



**PEOPLE'S TELEVISION NETWORK, INC.
CITIZEN'S CHARTER**

I. INTRODUCTION

In view of Republic Act No. 9485, also known as the Anti-Red Tape Act of 2007, the People's Television Network, Inc. (PTNI) establishes this Citizen's Charter.

PTNI's Citizen's Charter contains the Network's Mandate, Vision and Mission, and the Network's Frontline Service – news production.

Under RA 9485, government agencies are required to streamline, post procedures and to draw a Citizen's Charter, which refers to an official document, a service standard, or a pledge, that communicates in simple terms, information on the services provided by the government to the citizens. It also describes the step-by-step procedure for availing a particular service, and the guaranteed performance level that may be expected for that service.

Aside from the step-by-step procedure of the agency's top frontline services or most heavily utilized services, PTNI's Citizen's Charter also includes the employee responsible for each step, the maximum time to conclude the process, documents necessary for that service, amount of fees (if needed), and feedback mechanisms, among other information.

II. ABOUT PTNI

People's Television Network, Inc. (PTNI) is a government-owned and controlled corporation created and existing by virtue of RA 7306, as amended by RA 10390.

PTNI, carries the brand name PTV, which is the flagship government television network under the supervision of the Presidential Communications Operations Office (PCOO). Its head office, studios and transmitter are located at Broadcast Complex, Visayas Avenue, Diliman, Quezon City.

MANDATE	Provide Television Network Services nationwide in line with the "constitutional recognition of the vital role of communication and information in nation building and development." (R.A. 10390)
VISION	PTV shall be the leading government news and public information channel in the country
MISSION	We shall inform, inspire and empower our people and nation through relevant, trustworthy, and world-class quality television programs and services
CORPORATE VALUES	Professionalism, Integrity and Commitment Teamwork, Innovation and Service Excellence Value for God, Country, and People
KEY OBJECTIVES	<ol style="list-style-type: none">1. To revitalize the People's Television Network towards sustainability;2. To facilitate the Network's modernization and migration from analog to digital broadcasting;3. To build a trustworthy TV Network Brand through relevant and world-class quality news and information programs;4. To develop a professional, public-service-oriented, and dedicated workforce for the People's Television Network.

HISTORY

The People's Television Network, Inc. (PTNI), traces its roots to GTV-4 (Government TV 4) created in 1974 through a Presidential Decree during the martial law regime.

In 1980, the station was renamed Maharlika Broadcasting System (MBS). Following the People Power Revolution in 1986, it was renamed People's Television 4 (PTV).

PTV-4 became a government corporation in 1992 by virtue of Republic Act 7306 signed by President Corazon C. Aquino. Its official name is People's Television Network, Inc. In June 1992, President Fidel V. Ramos appointed the Network's first Board of Directors.

On July 16, 2002, under the new management appointed by President Gloria M. Arroyo, PTNI adopted a new call sign, the National Broadcasting Network (NBN), in line with its re-launched programming thrusts and imaging.

By virtue of RA 7306, PTNI generates revenue for its overhead operating expenses through advertising and airtime sales. Its charter provides an authorized capital stock of P1 billion divided into P1 million shares with par value of one thousand pesos per share, which shall be subscribed in full by the National Government. The P1-billion equity was appropriated by Congress and released to the Network from 1992 to 2008 through the General Appropriations Act.

Nine years after its incorporation, the Network had to stop airing commercial advertisements since July 2001, in accordance to the same law. To augment its operational requirements, PTNI has received government subsidies released as needed based on requests made by the Network from the National Government.

A major technological breakthrough happened in 1992 as the Network acquired transmitters, electronic news gathering (ENG) equipment, satellite receivers, studio and lighting facilities through the 2nd and 3rd French Protocol. The transmission and production capability of the Network's flag station, Channel 4 in Quezon City, was upgraded and the number of its provincial stations nationwide was increased.

In 1992, the Network was able to construct its building and tower along Visayas Avenue, Quezon City, through the support of President Corazon C. Aquino. The construction of the News Building was completed in 2005. The renovation and upgrading of the Main Transmitter Building and the construction of the Engineering and Provincial Building were completed in 2009.

PTNI takes pride in its technological firsts, the first television network to use all-solid-state transmitters in its provincial stations with power ranging from 1 to 10 kw; the first to convert its satellite transmission to digital compression; the first to use a serial digital video system in its Quezon City studios; the first to use layering technology in video production and one of the first television stations with computerized news operations in the Philippines using the Basys Computer System.

The Network is also proud to be a pioneer in educational, cultural and children's programming. Some of its award-winning programs were Tele-aralan ng Kakayahan, Ating Alamin, Batibot, For Art's Sake, Coast to Coast, and Paco Park Presents. The Network made its mark in educational programming through its Continuing Education via Television (Constel), a series of tele-courses, which aims to upgrade the content knowledge and teaching skills of elementary and secondary teachers of Science and English. These tele-courses continue to be used in teacher training by the Regional and Divisional Leader Schools of the Department of Education and in Teacher Education Institutions of the Commission on Higher Education.

News and public affairs programs are the core of the Network's programming. The news program, *Teledyaryo*, adopt the concept of a "newspaper on television" featuring segments commonly featured in newspapers.

PTNI has been the official broadcaster of major international sports competitions. It has covered the Olympic Games starting 1988 with the Seoul Olympics in South Korea missing only the 1992 Barcelona Olympics in Spain. The Network received a presidential citation from President Fidel V. Ramos for its successful coverage of the 1996 Atlanta Olympic Games in the USA. The Network also covered and aired the 2000 Sydney Olympic Games in Australia and the 2004 Athens Olympics in Greece.

PTNI was the carrying station of the South East Asian Games from 1991 to 2007. It managed the International Broadcast Center (IBC) of the 1981, 1991 and the 2005 SEA Games held in Manila.

The Network has earned for itself the Hall of Fame Award from the Catholic Mass Media Award for Best Station and for Most Balanced Programming in 1999 for consistently receiving the said award for three consecutive years from 1987 to 1989.

On March 14, 2013, President Benigno S. Aquino III signed into law Republic Act 10390, an Act Revitalizing the People's Television Network, which amends RA7306.

The new law addresses two main problems of PTV for the past two decades, the "financial hemorrhage" marked by the depletion of the station's capital and the lack of a stable source of income.

Under this new charter, PTV will be allotted capital infusion worth P5 billion. A total of P2 billion shall be taken from the proceeds of the privatization of Radio Philippines Network (RPN 9) and Intercontinental Broadcasting Corporation (IBC 13). The remaining P3 billion will be released to the Network in three tranches, P1 billion for every year, to be sourced from the General Appropriations Act (GAA).

PTV is also mandated to reorganize to establish a lean and efficient organization with clearly defined individual and unit roles and responsibilities that are aligned with the renewed mandate and directions of the Network.

PTV's Reorganization also aims to put up a dynamic, relevant and sustainable organization that can respond to the changing realities and challenges in mass communication and public broadcasting, now and in the future.

Pending the rehabilitation and revitalization initiatives, PTNI still managed to perform its duties despite operating on little to no budget. PTNI was able to cover the following historic events and even managed to outrank bigger news organizations in terms of audience share: May 2013 National Elections, US President Barack Obama's Visit in Manila, and Pope Francis' Visit in January 2015, among others.

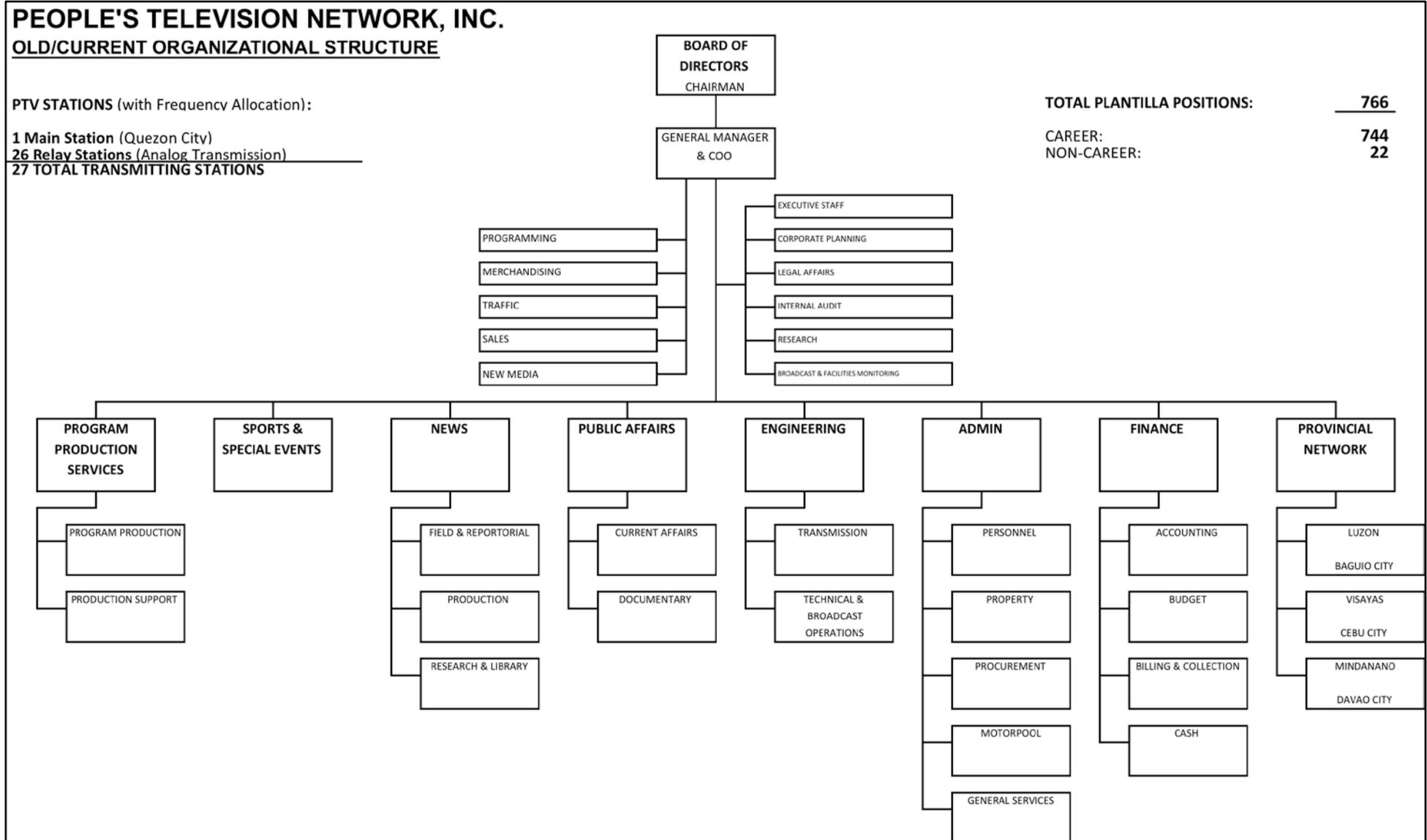


Fig. 1. Overview of PTNI's current organizational structure.

ORGANIZATIONAL STRUCTURE

People's Television Network, Inc.'s organizational structure is composed of a set of a Board of Directors, the Office of the Network General Manager and Chief Operating Officer (COO), and eight (8) divisions.

The corporate powers of the Network, all business conducted and all its property are held by a set of Board of Directors appointed by the President of the Republic of the Philippines, based on a short list prepared by the Governance Commission for Government-owned and –controlled corporations (GCG), together with the PCOO. The Board is composed of two (2) members from the government sector, two (2) members from the private sector, one (1) of whom shall have at least ten (10) years of experience in the broadcast industry; and one (1) member from the educational sector. The Board of Directors elects among them a Chairperson, and a Network General Manager who serves as the Chief Operating Officer of the Network.

Currently, PTNI is made up of eight (8) divisions: Program Production Services, Sports and Special Events, News, Public Affairs, Engineering, Administrative, Finance, and Provincial Network Divisions.

The Network has its main station in Quezon City, being supported by 19 provincial stations all over strategic points in the country such as Tacloban, Davao, Dumaguete, Calbayog, Baguio, Naga, Legazpi, Palawan, Sibugay, Marawi, Vigan, Agusan del Sur, Cebu, Guimaras, Zamboanga, Kidapawan, Pagadian, Dipolog, and Goa.

III. CITIZEN’S CHARTER

Under RA 10390, PTNI is mandated to provide **Television Network Services**, specifically **News**, nationwide, in line with the “constitutional recognition of the vital role of communication and information in nation building and development.”

<u>NEWS PROCESS</u>	<u>OFFICERS RESPONSIBLE</u>	<u>MAXIMUM TIME</u>	<u>DOCUMENTS</u>	<u>AMOUNT OF FEES</u>
<p>1. EDITORIAL MEETING Producers, Desk Editors, Writers, and Operations Heads meet to discuss * top stories for the day; * stories to pursue and which angles to take; * production schedules</p>	<p>Producers Desk Editors Writers Operations Heads</p>	<p>Twice a day: A. 11:00am - 11:30am B. 3:30pm - 4:00pm</p>	<p>Content/Stories/Coverage for the day and upcoming coverage Editorial Priorities Assignments (writing, video, graphics, personnel, etc.) Deadlines Production schedules</p>	<p>N/A</p>
<p>2. NEWS GATHERING Reporters proceed to their respective beats/ assignments. Reporters gather important data relevant to the story they are pursuing. Reporters, together with the cameraman shoot audio and video material necessary for the news story. Producers and desk writers also gather and data and materials for and in support to the reporter’s stories.</p>	<p>Reporters Cameraman Producers Desk Writers</p>	<p>Few hours to a day (Length of time depends on the nature of the story)</p>	<p>Script</p>	<p>N/A</p>
<p>3. NEWSWRITING Reporters write the scripts and submit the same to the desk editor/s for comments and approval. Reporters choose sound bites for his/her report.</p>	<p>Reporter Desk Editor</p>	<p>Few hours to a day (Length of time depends on the nature of the story)</p>	<p>Script</p>	<p>N/A</p>

<p>4. EDITING/REWRITING OF NEWS REPORTS Producers, news editors edit, approve reports submitted by the reporters Producers, news editors suggest improvement/s in story angling. Reporters proceed to editing their stories, based on instructions and recommendations by producers and desk editors.</p>	<p>Producers News Editors Reporters</p>	<p>Few hours to a day (Length of time depends on the nature of the story)</p>	<p>Script</p>	<p>N/A</p>
<p>5. EDITING/POST-PRODUCTION Reporters ask VTR editors to edit his/her stories based on approved script, to include sound bites and video materials collected during newsgathering. Reporter and graphic artists work together to render appropriate graphics to the story, if needed. Standard running time for each story is 1 minute and 30 seconds; more than this standard time requires the approval of the producer.</p>	<p>Reporters Editors Producers Graphic Artists</p>	<p>Few hours to a day (Length of time depends on the nature of the story)</p>	<p>Script</p>	<p>N/A</p>
<p>6. NEWS CASTING/ AIRING OF NEWS PROGRAMS All stories produced through out the day are aired over several program newscasts: Mondays to Fridays 06:00am – 07:00am RadyoBisyon 09:00am – 09:02am News Break 10:00am – 10:02am News Break 11:00am – 11:02am News Break 12:00nn – 12:02pm News Break 01:00pm – 02:30pm News@1 04:00pm – 04:02pm News Break</p>	<p>Director Anchors Technical Director Audioman Musical Scorer Visual Coordinator VTR Editors Graphic Artist Chargen Operator Program Coordinator Production Assistant Floor Director Teleprompter Make-up Artist</p>	<p>Radyo Bisyon, News@1, News@6 and NewsLife air for an hour. NewsBreaks last for two minutes.</p>	<p>Sequence Guide Story Line-up Program Script</p>	<p>N/A</p>

<p>05:00pm – 05:02pm News Break 06:00pm – 07:00pm News@6 08:00pm – 08:02pm News Break 09:15pm – 10:15pm NewsLife</p> <p>Saturdays and Sundays 01:00pm – 01:02pm News Break 02:00pm – 02:02pm News Break 03:00pm – 03:02pm News Break 04:00pm – 04:02pm News Break 05:00pm – 05:02pm News Break 06:00pm – 07:00pm News@6 Weekend (Saturdays) 06:00pm – 07:00pm The Weekend News (Sundays) 08:00pm – 08:02pm News Break</p>				
<p>7. FEEDBACK</p> <p>Viewers and audience may send their feedback to ptv4newscenter@gmail.com. Social media users may also send their comments, suggestions, and other concerns via social networking sites of PTV.</p> <p>Audience share and number of viewers are also sourced from a paid subscription from Kantar Media.</p>	<p>Operations Heads Sales and Marketing Unit Research Unit Management</p>		<p>Letter/message of feedback from audience and consumers;</p> <p>Audience share data and statistics</p>	<p>N/A</p>

Noted and Approved by:



CLEO B. DONGGA-AS
 Network General Manager