

## On the Historic 'Night of Terror' The Tri-Media Group Was There!

When enraged students stormed the Palace gates dzHP News was there:

When the pitched battle for Mendiola bridge was being fought, dzHP News was there:

Talking to armed forces and police chiefs.

Helping bleeding students to temporary hospitals.

Asking priests and parents to help ease the tension and restore the peace.

When President Marcos met with the council of state, dzHP News was there.

Broadcasting direct from the presidential study:

The address to the nation . . . .

The reaction of men in government . . . .

The armed forces' intelligence reports . . . .

The students' hope . . . . And fears.

Giving listeners nationwide a vivid running account of the

breaking story

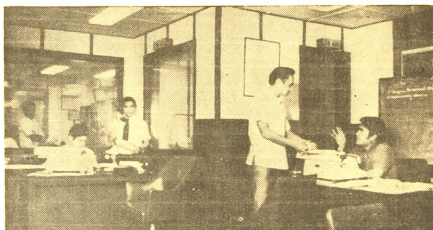
In the same high tradition that won for dzHP the Citizens'

Council for Mass Media Award

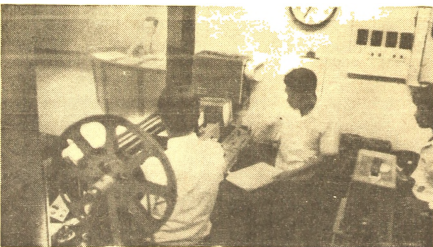
As the nation's outstanding news and information station.



**TAPE WHEELS** of Tape Recorders and Computers symbolize the modern age of electronic journalism as practiced by the Tri-Media Group. They stand for professionalism, excellence and integrity in communications, committed to the highest ideals of broadcasting and newspapering. They are symbols of media which move ideas and a nation.



24 hours a day the TRI-MEDIA Newsroom hums with activity. It has direct access to Radio Mindanao Network stations nationwide, via microwave. Radio mobile units, single side-band equipment, global monitors plus news printers of the international wire services complete this sophisticated means of getting the news from here and abroad. From left to right: Gem Alvarez, Ed Ranosa, Ed Tipton and Tommy Lopez.



Inseen on your TV screen is this TRI-MEDIA NEWS Master Control. Camera direction, slides, film clips, commercial cues and news script timing are controlled from this room.

## By Rodolfo Calma

From the first bloody riots of January 26 to Manila's "Night of Terror" January 30th, and for a week thereafter, rumors multiplied, charges and counter-charges were made.

The city finally settled into an uneasy quiet when parents of the four students killed January 30th decided not to cooperate in a mass funeral march.

That week, Filipinos — throughout the nation — heard radio reporting as they never heard it before!

From Luzon to Visayas to the southernmost reaches of Mindanao, radio listeners who tuned in to RMN stations heard the full story direct from Manila!

In the words of Tri Media reporters who had been at the scene. In the reports by police officials and others concerned.

In the statement of President Marcos — made direct from the Palace — Monday night, February 2: his reassurance that all was quiet again in Manila.

### Drop Those Commercials!

In the days following first word of the first riots, RMN cleared its airwaves of commercial content and for a total of 36 tension-laden hours that week-end of January 30-February 1 devoted its entire resources to full coverage of those now-historical, hysterical events. Some 24 hours were spent broadcasting from Malacabang and vicinities like Mendiola, where pitched battles were fought; and from Claro M. Recto, where students had taken over direction of traffic.

Twelve hours of the coverage consisted of broadcasts from Congress, City Hall, the Cardinal's residence and from whichever streets the student poured into. In Malacabang, the President, his family and his staff listened to RMN — as did other people everywhere — clustered around radio sets in offices, barber shops, stores and hotels, or in their cars and homes.

People listened to radio as they had never done before. In Malacabang, the President, his family and his staff listened to RMN — as did other people everywhere — clustered around radio sets in offices, barber shops, stores and hotels, or in their cars and homes. Statistically, listening was probably 200 to 300 per cent of normal.

### Newsfilms for IBC

On television, the Inter-Island Broadcasting Nation-wide Television Network covered the events with newsfilm photographed at the scenes of action and jettisoned on tape to IBC's TV stations in Cebu, Bacolod, Davao and Cagayan de Oro.

The news "National Network" films were telecast at the prime viewing-hours of 8:30 p.m. and 11:30 p.m. — on the same day that newspapers with their stories reached the provinces.

TV newscasters of IBC in those provincial markets, meanwhile, updated their stories with news received by microwave direct from RMN in Manila. It was the nation's first and finest "network" television coverage — the experience of seeing events happen the very day they happened!

Advertisers and agencies who sponsor programs on RMN and IBC were alerted that their programs and announcements might be "blacked out" at any moment to carry "hot" news and were reminded that such changes in schedule were for the purpose of keeping an entire nation informed.

IBC instructions to the network announcers and station newsmen were to this effect: "Don't get ex-

cited. Be calm. Imagine yourself at a dinner table with local people of prominence and importance — a banker, a professor. Tell of the events as they are . . . tell what it was like . . . white (as you imagine) the maid boyfriend (who is a truck driver) listens in the kitchen. Talk to be understood by that truck driver while not reflecting upon . . . intelligence of the professor. Above all, never sound excited. Be calm — "keep your cool" — even in the midst of such sensationally exciting events."

It was a long two weeks.

The weeks that turned out to be the historical event of broadcast networking's formal debut in the Philippines!

### Typical Day at Tri-Media

RMN and IBC through this Tri-Media News Center had been making plans for months for such instantaneous Radio coverage of news events, by means of the miracle of microwave transmission. And for Television, newfilm coverage achieved nation-wide daily — by jet-flight of broadcast tapes to the IBC stations in the provinces.

Each day this year, the time of testing was half an hour before a scheduled newscast.

At the Master Control of Tri-Media News in the Philippines Building, News Director Ronnie Nathaniel was "island-hopping" via microwave, talking to one after another of his counterparts in seven cities across the country.

The occasion was the dramatic announcement by the President giving his worldly possessions to the people of the Republic. How were the people taking the announcement? Did they believe the President? Did they think it was another gimmick? dzHP, the RMN station in Manila, wanted an immediate reaction from north to south. And in a matter of twenty minutes, Nathaniel had his reaction neatly on tape, ready for broadcast!

Tape — the miracle medium of news reporting — symbolized by RMN-IBC emblem: a tape wheel.

Today, thanks to the pioneering efforts of Tri-Media in the utilization of microwave broadcasting, people no longer need wait even one day to get a reaction from a news event. Nor is it necessary to wait for an interview simply because the person to be interviewed is out of town. Through its microwave network, dzHP and RMN talk to a remote location in its ranch in Mindanao. Or to a businessman in Baguio.

### Use of Shared Facilities

Tri-Media News is the closely-knit organization whereby three media — Radio, TV and the National Newspaper, the Herald — seeks maximum use of each other's talent, facilities and resources to get a broader perspective of the news.

That news is incorporated in the 24-hour nation-wide news broadcast by Radio Mindanao Network,

# How Network Radio and Television Newscasts Make a Nation's Citizens Part of Each Day's Events

regularly scheduled 18 times a day on the hour — and in the two daily television newscasts of the Inter-Island Broadcasting Corporation's provincial stations in four cities, plus four daily telecasts of news over TV 13 in Manila.

The nucleus of the Tri-Media News Bureau which handles all these nationwide radio and television newscasts comes from the d2HP Radio and TV news studios in the Herald Building.

At present there are four daily TV newscasts on TV 13 in Manila, two of which are carried nationwide on IBC network stations in the provinces. Other TV interview programs such as "Showdown," "Undertones," "Mary-Go-Round," "Open Forum" and the CAIT award-winning educational television series, provide the many facets of informative television.

Under this set-up, television news gains added significance. And when that news is carried on a national scale, a new dimension is added. Responsibility to a nation somehow brings with it greater demands and challenges that service to a single city or province.

## A Commitment to the Nation

With the TV 13 newscasts now going nationwide daily, the three organizations that back-stop this endeavor are called upon to win respect and confidence based on sound performance and fairness in judgment.

The three news organizations of the Philippines Herald, Radio Mindanao Network and Inter-Island Broadcasting Corporation form what has come to be known as the Tri-Media Group, or Tri-Media News.

But what prompted IBC and RMN to pioneer in such national radio and television newscasts? Henry Canoy, Executive Vice President and General Manager of both companies puts it this way:

"At this crucial stage of our nation's development, with the underlying theme of one nation, one people, the national newscasts on radio and television provide the one voice that gives meaning and essence to that national desire."

The microwave news on RMN radio and the national news on the five IBC television stations throughout the country are, in fact, the partial fulfillment of a dream long cherished by Canoy himself.

A dedicated media man, he believed that broadcasting in this country could "come of age only when it did more than entertain people. That broadcasting should provide news and public affairs programs designed to inform, to uplift and to enrich the lives of our citizens. His solution was to form Tri-Media News and link the nation by microwave news service.

Microwave is an expensive commodity to maintain. Sponsors who support the microwave operation think of their contribution not only in terms of cost-per-thousand-people reached by their advertisement;

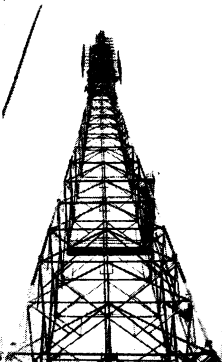
but in the greater context of free and quick exchange of information as the necessary foundation for a country like the Philippines to be a true democracy.

## Sponsors Rally to Service

On this score, sponsor companies have not been found wanting. Thanks to their pioneering cooperation and foresight as national advertisers, microwave broadcasting is now a reality in this country.

On the nationwide newscasts Tri-Media News takes into consideration the diverse regions covered. It strives to bridge the gap of understanding and communication between the people and their government, between provincial officials and central officials.

This takes more than just telling it like it is. It takes a special awareness and concern for being able to explain why something is so, and something is not so.



The Philippines' Most Powerful Television Transmitter — Key Station for IBC, the National Television Network

It seeks out the decision-makers and the people in the news to account for their actions and to voice their sentiments. In this manner the prospects of understanding are greatly enhanced.

Hand in hand with the responsible coverage of the national scene by the Philippines Herald, people in the "home" Manila area and in the provinces who watch IBC TV newscasts or listen to RMN network news on radio get what Fr. Borja of Ateneo de Davao calls, "a new dimension" to their news.

THESE NETWORK newscasts enable citizens of our nation everywhere to be part of the events of the day, whether such events be a historic moon-landing, the oath-taking of the first re-elected President of the Philippines, or news such as the bloody riots of the past two weeks.



## RMN RADIO STATIONS Carrying the National Radio News

18 times daily, on the hour:

d2HB — Baguio  
d2HP — Manila  
dyHP — Cebu  
dyHP — Bacolod  
dxHP — Cagayan de Oro  
dxTC — Iligan  
dXND — Cotabato  
dxDC — Davao

**RADIO SPONSORS**  
Philippine Seaboard Corporation  
GMFTM  
Getty Oil (Philippines), Inc.  
Philippine Air Lines  
Filoil Marketing Corporation  
Commercial Bank & Trust Co. of the Philippines  
Caltex (Philippines), Inc.  
La Feria Industries, Inc.  
Shell Co. of the Philippines Ltd.  
B. F. Goodrich Philippines, Inc.

## IBC TV STATIONS Carrying the National TV News

MANILA — TV 13  
at 6:30 AM — 12:30  
Noon — 11:30 PM  
(plus an "Evening Report" at 6:30 PM)

**IN THE PROVINCES**  
twice daily at 6:30 PM and 11:30 PM

TV 13 — Cebu  
TV 13 — Davao  
TV 10 — Cagayan de Oro  
TV 12 — Bacolod

## TV SPONSORS

Westinghouse Home Appliances  
Philacor  
Lucky Strike Cigarettes  
Columbia Tobacco  
A. Soriano y Cia.



National Television News anchorman Harry Gasser is a television personality known to viewers all over the country.