

SEPTEMBER 2022 **GMA** ELECTRONIC MAGAZINE

KAPUSO



START-UP PH.
ALL SET TO INSPIRE DREAMERS

COVER: ALDEN RICHARDS
AND BEA ALONZO



EDITOR'S NOTE

"There's an essential, intangible something in start-ups—an energy, a soul."

Ranjay Gulati
Harvard Business Review

It is said that start ups are the next economic powerhouse. In this world of entrepreneurship, GMA proudly brings, *Start-Up PH*, the very first adaptation of the Korean drama series. Inside the competitive world of Sandbox, young entrepreneurs start their businesses from seed to scale. The newest GMA drama series stars Asia's Multimedia Star Alden Richards and this Generation's Movie Queen Bea Alonzo.

We also launched new programs: *Running Man Philippines*, the Filipino adaptation of the hit South Korean variety show *Running Man* and two stories of grit and inspiration: *Abot Kamay na Pangarap* and *Nakarehas na Puso*.

In this issue, we honor Ms. Marissa Flores, the woman whose leadership has enabled the Network's News and Public Affairs to rise to the top as the most trusted and most awarded news organization in the Philippines.

There are many other stories germinating in the Kapuso ecosystem and we'll be hatching them soon!

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Nakarehas na Puso

This program follows the story of a loving and hardworking mother who will do everything to give her family a good life.



Abot Kamay na Pangarap

GMA offers the most inspiring drama on Philippine television starring seasoned actress Carmina Villarroel and one of the fastest-rising Kapuso stars Jillian Ward.

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GMA Network names Amoroso as GMA Integrated News acting head



GMA Network appoints Oliver Victor B. Amoroso as Acting Head of the GMA Integrated News effective October 16, 2022. Amoroso will oversee the Network's Integrated News, which includes its on-air programs as well as its digital platform, GMA News Online.

Concurrently, he will continue to function as First Vice President and Head of Regional TV and Synergy.

Amoroso is in charge of the operations, business development, and content and production – including local news, of GMA Network's regional arm, GMA Regional TV. As head of Synergy, he also leads the group that handles the Network's sports partnerships including GMA's coverage of the National Collegiate Athletic Association (NCAA). GMA Synergy also produces local and international ticketed events.

Meanwhile, after over 32 years of service in the Kapuso Network, Senior Vice President of GMA News and Public Affairs Marissa L. Flores retired last June and will end her consultancy with the company on October 15, 2022. GMA Network First Vice President for News Grace dela Peña Reyes likewise retired last June 2021 after over 33 years of service and is currently a Consultant for the GMA News Department.❤️

GMA-7 employees' Multi-Purpose Cooperative and Agripreneur Harvest Love join forces to support local farmers



L-R: (Top row) GEMPC General Manager Rose Hagos and Agripreneur Producer Marnie Manicad (Bottom row) GEMPC Director Lorna Reubal, Agripreneur Host Jiggy Manicad, and GEMPC Chairperson Jose Vernon Jacela

Staying true to GMA Network's commitment to public service, the GMA-7 Employees' Multi-Purpose Cooperative (GEMPC) and Agripreneur Harvest Love (AHL) team up to help the local farmers in selling their produce.

GEMPC is an organization that provides excellent financial products and relevant services to improve the economic and social well-being of its members and employees. Meanwhile, AHL is an offshoot of the GMA weekend program *Agripreneur* that features everything about agriculture. AHL is a social enterprise that supports farmers and allows them to earn decent incomes in a more sustainable manner.

Through this collaboration, local farmers get to sell their fruits, vegetables, and other products in the GEMPC grocery. AHL also assists small businesses that sell honey, peanut butter, tablea, coffee, salabat, gourmet tuyo and bagoong, among others. In return, consumers are guaranteed to have clean, safe, and affordable food. ❤️

"We believe that the future of our country is in agriculture. The partnership between GEMPC and AHL is more on enabling our local farmers to directly bring their fresh, healthy, and nutritious produce on the tables of our Kapuso and their families through our Coop."

Jose Vernon Jacela
GEMPC Chairperson

"Now, everybody has a chance to help the farmers through Agripreneur Harvest Love by patronizing their produce at prices these farmers are happy with. I believe that this is what being a true blue Kapuso is—a servant for life. A true service to God, country and fellow Filipinos."

Jiggy Manicad
Host, Agripreneur

DZBB and Barangay LS 97.1 remain no. 1 in Mega Manila

Super Radyo DZBB and Barangay LS 97.1 remain at the top of the game in their respective categories in Mega Manila.

DZBB 594^{KHZ}
SUPER RADYO In the August 2022 Nielsen

Radio Audience Measurement data, Super Radyo DZBB 594's *Super Balita sa Umaga* was the station's top program for the month. Ranking second was *Bahay at Buhay*, hosted by Lala Roque. Morning primetime shows *Dobol Weng sa Dobol B* and *Melo del Prado sa Super Radyo* completed the list of DZBB's top programs. Similarly, these shows bested all programs from other competing AM stations in their respective timeslots.

Meanwhile, the morning and afternoon blocks of flagship FM station Barangay LS 97.1 were again the main ratings drivers for August. Consistently leading



all FM programs by wide margins, *Barangay Love Stories* hosted


by Papa Dudut also remained as the station's highest rating show. *Talk to Papa*, *Potpot & Friends*, *Songbook*, and *Forever Request* also made it to the list of top programs in the said month. ❤️



Solid Kapuso!

GABBY CONCEPCION

Expect more kilig, dramatic and iconic portrayals from one of the industry's most well-loved actors Mr. Gabby Concepcion as he renews his ties with the country's leading broadcast company GMA Network.

Gabby revealed that he is happy to renew his contract with GMA Network and looks forward to more years as a Kapuso, "I feel very special. Ako ang dapat na magpasalamat, talagang ang sarap na maging part ng GMA. Thank you sa inyong lahat for the trust. Wala akong pinipiling project dahil magandang gumawa ng istorya ang GMA. Kapag nakita nilang bagay sayo 'yung role and everything's in place, we move forward.'" 

Gawad Pilipino Icon of the Year 2022

The Gawad Pilipino Awards is an annual event which aims to recognize individuals' excellence through their passion and work ethics that greatly affect the Philippine culture, tradition and society for humane innovations.❤️



L-R: Jessica Soho, Mel Tiangco, and Mike Enriquez

Media Industry Icon of the Year

Jessica Soho
Outstanding Magazine
Show Host of the Year

Mel Tiangco
Outstanding Female
Anchor of the Year

Mike Enriquez
Outstanding Male
Anchor of the Year

Susan Enriquez
Outstanding Morning
Show TV Host

Mariz Umali
Outstanding Field
Reporter of the Year

Lolong
Best Primetime Serye

Emil Sumangil
Outstanding News Magazine
Host of the Year

Cata Tibayan
Outstanding Showbiz
Correspondent of the Year

Entertainment Icon of the Year

Glaiza de Castro
Outstanding Composer
of the Year

**Kyline Alcantara
and Mavy Legaspi**
Best Young Love Team of the Year

**Yasmien Kurdi and
Maine Mendoza**
Iconic Artist of the Year

Eat Bulaga
Best Noontime Show

15th Bright Leaf Agriculture Journalism Awards

The Bright Leaf is an annual journalism competition that celebrates individuals and teams that were responsible for emphasizing the diverse agricultural stories in the Philippines.❤️



Amielle Alexandra Garcia Ordoñez with the News and Public Affairs Team

**Stand for Truth: Election Series
In Review: Bakit wala pa ring
pag-usad sa buhay ng maraming
magsasaka sa Pilipinas?**
*By Amielle Alexandra
Garcia Ordoñez*
Best Agriculture Television
Program or Segment

Kapuso broadcast journalists uphold "Tatak Public Affairs" amid misinformation

For over 35 years, GMA Public Affairs has continued to be the leader in producing stories that impact Filipinos' lives: from investigative reports that tackle in-depth discussions of issues, to magazine and reality programs that touch hearts, and to documentaries that open the public's eyes to shocking realities.

Like GMA Public Affairs, Jessica, Kara, Maki, Drew, and Atom are just some of the Kapuso broadcast journalists who have showcased what it means to create stories that are "Tatak Public Affairs," upholding truth in the age of fake news and misinformation.



JESSICA SOHO

The Philippines' most awarded journalist

"Pag sinabi mong 'Tatak Public Affairs,' hindi lang tayo nagbabalita o nagkukwento. We want to change lives, one episode at a time."

Jessica is one of the main driving forces behind GMA Public Affairs. She conceptualized many iconic Kapuso public affairs shows, including *Brigada Siete*, *Emergency*, and *I-Witness*. She is also the Philippines' first recipient of the highly coveted George Foster Peabody Award and also the first and only Filipino broadcast journalist to have been nominated and won the bronze medal in the prestigious New York Festivals "World's Best TV and Films" Competition in the Best News Anchor category. Jessica remains one of the most trusted news personalities at the Reader's Digest Trusted Brands Awards 2022. She currently hosts the Filipinos' favorite Sunday viewing habit on TV, *Kapuso Mo, Jessica Soho*, which recently won as Top Media Publisher in 2022 TikTok Awards Philippines.



KARA DAVID

The country's premiere documentarist

"To feel that compassion and empathy for the other person—I think iyon ang Tatak Public Affairs. Hindi pwedeng tumigil sa pagrolyo ng camera ang koneksyon natin sa isa't isa."

Kara has been praised for her documentaries that tug at the viewer's hearts. One of her documentaries for *I-Witness*, 'Ambulansyang de Paa,' gave the Philippines its second George Foster Peabody Award. Aside from *I-Witness*, Kara currently hosts *Pinas Sarap* and *Brigada*. In 2011, Kara was included in the Ten Outstanding Women in the Nation's Service (TOWNS). She has been recently named as the new chair of the journalism department at the University of the Philippines College of Mass Communication.



MAKI PULIDO

The fearless journalist

“Ang Tatak Public Affairs ay ‘yung kuwentong may puso... dahil tungkol ito sa tao.’”

Maki is known for her passion for news and in-depth reporting. She currently co-anchors GTV’s flagship evening newscast *State of the Nation* and co-hosts the internationally-acclaimed public affairs program *Reporter’s Notebook*. Maki has earned numerous awards here and abroad for her stories in *Reporter’s Notebook*. Her in-depth report “Backdoor” won the Silver Screen Award at the 2006 U.S. International Film & Video Festival. She also represented *Reporter’s Notebook* at the 2007 Asian TV Awards where the show won Best Current Affairs program. In 2008, her story “Batang Kalakal” took home the Gold World Medal for Best Human Interest Story at the New York Festivals Television and Film Awards. This was followed by another gold medal in 2017 for her *Reporter’s Notebook* episode “Pasan-Pasang Pangarap.” In 2021, *Reporter’s Notebook* won Best Public Service Program at the 42nd Catholic Mass Media Awards for her story “Mga Sugat ni Miguel” which also took home a New York Festivals medal.



DREW ARELLANO

Adventurer for life

“It’s about being curious all the time. If you don’t know something, just ask. For the past 20 years I’ve been asking, until now, I’m still asking.”

The host of award-winning public affairs shows *AHA!* and *Biyahe ni Drew*, has been reaping various recognitions, winning best program hosts in educational, lifestyle, and travel show categories. This year *AHA!* earned a finalist status at the prestigious Prix Jeunesse International Festival 2022. The show was also included in the festival catalogue 2021/2022 dubbed “Quality in Children’s TV Worldwide.”



ATOM ARAULLO

The truth seeker

“At the end of day, it’s all about the truth. The truth is the truth, and the truth will set us free... Kahit isang tao lang yan na nabago ‘yung buhay dahil doon sa kwento mo – I think it makes it worth it.”

Atom has been getting accolades for his various shows. At the 2022 New York Festivals TV & Film Awards, *The Atom Araullo Specials* won a Gold Medal for his “Munting Bisig (Young Arms),” story. His documentary “Koronang Tinik (Crown of Thorns)” for *I-Witness*, on the other hand, took home a bronze medal. Atom currently co-anchors *State of the Nation* and is also a regular pinch-hitter for *24 Oras*.

START-UP PH

GMA-7 | Weeknights | 8:50 PM
GTV | Mondays to Thursdays, 11:30
PM and 11PM every Friday
Directed by Jerry Sineneng
and Dominic Zapata

What drives us to
chase our dreams?
And what motivates
us to be at our best?

GMA Network continues to be an entertainment powerhouse for Kapuso viewers worldwide as it presents an inspirational story on pursuing dreams and believing in oneself with the ground-breaking primetime series *Start-Up PH*.

**ALDEN RICHARDS &
BEA ALONZO**



The program is the first-ever TV adaptation of the breakthrough 2020 South Korean series which is based on the original format *Start-Up* created by Hyeryeon Park and produced by Studio Dragon Corporation, co-produced by Studio Dragon and CJ ENM.

THE STARS

The newest GMA drama series stars Asia’s Multimedia Star Alden Richards and this Generation’s Movie Queen Bea Alonzo. Playing very important roles in this series are award-winning Kapuso stars Yasmien Kurdi, and Jeric Gonzales.

THE STORY

Set in the Philippines’s fictional Silicon Valley called Sandbox PH, *Start-Up PH* tells a compelling and heartwarming tale of how people dream and struggle in a cutthroat tech industry. This is the story of

Tristan “Good Boy” Hernandez (Alden), an intelligent, independent, and self-made investor whose success is made out of trials and a difficult past, who crosses paths with Danica “Dani” Sison (Bea), a quirky dreamer with a dogged determination to prove herself and to pursue her goal of becoming a CEO of her own company. What will happen when a dreamer meets someone who has the power to make or break a dream? It also tells the story of Katrina “Ina” Sison (Yasmien), Dani’s older sister who will choose to live a wealthy life with her mother, and Davidson “Dave” Navarro (Jeric), a guy who hardly dreamed of being a successful entrepreneur. What will be the connection of Ina and Dave to Tristan and Dani?💕

**YASMIEN KURDI
& JERIC GONZALES**



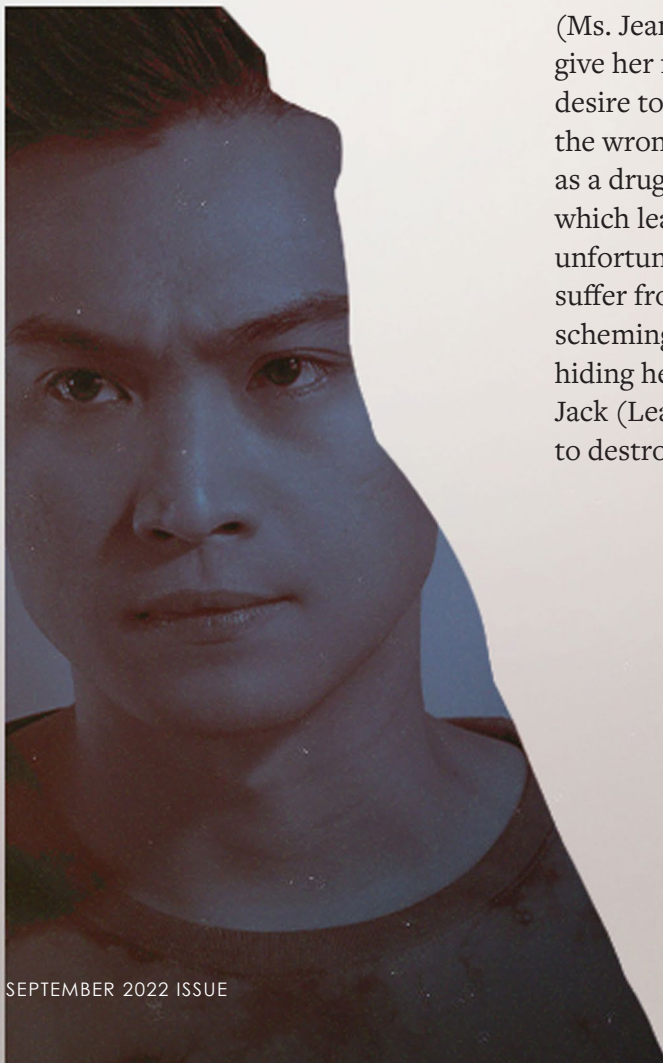


NAKAREHAS NA PUSO

Weekdays | 4:15 PM

Directed by Gil Tejada Jr.

This program follows the story of a loving and hardworking mother Amelia (Ms. Jean Garcia) who will do everything to give her family a good life. Because of her desire to escape from poverty, she makes the wrong decision to enter an illegal gig as a drug mule. Amelia will be imprisoned which leads to a web of consequences and unfortunate events that her family will suffer from. Doris (Michelle Aldana), the scheming friend of Amelia who has been hiding her feelings for Amelia's husband Jack (Leandro Baldemor), begins her plan to destroy their family.♥



Abot-Kamay NA Pangarap

Directed by L.A. Madridejos
Mondays to Fridays | 2:30 PM

GMA offers the most inspiring drama on Philippine television starring seasoned actress Carmina Villarroel and one of the fastest-rising Kapuso stars Jillian Ward. *Abot Kamay Na Pangarap* tells the life story of an illiterate mother named Lyneth (Carmina) and her intelligent daughter and youngest neuro surgeon in the Philippines named Analyn (Jillian). The story of this heartwarming series progresses as the two help and support each other in every struggle that comes their way. Will they be able to reach their goals and dreams through their amazing mother-daughter tandem? ❤️

CARMINA
VILLARROEL &
JILLIAN WARD





RUNNING MAN PHILIPPINES

Saturdays | 7:15 PM
Sundays | 7:50 PM

Running Man Philippines officially got netizens hooked

The reality show's first two episodes garnered over 14% viewer ratings compared to its competitor's 4.3%. *Running Man PH* also made its way to the country's trending topics over the weekend. Apart from the races and missions, netizens also couldn't help but notice each player's contributions to both the games and the whole show, making for an enjoyable viewer experience.

Running Man PH is a collaboration between GMA and SBS Networks, stars Glaiza de Castro, Kokoy de Santos, Ruru Madrid, Angel Guardian, Lexi Gonzales, Buboy Villar, and Mikael Daez.❤️



Serbisyong Totoo

In a way, Ms. Marissa L. Flores (MLF) represented a counterculture in television,” wrote award-winning journalist and GMA News Pillar Howie Severino. “In an industry full of egos, she had next to none... It was not fame or fortune, but a steady application of bedrock values.”

Starting as a researcher for public affairs documentaries and special reports in 1987, MLF rose from the ranks. Humility, values, excellence, and unwavering integrity are some of the words that keep coming back when people talk about MLF.

Under her leadership, the News and Public Affairs group continues to be the recipient of international awards and GMA remains as the only Philippine broadcast network which has won the highly-coveted Peabody Award –widely considered as broadcasting and cable’s equivalent of the Pulitzer Prize. MLF also led the creation of GMA News Online, and the launch of GMA News TV, among others.

The Rotary Club of Manila recognized her as Television News Producer of the Year in 1996. In 2004, she was awarded the prestigious TOYM (The Outstanding Young Men) for Broadcast Management. In 2012, she received the CEO Excel Award from the International Association of Business Communicators (IABC) Philippines. MLF was recognized for her work in the field of broadcast journalism by the University of the Philippines College of Mass Communication at the first Glory Awards in 2017.

In the pages ahead, we honor an esteemed leader who has built a legacy of passion for journalism.

Stories from: Nessa Valdellon, Jaemark Tordecilla, Pacing Pascual, Jessica Soho, Howie Severino, Arnold Clavio, and Vicky Morales

Special thanks to: Teejay Pusong





There are a few phrases that describe Ma'am Marissa best: Unquestionable integrity. Editorial sharpness. Journalistic ethics. Attention to detail. Devotion to production quality. Fairness. Humility. Unwavering faith in the “Walang Kinikilingan, Walang Pinoprotektahan, Serbisyon Tootoo Lang” tagline that marks all our newscasts.”

Do What is Right

BY NESSA VALDELLON

In many moments of management crisis over the years — everything from on air disasters to harassment cases to outright corruption, you name it, we've faced it — I would come to her office, sometimes in shock, sometimes in tears, asking what I should do. Her response was always something along the lines of “Find the truth” or “Tell the truth.” Always ending with these words: “Do what is right.” In a wide variety of situations, this consistent advice never failed.

I have been proud to work for this woman all these years because it simply was not possible for her to lead us astray. She herself would find the truth and tell the truth and do right by us on so many occasions.

She was proud of our every achievement. She took us to task, but kindly, for our many mistakes.

Her retirement marks the end of an era, literally a golden era of GMA News and Public Affairs — the era of the four Peabody Awards, armfuls of New York Festival Medals, the Grand Prize at the Asian Academy Creative Awards, accolades for pioneering, top rating programs in so many different genres. She would say these were not hers but that of her people. But in so many ways, her values, her spirit — her life — has been at the heart of GMA News and Public Affairs' long success.♥



Faith & Excellence

BY JAEMARK TORDECILLA

"CAN YOU DO IT?"

That was the million-peso question posed to me by MLF about possibly stepping into a bigger role for GMA News and Public Affairs. I'd had some success in my first couple of years within the organization, but what she was talking to me about meant an exponential increase in responsibilities.

She was never one for motivational speeches, but her guidance was there at every step: encouraging me, challenging me, and allowing me to take up the space as the digital person in a traditional television organization.

She did it not just for me, but for my whole team; she underscored our value and cherished our opinions,

//

We will miss her leadership, and we will miss her brilliance. And we will be forever grateful for her faith in us.

recognizing us as essential members of the organization, notwithstanding the fact that neither our reach nor our revenues approach that of the television side. Many organizations use "digital transformation" as a buzzword these days, but few really put their money where their mouths are. But MLF put her faith in us.

We repaid that faith with excellence and success.

It's amazing, but hardly surprising, because that's the culture MLF built at GMA News and Public Affairs through the decades. That the organization is able to replicate our success on television to new, emerging platforms is a direct result of her leadership and brilliance.

She has that gift of a true journalist of making herself small to allow other voices to emerge.♥



Scan QR code to read full article

Walang kinikilingan, walang pinoprotektahan, walang kasinungalingan

BY JESSICA SOHO



L-R: Jessica Soho, MLF, and Jiggy Manicad receives the Peabody Award



Malinaw sa kaniya kung ano ang tama kaya tama rin na sa kaniyang pamumuno nabuo ang mga tagline na “Walang kinikilingan, walang pinoprotektahan, walang kasinungalingan” at “Dapat Totoo”

Other than leaving behind a strong and solid trail of winning and good programs, Marissa’s most important legacy is her values and character.

Values that reflect not only in the quality of the programs we have in News and Public Affairs but also in how we conduct ourselves personally and professionally.

Doing what’s right, working hard, being honest and treating people kindly and fairly.

She has always had a North.

Malinaw sa kaniya kung ano ang tama kaya tama rin na sa kaniyang pamumuno nabuo ang mga tagline na “Walang kinikilingan, walang pinoprotektahan, walang kasinungalingan” at “Dapat Totoo.”

She has always been humble and unassuming.

Sa aking palagay, ito rin ang dahilan kung bakit siya nakabuo ng mahusay na team.

She was able to draw out the best in her people and has always allowed them to shine.

Under her watch, *Kapuso Mo*, *Jessica Soho* has maintained its position in the top three programs in NUTAM since pre-pandemic. *24 Oras* emerged in the overall top five programs in 2020 and has consistently been in the top ranks to date. For January to September 2022, the top three programs of the network in NUTAM are all produced by News and Public Affairs (NAPA): *24 Oras*, *Lolong*, and *Kapuso Mo*, *Jessica Soho*.*

Our other programs in NAPA are also at the top of their game and even consistently win awards for the network, both here and abroad.♥

**Based on Nielsen Phils. TV Audience Measurement*



MLF earned her Bachelor of Arts degree in Journalism at the University of the Philippines.



"Encomium to our La Capitana"

BY PACING PASCUAL

"As she retires, I hope that her legacy lives on. I pray that we may have imbibed her values of FAIRNESS, BALANCE, her strong adherence to ETHICAL JOURNALISM and the way she puts VALUE FOR THE WELFARE OF THE PEOPLE, my hope is that these may have been rooted deeply enough, so that the ones left behind can continue to hold the fort with heads up high."

A constant reminder of what really mattered

BY HOWIE SEVERINO

In a way, Marissa Flores represented a counterculture in television. In an industry full of egos, she had next to none. She had a simple lifestyle, kept a low profile, and rarely even wore makeup. She wasn't into selfies.

With her example, she kept us grounded, a constant reminder of what really mattered. It was not fame or fortune, but a steady application of bedrock values. Foremost were honesty and fairness. If you broke any rules, you'd hear from her in a firm but unthreatening manner. No matter

how grave the violation, no one was shamed, especially in front of others. I've never heard her raise her voice, and say a mean thing about anybody, even privately.

In an environment that could have been toxic and cutthroat, she sought to create a humane place, where people cared about each other and helped one another when in need. Safety was a constant concern. From this wellspring of humanity one drew inspiration to strive and serve.♥



MLF during Arnold Clavio's contract signing joined by (L-R) GMA President and COO Gilberto R. Duavit, Jr., Arnold Clavio, Chairman and CEO Atty. Felipe L. Gozon and Chief Financial Officer Felipe S. Yalong



MLF with Mel Tiangco

A True Leader

BY ARNOLD CLAVIO

Siya ang naniniwala sa akin na mula sa radyo ay puwede akong mag-telebisyon - BRIGADA SIETE.

Siya ang naniwala sa akin na kaya kong gumising ng umaga - UNANG HIRIT.

Siya ang naniwala sa akin na mas guwapo ako kay Edu Manzano - EMERGENCY. (Yan ang paniwala ko!!)

Siya ang naniwala sa akin na kaya kong magkaroon ng talkshow - TONIGHT WITH ARNOLD CLAVIO.

Siya ang naniwala sa akin na kaya kong magpuyat ng may responsabilidad - SAKSI.

Salamat Ma'am Marissa, ngayon masasabi kong I'm proud to be na SECURITY GUARD - tagabukas at tagasara ng GMA NETWORK.

Kaya it's crystal clear , I AM NOTHING without Ma'm Marissa. Thank you for believing in me at dahil sa paniniwalang yan, napasaya ko ang mga magulang ko at ang pamilya ko.

Natutunan ko kay Ma'am Marissa kung papaano mo dapat mahalín ang trabaho mo. Dapat buong-buo and your work will love you back.

Tinuruan niya rin ako papaano irespeto ang paniniwala ng iba. Na walang monopolya ng kaalaman. At kung pagsasamahin ang lakas ng isipan ng bawat isa, ito ay magreresulta sa mas epektibong at mabungang pagsasama.

Natutunan ko rin kay Ma'am Marissa na you can initiate changes with calmness. A woman of few words pero malaman at diretso. A true leader. She never doubts on someone's weakness but will give you chances to be a stronger person.♥

Excel for all the right reasons

BY VICKY MORALES



MLF with Marie Hugo and Mike Enriquez

MOST UNFORGETTABLE

The year was 1999 and I had just joined *I-Witness* as one of the hosts. *Madaling araw ko na usually natatapos sa office yung pag-draft ng scripts para sa episode. At dahil wala pang Yahoo o Gmail dati, gigisingin ko si MLF ng mga 3 AM para i-proofread ang isinulat ko. Ang gawain namin, ilulusot ko yung script sa bakod sa labas ng old news room, tapos sasaluhin ni MLF sa kabila kasi malapit dun yung townhouse niya dati. Tapos ibabalik niya sa akin ober da bakod uli. Ganyan siya ka-hands on sa trabaho ever since.*

I will also never forget how, after every remote coverage, she would text warm words of thanks for the hard work. These little gestures of

appreciation always provided an energy boost. *Nakakapawi talaga siya ng pagod para sa amin.*

She never played favorites yet she had this way of making each of us feel na we were special and had something important to give to the news team. She was a dream boss who made us want to excel for all the right reasons.

WHAT DID I LEARN FROM MLF?

She taught us how to be fair and tough, yet kind and compassionate at the same time. She led with integrity and never left anyone behind, even during the most challenging of times.❤️



Marissa Flores during Vicky Morales' contract signing

“I am proud of what I helped build, even prouder of the people that make up GMA News and Public Affairs, and grateful for all the support.”

MARISSA L. FLORES

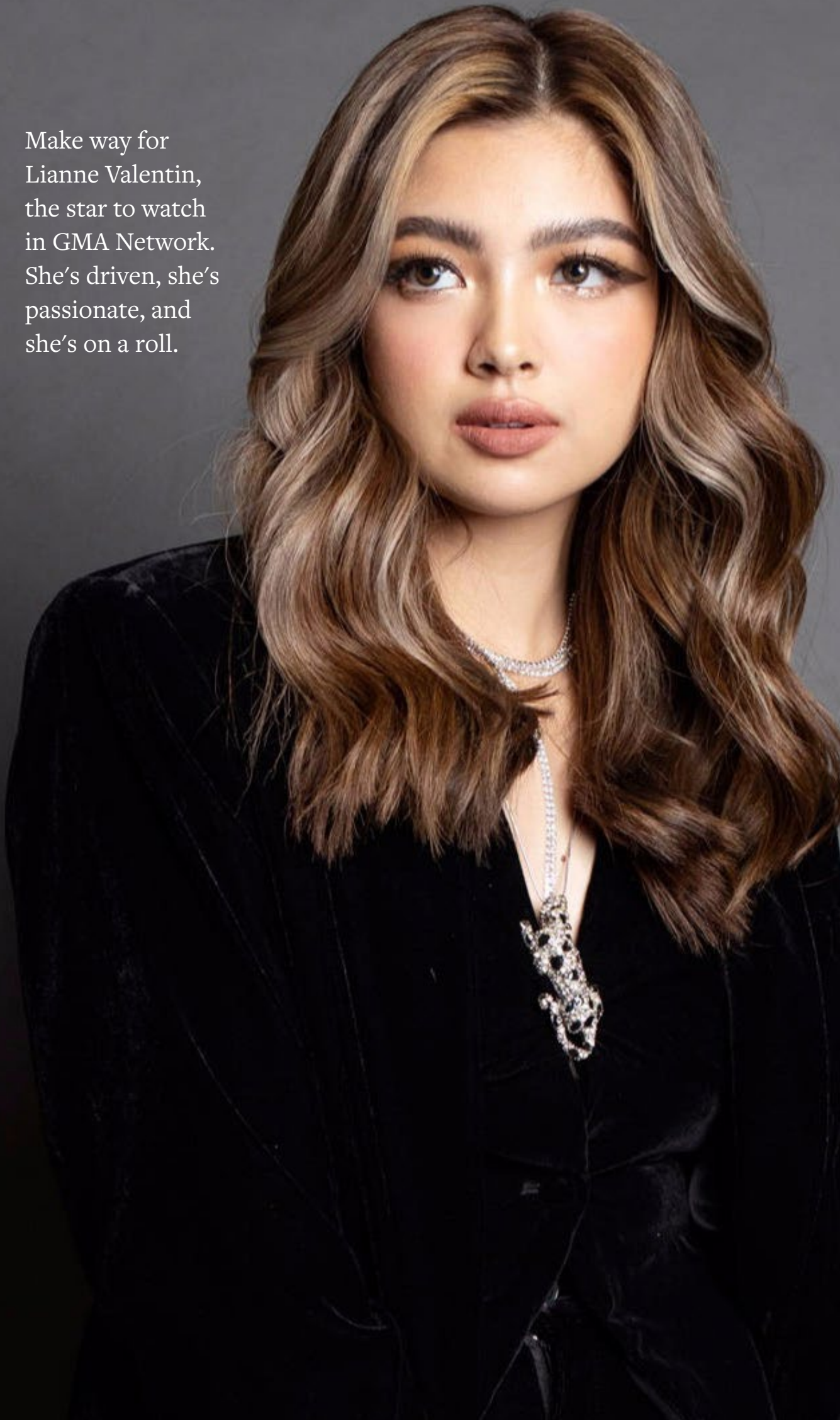
Consultant/Former Senior Vice President, GMA News and Public Affairs



MLF with the News and Public Affairs team

STELLAR

Make way for Lianne Valentin, the star to watch in GMA Network. She's driven, she's passionate, and she's on a roll.



Text by **Maine Aquino**
Photography by **Cyrus Panganiban**

Lianne Valentin was on the lookout for a project that would test her acting skills when the role of a seductive and complex character named Stella in *Apoy Sa Langit* came her way.

Bringing Stella to life was the perfect challenge. Not only did Lianne have to give justice to the sole kontribida character in the afternoon series, she also had to level up her acting game to match the performances of her more experienced co-actors. Despite the challenge, Lianne delivered more than what was expected of her. She turned in a convincing performance that people started recognizing her more as Stella than Lianne.

This was the moment that she had been waiting for all her life. When her moment came, she stepped into the spotlight and never looked back.

THE HUMBLE BEGINNINGS OF LIANNE VALENTIN

When *Apoy Sa Langit* premiered in May 2022, viewers thought Lianne was a rookie. What they didn't know was that Lianne had long started her career in showbiz as a child actor.

Lianne was discovered by director Louie Ignacio in a candy commercial. She first appeared on TV through a children's show called *Tropang Potchi* when she was 9. Some of Lianne's co-stars in *Tropang Potchi* were Bianca Umali, Miggs Cuaderno, Julian Trono, Ella Cruz, Sabrina Man, Miggy Jimenez, and Lenlen Frial.

Bigger and better projects eventually started coming her way. Lianne became part of GMA Network's highly successful shows like *Mulawin vs. Ravena* (2017), *Kambal Karibal* (2017), and *Ang Dalawang Ikaw* (2021). It was in 2022 she got her big break: the opportunity to star in the highly-rated GMA Afternoon Prime drama, *Apoy sa Langit*, sharing screen time with Maricel Laxa, Zoren Legaspi, and Mikee Quintos.

THE WAIT IS OVER

At the age of 21, Lianne accepted a challenging and daring role to show that she can be a force to be reckoned with. When she was handed the script, she knew right away that Stella was no ordinary character. "Noong nakuha ko, sabi ko hindi ko papalagpasin 'to. Hindi ko hahayaan na mag-slip lang 'tong role na 'to sa hands ko, kasi oo she's a kontribida pero there's more to her. Malalim e, malalim 'yung pagkatao ni Stella."

Her determination and passion for her role didn't go unnoticed. During the early weeks of the series, Lianne started receiving both positive and negative remarks. Positive comments were made about her terrific performance as Stella. The negative comments, on the other hand, came from those who were greatly affected by Stella's evilness.



Pinaghirapan ko 'to sa audition, kay Direk Laurice [Guillen], kulang na lang manginig ako, mahimatay ako, habang nag-audition kami kasi I really wanted this role. I really wanted Stella."



For those who don't know, Stella is the mistress of Cesar (Zoren Legaspi). In the drama series, Stella introduced herself to Cesar's new wife Gemma (Maricel Laxa) and stepdaughter Ning (Mikee Quintos) as his estranged daughter.

Lianne is grateful for the people who appreciate her performance in the show.

"Thank you sa mga nagagalingan sa akin. Hindi ko rin magagawa o hindi ko maisasabuhay si Stella kung hindi dahil sa tulong ng direktor namin, si Direk Laurice, na napakagaling na direktor at aktres. Siyempre si Ms. Ana Feleo na anak niya, na acting coach ko rin. Sila talaga 'yung mga tumulong sa akin."

The rising star of GMA also gives credit to her co-actors. According to Lianne, the scenes are always trending because of the talent and generosity of every actor in *Apoy sa Langit*.

"Pag nandoon ka na sa set at kaeksena mo na silang lahat, 'yung tipong nagbibigayan na kayo pagdating sa pag-arte, sobrang sarap sa feeling. 'Yun nga nagpapadala lang ako sa mga co-actors ko."

Itong pagiging aktres, pag-acting, it's my passion. Alam ko na ibinigay itong talent sa akin ni Lord and I really want to use it."

WHAT'S NEXT AFTER APOY SA LANGIT

She is humbled and honored that she was able to showcase her talent in a project that she can be proud of for a long time.

"Very grateful rin ako sa management na pinagkatiwalaan nila ako ng ganitong klaseng kabigat at kaganda na role." Lianne knows that not many aspiring actors are given the chance to be part of worthwhile projects. "Maraming gustong mag-artista, pero hindi lahat ng tao nabibigyan ng opportunity. Kaya noong nabigyan ako ng opportunity na 'to talagang sabi ko hindi ko palalampasin, and 'yun nga, I want to make every fan and supporter proud of me."

With Lianne's determination and passion, she promises to continue to do her best in the next projects that GMA would give her. ❤️



GMA's Sparkle artists join the 'Kapuso at Kasambuhay ng Kalikasan' campaign

GMA Network Inc. and Nestlé Philippines signed an agreement for a joint campaign on climate change to intensify consumer education and encourage collective action on plastic waste via *Kapuso at Kasambuhay ng Kalikasan*.

Through this partnership, several Sparkle GMA Artist Center artists were invited to a Sustainability Workshop on solid waste management and ways to shape a waste-free future through their influence on Filipino viewers.

Nestlé Philippines SVP and Head of Corporate Affairs Jose Uy III, in turn, conveyed his gratitude for partnering with the network, “I’m very excited and it’s amazing that we are able to tie up with the leading broadcasting network like

“So Dear Sparkle Artists: Sanya Lopez, Bianca Umali, Sofia Pablo, Allen Ansay, Anjay Anson, Kirsten Gonzales, and Vanessa Peña, you are here for a reason. As the faces and the heart of the campaign, you have the power to inspire and influence Filipinos to protect our common home. May you use your sparkle to make nature glow like never before.”

ANGELA JAVIER CRUZ
Vice President & Head
Corporate Affairs &
Communications

GMA here in the Philippines. With GMA’s reach, with your influence as an artist, I think we can be on our way to creating an impactful movement for our country. Let us start reducing, reusing, and recycling our plastic waste. Never ever think that you’re just alone because if we work together collectively, I think we can make a difference.”

The workshop was facilitated by multi-awarded environmental leader Ms. Anna Oposa, Chief Mermaid and Executive Director of Save Philippine Seas. She discussed the country’s waste management crisis and gave ways on addressing this such as the 4Rs (Reduce, Reuse, Recycle, and Role) initiative, and supporting sustainability programs.



GMA Sparkle and Nestlé join forces in a sustainability workshop.

Sanya shared her commitment in doing eco-friendly practices at home, “Simple lang ginagawa ko pero I think nakaka-help siya. I segregate biodegradables from non-biodegradables. Also, ‘nung bata ako mahilig ako mag-plant kaya ginagamit ko uli ‘yung bottle na itatapon na. Pinipinturahan ko ito at ginagawang lagayan ng mga plant namin. Makakatipid ako kasi ‘di ko na kailangan pang bumili.”

Bianca expressed her view as an artist in promoting sustainability and waste management, “My role as an artist in the promotion of sustainability is the platforms and the voice that I am given. It’s more of being aware of how I will be able to use this platform and this voice to be informative and to bring awareness to the people who look up to me and support me, especially the youth. It’s a big responsibility to have that power, to be able to share

and teach them my simple ways of how I help in sustainability. What we can teach them now, is what they will do in the future for us.”

For Sofia, the biggest waste we produce are plastics, “Plastics po, ‘yung mga bina-buy ko po sa mall.” Anjay shared same sentiments, “Ganun din po mga food packaging and face masks.”

Allen revealed that he repurposes trash as his way of saving the environment, “Nung highschool ako, lagi kaming nag-rerecycle ng mga basura. Gumagawa kami ng mga parol gawa sa plastic na basura.” Aside from this, they also have an environmental tradition in their province, “Sa probinsya, every year lahat ng mga teenager, mommy at daddy, tulong-tulong maglinis. ‘Yung harap po namin sa probinsya is dagat and puntahan po

kami ng mga nagbabakasyon kaya ang ginagawa namin, bawat resort nilalagyan namin ng mga sako para maiwasan ‘yung mga basura. Kasi tuwing nagkakabagyo, sa amin napupunta ‘yung mga basura.”

Meanwhile, Kirsten also shared how she can motivate others to practice these ways, “I think yung role ko po as an artist is to share information po. So being able to share it sa mga platform naming artist, we will be able to give meaning kung bakit namin ginagawa yung mga bagay for the environment po.”

Apart from workshops, the *Kapuso at Kasambuhay ng Kalikasan* will also include advocacy videos headlined by Sparkle artists, on-ground volunteer activities, and online environmental education modules.❤️

NCAA promises exciting Season 98



The country's first athletic collegiate league – the National Collegiate Athletic Association (NCAA) – inspires everyone to “Achieve Greatness Every Day” as it formally kicked off Season 98 last September 10 via its official broadcast partner GMA Network.

Live from the Araneta Coliseum and simulcast at 2:30 PM on GMA and GTV, the “NCAA Season 98: Achieve Greatness Every Day Opening Ceremony” welcomed back the ten member schools led by Season 98 host Emilio Aguinaldo College (EAC).

This season marks the return of more exciting collegiate sports events. On top of the Men's Senior Basketball and Women's Volleyball tournaments, NCAA Season 98 welcomes back the Cheerleading Competition, Swimming, Track and Field, Juniors' Basketball,



GMA Regional TV and Synergy First Vice President and Head Oliver Victor Amoroso with the NCAA Season 98 Management Committee and NCAA Policy Board President Dr. Jose Paulo Campos of EAC and PB member Fr. Rafael Pecson, OAR of SSCR.

GMA Regional TV launches 'One North Central Luzon'

As GMA Network's regional arm, Regional TV, further strengthens its news hubs across the Philippines, the producers of the award-winning and leading local newscast *GMA Regional TV Balitang Amianan*, proudly rebrands the program and launches *GMA Regional TV One North Central Luzon*.



Providing Kapuso viewers in North Central Luzon the latest local news that matters are award-winning broadcast journalists CJ Torida and Joanne Ponsoy with Harold Reyes and Ivy Hernando from its state-of-the-art studios in GMA Dagupan Station, GMA Ilocos Sur Station, and, the soon to launch, GMA Ilocos Norte Station.

Men's Volleyball, Beach Volleyball, Taekwondo, Chess, and the All-Star Basketball and Volleyball games.

“In Season 96, we all Rose Up Stronger. Then in Season 97, we were Stronger Together. Buo ang Puso. Now, as we usher in NCAA Season 98, we all aim to Achieve Greatness Every Day,” said GMA Network Chairman and CEO Atty. Felipe L. Gozon in his message. “This season also highlights inspiring stories from the different teams and looks to grow the NCAA community beyond the games thru various grassroots developments of the NCAA sports. To our student-athletes, we wish you the best as you all aim for greatness in your respective sports. Rest assured that GMA Network – as the proud home and partner of the country's first athletic league – fully supports the NCAA in showcasing your world-class talent on all our platforms,” he added.❤️

GMA Network's grand NCAA Season 98 Opening Ceremony draws crowd, wins in ratings

Held in front of a live audience for the first time in three years and considered one of the biggest opening ceremonies in the association's history, the “NCAA Season 98: Achieve Greatness Every Day Opening Ceremony” was attended by more than 12,500 NCAA fans and featured heart-pumping song and dance numbers from various Kapuso artists.

Based on Nielsen Philippines' National Urban TV Audience Measurement (NUTAM) overnight ratings for Sept. 10, NCAA Season 98's opening rites, which aired on both GMA and GTV, posted a combined people rating of 5.2 percent. It won against It's Showtime, which only managed

to get a combined people rating of 2.6 percent (TV5, A2Z, Kapamilya Channel, Jeepney TV), and TV 5's succeeding program Maria la del Barrio, which only posted a people rating of 1.4 percent.

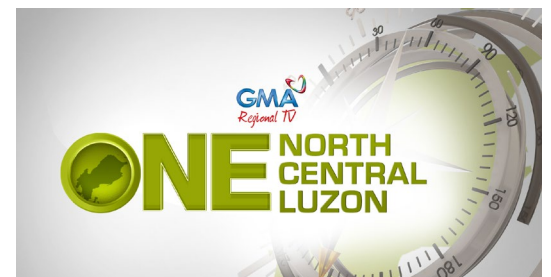
Catch the NCAA Season 98 action on GTV every Tuesday, Wednesday, Friday to Sunday at 12:00 NN. In between games, viewers can catch 'Game On!' hosted by Martin Javier, Anton Roxas, and Martin “Coach Hammer” Antonio. The games are also streamed on the NCAA Philippines website (www.gmanetwork.com/ncaa), NCAA Philippines Facebook page and YouTube channel, and GMA Sports' Facebook and Twitter pages.❤️

GMA Regional TV One North Central Luzon now services a wider coverage area which include the key provinces of Pangasinan, Benguet, La Union, Nueva Ecija, Tarlac, Pampanga, Tuguegarao, Isabela, Baler, and Olongapo via GMA Regional TV channels GMA TV 10 Dagupan, GMA TV 13 Aparri, GMA TV 7 Tuguegarao, GMA TV 5 Mt. Amuyao, GMA TV 7 Santiago, GMA TV 5 Baler, and GMA TV 10 Olongapo. Viewers in Ilocos Norte, Ilocos Sur, Abra, and Batanes can likewise access 'GMA Regional TV One North Central Luzon' via GMA TV 5 Ilocos Norte, GMA TV 48 Ilocos Sur, GMA TV 7 Abra, and GMA TV 7 Batanes.

“GMA Regional TV remains steadfast in our commitment to our *Local News Matters* campaign. Despite the challenges brought about by the Coronavirus pandemic and other major calamities that tested the resiliency of Filipinos, our teams in various regional hubs have continued to soldier on to provide our viewers local news programs and specials that are more attuned to stories, voices, and viewership in the regions. With the launch of GMA Regional TV One North Central Luzon, we aim to enable more viewers to have access to local news in various communities in North Central Luzon,” said GMA Regional

TV and Synergy First Vice President and Head Oliver Victor Amoroso.

Catch GMA Regional TV One North Central Luzon weekdays at 5 p.m. via GMA Regional TV channels on free TV and on GMA Affordabox and GMA Now.❤️



GMA Pinoy TV lauded at The Outstanding Filipinos in America (TOFA) Awards



L-R: Miles dela Cruz (TOFA), GMA International First Vice President Joseph T. Francia, and Vicente Gesmundo (TOFA)

GMA Network's flagship international channel, GMA Pinoy TV, received the Global Award at the 12th Annual The Outstanding Filipinos in America (TOFA) Awards for its efforts to raise the profile of Filipinos on a global scale with its network reach and critically-acclaimed programming. The awarding ceremony was held last September 16 in New York City.

As the main highlight of the event, TOFA inaugurated the TOFA Global Awards Category. GMA International First Vice President and Head of Operations Joseph T. Francia accepted the award for GMA Pinoy TV alongside world-renowned designer Michael Cinco.

We are strong as a people. Individually, each of us is strong. But when we celebrate our diversity and complement each other's strengths – as a community coming together – we can be formidable. So let us face our many challenges. Let us be the #StrongerTogether Movement and be a powerful force for good in America, and the world," urged Francia in his acceptance speech.

TOFA inspires Filipinos all over the world with its positive contribution to the community's rich heritage. It elevates the profile of Filipino Americans and Global Pinoyos that promotes the exceptional quality of service, artistry, and professionalism Filipinos are known for in the world. Prominent personalities, dignitaries, and exemplary Filipino-Americans were also honored in the national and presidential categories.❤️

GPTV ORIGINAL

Global Pinoy Unlimited

The production and showing of *Easter Sunday* in the big screen is a huge milestone for the Filipino-American community.

Global Pinoy Unlimited had an exclusive interview with Jo Koy, Tia Carrere, Linda Gaston, Jimmy O Yang, Melody Butiu, Rodney To, and Director Jay Chandrasekhar on making movie history for Filipino-Americans.

"It's everything. This is like a chance for us to, you know, give us a voice. We get to be seen. This is the flag that we get to wave high and not only is it a win for Filipinos but it's a win for everybody," states Jo Koy.

For more stories of Filipinos Abroad, *Global Pinoy Unlimited* is available via GMA Pinoy TV.

To subscribe visit www.gmapinoytv.com/subscribe for more details ❤️



GMA Pinoy TV's Together Again concert

GMA Pinoy TV returned to the US concert scene for its 17th anniversary celebration last September 24 and 25.

GMA's flagship international channel brought its biggest 17th anniversary treat via "Together Again: A GMA Pinoy TV @ 17 Concert" headlined by multi-awarded actress and box office icon Bea Alonzo, Kapuso Comedy Concert Queen Aiai Delas Alas, Asia's Nightingale Lani Misalucha,

Asia's Limitless Star Julie Anne San Jose, Kapuso Total Heartthrob Rayver Cruz, and Kapuso Primetime King Dingdong Dantes.

Directed by Mark Reyes, "Together Again: A GMA Pinoy TV @ 17 Concert" was presented by GMA Pinoy TV, Starmedia Entertainment, and GMA Synergy. It was also made possible through GMA Regional TV, GMA Entertainment Group, GMA Life TV, GMA News TV, and Tancinco Law P.C. ❤️



Our kababayan, Chef Vallerie Castillo-Archer had a full schedule!



The first Filipino-American executive chef of a restaurant in Los Angeles visited *Unang Hirit*. Chef Vallerie and Hollywood photographer Sthanlee Mirador also met with GMA International First Vice President and Head of Operations Joseph T. Francia and Senior Assistant Vice President and Head of Programming Cheri C. Domingo. To cap off her day, she also went to the premiere of *Easter Sunday* starring his friend and Filipino-American comedian Jo Koy. ❤️



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