



PONDO NG PINOY ONLINE RADYOTV MANUAL



*"Ano mang maliit, basta't
malimit ay patungong langit"*





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I. INTRODUCTION

Recognizing the importance of the broader reach of formation and evangelization as well as expressing full accountability on the resources entrusted to the foundation, a communication platform is deemed vital in the works of Pondo ng Pinoy. Hence, an online Radyo (radio) TV was launched on August 23, 2019.



Online Radyo TV is a combination of both radio and television via web broadcasting. It is attributed as one of the most powerful tools in communicating. One of the advantages of the Online Radyo TV is we can leverage technology to be more interactive with our audience, and maximizing the growth potential of the digital environment.



With this new evangelization tool, Pondo ng Pinoy desires to promulgate its vision even more. That is to draw people into a close encounter with Christ, nourish their faith and bring authentic relationship with brothers and sisters in the family of God.



I. OBJECTIVES

Part of the Pondo ng Pinoy mission is enriching the spiritual lives of individuals towards the fullness of life. The context is to share our faith and the foundation's renewed commitment to encourage others to experience the gospel's call to conversion.

This will be an avenue to encourage and sustain the commitment and support of Pondo ng Pinoy stakeholders. The RadyoTV is expected to be lively and highly interactive, engaging Pondo ng Pinoy partners, guest discussants and the listeners, with provisions for social media portals (e.g. Youtube, Facebook, Twitter, Instagram).



I. FOUNDATION'S POLICY

The RadyoTV must be aligned with the vision and identity of Pondo ng Pinoy.



Vision: A Filipino Community where God reigns, and the love of God is experienced in small but repeated acts of goodness towards neighbor, bringing hope and fullness of life to all, especially the poor.”

Identity: Pondo ng Pinoy is both a movement of renewal and a community foundation. Both aspects interpenetrate and support each other. Pondo ng Pinoy initiated, promoted and safeguarded by the Church. Its characteristics feature is its evangelization or educational component that leads to **transformation** and action.



I. GENERAL POLICY

A. The Pondo ng Pinoy Online RadyoTV should cater the constitutive pillars of Pondo ng Pinoy:

a.	<i>Small Acts:</i> Little acts that the Gospel indicates as the way of God's Kingdom.
b.	<i>Regularity:</i> Little gestures of kindness exercised with regularity that form virtue and build character.
c.	<i>Rooted in love of God and Neighbor:</i> Love of God poured generously into our hearts that serves as primary motive for action to love back and the commitment to be people for others.
d.	<i>Empowerment of the Community:</i> "Givers" and "receivers" are transformed by their habit of love and goodness

B. located at #443 Lt. Artiga St., Corazon de Jesus, San Juan City, the partner-studio of Pondo ng Pinoy.

C. The Radyo TV will be aired by its official partner -the Noon Break Media (NBM), an online TV that aims to show programs from different genres.

D. Pondo ng Pinoy National Management Office has the prerogative to pre-empt the program in cases of important events or activities.

- E. The National Management Office shall prepare the topics to be discussed during each episode of the Radyo TV. Pondo ng Pinoy partners from dioceses, parishes, and schools will be invited as anchors/guests.
- F. Invited anchors and guests will attend a briefing prior to the program airing to be conducted by the Pondo ng Pinoy Promotions Sub-Unit.
- G. Replacement of anchors and/or guests must be coordinated by the assigned Diocese(s), parish(es) and school(s) at least a week before the designated schedule of programming.



I. SPECIFIC POLICY

A. PRE-PROGRAM

- a) Guests and topics will be coordinated by the Pondo ng Pinoy Promotions Sub-Unit prior to the scheduled taping/airing for initial briefing.



- b) Anchors and guests are encouraged research, prepare and study the program content/topics before going on-board. Any materials available that would support the discussions will be provided by the NMO.
- c) Program anchors and guests should be at the studio one (1) hour before the program starts.

B. PROGRAM PROPER

- a) Anchor and guests must learn the standard RadyoTV Intro and Extro spiels:



Intro:

Anchor1: Isang araw na naman ng paglalahad at talakayan ng mga gawain ng Pondo ng Pinoy Ako ang inyong Ka-Pondo, **Yen Ocampo**

Anchor2: Ako naman ang inyong ka Pondo, **Bebot Sabangan**



At kayo'y nakikinig sa Pondo ng Pinoy RadyoTV

Extro:



Anchor1: At dito nagtatapos ang isang araw na punong-puno ng pagpapasigla ng ating pananampalataya;
Ako si **Bebot Sabangan**



Anchor2: Ako naman, **Yen Ocampo** na laging nag papaalala na....

BOTH: “Anumang Magaling, Kahit Maliit, Basta’t Malimit Ay Patungong Langit”. Hanggang sa muli... dito lamang saPondo ng Pinoy RadyoTV.

b) Sample Program Format (10 minute each segment)

Start the program with the Pondo ng Pinoy opening bumper:

Segment 1 – Introduce your program by starting with a music or prayer.

Segment 2 - Topics about the ongoing projects/activities.

Segment 3 - Phone Patch Interviews from the proponents

Segment 4 - Announcements/Promotions

End the program with the Pondo ng Pinoy opening bumper:

c) Time Management



- Observe the program flow. Each taping/airing must run at least 40-60 minutes.
 - Breaks for every 15 minutes of discussions OR during transitions of topics are allowed

depends on the anchor and guests.

d) Procedures in Conducting Interviews

- Prepare discussion points before conducting the interview.
- Introduce the guests with proper title, whole name and position/designation. Address your guests and listeners as “Ka-Pondo.”
- Be professional in conducting interviews even if guests or interviewees are familiar to you.
- Be discreet in the choice of words.
- Jokes should be set aside when not necessary.
- Regularly state the name of the person being interviewed.



e) Directives in handling the RadyoTV

- Talk to your listeners as an individual, not as a collective group. Radio is a one-on-one medium, it is



portable and personal (e.g. ikaw, mo, iyo)

- Anchor/s should be articulate, lively and interactive. Never be boring.
- Avoid using the word “break”, “magbabalik tayo pagkaraan ng ilang paalala” or “tayo ay nagbabalik”



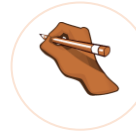
when resuming, instead make a creative cue to segue in commercial to avoid losing the momentum of the program (e.g.

“Ipagpapatuloy po natin ang ating talakayan pagkatapos ng ilang paalala”)

- Keep in mind that you have listeners, avoid extensive talking to one’s co-anchor/s.
- Phone patch interviews are allowed but must be coordinated with the technician prior on the opening of the program.

C. POST PROGRAM

- Acknowledge feedbacks from guests and audience.
- Immediately discuss queries, concerns and observations.
- The National Management Office of Pondo ng Pinoy has the prerogative to correct the program content and anchor’s style.
- Evaluation and assessment will be scheduled.



CONSIDERATION FOR RADYOTV EVALUATION

This evaluation process aims to check the effectiveness and the impact of the Pondo ng Pinoy Radyo TV. This will serve as a guide of the National Management Office to monitor the implementation and improvement process of the foundation. The anchor/s and guests will determine this evaluation for the further improvement in line with the decision making and progress towards objectives.

A. Technical

Concerning to a particular issue like:

- a) Observation of breaks
- b) Accommodation of announcements and promotions
- c) Utilization of studio equipment
- d) Use of sounds effects, music, phone patch interviews

B. Content

Maintain an audience's interest and encourages them to believe that you are genuinely interested in talking to them:

- a) Topic and discussion
- b) Manner of interview
- c) Is the content relevant and interesting to the audience?

C. Style

An individual distinguishing typically determined by his/her character performance:

- a) Voice quality, diction, tempo
- b) Manner of speaking

D. Interaction

Encouraging others to give feedbacks on the discussion:

- a) Encourage listeners for interaction

- b) Promotions of implemented projects or media sites, announcement

E. Audience Appearance / Presentation

Make yourself presentable and professional as representative of your organization:

- a) Grooming
- b) Gestures

A

F. Creativity / Innovation

Create original ideas or an artistic work to capture the attention of your audience:

- a) Use of Facebook live and other medium for promotion
- b) Compliance to the innovation / enhancements implemented by the management

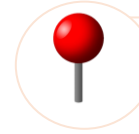
G. Coordination with NBM Studio

- a) Manner of giving instructions from Pondo ng Pinoy to Noon Break Media.

H. Relevance of Pondo ng Pinoy Radyo TV

Evaluate the effectiveness and sustainability of the radio program by answering the following questions:

- a) Did Pondo ng Pinoy Radyo TV met its main objective which is to evangelize by using the new media? How?
- b) What is the distinctive character of Pondo ng Pinoy Online Radyo TV from the traditional way of evangelizing?
- c) Does the program provide good avenue to promote your activities in the Diocese/s?
- d) Do you think you can maximize the program as part of your promotional campaign?
- e) Did the program help you to create another perspective in new evangelization?



II. REMINDERS

- A. Anchors and guests must observe proper decorum inside the studio and appropriate attire when going on-board.
- B. Wearing of slippers, short pants, backless and sleeveless short/blouse are highly discouraged.
- C. Anchors and guests must be open to comments, suggestions and feedbacks for the improvement of the program.