

## ANNEX A

### PEOPLE'S TELEVISION NETWORK, INC. (PTNI) RATIONALIZATION PLAN CY 2015

#### I. Objectives

1. Fully develop communication structures suitable to the needs and aspirations of the nation and in accordance with a policy that respects the freedom of speech and of the press;
2. Give priority to education, science and technology, arts, culture, and sports to foster patriotism and nationalism, accelerate social progress, and promote total human liberation and development;
3. Develop the broadcasting industry as a medium for the development, promotion and advancement of Filipino nationalism, culture and values that serve as an instrument in the struggle for Filipino sovereignty, identity, national unity and integration;
4. Harness the resources of the government and the private sector towards a close, continuous and balanced cooperation in order to take advantage of technological advances in the broadcasting industry;
5. Maintain a broadcast industry system that serves as a vital link for participative democracy and effective government information dissemination through developmental communication, free from any political or partisan influence and held accountable directly to the people;
6. Encourage the development and broadcast of balanced programs which feature, among others, educational, wholesome entertainment, cultural, public affairs and sports; and
7. Provide quality alternative programs for the benefit and moral upliftment of the citizenry.

#### II. Functions

Based on Section 9 of Republic Act No. 10390, its amended Charter, the following are the corporate duties of PTNI:

1. To serve primarily as a vehicle for the State for purposes of education, science and technology, arts, culture, and sports in order to foster national pride and identity;



2. To serve as a vehicle for bringing the Government closer to the people in order to enhance their awareness of the programs, policies, thrusts, and directions of the Government;
3. To ensure that the programs broadcast by the Network maintain a high general standard in all respects, and in particular, in respect to their content and quality and proper balance of educational, news, public affairs, entertainment, and sports programs;
4. To serve as an effective outlet for alternative programming;
5. To provide subsidized airtime to legitimate people's organizations and nongovernment organizations (NGOs) in the promotion of their programs and projects;
6. To serve as an effective medium for national unity and political stability by reaching as much of the Filipino population as possible through the effective use of modern broadcasting technology; and
7. To ensure that nothing is included in the programs broadcast by the Network which shall offend public morals, good taste or decency, offend any racial group or promote ill-will between different races or different public groups, or prescribing such programs as would promote strictly partisan politics and propaganda, and outrage public feeling in general.

### III. Strategic Shifts

#### A. Major Considerations

1. **Policy.** – The new PTV Law provides basis for corporate-wide reorganization, authority to generate revenue from commercial advertising, and additional capital for the modernization of broadcast equipment and facilities;
2. **Technology.** – The Network must cope with the major changes and developments in broadcast technology, particularly from analog to digital system, which entail updated or new skill sets;
3. **New Direction.** – In line with the government's efforts towards reforms, it shall transform and build the credibility of the Network from the public perception of being a propaganda station to a Public Broadcasting Network that truly serves the People and the Nation.

#### B. Reorganization Objectives

1. To establish a lean and efficient organization with clearly defined individual and unit roles and responsibilities which are aligned to the Network's mandate;



2. To develop a healthy work environment which can attract, nurture, motivate, empower and retain a workforce that is vision-guided, values-driven, mission-oriented and has the heart and dedication for public service;
3. To eventually establish a dynamic, relevant and sustainable organization that can respond to the changing realities and challenges in public communication and broadcasting;

### **C. Strategies**

#### **1. Planning Phase. –**

- a. Re-classify creative, artistic and project-based positions from permanent to Contract of Service (COS);
- b. Create or strengthen critical functions that can help the Network become competitive in the industry such as HR, Marketing, Sales, New Media and Organizational Learning;

#### **2. Implementation Phase. –**

- a. Prompt implementation of the approved Reorganization Plan in accordance with government laws and guidelines;
- b. Hire qualified personnel with the RIGHT ATTITUDE (aligned with the core values of the Network); and
- c. Institute a continuing training and development program for officers and personnel of the Network to achieve and sustain professionalism and excellence in the organization.

### **IV. Programs, Activities and Projects (PAPs)**

The PTNI programs and projects are in line with the PCOO's overall development agenda for the communication sector.

1. Reorganization of the People's Television Network – Build a professional organization that is committed to public service, and the need to update office policies and management systems and processes.
2. Modernization of the Network's Equipment and Facilities – Provide the Network with modern digital production and broadcast equipment and facilities that it needs to accomplish its mandate.
3. Development of a new Corporate Brand and Programming Identity for the Network – Redefine the new PTV Brand and develop



relevant and quality Television Programs in accordance with the renewed Network identity and purpose.

4. Development of a Strong Marketing and Sales Capability—Strengthen the Network's marketing and sales function to lead efforts towards PTV's financial recovery and sustainability.

## V. Organizational Restructuring

The Organization Structure is headed by the Board of Directors, with its Chairman, to which the General Manager/Chief Operating Officer is accountable. There are 18 units that report directly to the General Manager: 8 Division Levels (namely: Program Production Services, Sports and Social Events, News, Public Affairs, Engineering, Admin, Finance, and Provincial Networks) and 10 other operating units (namely: Programming, Merchandising, Traffic, Sales, New Media, Executive Staff, Corporate Planning, Legal Affairs, Research, and Broadcast & Facilities Monitoring.)

### Major Operations Units

The rationalized structure shall consist of the following major operations units with the corresponding functions:

- I. **Corporate Planning And Development** - Leads the Network's strategic planning and corporate development initiatives (medium-term/annual corporate plans, organization development and continues improvement programs, monitoring and evaluation of corporate and unit performance)
- II. **Corporate Communications** - Manages and promotes the Network's corporate image and brand identity as a credible and leading source of news and information through public relations and other communication strategies.
- III. **Legal Affairs** - Ensures that all contracts, agreements, and actions entered into and/or carried out by the Network and its officers, employees and representatives are within legal bounds or in accordance with law.
- IV. **News And Public Affairs Group** - Performs the primary mandate of the People's Television Network that is to keep the public informed of news, events, issues and various opportunities that are relevant to their daily lives.
- V. **Operations Group** - Performs the major operational functions of the Network including program production, broadcast operations, new media operations and regional/provincial operations.



- VI. **Content Group** - Directs or manages the Network's TV programming and content based on programming standards, guidelines and policies set by the PTNI Board. Recommends and promotes efforts to continuously improve the quality of the Network's TV programs.
- VII. **TV Network Engineering Group** - The TV Network Engineering Group has for its Mission the strengthening of the technical capability, efficiency and effectiveness of the Network as an integral and critical part of the Government's information system, and the Vision of harnessing emerging television technology for the benefit of the viewing public.
- VIII. **Marketing And Sales Group** - Leads the planning and implementation of the strategic marketing and sales initiatives of the Network in order to develop market presence and to ensure achievement of financial targets, especially financial sustainability.
- IX. **Administrative and Finance Group** - Provides mission-critical support to the Network's daily operations in terms of administrative, finance and human resource management and development services.

#### VI. **Staffing Pattern**

PTNI's existing staffing pattern consists of Total 766 plantilla positions with 744 permanent personnel and 22 co-terminus. The number of job order personnel in PTNI always varies as most of them are employed on a project-to-project basis.

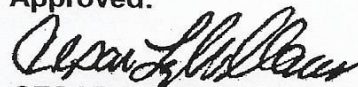
#### VII. **Funding**

As reflected in PTNI's Financial Plan, the Retirement and Separation Benefits are to be processed and released by DBM after approval of Reorganization Plan. The settlement of GSIS loans are for funding and release by DBM as well.

#### VIII. **Implementation**

This Rationalization Plan shall be implemented upon approval as authorized under EO No. 366 and EO No. 77.

Approved:

  
**CESAR L. VILLANUEVA**  
 Chairman