PHILIPPINE BROADCASTING SERVICE BUREAU OF BROADCAST SERVICES

I. INTRODUCTION

This Operations Manual is an embodiment of the nature of the **Philippine Broadcasting Service - Bureau of Broadcast Services** (PBS-BBS), its mandate, functions and operational system. It serves as a guide to all employees, management and all the interested parties of the PBS-BBS. It contains the culture, concepts, policies and philosophies of the agency related to quality and efficiency.

This document defines how the agency operates and how tasks, jobs and responsibilities of the different functions and processes of the agency are carried out with the objective of satisfying both internal and external stakeholders.

II. DEFINITION OF TERMS AND ACRONYMS

All throughout the Operations Manual the word "Agency" refers to Philippine Broadcasting Service - Bureau of Broadcast Services while the term "Stakeholder" refers to all entities that benefit from the products and/or services of each and every function of the agency including internal and external groups. "Supplier", on-the-other-hand, shall refer to any outside organization that provides products and services to the agency and any internal group thereof, so that needed products and services can be realized.

A. PRODUCTION:

Radio Program - to a broadcast material-news and public affairs, educational, magazine, sports or musical format-aired in any agency station.

Other Broadcast Materials - produced broadcast materials, including but not limited to the following:

- a. Station IDs
- b. Advertising spots
- c. Plugs

d. Stingers and breakers

Broadcast - airing or transmission of a radio signal.

Broadcast log - a document which outlines the programs and materials chronologically for airing in any agency radio station from sign on to sign off.

Sign On – the actual operational start-up of broadcast and transmitter facilities.

Sign Off – the actual conclusion of the station's broadcast operation and shut down of broadcast and transmitter facilities for the day.

Programming – the sequencing of the various radio programs which make up the station's entire broadcast activity for the day.

Station ID -a produced material, usually sixty (60) seconds long, which introduces the personality and basic information about the agency radio station.

Special broadcast – the transmission of any activity of utmost national interest or significance i.e. presidential activities, elections, calamities, etc.

Remote broadcast— a broadcast emanating outside of the main studios.

Hook Up– the process of linking-up with a main source for the purpose of airing the same broadcast.

Advertising material- produced material aired over any particular agency station which endorses or promotes a particular product or service.

Advertising spot— the agreed time slot and duration when an advertising material is aired.

Info Plug -produced material which aims to promote an advocacy or activity of any private individual or entity.

Institutional Plug – a broadcast material that promotes advocacy programs or activities of the national and local government sectors

Stingers and Breakers-short produced materials to serve as separators or in-between of segments in a radio program.

B. NEWS:

Assignment Log —a document which lists events to be covered and stories to be developed/followed up by the reporters.

Reporter- one who gathers and writes about significant news on current events and other journalistic material(s) for broadcast.

Newscast —a radio program that consists of news reports which are written or delivered in a short and straightforward manner.

Hourly newscast— a five-minute newscast aired on top of the hour.

Script-written-out version of a news story which is read on the airby a newscaster.

Voice clip – an edited recorded voice of a reporter or newsmaker.

Wrap -reporter's voice occurs at the beginning and end of a "voice clip", the report is "wrapped around" the actuality.

In cue - the first few words--generally four--of a taped report or interview, written on script to help the engineer identify the material.

Out cue - the last few words--generally four words —ofa taped report or interview to guide the engineer on where a voice material shall end.

Lineup - arrangement of items in a newscast.

Lead – the banner line of a news story, serving as "GIST" to the full details of the item which should concisely reveal the story's basic events and provide an introduction to the details.

C. <u>PUBLIC AFFAIRS</u>:

Public Affairs – current events of national significance and interest affecting the lives of the people.

Network Infrastructure – the general network system (central and provincial offices) i.e, computers, cabling, switches, routers, etc.

Coverage plan – planning and execution of presidential activities, special events and emergency broadcast.

Presidential coverage – the dissemination of relevant information about the Presidency.

Presidential coverage memorandum – the scheduled activities of the President, copy furnished to the announcer's booth and master control.

D. NETWORK:

Memorandum and Network Advisories – written instructions to provincial stations usually about programming matters, reminders and/reiteration of agency policies.

Special Order – written document issued by the Director authorizing a station or stations or personnel to perform special function(s) or task(s).

Weekly Accomplishment Report (WAR) – a weekly report by the 28 provincial stations regarding the accomplishment and problems which need action.

Summary of Action Items —accomplishment Reports emphasizing significant output of each station (*Production, Eng'g, Admin*), submitted to the PBS Director and to the concerned Divisions at Central Office.

Broadcast Operations Report (BOR) — a monthly report from provincial stations containing the total number of broadcast hours versus target broadcast hours. This also determines the number of hours devoted to BBS Programming Thrust or on Government Priorities/Goals and the number of hours/rate of occurrence to the identified services given by the Bureau.

Major Operating Report (MOR) – a report submitted every 2 months by provincial stations containing the major/out of the ordinary accomplishment(s) of their station and recognition/ awards/citations they received. Collated and summarized for submission to the Director's Office.

Monitoring of reports filed to DZRB-Radyo ng Bayan Manila — the Daily monitoring/logging of reports filed from the reporters of the provincial stations to make sure they abide with their schedule of participation and that reports were not duplicated from one program to another of DZRB-Manila.

Major Final Output – the list of duties and or activities to be accomplished by a division, station and individual staff as basis of their performance output.

Daily Assignment Log – the list of special activities/events/interviews to be undertaken by concern station/production staff which is partly the basis of the news/reports of the following day.

E. <u>ENGINEERING</u>:

Sign On – the actual operational start up of the broadcast and transmitter facilities.

Sign Off – the actual operation shutdown of the broadcast and transmitter facilities.

Broadcast – to transmit signals or programs from a radio station.

Transmitter –the equipment used for generating and amplifying a radio-frequency carrier, modulating the carrier with information and feeding to an aerial for transmission.

The equipment used to broadcast.

Broadcast facility – commonly called radio station.

Transmitter facility – a part of a broadcast facility consisting of transmitter, tower, audio processor STL receiver, transmission line and Antenna Tuning Unit (ATU).

STL – Studio-to-Transmitter Link.

Broadcast Equipment – to accessory or part of the broadcast facility such as console, microphone and transmitters.

Electrical – relating to or operated by electricity.

Engineering – the action, work, or profession of an engineer.

Communication – sending messages, orders including telephones, radio or television.

F. RESEARCH:

Monitoring report - a written report enumerating highlights of news and comments aired on selected radio stations on government policies, projects and services, and other national concerns.

Radio plug – a written story on specialized information on government, or general information on culture and arts, history, health, etc, recorded for broadcast.

Feature – a written story on specialized information on government, or general information on culture and arts, history, health, etc.

Recording – putting on tape voiced or produced materials with the assistance of technician in a recording studio.

Program evaluation – a written review of a program's content, format and delivery.

Audience Feedback – opinions, comments or suggestions from listeners.

Audience survey results – listenership ratings of stations from AC Nielsen, KBP-RRC, NSO-PBS.

G. <u>ADMINISTRATIVE</u>:

1. Human Resources Management

Recruiting/Hiring – process of finding and hiring the best qualified candidate from within or outside from an organization for a job opening in a timely and cost effective manner.

Selecting – the systematic method of determining the merit and fitness of a person on the basis of qualification and ability to perform the duties and responsibilities of the position.

Training –a systematic and planned process to change the knowledge, skills and attitude of an employee in such a way that organizational objectives are achieved.

Promoting – the advancement of an employee from one position to another with an increase of duties and responsibilities as authorized by the law and usually accompanied by an increase of salary.

2. Records Management

Records - are documents stating results achieved or providing evidence of activities performed. Records file shall be kept at the location where they are used. Access to the records file shall be given to all Section and Division Heads and other personnel authorized by virtue of their position to have access of such records.

Indefinite Retention Period - as used in all management systems procedures shall mean that the document or record shall be kept for as long as the Agency and its management system is in-effect. If it is used to refer to personnel records, the term shall mean co-terminus with the employee.

3. Maintenance

Routine Maintenance - as use in this procedure, refers to the regular maintenance check of various machine and equipment done to check operation ability of the machine or equipment. The Machine/Equipment User normally performs this prior to the use of the equipment/machine.

Corrective Maintenance - the type of maintenance done if the machine equipment is found not to operate normally or is noted to be defective, Corrective maintenance is not programmed and requires action prior to use. Trained or competent personnel perform corrective maintenance.

Preventive Maintenance- the regular and programmed general check up of the machine or equipment to assess its overall condition and to replace any part found to pose any potential breakdown. Preventive maintenance is scheduled. This is performed by highly trained or competent personnel.

4. Purchasing and Inventory Management

Procurement - the <u>acquisition</u> of goods, services or works from an external source. It is favorable that the goods, services or works are appropriate and that they are procured at the best possible <u>cost</u> to meet the needs of the acquirer in terms of quality and quantity, time, and location. [1]

Corporations and public bodies often define processes intended to promote fair and open competition for their business while minimizing exposure to fraud and collusion.

Supplier- used in this procedure refers to the external parties contracted by the Agency to Routine provide equipment/machineries, products, materials/parts, supplies and services needed by the Agency to support their mandate.

Inventory Management – inventory control, a similar term, is the area of inventory management that is concerned with minimizing the total cost of inventory while maximizing the ability to provide end user with product in a timely manner.

- Also the management of personal property, equipment, tooling and physical capital assets that are acquired and to use in agency operation;
- Property management involves the processes, systems and manpower required to manage the <u>life cycle</u> of all acquired property including acquisition, control, accountability, responsibility, maintenance, utilization and disposition.

Disposal – the process to destroy, to sale, discard materials/equipment that are useless or used up:

5. MIS [Management Information System]

MIS [Management Information System] — a computer-based system that provides managers with the tools to efficiently service the units and divisions of the agency.

Network Infrastructure — the general network system (central and provincial offices) i.e, computers, cabling, switches, routers, etc.

Routine Maintenance – the regular maintenance check of various computers and peripherals to assess their operational and functional capacity before their next actual use.

Corrective Maintenance – the type of maintenance done if the computer or peripheral is found un-operational or is noted to be defective.

Preventive Maintenance – the regular scheduled check up of computers and or peripherals.

Software – operating systems (OS), and applications that enable computers to work.

Hardware – physical elements that comprise the computer system.

Operating Systems – manages the computer hardware and software resources.

H. FINANCE

Budget Preparation – the process with designated organizations and individuals having defined responsibilities that must be carried out within a given timetable.

List of Due and Demandable Accounts Payable – Advice to Debit Account (LDDAP-ADA) – the list of creditors, their preferred servicing banks, savings current account numbers whereby direct payment is credited to their respective bank account numbers.

Special Allotment Release Order (SARO) – the allotment (not included in the General Appropriations Act) released by DBM for the payment of special purposes e.g. payment of Terminal Leave, Productivity Enhancement Incentives, Performance Based Bonus.

Notice of Cash Allocations (NCA) – Cash Authority issued by DBM to cover cash requirements of the agencies.

III. GENERAL INFORMATION

The Philippine Broadcasting Service-Bureau of Broadcast Services (PBS-BBS) is the official radio broadcast arm of the Philippine Government. Its central office is located at the 4th Floor Media Center Building, along Visayas Avenue in Quezon City.

The main function of PBS-BBS is to provide information and communication support using the medium of radio, to various development programs and activities of the government.

The thirty-two (32) radio stations, strategically located nationwide operate at an average of fifteen (15) hours, from 5:00 a.m. to 8:00 p.m. per day, everyday including Sundays and holidays, for the whole calendar year.

News, Public Affairs, and development communication programs constitute the main bulk of PBS-BBS transmission from sign-on-to-sign-off. As a matter of policy, emphasis is placed on program materials that promote public awareness of official government activities, projects, priorities, including presidential pronouncements, statement and decisions, Senate and House going-on and virtually every event in the various agencies and instrumentalities of government that redounds to the welfare of the people.

As in previous years, PBS-BBS will continue to address the need for a massive and sustained information campaign that will communicate through the radio the government's Areas of Priority namely: Anti-Corruption/Transparent, Accountable and Participatory Governance; Poverty Reduction and Empowerment of the Poor and Vulnerable; Rapid, Inclusive and Sustained Economic Growth; Just and Lasting Peace and Rule of Law; and Integrity of the Environment and Climate Change Mitigation and Adaption. The network shall strengthen and reinforce the President's Social Contract with the people.

PBS-BBS shall disseminate to the radio listeners what the government has done, is doing and plans to do to uplift the lives of the Filipino people.

HISTORY

During World War II, the US Office of War Information set up a radio station with call letters KZSO inside a US submarine with the intention of sending messages and updated information on the progress of the war against Japan. The station played a vital role and contributed largely to the early occupation of the Philippines by the US armed forces.

This 50-watt portable radio station later found its way to the Philippines when the USAFFE soldiers landed in the Lingayen Gulf during the first week of February 1945. KZSO was alongside the American soldiers as they reached Manila.

A makeshift studio was thereafter constructed in an old warehouse of Carmelo and Bauermann on Azcarraga St. (now Claro M. Recto), beside the Far Eastern University.

The following year, KZSO- renamed KZFM – temporarily moved to the Ramon Roces building on Soler St., in Sta. Cruz, Manila, until it was turned over to the Philippine government-under the Department of Foreign Affairs-in September 1946.

The Radio Broadcasting Board, created in September 12, 1947, took charge of the administration and operation of KZFM, which transferred its studios to the fourth floor of the Manila City Hall building.

On January 1, 1952, the board was abolished, in its place was established the Philippine Information Council. In compliance with the resolution approved in the International Telecommunication Conference in Atlantic City, USA, all radio stations in the Philippines would adopt the letter "D" as the first letter of its call letter.

DZFM acquired a new 10 kilowatt transmitter in 1958. The old 5-kilowatt was used to establish a sister station, later known as DZRM, together with the short wave stations DUH2 and DUB4. Thereafter, a new name for the mother entity of the radio stations was necessary, thus, giving birth to the umbrella organization called the Philippine Broadcasting Service (PBS).

In the 60's, provincial stations were established to augment the operational coverage of PBS. During this period, DZEQ Baguio, DYMR Cebu, DYCI Iloilo, and DXRP Davao came into being, together with other relay stations including DZMQ Dagupan.

Other AM stations were likewise established in Manila including DZCP, where the entire congressional deliberations were aired. The mid-60's also saw the establishment of a television station under PBS using Channel 10 for its telecast.

When Martial law was declared in 1972, PBS was abolished. On January 1, 1973, it was resurrected as Bureau of Broadcast (BB) under the Department of Public Information.

Meanwhile, another government entity – the National Media Production Center (NMPC) –acquired the facilities of Voice of America in Malolos, Bulacan in 1969. The NMPC operated the "Voice of the Philippines" (VOP) on both medium wave -918 kHz and short wave 9,910 MHz transmissions. In 1980, the NMPC obtained DWIM-FM (presently DWBR) 104.3 MHz.

The BB and the NMPC were brought under one administrative roof in 1980 when the Office of Media Affairs (OMA) was created to provide a loose union for both networks within the ABS-CBN complex in Bohol Avenue, Quezon City.

After the peaceful 1986 Edsa Revolution, the OMA, NMPC and BB were merged and reorganized. In their stead came the Bureau of Broadcast Services (BBS). At present, PBS-BBS owns and operates radio stations nationwide with DZRB Radyo ng Bayan Manila as its flagship station.

The existing mandate and function of the PBS-BBS have become more relevant, considering government thrusts, the developing environment and the issuance in the year 2010 of E.O. 4 by the President reorganizing and renaming the Office of the Press Secretary to the Presidential Communications Operations Office and the Presidential Communications Development and Strategic Planning Office.

PBS-BBS aims to address the need for a massive and sustained information campaign that will communicate through radio the Office of the President's vision of development for the country and its people

MANDATE

The Philippine Broadcasting Service-Bureau of Broadcast Services shall be responsible for disseminating thru broadcast information on the activities, policies, and directions of the Government and the Presidency, throughout the country.

The Agency shall be headed by a Director and assisted by a Deputy Director, both appointed by the President upon recommendation of the Office of the Press Secretary/Presidential Communication Operations Office Secretary.

VISION

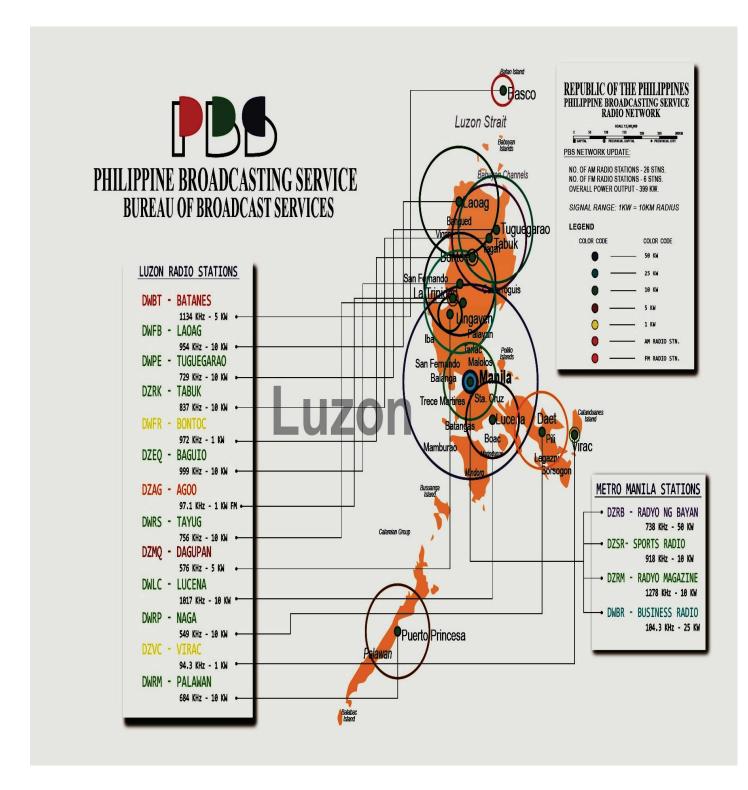
The Philippine Broadcasting Service-Bureau of Broadcast Services (PBS-BBS) shall be the leading public radio network committed and responsible to its national and international audiences.

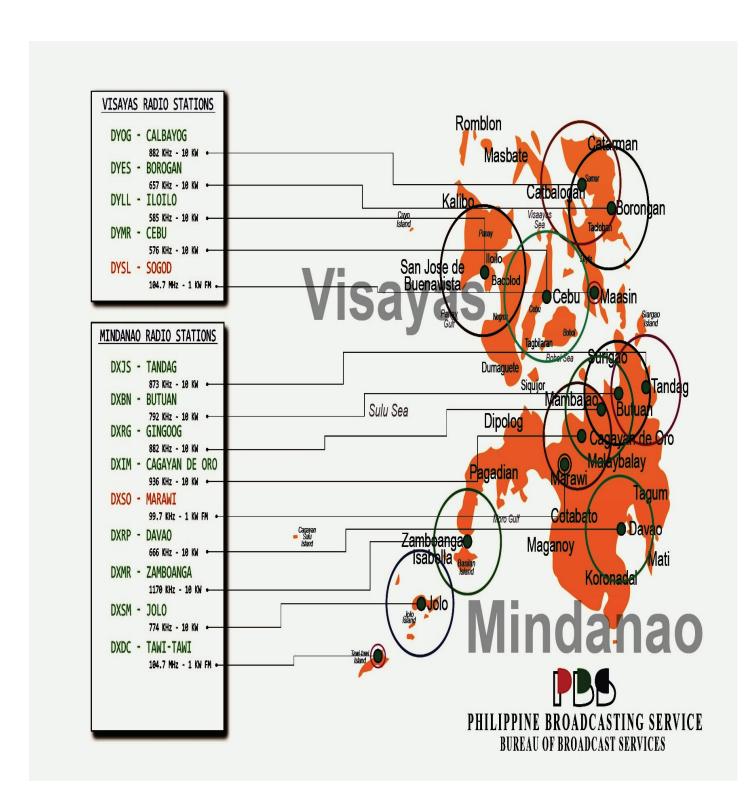
PBS-BBS shall serve as a highly credible channel of information, a true public forum and persuasive agent of social change and development.

Manned by service-driven and competent personnel and equipped with state of the art facilities and technology, PBS-BBS shall champion what is relevant in any specific service area for the benefit of the greatest number of people and the development of the nation.

MISSION

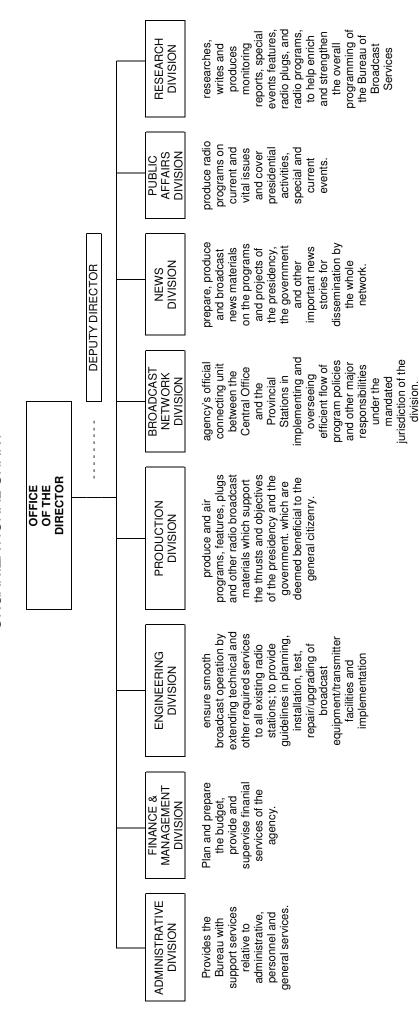
- 1. Provide nationwide broadcasting services primarily for the Government's and the Presidency's information and communication requirements;
- 2. Serve as vital link between the government and the people as effective conduit for feedback and feedforward mechanism;
- 3. Provide broadcast services to all the regions of the country with particular focus on areas not adequately served by private networks;
- 4. Provide broadcast programming designed to preserve and promote the national heritage and culture, advance educational goals, and support the thrust and goals of the Presidency and the Government;
- 5. Continually improve programming and dissemination capabilities geared toward strengthened and innovative programs in support of countryside development.





BUREAU OF BROADCAST SERVICES (PHILIPPINE BROADCASTING SERVICE)

ORGANIZATIONAL CHART



V. OPERATIONAL CONTROL AND SUPERVISION

DIRECTOR IV

- 1) Plans and formulates policies of the Agency;
- 2) Assumes full administrative and technical responsibility for the functions of the Agency;
- 3) Determines and directs the implementation of activities for the office;
- 4) Determines and approves projects to be undertaken and sustaining programs to be aired;
- 5) Directs the overall daily operation of the Agency;
- 6) Reviews, checks approves plan relative to broadcast campaigns for government and civic group activities;
- 7) Represents the government in national and international conferences on broadcasting and information;
- 8) Assists special committee on information and education in planning and implementing broadcasting and mass communication policies; and
- 9) Performs such other duties from time to time as directed by the Office of the Press Secretary.

DIRECTOR III

- 1) Exercises functional supervision over all key personnel of the radio network and coordinates their functions and duties;
- 2) Formulates plans of technical projects relative to transmitting and engineering;
- 3) Determines and recommends approvals of procurement of broadcast equipment;

- 4) Provides advice on all technical and/or operational matters;
- 5) Assists the Director in managing the overall activities;
- 6) Makes emergency assignments when necessary; and
- 7) Performs such other duties from time to time as directed by the head of the Agency.

PRODUCTION DIVISION:

BROADCAST STATION MANAGER (Radio Station Manager)

- 1) Directs and supervises the work of the staff maintaining a harmonious relationship with them;
- 2) Conceptualizes station format;
- 3) Plans and formulates policies guidelines for the station's smooth operations based on management's directions;
- 4) Voices programs;
- 5) Implements the station's policies and directions for the general public's listening benefits;
- 6) Establishes rapport with public and communicates interpersonally with employees to encourage them to contribute to the station's total efficiency;
- 7) Renders regular reports on the accomplishments, needs and problem of the station to the Director; and
- 8) Performs all other tasks assigned by the Director.

BROADCAST PRODUCTION SUPERVISOR (Radio Production Supervisor)

- 1) Conceptualizes and voices radio programs;
- 2) Determines in consultation with Station Manager, the station's production and programming policies within the contest of the station's goal and objective;
- 3) Supervise all the production operation of the station;

- 4) Provide assistance to the staff in terms of their production requirements;
- 5) Evaluates all broadcast materials for transmission;
- 6) Monitors and evaluates program and make recommendation if necessary;
- 7) Represents the Radio Station in conferences as per instructions of the Station Manager; and
- 8) Performs other functions as may be assigned from time to time.

VI. OPERATING PROCEDURES

PRE-PRODUCTION PHASE

- 1. The program producers/announcers meet to determine what will be the specific contents of a particular program episode.
- 2. Having determined the program content, the producers/announcers shall gather broadcast materials needed for their program.
- 3. The producers/announcers shall prepare a document outlining in chronological order the various elements of the program.
- 4. The producers/announcers, when applicable write a guide of what is to be said on air to ensure accuracy of details.
- 5. The producers/announcers should coordinate beforehand with the concerned resource persons to ensure their availability during the program.

ACTUAL PRODUCTION PHASE

The announcers ably supported by a technical personnel, air on real time the content of the radio program based on the sequence guide. A radio program may contain some if not all of the following elements:

- -Opening billboard/spiel
- -Main program content

- * News
- * Commentaries
- * Interviews
- * Report
- * Music
- * Public service announcement/Community billboard
- -Closing spiel/billboard

POST-PRODUCTION

The producers/announcers/technical personnel meet to assess and or evaluate an aired radio program to determine whether: the targets were met, not met or exceeded and recommend appropriate course of action.



PHILIPPINE BROADCASTING SERVICE BUREAU OF BROADCAST SERVICES ISO 9001

Procedure Manual PRODUCTION – QP 18

| Issue No.: 1 | Issue Date: | Rev. No.: | A | Rev. Date: | - P a g e | 1

Rev No.	Preparation Date	Description of Change	Prepared by
1	June, 2015	Initial documentation of the Quality Management System	•
		To conceptualize and provide a broadcast programming that supports thrusts and objectives of the presidency and the government. To conceptualize, produce and execute radio programs and similar broadcast materials aired in PBS Station.	
		SCOPE:	
		This covers:	
		Conceptualization and planning of radio programs and other broadcast materials prior to airing in PBS stations.	
		Actual production, execution or airing of radio programs and broadcast materials in PBS stations.	
		REFERENCE DOCUMENTS:	
		Program plan	
		Broadcast Log	
		Quality Manual	
		ISO 9001:2008 Standard	
		DEFINITION OF TERMS:	
		Radio Program- refers to a broadcast material-news and public affairs, educational, magazine, sports or musical format-aired in any PBS station.	
		Other broadcast materials-refer to produced broadcast materials, including but not limited to the following: station IDs, advertising spots, plugs, stingers and breakers aired in any PBS station.	
		Station ID -refers to a produced material, usually 60 seconds long or less, which provides the basic information about any PBS radio station.	
		Advertising material-refers to a produced material which aims to sell a particular product or service to the public by way of airing in a radio station	

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Procedure Manual PRODUCTION – QP 18

Issue No.: 1
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PHILIPPINE BROADCASTING SERVICE BUREAU OF BROADCAST SERVICES ISO 9001

Procedure Manual PRODUCTION – QP 18

| Issue No.: 1 | Issue Date: | Rev. No.: | A | Rev. Date: | - P a g e | 3

1.2. Approval of program concept.	Station Manager, BPS
2.0 ACTUAL PRODUCTION AND AIRING OF RADIO PROGRAM	
2.1 Preparation of program materials	Announcer, Producer
2.2 Actual broadcast of radio program	Announcer, Producer

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PHILIPPINE BROADCAST SERVICE BUREAU OF BROADCAST SERVICES PRE ACTUAL POST PAP FORM

TIME	PRE- PRODUCTION	ACTUAL PRODUCTION	POST PRODUCTION
00:00:00	Station ID – Hourly ID		
00:15:00	Station ID		
00:30:00	Station ID		
00:45:00	Station ID		
00:00:00	Station ID – Hourly ID		

PROGRAM ANCHOR MANAGER

NOTED BY: PRODUCTION SUPERVISOR/STATION

OATE: AM TITLE: AM HOST:		
PROGRAM PLANNING	PROGRAM EXECUTION	REMARKS



PHILIPPINE BROADCASTING SERVICE BUREAU OF BROADCAST SERVICES

RECORDING REQUEST FORM

To:		
From:		
Re:		
	A	Circuit and December 2
	Approved/Disapproved	Signrature of Requesting Party
	Assigned Officer	