



IBC NEWS AND PUBLIC AFFAIRS EDITORIAL POLICIES

The Intercontinental Broadcasting Corporation News and Public Affairs Department is the information gathering, repository, & dissemination, & mass education arm of the IBC Radio-Television Network.

As such, it is the Department which bears the responsibility of fulfilling the mandate imposed by the Certificate of Public Convenience issued by the National Telecommunications Commission, enjoining the Network to produce programs which will afford the general public the greatest access to information possible, with the end in view of improving the quality of life of the Filipino.

The Department must serve as the transmittal/relay station for messages and feedback from various sectors: the government; private individuals, groups, and institutions; business; religious; public relations firms and advertising agencies; the public; and the network, thus accelerating interactive communication and, by extension, development in the society within which it operates.

The ultimate objective of the IBC News and Public Affairs Department is to fuel the Filipino mind with relevant and vital knowledge to propel him and his society toward greater achievement and progress.

General Principles

It is the responsibility of the IBC News and Public Affairs Department to serve as the medium for information and education of the Filipino public.

Therefore, it must endeavor to bring to public awareness all the available data on subjects and issues which affect their lives.

Through the programs produced by the Department, the Filipino should be able to gain a sense of his national identity, and his role as a vital member of his society. He should also be able to gain sufficient knowledge to guide his decisions and his actions, thus affecting not only the fabric of human relationships, but also the direction in which society moves.

The Department commits itself to fair, accurate, and balanced news reporting, advocating a clear and intelligible presentation, always within the bounds of decency and decorum.

The Department upholds the articles of the Philippine Journalist's Code of Ethics, and the Code of the Kapisanan ng mga Brodkaster sa Pilipinas.

The Department takes upon itself the role of Network Spokesperson and Representative, projecting to Network audiences and to other outside entities the Network's overall service and programming philosophy, policies, and ideals.

Principles Governing Relations with News Sources

The Department shall endeavor to present views, comments, opinions, and insights on subjects and issues as faithfully as expressed by news sources.

There shall be no discrimination based on race, color, or creed against any individuals, groups, or institutions whose views, comments, opinions, and insights are news-worthy, and must be presented in the interest of fair, accurate, and balanced news reporting.

Confidentiality of information and of the identities of the informants shall be respected when specifically requested.

Every effort will be made to protect private reputations unless public interest justifies exposure.

Acceptance or offer of gifts, favors, and other considerations which could cast doubt on the integrity of the Department shall be discouraged.

Appropriate caution and discretion will be used in the broadcast of names and images of women and minors involved in criminal cases, controversies, or scandals to protect their reputations.

Excessive gore, violence, and other offensive images shall not be permitted prolonged exposure, and footage of such shall be carefully edited or treated to mitigate offensiveness.

The Department shall endeavor to preserve and uphold always the dignity and integrity of broadcast journalism.

Principles Governing Relations with Government

The Department shall uphold the Constitution of the Republic of the Philippines at all times.

The Department shall fully support Government policies, programs, and projects aimed directly at promoting the welfare and upliftment of the Filipino people.

Sufficient accommodation will be made in News and Public Affairs programs for Government announcements, explanations, and clarifications on its policies, programs, and projects, or on controversial subjects and issues involving Government.

Audio and video materials which may help in the Government's resolution of problems, issues, and cases will be made available upon request, without prejudice to the confidentiality requests of news sources.

In instances of national emergencies or crises, the Department shall make available to Government equipment, vehicles, manpower, and air time for emergency broadcasts.

Information and materials acquired by the Department which are considered "CLASSIFIED" or "CONFIDENTIAL" will be either used with discretion or withheld in the interest of national security.

The Department will not abide orders to distort facts or to withhold information to cover up for Government inadequacies or failures inimical to public interest.

Principles Governing Relations with Advertising Agencies and PR Firms

News stories must always take precedence over ad and pr stories in terms of both coverage and exposure.

The Department will accommodate within the limits of its logistic capabilities the coverage of ad and PR events; broadcast of these, however, shall remain at the discretion of the News Program Executive Producers, who shall not unreasonably withhold accommodation.

In cases where the interest of an advertising client is in conflict with the interests of the public, and in conflict with the Department's responsibility to inform, the public good shall take precedence.

All efforts shall be made, however, to broadcast the side of the advertiser. Should the case require, the Editorial Board will be convened, and its decision shall be deemed final.

Principles Governing Relations with the Public

Within the limits of the Department's logistic capabilities, the Department shall assist, or shall refer to proper agencies for assistance, any individuals, groups, or institutions requesting such assistance.

As a matter of policy, no fees, favors, or considerations shall be charged for such assistance.

The Department shall put up programs promoting the welfare and upliftment of the Filipino people, and allowing for the open discussion of ideas on issues to give the public the greatest access to information.

All editorial content broadcast over the Network must be approved by the Network Editorial Board, to be comprised of the Network President, the Network General Manager, the Network Marketing Manager, the News and Public Affairs Manager, the News and the Public Affairs Directors, and the Program Executive Producers.

Conflicts arising from the interpretation and implementation of these Editorial Policies shall be resolved by the Network Editorial Board.