is another thing, getting the video, getting the eye-witness account, getting the accounts of the owner so iba pa yun. So kung mabagal pa yung mga kasamahan mo, kasi usually nauuna ka tapos isusunod sayo yung van or whatever satellite, magseset-up pa sila. Kahit ready ka na, tinanggal mo na langis sa mukha mo, camera-ready ka na, ang bagal mag-set-up ni ano, so saying yung effort na pumaspas kami ditto, we got the story, the complete story, tapos ang abgal ng equipment, so additional ano din yun. So basically the pressure to deliver na nasanay na naman ako. Merong isa lang, last year ba yun, nung first case of H1N1. May idea na ko eh kasi nagpatawag yung DOH ng press conference ng 10 pm. Parang napaka-unusual. So sige Bandila airs at 11:30. Sabi ko may feeling ako eh na may sasabihin silang very important. Why 10 o’clock WHO pa. So pagdating ko sabi, secretary Duque is in Switzerland. Sabi ko ah, kaya pala 10 o’clock pinatawag yung presscon kasi iba yung time zone ni Secretary Duque, just the same, nagsulat na ko tapos nung nagstart na yung press conference with Secretary Duque, “The department of health is now announcing the first confirmed case of H1N1 in Quezoon here in the Philippines...” So blah blah blah so nagtext na ko kahit hindi pa tapos yung ano sabi ko ma’am confirmed. Actually nag-template na ko sa cellphone ko na “Ma’am, confirmed po.” Plano sakin, ilagay dun sa second gap nung Bandila. Sabi ko, kaya ko mag-top story. Kasi may trust din naman sakín yung mga producer sa ABS. So sumulat na ko, sabi, hindi na namin kaya i-edit yung script mo, ieedit nila for accuracy ng language na lang, syempre kasi kung America, tapos may mali ka pag dinemenda yung buong kumpanya, lagot di ba? Pero they trust me enough. Yun ang ano ko rin na happy ako kasi they trust me. So sige, “anung sinulat mo sa notebook mo?” Sabi ko sa producer ko, blah blah blah. So sabi niya, “palitan mo lang yung ‘lamang’ to ‘lang’ para conversational.” Umere ako, first story. So, “sa mga balitang bumabandila, kapapasok lang na balita kumpirmado na...” Habang yung GMA tumakbo pa siya sa somewhere, nalaglag siya sa gap na ano... although nauna pa kami

umere sa saksi ah so, fulfilling kahit masakit sa tiyan.

3. Societal

• Dahil palagi kaming may conscious effort na maging sensitive sa mga ganyan like mga advocacy kasi yang mga ganyan na sectoral issues palagi yan alam mo naman na dinadaan ng script naming napakarami pagkatapos mo isulat dadaan yan sa newsdesk precisely para macheck nila kung may mga ganyan tayong masagasaan, pagkatapos ng newsdesk dadaan pa yan sa associate producer pagkatapos pa nyan executive producer and then pagkatapos pa niyan yung mya final say eh yung program manager ang dami na talagang nilagay naming yang meknismo nay an ng pagchecheck ng scripts para hindi makalusot yung mga ganyang bagay na libelous statement we're very strict sa mga ganyan, well there's one minor case when I wa sin isabela while covering bagyong juan itong si governor, sabi niya kasi siya yung provincial disaster head di ba nagrereport siya sa amin ng overall damage sa probinsya niya he told us na yung sanctuary daw ng crocodile ay na break yung fence so nakawala daw yung mga crocodiles humalo na sa mga residence na ofcourse was devastated at that time at may isa daw nakagat and apparently yung isang chouffer nakita yung nakagat at tinulungan nga daw nila, so nagbigay siya ng statement on camna nagbigay siya ng bilin sa mga residence na "nako kung makakagat din lang kayo ng crocodile, binibigyan ko kayo ng signal na unahan niyo na patayin niyo na gawin niyong wallet parang napabiro siyang ganun ano" but of course it's the natural solution at that time kasi syempre tao pa rin naman yung mahlaga kaya lang heto na nagreact na yung animal right because yung mga crocodiles nay un ay mga Philippine fresh water crocodiles supposedly indanger bawal silang patayin bawal silang patayin and hindi sila naniniwala na inatake yung resident dahil they don't attack people daw and they are small daw supposedly maliliit lang daw sila and hindi sila nag aatack ng tao so nagreact sila sa report in a way parang pati ako nadadamay rin when I was ust quoting the governor parang sinabi ko pa daw yung order nay un hindi ko sinabi sa tao na patayin yung crocodile yung governor niyo yung nagsasabi nun at kung mali siya siya ang banatan niyo wag ako I was just quoting him dib a, don't kill the messenger. Yun nag sinabi k okay governor na governor ang daming nabadtrip sa statement mo so I'm giving you the time to medyo iclarify yung statement mo medyo intensitive namna nga na gawing wallet oo naintindihan ko na out pf practical reason na kinakagat na nga namna daw kayo ng crocodile eh syempre namna mas mahalaga pa rin ang buhay ng tao nasa time tayo ng great devastation inuuna na nag nating irescue yung mga tao alangan namang with the forces that we have unahin pa natin yung mga crocodile na irescue kesa sa tao, so ganyan ang thinking ni governor and second I can understand the governor kasi province

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	<p>niya yun kakadaan niyo lang sa bagyo and maybe you want to clarify your statement, sinabi niya pero inaway pa niya din sabi niya pumunta kayo dito irectue niyo yung mga crocodile habang nirectue ko yung mga residence ko so nainis lang ako kasi pati ako nadamay si howi severino kasi yung experts sa mag ganun, sabi niya mark kasi yung water crocodile eh ganyan ganito, so parang howie I don't have the time nung nagrereport ako na aralin sorry hindi ko napanuod sa national geographic I was just quoting him and it was a breaking story I report it as it happens diba symepre I understand din namna ako din naman I have so many pets may aso ako, may pusa ako may myna bird ako na may permit ha I love animals pero symepre news to eh hindi ko namna pipiliin itongh nagyayari ang trabaho ko dun ireport wala akong kinalaman dun yun yun ang example ng sectoral people na minsan na ooffend.</p>
<p>JOEY VILLARAMA</p>	<ul style="list-style-type: none"> • Hindi naman nakaaway, pero siyempre, kunyari sa church, sa Caloocan, may case ako na yung Rector nung, ewan ko kung siya parin ah, basta yung parish priest ng Caloocan Cathedral, inaaccuse ng mga parishioners ng embezzlement. Parang using the church funds na sinasabing meron siyang girlfriend. So a priest na may girlfriend tapos misuse of funds. So siyempre, ang daming nagalit sakin na supporters nung priest. I myself am Catholic na parang I have very high regard for priests and here I'm covering a priest who's being accused of misusing funds and a priest who supposedly has a girlfriend. So ayun andami nagalit sakin. Alam ko meron pang nagalit sakin eh pero... ah hindi yung sa Palawan na sinasabi, "you're airing only Mayor ano's side pero si Mayor ano, ano..." Inaccuse ako na binabayaran so ayun kasi if the story doesn't or the story appears biased... or ganito namn palagi, di ba ang goal naman natin palagi is to get side A and side B – protagonist, antagonist. Pero everytime kahit anong effort mo to balance it, sasabihin pa rin ng isang side na biased ka. So sasabihin nila binayaran ka ganun ganun so hindi mo inere unfair ganun ganun so usually mga ganun.