



1 + 1 = 2 x 2

(Gerry plus Anthony equals Dos por Dos!)

By Zhander H. Cayabyab

"Ito po si Gerry Baja... Ito po naman si Anthony Taberna. Muling sumasainyo ang DOS POR DOS!" And so the real deal starts here. Two of the best commentators in the country, combined together for a hard-hitting program that whips not only in the ears but deep within the bones (especially to those guilty of their misdeeds).

They started in DZMM as field reporters, Gerry being Radyo Patrol #25 and Anthony being Radyo Patrol #28, respectively. Their tandem was first heard in *Ito ang Radyo Patrol*, a weekend program that aimed to discover field reporters' anchoring skills; reporters go on-air on a mix-and-match basis, until Gerry and Anthony were paired together their tandem clicked.

They were then chosen to anchor *Gising Pilipinas* where they honed their newscasting skills and developed comradeship that remains unmatched by most tandems today. *Gising Pilipinas* was supposed to be the 4:00 a.m. newscast of DZMM, delivering straight news with no chit-chat whatsoever; but these two being very deviant of the norm, continued to give commentaries. As Station Manager Angelo Palmones recalls, *"lagi yang napapagalitan dahil makukulit! Sinabi na ngang 'wag mag-editorial sa Gising eh!"*

But it was this reinvention of the early morning news which led to a program of



their own. In 2004, *Dos por Dos* made its pilot broadcast, carrying the battle cry: *"Humahataw... Humahagupit! Lumalatay sa Komentaryo!"*

Balanced Programming

One big question lingers in the "bright" minds of some: Is their objectivity in delivering news compromised, since they are reporters and commentators at the same time? Well, both are proficient journalists that still stand by the code of ethics, knowing the perimeters of straight reporting as compared to handling a commentary program. Most perceive *Dos por Dos* as opposition-inclined as Gerry and Anthony always remark on the government's misdeeds. But it is a must for them to get both sides of the story.

"Kauna-unahan po ito, ho?!"

They were the first to air portions of the *Hello Garci* tape in 2005: Gerry was on board DZMM *Balita Ngayon*, while Anthony

was covering it live on field. The scoop rocked the Philippines and the world as well.

"Mga textmates... Mga textpartners"

Gerry and Anthony would discuss the hottest topics of the day, and invite the listeners and viewers to interact with them through SMS. Most are fond of sending their violent reactions to the never-ending political circus in the country, and reading such feedback adds to the substance of the program. *"Vox populi, vox dei."* And so, the saying goes (if they were able to read most of the texts, that is).

What a Wonderful World

What makes it more remarkable for these two is that they know how to read and conduct tedious research. They do not just give ballistic remarks; they make sure that these are based on facts. They also have the advantage of having access to pertinent personages and story developments. Being very good writers, they always close the program with excellent editorials, relating the current issues to past events, inspiring verses or pertinent (sometimes biblical) personalities. Gerry and Anthony always call to action for the welfare of the Filipino people, and give light in the midst of hopelessness prevailing in our country.

Note: Zhander H. Cayabyab is a Production and Technical Assistant assigned to the program's morning timeslot.

From Worker Ant to Queen Bee: A Cinderella Story of Sorts

By: TJ Correa

History unfolds in the media industry as Ms. Charo Santos-Concio is appointed as the first woman president of a media conglomerate.

Actress, film and television producer, TV and Radio Drama Host, Ms. Santos-Concio takes the reins as she heads the ABS-CBN Broadcasting Corporation. An acclaimed actress She received the award for Best Actress at the 1978 Asian Film Festival in Sydney, Australia for her work in *Itim*, Santos-Concio, who recently completed her management course in Harvard University, started her career in ABS-CBN as consultant in June 1987. She was assigned as Director for Programs in 1989, and was then promoted to Vice President of Production Operations in 1991.

In 1996, Ms. Santos-Concio became Senior Vice President for TV Production, and was appointed Executive Vice President in 1998. 2006 saw her appointed as Channel Head for ABS-CBN Channel 2.

Charo's love affair with television started way back in her teenage days when she and her sister, Malou Santos, both acknowledged movie freaks would frequent their favorite theater in Calapan, Oriental Mindoro to watch movies of Nora Aunor and Tirso Cruz III.



Charo had her OJT (On-the-Job Training) at ABS-CBN, under the late director Tony Santos, when she was about to graduate from St. Paul's College. She grew up watching programs in ABS-CBN and always dreamed of being part of

the network. Santos-Concio was behind the creation of ABS-CBN's top-rated programs and Star Cinema's box-office films. *Maalaala Mo Kaya*, the most successful and longest-running TV Drama anthology program was her brainchild apart from her hosting stint in the program, *Maalaala Mo Kaya sa DZMM* which airs weekdays at 2:00 PM over DZMM Radyo Patrol Sais-Trenta.

"Charo brought greater synergy between sales, marketing, and production, which enabled the company to deliver remarkable business results for the past two years," ABS-CBN said in a statement.

ABS-CBN's Head for Corporate Communication Bong Osorio said that Charo thanked Gabby for the "trust and confidence" and also promised to try her best to be the leader of a great network.

As President, Ms. Santos-Concio will be in charge of the company's total business portfolio.

From dreaming of being part of ABS-CBN to being its president, indeed she is a true testament to what our old friend, Cinderella always said – "If you keep on believing, the dream that you wish will come true."

The Guru Talks Bert Timbol: Radio made the world and shaped it into a global village, not television

By: Zandro Amiel N. Ochona

Mr. Norberto Timbol was already a psychology professor in one of the top universities in the country when he was offered to develop and head the research department of a large refining company. He would make history with his phenomenal advertising trends, still used to this day, which earned him the moniker, "the country's father of media advertising."

The young Mang Bert, as he is fondly referred to, grew up exposed to the simplicity of life in their family farm in Tarlac. He was in the fifth grade at the Sto. Cristo Elementary School when World War II broke out which led to

his academic acceleration. When the war ended, they returned to their farm having to endure a daily five-kilometer walk just to finish his secondary education at the Tarlac High School. He would then attend the Philippine Normal School in Manila to earn his degree in Education majoring in School Administration. He became an assistant principal at the Isabelo Delos Reyes Elementary School in Tondo, but his desire to study abroad landed him a Fulbright Smith-Mundt scholarship in Northwestern University. However, while being interviewed at the US Embassy, the Vice President of the University of Colorado saw Mang Bert holding a brochure of their



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FITRUM – Growing Up with Radio

By : Angelo Palmones & Mawie Tadeo



The Herbs and Nature Corporation have had several successful product launches since 1982, but FITRUM appears to have been touched by the mystical hand of King Midas, turning the business into a “golden venture.”

Ms. Carol Villegas, a confessed-beneficiary of Fitrum’s magic, and the ever-smiling President of Herbs and Nature, admits that she never foresaw the astonishing accretion of the business in the very competitive Philippine food supplement industry. Launched in 2004, Fitrum today is a by-word for all those who want to become as slim and fit as Ms. Judy Ann Santos, without surgical intervention. “The product is now invading the US and other international markets,” says Ms. Villegas.

Coming from a humble family in Albay, Carol has been exposed to the wonders of natural medicine from plants and herbs. “*Yung pilay ko nung bata pa ako, nagamot ng hilot na gumamit ng dahon na dinarang lang sa apoy!*” she relates.

Thus, after the success of their first product, Tahebo Tea in early 80’s, she was convinced that their focus should now be on a potent food supplement that will respond to the increasing problem of obesity and weight-gain, especially among women.

But having a good product or using a popular endorser is not enough to make the product fly off the shelves, especially with limited marketing budget. “*Radyo na agad ang ginamit namin from the very start*” confides Carol. “Consider-

ing that the target market of Fitrum are those aged 30 and up, radio was the best medium to grow the business.” Over DZMM, the *Buhay at Kalusugan* segment in Cheryl Cosim’s *Magandang Gabi Doc* airs thrice a week with health experts explaining the benefits of Fitrum and other Herbs and Nature products.

Carol assures Fitrum users that the continuous research and development will sustain and improve the beneficial effects of their products while preserving the gifts of nature and protecting the environment.

It’s the worst of time, It’s the best of times

Peter A. Musngi

Everywhere you turn, there’s something significant happening or something substantial to say about something. In the Philippines – never mind the rest of the world – we never run out of breaking news, issues, controversies, gossip and crisis in one form or another. And when the 5 elements are present, radio not only lives, it thrives!

I think we’ve used up all the letters of the alphabet in the continuing political drama starting with ZTE-NBN, NR & SR (Northrail and Southrail), FG and FGI, and God-knows what other initials there will be in the future which will trigger yet another senate inquiry. And we have crises galore: fuel, rice, coal and power.

It is not to say that we in the radio industry rejoice when there are major problems besetting our country; but the painful reality is the Philippines seems to be a magnet for calamities – both natural and man-made. Having just finished the 1st quarter, this year seems to indicate a bountiful harvest of problems and controversies both for the administration and the citizenry. This is where radio’s role becomes crucial.

Radio informs. Oh sure, you can watch the nightly news on TV, but Radio goes beyond the one-and-a-half-minute average news item length on TV. Radio can really go down to the specifics: all the sidebars and all the related stories, because if there’s one thing radio has a lot of, it’s time; we’re 24/7 after all.

Radio dissects. We bring you the news and the newsmakers and the people behind the newsmakers; we don’t just read the news, we interview, we interrogate, we ask for explanations; and we demand answers.

Radio takes a stand. That’s why we are not only newscasters we are also commentators – much like the newspaper columnists. Our radio anchors, interpret and comment on an issue as individuals, as citizens. Most of them having come from the *masa* or, at the very least, having been exposed daily to text messages coming mostly from the *masa* listeners of the radio station, they are able to articulate the reaction and sentiment of the man-on-the-street. They give voice to the people whose will, otherwise, be heard only by a few of their

friends or neighbors. Radio is a free market of ideas and opinions. Every conceivable stand is explained, discoursed and defended. The listener does not simply listen; he reacts, he sends text messages, he wants his voice heard.

Radio makes a lot of noise. Wasn’t it Lozada who said, “...*salamat sa media. Nang mag-ingay sila mukhang dun nagbago ang balak nila sa akin...*” When noise has to be made, radio is first to take on the challenge and raise a howl government or some other institution has to stand up and take notice and do the right thing.

It may be the quest of time but it is also the best of times for an old, traditional medium that still packs a tremendous punch when the situation becomes awfully confusing. Radio is like an old pair of shoes that still feels great no matter how worn out it look. It’s still comfortable, it’s good to have in the long run. It is quite simply... useful.

school and asked him if he wanted to study there instead of Northwestern. He spent four years in Colorado to finish his scholarship program.

By 1961, Mang Bert was asked by the Philippine Refining Company (now Unilever) to join them. He was tasked to set-up and develop the Market Research Department of PRC. From 1968 to 1970, he travelled back and forth from Manila to Indonesia setting-up the Media and Marketing Research Services Department. Then in 1986, the Media Arts Systems and Services Company Inc. (MASSCOM) was established to satisfy the media needs of Unilever Philippines.

Although Mang Bert's first exposure to the media was through radio's potential reach to the target market, he acknowledges that the consumer today is shifting to a visual medium. Nevertheless, he points out that with radio, "you can create images by sound without costing millions," and that there is still a lot of room for expansion for the development of radio.

With his almost 50 years in the advertising industry, he shares that this phenomenon is not peculiar to the Philippines. "That happened in Europe in the 1950s when TV first came out and people were crazy about the visual medium," shared Mang Bert. Because TV requires you to stay put and concentrate on what you are watching, this hampers the normal activity of the audience. He adds, "Adults can only tune in to TV for a maximum of two hours because they have other things to do."

But he does not blame the audience at all. "What I'm sad about is quite a lot of young people who are entering marketing have lost the creativity and the imagination of the spoken word." He was quick to say that, "the audio part of communication is dominant. The trouble is people forget it." Because of this, he advises marketers to, "tickle the imagination of your consumer" to reach their audience.

Mang Bert is known for the results of his research that led to successful advertising campaigns. According to a research, Filipinos do not like using powdered de-

tergents because they cannot rub it on the stained portion of their clothes. This led to the tagline of a detergent bar, "konting kuskos, ayos!" He started the "spoof" trend in advertising with the comedienne Elizabeth Ramsey clad in a Cleopatra outfit saying the memorable, "Magpatuka na lang ako sa ahas!!" Research for today's toothpaste would not have that much variety in flavor if it were not for the "lasang bebel gum!" testimonial of that woman in the street who tried it. "That beautiful picture you create on television can be translated into something and bombard it on radio and then there is the tendency for that picture to be remembered," shared Mang Bert.

Radio can also be a venue for recall and repetition of messages to reach your target audience in a cost effective manner compared to any other medium he attests. "Not only can it describe what pictures cannot describe, it is also the medium that allows itself on repetition." He asserts that, "in the field of education, learning theory is based on repetition." Some of the advertisers today may not fully see the potential of radio in reaching their target audience and some may even veer towards the visual medium, But he said, "I'm with communication. Whenever I can touch you (the audience) I'll do so." He suggests looking at the lives of your audience. "By looking at their life, you know very well what area of communication that bombards them all the time, it is the audio," said Mang Bert.

"Radio does not demand sitting down and concentrating." And radio proves to be the most used and convenient medium especially during drive time. However, driving along EDSA may also expose the driver and its passengers to the billboards. But Mang Bert says, "The big problem with billboards is that they're displayed one after the other, how do you expect the poor driver to remember everything when they are all crammed up?" He also explains, "When you drive, you concentrate on the road".

Another cause for the stagnation of the development of radio in the country is the changing taste of the consumers. Mang Bert argues, "The Filipino consumer has developed so fast in taste and sophistication by two avenues: The Balikbayan Box and Communication." Because of the rising

numbers of Filipinos working abroad, this exposed them to products abroad. "The Filipino consumer is very demanding because they have the taste of the sophisticated world." When asked what advertisers can do to address such changes in the demand, he suggests, "focus on the Filipino psyche, be creative to the Filipino."

Mang Bert confesses that he still listens to radio and his car radio is hooked on DZMM. But he critiques that throughout radio today, "there is no more news, there is commentary." He also notes that sometimes these commentators even go against themselves. Even newscasters are doing commentaries when they deliver the news through their gestures and vocal inflections. Mang Bert shares that he can tell by the facial expressions or how the voice of the anchor changes that these reporters have strong bias. Globally, the trend now in radio is towards developmental reporting and value formation. But he cautions, "The honest truth is value formation, when not handled properly, can become one of the most boring things in the world." Mang Bert suggested balancing everything. "When you make news programs, make news programs." he said.

Mang Bert believes in the potential of ABS-CBN as the largest network which owns TV, radio, cinema and even print media. He believes that this can complete the continuum for a successful ad campaign. "Maybe you haven't found the package yet on how to offer it to us in a continuum," and adds that if it can be done on TV, it can also be done on radio, cinema and magazines.

Although radio today may not be getting the bigger part on the advertising spending pie, advertisers today must see its importance that it can also be a venue to fully reach their target market. Aside from being cost effective compared to other forms of media, it proves to be a vital link in a communication continuum to send the advertiser's message across. As the advertising guru, Mang Bert, earlier said, "Any advertiser worth his salt must understand that commercial communication continuum is the key to successful advertising."