

JUNE 2022 **GMA** ELECTRONIC MAGAZINE

# KAPUSO



PHILIPPINE PRIMETIME TV'S  
**NEWEST HERO**

[GMANetwork.com](http://GMANetwork.com)   

COVER: RURU MADRID



# EDITOR'S NOTES

From its hole-in-the-wall newsroom and bare-bones broadcast in its early years, GMA enters its 72nd year stronger than before—with top-rating programs, award-winning shows, and a deep bench of the finest people in the broadcast industry.

Home to many breakthroughs, GMA levels up television with Philippine primetime's biggest adventure-serye *Lolong*. It brings together mystery and romance in *Love You Stranger* and spotlights women empowerment in the top-rating sports drama, *Bolera*. The Network's comedic prowess also shines in its sitcoms *Pepito Manaloto*, *Bubble Gang*, and its newest show, *Tols*.

But as we look at the present trailblazers, we also turn to the past. In this issue, we take a moment to look back at some of GMA's election coverages through the years. From eyewitness reports across the nation, quick counts and ballot boxes, to today's digitized count and split-second results, GMA always delivers further and faster, rigorously covering the polls and delivering invaluable insights.

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# CONTENTS

JUNE 2022 KAPUSO MAGAZINE



## Love You Stranger

Top-billed by real-life Kapuso couple Gabbi Garcia and Khalil Ramos, this series merges mystery and romance with folklore and filmmaking.



## Of Success & Service

Rocco Nacino went on to prove two important points: there's more to life than winning a title, and that success is not a mad dash to the finish line.



## Faithful and Fearless

Throughout the years, GMA was the most watched and the most trusted Network in these transformational times.

## 4 UPDATES

- GMA Network gets highest trust score anew among PH news brands
- DZBB, Barangay LS remain no. 1 in Mega Manila
- GMA Network's Lizelle Maralag among 2022 APAC Effies jury members

## 6 AWARDS

- Environmental Film Festival
- Pro Patria Journalism Awards

## 8 PROGRAM UPDATES

- Pepito Manaloto: Tuloy ang Kuwento
- Bubble Gang

## 10 NEW PROGRAMS

- The Fake Life
- Tols

## 14 COVER

- Lolong

## 28 DIGITAL DIGEST

- My Miracle
- Magpakailanman
- The Longer Battle
- Updated with Nelson Canlas
- Surprise Guest with Pia Arcangel
- GMA Lifestyle
- The World Between Us
- Jargon Buster

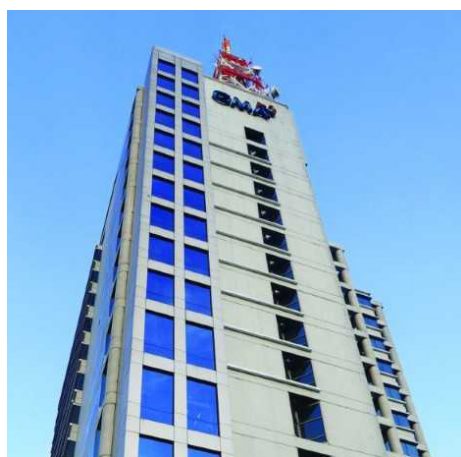
## 30 REGIONAL TV & SYNERGY

- GMA Regional TV and Synergy executive attends Broadcast Asia 2022
- Winners all: Kapuso stars, NCAA cagers triumph in first-ever 'GMA-NCAA All-Star Basketball Game'
- NCAA Season 97's Women's Volleyball

## 32 KAPUSO ABROAD

- #StrongerTogether with Kapuso in the US, Canada, Japan, and Bahrain

# GMA Network gets highest trust score anew among PH news brands



The Philippines' leading broadcast firm GMA Network continues to be at the top among 15 news brands after getting the highest trust score for another year in the latest Reuters study.

In the Digital News Report 2022 released by the University of Oxford's Reuters Institute for the Study of Journalism, 70 percent of the respondents who have heard of GMA Network find the brand trustworthy.

In turn, GMA's flagship AM radio station, Super Radyo DZBB climbed to the third spot this year with 65 percent in the said ranking, beating other radio stations included in the report.

The said report likewise ranked the weekly reach of the brands' TV, radio, and print as well as online platforms with GMA still emerging as the number one in both categories.

The Network topped the "TV, Radio, and Print" category, recording a weekly usage of 57 percent for its newscasts bannered by *24 Oras* and *Saksi*.

For online, GMA News Online got the highest weekly usage with 51 percent.

The Digital News Report 2022 was based on a poll of 93,432 people, where 2,023 are Filipino adults. Respondents are from 46 media markets in six continents polled online between January 18 and February 2. It noted that overall trust in news rose as Filipinos turned to media amid a surge of COVID-19 cases around the time the survey was conducted. ❤️

## DZBB, Barangay LS remain no. 1 in Mega Manila



GMA's flagship AM station Super Radyo DZBB 594 remained to be the highest rating AM station in Mega Manila with an audience share of 42.9 percent. It scored 16.4 points higher than its nearest competitor, DZRH.

A new DZBB program *Golden Memories* with Richard Enriquez begins this June 27. Hosted by veteran program host and radio DJ Richard Enriquez, the show brings back the feeling of nostalgia and accompanies listeners to a musical journey featuring the classics and hits of the 60s and 70s. It airs Monday to Friday from 12 midnight to 3 a.m.

Flagship FM station Barangay LS 97.1 Forever! similarly kept its dominance anew in Mega Manila with 40.6 percent audience share for the month of May. It was 26.4 points ahead of rival, 90.7 Love Radio. ❤️

\*As shown in Nielsen's Radio Audience Measurement (RAM) data for May 2022

# GMA Network's Lizelle Maralag among 2022 APAC Effies jury members



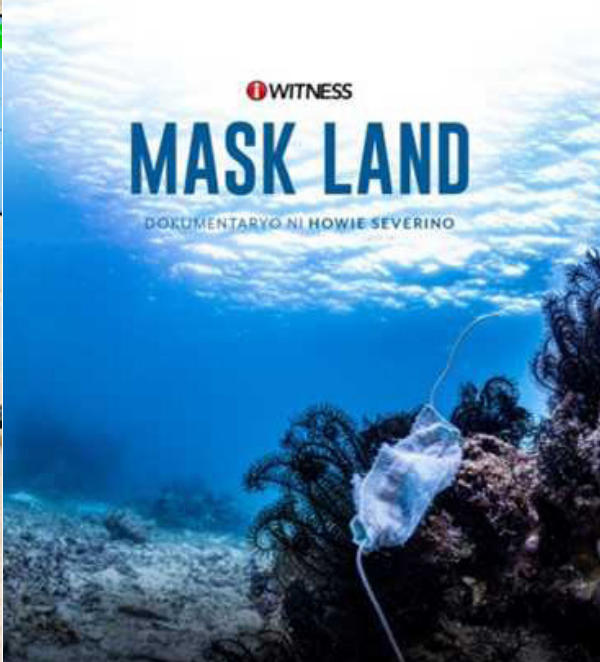
GMA Network Chief Marketing Officer (CMO) Lizelle G. Maralag has been tapped anew to be part of the 2022 Asia Pacific Effie Awards (APAC Effies) jury members.

Since 2017, Maralag has been among the APAC Effies judges composed of senior-level executives with rich knowledge and expertise on various marketing disciplines from across the region.

With almost 30 years of experience in advertising, media, and marketing, Maralag is responsible for GMA to become the most-awarded network from local and regional marketing award-giving bodies since 2010. She also played a key role in making Starcom Mediavest Philippines the number one media agency in the market during her tenure as a Managing Director prior to joining GMA.

The Effie Awards is a prominent award-giving body widely recognized in the industry as the global standard of marketing effectiveness excellence. It honors the most effective brands, marketers, and agencies, globally, regionally, and locally through its coveted effectiveness rankings called the Effie Index. Organized by Ifektiv Pte. Ltd., the Grand Effie Judging of the APAC Effie Awards happens this June, with the Awards Gala slated in September 2022. 

# I-Witness wins Silver Green Award in France



**D**uring the COVID surge of 2021, Howie Severino’s *I-Witness* team didn’t have to travel far to produce a relevant documentary. Just on the shores of Manila Bay was an overlooked danger created by COVID, the litter of countless used and discarded masks that were considered hazardous waste. Hidden in the sea were even more used masks threatening corals and marine life.

A toxic side effect caused by a global crisis, mask pollution was an issue that apparently resonated with an international jury that recognized the documentary, “Mask Land,” as deserving of

honor at the Deauville Green Awards in France, one of the longest running environmental film festivals in the world. “Mask Land” won a Silver Green Award in the Health and Living Environment category.

The Deauville Green Awards is an international film festival that honors the best of environmental reporting. Among the 100 finalists from 500 entries around the globe, “Mask Land” sheds light on the problem of ocean pollution due to single-use items such as plastics and medical masks.♥

## Sandra Aguinaldo receives the Outstanding Journalist Award at the 2022 Pro Patria Journalism Awards



**G**MA reporter Sandra Aguinaldo received the Outstanding Journalist Award at the 2022 Pro Patria Journalism Awards of the Rotary Club of Manila at the Conrad Hotel last June 16.

The Pro Patria Journalism Awards is an event that started way back in 1967 and aims to give recognition to members of the media who play an important role in the recognition of the importance of press freedom in shaping a nation and in recognition of the role of the media in the preservation of democracy.♥

Kilig status: **ON**

New stories of L♥VE to unfold SOON!



# IUVIS

*Caught in His Arms*





L-R: Jake Vargas, Michael V., Manilyn Reynes, and Angel Satsumi

# Pepito Manaloto: Tuloy ang Kuwento

Directed by: Michael V. | Saturdays | 6:15 PM

After more than 12 years of bringing one-of-a-kind entertainment and important family values to Kapuso viewers, the Filipinos' favorite and original cast made a big comeback via *Pepito Manaloto: Tuloy Ang Kuwento*.

## THE CAST

The new season welcomes back the pioneering cast members led by multitalented comedian, content creator, lead star and now the director of the program Michael V. together with Manilyn Reynes as Elsa Manaloto, Jake Vargas as Chito, and Angel Satsumi as Clarissa.

Completing the well-loved characters of *Pepito Manaloto* are Ronnie Henares as Tommy; John Feir as Patrick; Chariz Solomon as Janice; Mosang as Baby; Janna Dominguez as Maria; Jen Rosendahl as Roberta; and Arthur Solinap as Robert.

## THE STORY

*Pepito Manaloto: Tuloy Ang Kuwento* is the continuing comedic chronicle of the life *Pepito Manaloto*, a lucky multi-million lotto winner, his family and the merry mix of neighbors and colleagues.

Set in the present day, the episodes are based on real-life experiences and portrayed with humor and wit by the country's top-notch comedians. The program showcases the humorous realities of everyday Filipino life, highlighting family values that help the lead characters face challenges with optimism, and celebrating the special, happy moments - big or small- that we all aspire to share with our loved ones. ❤️



# Bubble Gang

Directed by: Frasco Mortiz | Fridays | 9:40 PM

There's more laughter, more joy, and more reasons to tune into GMA's award-winning and longest-running Kapuso gag show, *Bubble Gang*.

Joining *Bubble Gang*'s front man and multi-awarded comedian Michael V are the Kababol mainstays Paolo Contis, Sef Cadayona, Betong Sumaya, Chariz Solomon, Valeen Montenegro, Archie Alemania, Anayn Baro, Faye Lorenzo and Kokoy de Santos.

## THE NEW CAST MEMBERS

The gang also welcomed beautiful Kapuso actress Faith da Silva, *StarStruck 7* Ultimate Male Survivor

Kim de Leon, Dancer-YouTuber Dasuri Choi, and seasoned comedienne Tuesday Vargas.

## BRAND-NEW SEGMENTS

In *Maritess United* gossip mongers band together like a famous superhero team assembling and exaggerating the "power of gossip" to amp up the laughs.

Another new segment is *Patibong* which introduces the teeth-grinding character Glen Gatchalian (Paolo Contis) who helps out complainants by laying traps to snare the suspects.

*Bes Friends* showcases gal pals Ella (Sef Cadayona) and Olivia (Kokoy de Santos). They always get together to share juicy tidbits about their circle of friends or talk about anything under the sun.

*Istambays* spoofs friendly bystanders or those who hang around at the neighborhood sari-sari stores singing about everyday things like the bards of old.❤️



The cast of Bubble Gang



L-R: Ariel Rivera, Beauty Gonzalez, and Sid Lucero

# The Fake Life

Directed by:  
Adolf Alix, Jr.

Weekdays |  
GMA Afternoon Prime

**T**he series marks the comeback to GMA of seasoned actor Ariel Rivera, together with award winning actor Sid Lucero and multi talented actress Beauty Gonzalez.

The story begins with childhood friends, Onats (Ariel) and Cindy (Beauty). Despite being inseparable as children, Onats had to leave and fend for himself when his abusive father finally became too much to handle.

Years later, he crosses paths with Cindy again and meets her then-boyfriend, Mark (Sid). Onats never

liked Mark for her and proved his point when the latter left Cindy. The two friends kindled a new flame, got married, and had two children.

Much later in life, Onats and Cindy have built a good life for their new family. But the past was never truly forgotten; Mark returns and puts a strain on their perfect relationship. Secrets are brought to the surface, lies become exposed, and Onats finds himself living a fake life.♥

# Tols

Directed by:  
Monti Parungao

GTV | Saturdays | 7:05 PM

**G**MA Network's second free-to-air channel GTV launches its first family sitcom *Tols*, bringing good vibes and life lessons to Kapuso viewers.

The comedy show is headlined by sought-after actors Kelvin Miranda as Uno, Shaun Salvador as Dos and Abdul Raman as Third. Playing equally important roles are Sparkle's talented comedians Rufa Mae Quinto as Mommy Barbie and Betong Sumaya as Tuks.

*Tols* is about the story of the Macaspac triplets Uno (Kelvin), Dos (Shaun) and Third (Abdul) who grew up separately and become completely estranged to each other. Their mom Barbie (Rufa Mae) has to go abroad and leave them to their relatives in order to work and give them a good life.♥

L-R: Kelvin Miranda, Shaun Salvador, Abdul Raman, and Rufa Mae Quinto



# Love You STRANGER

Directed by: King Baco | Mondays to Thursdays | 9:35 PM

**I**n their first-ever primetime TV series together, real-life Kapuso couple Gabbi Garcia and Khalil Ramos try to unravel the mystery surrounding the legend of a shadow creature called 'Lilom'. *Love You Stranger* tells the story of LJ (Gabbi) — a young lady who dedicates her life taking care of her mother, who has an unexplained fear of shadows and aversion to strangers — and Ben (Khalil) — a young film director whose next movie is about 'Lilom'.<sup>2</sup>





# LOLONG

Directed by Rommel Penesa and Conrado Peru  
Weeknights | 8 PM



This July 4, a new hero rises on Philippine primetime TV as Kapuso Action-Drama Prince Ruru Madrid headlines GMA Network's biggest adventure-*serye* this year – *Lolong*.

A homegrown Kapuso artist, Ruru is proud to take on the titular role in this latest creation of GMA Public Affairs that tells the exciting tale of a man's extraordinary friendship with a giant crocodile.

## THE STARS

Joining Ruru in this series as his leading ladies are his co-Sparkle artists Shaira Diaz and Arra San Agustin who play the roles of Elsie and Bella, respectively.

Free-spirited and ‘woke’, Elsie is Lolong’s loyal friend. Such friendship will blossom into something deeper that will be tested by various forces. Bella, on the other hand, is a travel vlogger from Manila. Behind her beauty is a mysterious personality that will leave viewers guessing if she is a friend or a foe.

## THE CAST

Lolong’s life will be further surrounded by the characters brought to life by the powerhouse cast members composed of Christopher de Leon, Jean Garcia, Bembol Roco, Malou de Guzman, Rochelle Pangilinan, Paul Salas, and Ian de Leon.

Adding more color to the series are Marco Alcaraz, DJ Durano, Mikoy Morales, and Maui Taylor. Set to portray special roles as well are Ms. Gina Pareno, Pokwang, Mon Confiado, Ryan Eigenmann, Leandro Baldemor and Abby Viduya.

## THE STORY

As a child, Lolong (Ruru) developed an affinity with animals through the help of his parents Gloria (Abby) and Raul (Leandro). They introduced him to a unique friend – a gigantic crocodile who they named Dakila. Immediately, Lolong and Dakila formed an unusual bond.

Unfortunately, Armando Banson (Christopher), has made it his personal crusade to kill all crocodiles

*This is my 10th year in showbiz at ito ang project na ibinigay sa akin. I’m just very lucky at ganito kaganda ‘yung materyal namin, ganito kaganda ‘yung cast. I learned so much from the show”*

RURU MADRID

in his small town of Tumahan, saying that the creatures are a menace to their livestock and have been reported to attack and kill people.

Growing up, Lolong kept his friendship with Dakila a secret. But he would also notice peculiar things about himself and would soon discover that while being special is not a choice, it is his calling – and he needs to answer the call.

*Lolong* stars are all excited to share to Kapuso viewers all over the world this project that took three years in the making.

“This is going to be a very entertaining teleserye, I am sure of that. This is going to be a roller-

coaster ride for everyone. I am proud of this project,” said Christopher.

Jean, on the other hand, grew fond of her co-actors. “I’m so proud of this group. Iba ‘yung pagmamahal, yung passion, yung galing, yung pag-aaral-na isinapuso nila rito for Lolong.”

## THE CONCEPT

The idea of creating a crocodile-themed drama series came from award-winning broadcast journalist and GMA News pillar Jessica Soho and Assistant Vice President for GMA Public Affairs LJ Castel.

Dakila, who has been fondly referred to as the “highest paid actor in the series,” is made of fiberglass body and silicone skin. To make him move



L-R: Ruru Madrid, Arra San Agustin, Shaira Diaz, Paul Salas, Christopher De Leon, Jean Garcia, and Rochelle Pangilinan



L-R: DJ Durano, Ian De Leon, Maui Taylor, Mikoy Morales, Malou De Guzman, Marco Alcaraz, and Bembol Roco





#LolongFullTrailer garnered an awesome 2 million views! Watch out for the damбуhalang adventure-serye on July 4!

like a real crocodile, the production team used pneumatic technology and an air compressor, as well as computer-generated imagery (CGI).

Ever since GMA Network announced the making of *Lolong*, the show has been drawing a lot of attention – from the concept, to the cast, and to the production value. Its teasers have been trending online, with netizens praising the cinematography and visual effects that complement the star-studded cast. And in just over 24 hours since it was released, the show’s full trailer already hit more than 1 million views with netizens getting a clearer picture of the storyline.

### THE CREATIVE TEAM

*Lolong* is another primetime offering produced by GMA Public Affairs—the same department behind some of the country’s hit TV series, *Inday Will Always Love You*, *One of the Baes*, *Owe My Love*, and *Love You Stranger*, as well as the well-loved series that showcased stunning cinematography and superb visual narratives such as *The Lost Recipe*, *Ilustrado*, *Alamat*, and *Sirkus*, among others.

*The Clash* Season 2 Champion Jeremiah Tiangco sang the series’ official theme song, ‘214’, which was originally sung by Rivermaya. 🍷

# OF SUCCESS & SERVICE

**WORDS BY** JANSEN RAMOS  
**PHOTOS BY:** SPARKLE GMA  
ARTIST CENTER AND ROCCO  
NACINO (INSTAGRAM)



*After failing to win the StarStruck Ultimate Survivor title, Rocco Nacino went on to prove two important points: there's more to life than winning a title, and that success is not a mad dash to the finish line.*



*StarStruck 'yung nagre-remind sa 'kin na kahit hindi ako nag-first place, 'di ako grand winner, you can still do great things and still achieve something.'*



### EARNING STRIPES OVER TIME

Baguio-born Rocco Nacino fulfilled his dream of becoming a registered nurse after passing the boards in 2007. He earned a decent living as a healthcare professional, but his “try” mentality drove him to take an ambitious and different route.

Rocco always had dreams of becoming an actor ever since he was a kid. That’s why when the opportunity to try his luck in showbiz presented itself in 2009, he took it without hesitation. Rocco decided to join GMA’s reality-based artist search *Starstruck*. He came up short in the competition, ending up as the Second Prince, or in much simpler terms, third place. Looking back, he sees the experience as a necessary gamble that he will never regret.

The bronzed-skinned actor might not have been given lead roles

right off the bat, but he has played substantial ones for the past years.

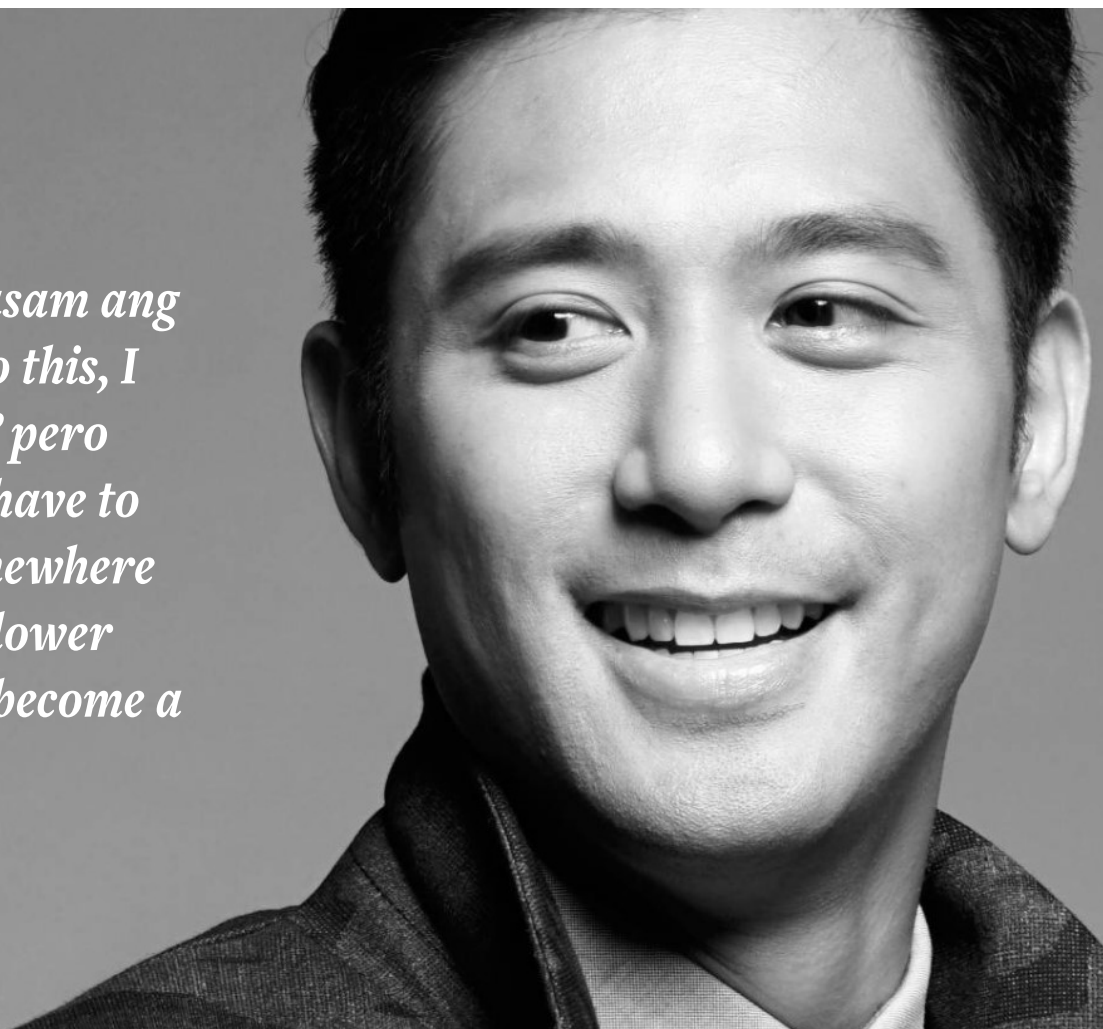
He was remarkable in such roles as a nationalist and polymath in the 2011 documentary *PLUMA: Rizal, Ang Dakilang Manunulat*, a newly-elected mayor in the 2013 TV series *Bayan Ko*, a martyr and saint in the 2013 biographical film *Pedro Calungsod: Batang Martir*, an army leader of a fictional kingdom in the 2016 fantasy series *Encantadia*, an introvert script writer in the 2019 movie *Write About Love*, and as Technical Sergeant Diego Ramos in the local adaptation of the South Korean series *Descendants of the Sun*, to name a few.

Rocco’s star continues to rise as he bagged the lead role for the high-rating show *To Have And To Hold* and as Mayor Moises Valentine, a young rising political figure in GMA’s top rating drama show, *First Lady*.



“

*Maraming inaasam ang tao, ‘I wanna do this, I wanna do that,’ pero sometimes you have to really start somewhere to be a good follower before you can become a great leader.”*



### HEALTH AMBASSADOR

In spite of his success in showbiz, Rocco did not forget his love for Nursing.

In November 2017, he graduated cum laude with a Master’s Degree in Nursing from St. Bernadette of Lourdes College in Quezon City. No wonder GMA Network’s socio-civic arm, Kapuso Foundation, designated him as a youth ambassador for health in 2019.

He is also the newest #EndTB ambassador of the United States Agency for International Development (USAID) in the Philippines.



## NEW HOME, NEW GOALS

Situated on top of a hill in a subdivision in Antipolo, his dream home is a modern contemporary three-story structure with six bedrooms with balconies. Rocco also made a promise to make his house environmentally friendly by installing solar panels, and water purifiers.

Rocco's career might not have launched like a rocket, but gradually and deliberately, he is earning the things he deserves.

A registered nurse, an actor, a master's degree holder, a navy reservist, and also an entrepreneur, surely there may be too much on his plate already.

But just like how he started, Rocco has long learned to take everything a step at a time. ❤️

“

*For me, number one talaga pamilya. Sila ang dahilan kung nasaan ako ngayon.”*



Scan to read the full article:  
<https://www.gmanetwork.com/entertainment/kapusoprofiles/news/45/rocco-nacino-of-success-and-service/kapusoprofiles>

## IT'S A BOY!

Celebrity couple Rocco Nacino and Melissa Gohing revealed to the public the gender of their first baby.

On Instagram, Rocco wrote: "We're having a baby BOY!!!! So grateful to have our friends and family with us as we were surprised by our siblings last week!"



# FAITHFUL & FEARLESS

Throughout the years, GMA was the most-watched and the most trusted Network in these transformational times.



Mel Tiangco and Mike Enriquez during a live telecast of the 2001 elections

**I**n 1953, DZBB had the nation glued to their radios in the presidential polls that saw Ramon Magsaysay's rise to the country's top post. At the turn of the century, GMA's Decision poll coverage was christened as Eleksyon.

While the country's leadership changes in every poll, GMA continues to be fired by one mission: to get the news first and to get it right. And as the Network forges into the decades ahead, one thing is certain: GMA will be a faithful and fearless chronicler of accurate news and information for the Filipino.

## 2001

### "ALL MEDIA" COVERAGE

At the start of the new millennium, GMA Network led media giants in delivering the most comprehensive coverage of the May polls. Backed by the Philippine Daily Inquirer, Nation Broadcasting Corp., RGMA Network Inc., Radyo Veritas-Catholic Media Network, PLDT, GMA New Media and INQ7 Interactive, *Eleksyon 2001* covered all forms of media including TV, radio, print and the internet.

### 30 TV REMOTE SITES

were used, combining satellite, microwave, and fiber systems

### 8,000 VOLUNTEERS NATIONWIDE

GMA partnered with AMA Computer College and Smart Communications for a quick count of the elections. Volunteers across the country helped in providing

information to the Operations Center where AMA received and collated its quick count.

### THE ONLY NETWORK TO REPORT LIVE FROM REMOTE ISLANDS

GMA was the only network that delivered live reports on the voting and counting of votes from Batanes, Tawi-Tawi, and Pag-asa Island in the Kalayaan Chain of Islands.

### SYNERGY AT ITS FINEST

Nationwide multipoint microwave facilities allowed GMA reporters from every corner of the country to report instantaneously. In the field, NBC and Veritas teamed up with GMA to form the largest base of radio talents in both AM and FM. The Call Center was manned by volunteers from the GMA Kapuso Foundation, GMA New Media, and showbiz personalities.





Eleksyon 2007 studio setup

“We take pride in being able to move viewers into action through relevant news and information. This is what a media network should be doing—making viewers realize that they have power.”

Mike Enriquez | GMA News Pillar

# 2004

## GROUNDBREAKING PROGRAMS

According to Ms. Marissa Flores, as early as January 6, 2004, GMA News and Public Affairs launched *Bio-Data*, *Paninindigan ng mga Presidentialibles*, and *Wanted*, specifically aimed at educating voters on the candidates and the positions at stake.

“So how did we survive the election coverage? What did we do right? Where did we succeed? What made us the network of choice—as validated by the ratings? It took a lot of preparations, an excellent team, a lot of help from support groups, and a lot of faith.”

Marissa L. Flores  
Senior Vice President

# 2007

## POWERHOUSE PROGRAMS

The network’s roster of election specials encouraged the public that they have the power to effect reforms and social change: widely-acclaimed *The Philippine Agenda*, *Isang Tanong*, *Reporters’ Notebook Election Series*, and *Palaban*.

*Agenda* is the brainchild of Jessica Soho and is regarded as the most important and comprehensive election program on primetime television. Championed by the five pillars of GMA News and Public Affairs, the eight-week long program focused on issues that elected officials should address.

## SA ISA KONG BOTO

This advocacy focus on the Filipinos’ power of vote. It presented the inspiring message that in spite of difficulties, there is power in every single vote.

## 31-HOUR MARATHON COVERAGE

Bannered by the country’s most credible news organizations, GMA News and Public Affairs together with industry leaders Philippine Daily Inquirer, Philippine Center for Investigative Journalism, Newsbreak, Catholic Media Network, AMA Education System, Smart, and PLDT *Eleksyon 2007* featured an unprecedented 31-hour marathon coverage.

Special thanks to Teejay Pusong, News and Public Affairs and Gemma Namit, Central Library & Archives Management



Eleksyon 2010 tagline and t-shirt design



# 2010

## TATAKBO KA BA?

In August 2009, GMA News and Public Affairs held the run-for-a-cause event called *Tatakbo Ka Ba?* which was highlighted by the signing and formal oath-taking of presidential and vice-presidential bets to uphold clean and honest elections as well as practice good governance, if elected.

## THE LATEST TECHNOLOGY

GMA utilized the latest available technology in broadcast media such as the touch screen, virtual screen, immersive 3D graphics and the hologram effect— a first on Philippine TV.

## YOUSCOOP

The public was also able to participate in the coverage by sending photos and videos to *YouScoop* and calling on the *Eleksyon*

*2010 Action Center* to report election day incidents and to seek assistance from election lawyers.

## BILOG NA HUGIS ITLOG

Prior to the elections, GMA launched an innovative voter-education campaign. This was widely recognized by the public and even the COMELEC acknowledged that it created a big impact among voters unfamiliar with the new automation process. The infomercial is a departure from the traditional models and quickly gained fan following and positive reviews.



Love Añover-Lianko and Betong Sumaya

# 2013

## ANG NEWS AUTHORITY NG PILIPINO

### DAPAT TAMA

urged the public to “do the right thing” and cast their ballots according to their conscience. Various materials and formats were utilized for the campaign, including the music video of Gloc 9 and Denise Barbacena, public service ads and voter-education programs and specials. Vignettes and short films were also incorporated through the artistic works of independent filmmakers and actors, bringing to the screen socio-political realities and election-related issues

**47** strategically selected live remote points



Dapat Tama, GMA News and Public Affairs' advocacy for Eleksyon 2013 and 2016



Eleksyon 2016 studio setup

# 2016



Gloc-9 and Denise Barbacena

## BROADCAST INNOVATION

GMA used the highly sophisticated Vizrt immersive graphics system interfaced with a tracking system to allow dynamic presentation of election related facts and figures with anchors managing to walk around the graphics.

## FAST AND DEEP

GMA News online developed its own search engine thereby making count data easily accessible to the public.

GMA was the first television news organization to broadcast the partial and unofficial results tally.

Shortly after, GMA News was able to do a live interview with leading presidential candidate Mayor Rody Duterte on *24 Oras*.

Adding star power the coverage were Kapuso celebrities who volunteered at the *Eleksyon 2016* call center as well as phenomenal star Maine Mendoza, who shared do's and don'ts of voting via a number of vignettes.



Glaiza de Castro



Rocco Nacino



The facade of GMA Network was illuminated in the colors of the Philippine flag for #Eleksyon2019 coverage



Dapat Tootoo, GMA News and Public Affairs' advocacy for Eleksyon 2022



# 2019

# 2022

### CUTTING EDGE TECHNOLOGY

GMA News launched its brand new 360-degree news set, featuring two Barco video walls, LED floor, LED video wall, and nine LFD monitors—all powered by the latest technology and equipment from world leaders in media technology. Eleksyon 2019 also featured augmented reality executions illustrating election-related content.

### P63 MILLION

GMA Network allocated P63 M solely for the acquisition of the said state-of-the-art equipment and technology to provide more engaging and compelling content for today's viewers.

### PUSUAN ANG TOTOO

A call to stand for what is true, to fight against corruption and disinformation, and to choose leaders rightful for the country

### ON AIR

1st to broadcast the partial and unofficial results tally both on-air and online through the Network's forerunner in technology, GMA New Media, Inc. (NMI).

Over 50% combined net reach of GMA and GTV's election coverage, ahead of TV5 (19.5 percent), A2Z (11.2 percent), and Kapamilya Channel (3.4 percent).\*

*\*Source: Nielsen Philippines' overnight data for May 9 to 10, National Urban TV Audience Measurement*

### ONLINE

Eleksyon 2022 earned the top spot in terms of election-related coverage of news publishers.

GMA News YouTube channel had 40 million views on May 9 and 10, compared to 15 million for ABS-CBN News.

Meanwhile, the GMA News Facebook page had 48 million views, compared to 32 million for ABS-CBN News.

L-R: GMA News pillars Arnold Clavio, Mel Tiangco, Jessica Soho, Mike Enriquez, Vicky Morales, and Howie Severino





“

The task in front of us, those who help voters make the right choice, is daunting. But our duty to help empower voters and uphold the truth is worth every effort. As individual institutions and organizations, we each carry a tremendous responsibility. But together, we can and we will do what it takes—promote honesty, integrity, and truth in the coming elections.”

**ATTY. FELIPE L. GOZON**  
GMA CHAIRMAN AND CEO



# DIGITAL DIGEST

LATEST PODCAST, ONLINE NEWS, AND MUSIC

## MY MIRACLE

COMPOSED BY: LOLITO GO  
PRODUCED BY: PAULO AGUDELO

Kapuso girl group XOXO, composed of Riel Lomadilla, Dani Ozaraga, Mel Caluag, and Lyra Micolob, showcases the different side of their vocal prowess via their latest single under GMA Music, *My Miracle*. This song is about finding hope through inspiration, amid the hardships encountered along the way. Listen to *My Miracle* on digital streaming platforms worldwide.

## MAGPAKAILANMAN

Heads up, ka-MELlenials! Kapuso viewers and netizens' favorite drama anthology started live-streaming its episodes on GMA Network's YouTube account, and MPK's Facebook page and TikTok account. Watch #MPK wherever you are and be inspired.

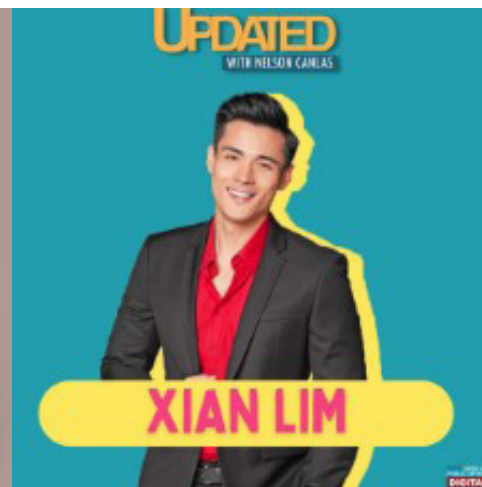
## THE LONGER BATTLE

Nearly two years after supposedly recovering from the disease, the effects of COVID-19 remain a heavy weight to bear

for some survivors hit hard by the virus. Read more about this in GMA's *Cover Stories*—in-depth special reports and features showcasing the best multimedia storytelling from GMA News and Public Affairs.

## UPDATED WITH NELSON CANLAS

Actor Xian Lim was once a bullied, “wimpy” kid back in middle school. Despite his insecurities, he entered showbiz with zero to little idea of what's ahead of him. Little did he know that this was his breakthrough.



## SURPRISE GUEST WITH PIA ARCANGEL

Pia's surprise guest is a family man with two beautiful kids and is the husband of the Kapuso Primetime Queen! Does it ring a bell? It's Dingdong Dantes! Listen as Dingdong talks about his experiences as a dad, his family, and his roots in the showbiz industry!

## GMA LIFESTYLE

If you're one of the travelers that are now starting to travel again but don't want to take a chance with farther destinations as of the moment, Batangas is a good destination, especially since it is around two hours or less from Metro Manila, depending on the traffic situation. If you have no idea what to do there, *Biyahe ni Drew* has a few suggestions!

## THE WORLD BETWEEN US, NOW AVAILABLE ON NETFLIX PHILIPPINES!

The series stars three of the Philippines' most popular and highly-talented actors Alden Richards as Louie Asuncion, the intelligent orphan who has a penchant for inventing gadgets and who will work his way up to prove that he is worthy of Lia's love; Jasmine Curtis-Smith who charms viewers with her portrayal of Lia Libradilla, the lovable and compassionate youngest member of the affluent Libradilla family who falls for Louie; and Tom Rodriguez as Brian Libradilla, the stubborn and bullheaded heir of the Libradilla family who does not consider Louie as his equal.

# JARGON BUSTER

Media lingo you need to know

## Analog television

Each station has a single frequency over which to broadcast its analog television signal. These frequencies are channel numbers on the TV. Like radio signals, an analog TV signal can experience interference. This can cause fluctuations in color, brightness, and sound quality. And like radio signals, analog transmission declines the further away you are from the source.

## Digital television

A digital transmission requires less bandwidth when compared to analog. In fact, according to [www.informit.com](http://www.informit.com), four or more digital channels use the same bandwidth as a single analog channel. This allows a television station to broadcast more channels and more HD channels over the same airwaves, giving you more variety of programming with better quality.

## High-definition television

HDTV is a digital broadcasting standard that offers picture and audio superior to that of traditional standard-definition television.

### Sources:

Britannica Encyclopedia  
Technopedia  
ImOn Communications





# GMA Regional TV and Synergy executive attends Broadcast Asia 2022



GMA Regional TV and Synergy First Vice President and Head Oliver Victor Amoroso and his team also visited Mediacorp



Mediacorp CEO Tham Loke Kheng (4th from left) with GMA RTV and Synergy First Vice President and Head Oliver Victor Amoroso (5th from left)



Amoroso with (L-R) GMA Regional TV and Synergy Assist. VP for Local Sales Ann Marie Tan and Asst. VP for Local Content Production Marivic Araneta

**G**MA Regional TV and Synergy First Vice President and Head Oliver Victor Amoroso represented the country's media giant at the Broadcast Asia 2022 held in Singapore from June 1 to 3.

Dubbed as "Asia's Largest Broadcast Technology Stage," Broadcast Asia brings together the most influential regional broadcasters, media, and entertainment professionals to discuss the latest trends in

the business of broadcast media, broadcast technology, content and production, esports and gaming, and investments.

Joining Amoroso as GMA's contingent were GMA Regional TV and Synergy Assistant Vice President for Local Content Production Marivic Araneta, Assistant Vice President for Local Sales Ann Marie Tan, and Systems and Support Senior Manager Gigi Lolarga.

## GMA-NCAA All-Star Basketball Game

**T**he first-ever GMA-NCAA All-Star Basketball Game held last June 5, saw Kapuso stars and NCAA basketball players battling it out on the court in a friendly but hotly contested exhibition game, which resulted in a 109-all final score.

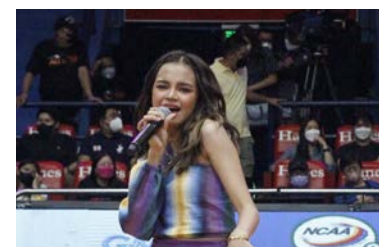
Aired live on GTV from the FilOil Flying V Center, the star-studded game between Team Heroes and Team Saints featured top student-athletes from the ten-member schools of the National Collegiate Athletic Association (NCAA) and some of GMA's Sparkle artists. Team Heroes' Enoch Valdez of Lyceum of the Philippines University and Team Saints' celebrity chef Jose Sarasola were named as All-Star Game MVP and Celebrity MVP, respectively.



Jose Sarasola of Team Heroes receives Celebrity MVP Award



Enoch Valdez of Team Saints receives Celebrity MVP Award



Zephanie Dimaranan performs at the All-Star Game



## NCAA Season 97's Women's Volleyball

**W**ith eyes on a four-peat title, defending champion Arellano Lady Chiefs won over Mapua Lady Cardinals, 25-14, 25-12, 25-21, in the opening day of NCAA Season 97 women's volleyball tournament.

With team captain Carla Donato and coach Obet Javier at the helm, the Lady Chiefs were a force to be reckoned with. But the Lady Cardinals put up a good fight with coach Clarence Esteban calling the shots and team captain Jonina Fernandez steering the rest of the Mapua players.

Catch the volleyball games live from Paco Arena and simulcast on GTV. Viewers can catch the NCAA Season 97 live games airing every Tuesday, Wednesday, Friday to Sunday at 12:00 NN on GTV.❤️

*“With GMA Network having the widest reach in the country both on free TV and digital, more viewers and sports fans can catch the world-class talents of our volleyball players. Like you, we miss seeing our women volleyball players in action. This is why we look forward to the games which we are sure to be very intense.”*

**Oliver Victor Amoroso**  
First Vice President and Head  
GMA Regional TV and Synergy

# #StrongerTogether with Kapuso in the US, Canada, Japan, and Bahrain



L-R: Philippine Consul General of Toronto Orontes V. Castro, GMAI First Vice President and Head of Operations Joseph T. Francia and Philippine Canadian Charitable Foundation (PCCF) President Rosemer Enverga.

Joseph T. Francia with Consul General Maria Andrelita Austria, Consul General Analyn D. Ratonel, and International Marketing Consultant Faye Auyong

**G**MA International First Vice President and Head of Operations Joseph Jerome T. Francia had a courtesy visit to Philippine Consul General of Toronto Orontes V. Castro. He also met with Philippine Canadian Charitable Foundation (PCCF) President Rosemer Enverga.

Francia also visited the Buste Du Dr. Jose Rizal in Montreal - an artwork that symbolizes the centenary of the proclamation of Philippine independence. Building long

term relationships with Filipino communities in Canada, Mr. Francia also stopped by at the Pinoy Pansitan, one of the top 25 Filipino restaurants in North America, owned by Maritess and Cesar Manuel.

In time for the celebration of Filipino Heritage Month in Canada this June, Mr. Francia had a courtesy visit to the Philippine Consulate General in Vancouver. He was welcomed by Consul General Maria Andrelita Austria, Consul Analyn D. Ratonel, and international marketing consultant Faye Auyong.

He also met with Narima dela Cruz, President of the Filipino Canadian National Congress, which represents various Filipino organizations across 13 provinces and territories. Narima is instrumental in getting the Canadian Federal government to declare every June as Filipino Canadian Heritage Month in 2019. #StrongerTogether

Expect to see more of GMA Pinoy TV in Canada this 2022, Kapuso abroad 🇵🇭





124th Philippine Independence Anniversary Commemoration, New York City | June 5, 2022 | Madison Ave., 38th St. - 27th St., New York City

With GMA Pinoy TV's much-awaited return to live events this year, the Kapuso Network's flagship international channel gave its all-out support to the Filipino communities' festivities worldwide.

*"We, at GMA Pinoy TV, extend our appreciation to all the Filipino communities for their unceasing dedication in bringing Filipinos together to celebrate our colorful heritage and for their continued partnership with us. This only goes to show that the Filipinos are truly stronger when they are together, no matter the circumstance."*

**JOSEPH T. FRANCIA**  
First Vice President  
GMA International



PIDC Japan: Philippine Expo 2022  
June 10-12, 2022 | Ueno Onshi Park, Uenokoen, Taito City, Tokyo 110-0007, Japan



Lift Up. Elevate: 27th Annual Philippine Festival | June 11-12, 2022  
1900 Harlan St., Edgewater, CO 80214



Proudly Philippines Philippine Food and Travel Fair | June 11, 2022  
Robson Square, Downtown Vancouver



Pinoy Fiesta & Trade Show sa Toronto | June 12, 2022  
Albert Campbell Square, 150 Borough Drive, Toronto



Elevate Kultura at Trabaho Cultural Immersion and Job Fair | June 19, 2022  
Calgary Chinese Cultural Center, 197 1 St SW, Calgary, AB T2P 4M4, Canada



Pista Ng Bayan | June 18, 2022 | Vancouver Art Gallery, 750 Hornby St., Vancouver, BC, Canada

# STRONGER TOGETHER

The **GMA** *PINOY TV* Podcast

SEASON 2

# Kylie Padilla

on her showbiz comeback, growing up in Australia,  
and her new inspiration in life



HOSTED BY

TONIE PUA

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