

FUNCTIONAL STATEMENTS

BOARD OF DIRECTORS

The PTNI Board of Directors governs all aspects of the Network's management and operations. Section 10 of Republic Act 10390 provides that *"the corporate powers of the Network shall be exercised, all its business conducted and all its property controlled and held by the Board of Directors"*.

The Board of Directors has the following general responsibilities:

- Establishes broad policies required by the Network for the efficient and effective performance of its mandate;
- Determines and provides the strategic direction and corporate objectives of the Network;
- R.A. 10390 provides that the Board is responsible in recommending members of the PTNI Advisory Council to the Secretary of PCOO;
- Approves strategic plans, corporate performance targets, major programs and projects, annual budgets, and other matters requiring board action;
- Ensures the availability of enough financial resources, especially for the implementation of the Network's major plans and programs; and
- Accountable to the government, through the Governance Commission for Government Owned or Controlled Corporations, for the organization's overall performance.

OFFICE OF THE CORPORATE SECRETARY

The Office of the Corporate Secretary provides support to the PTNI Board of Directors in the performance of their governance and fiduciary duties. It also work's closely with PTNI Management to ensure that Board directives and policies are properly communicated and implemented.

The Office of the Corporate Secretary has the following major responsibilities:

- Serves as secretariat in all meetings and other official activities involving the PTNI Board of Directors;
- Facilitates the review of all plans, policy proposals and other recommendations from management to ensure that complete staff work has been done before presenting to the Board for appropriate action;
- Monitors corporate compliance to ensure that the Network is compliant with the corporate charter, code of conduct for government officers and employees, and other government laws and regulations; and it is also responsible for developing and administering corporate policies and guidelines that are necessary in keeping the Network current with governance best practices; and
- Responsible for storing, maintaining, retrieving, and certifying corporate documents.

INTERNAL AUDIT OFFICE

The Internal Audit Office, in close coordination with management, is responsible in the continuing review and improvement of the Network's internal control systems to support the achievement of organizational objectives and performance targets.

The Philippine Government Internal Audit Manual (PGIAM) specified the functions of an Internal Audit Service or Unit as follows:

- Advise the DS/HoA or in the case of GOCCs/GFIs, the Governing Body through the Audit Committee, on all matters relating to management control and operations audits;
- Conduct management and operations audits of Department/ Agency/GOCC/GFI functions, programs, projects, activities with outputs, and determine the degree of compliance with their mandate, policies, government regulations, established objectives, systems and procedures/processes and contractual obligations;
- Review and appraise systems and procedures, organizational structures, asset management practices, financial and management records, reports and performance standards of the department proper, bureaus and regional offices;
- Analyze and evaluate management deficiencies and assist top management by recommending realistic courses of action; and
- Perform such other related duties and responsibilities as may be assigned or delegated by the Secretary or the Governing Board or as may be required by law.

OFFICE OF THE GENERAL MANAGER

- Oversees and manages the day-to-day operations of the People's Television Network (PTV) in line with the given mandate (under R.A. 10390) and with the guidance, policies and strategic directions set by the Board of Directors;
- Facilitates the preparation, approval and implementation of the Network's strategic plans, programs and projects and monitors overall performance vis-à-vis objectives and targets;
- Ensures the proper use of corporate and government funds and other resources in accordance with office policies and government laws and regulations;
- Provides technical assistance and specialized support to all other units of the Network in key areas such as operations, strategic/operational planning, program/project development and management, corporate communications, legal services, and organizational development;
- Prepares policy recommendations for the consideration of the Board of Directors, especially on the improvement of the Network's operations, services, and programs;
- Coordinates with GCG, CSC, DBM, COA, OGCC, PCOO and other concerned agencies of government on organizational, budgetary, policy and other relevant matters concerning the Network; and
- Deals with existing and prospective local and international clients, partners and other key stakeholders to promote mutual as well as public interest within the bounds of established local, national and/or international laws and protocols.

Functions of Units under the Office of the General Manager

1. CORPORATE PLANNING AND DEVELOPMENT

This unit leads the Network's major planning and development initiatives especially in the formulation and implementation of strategic plans and programs towards the realization of the organization's mission and vision.

- a. Facilitates the preparation, updating and timely submission of the Network's annual and medium-term corporate plans and corporate operating budget, which includes the following:
 - Corporate or Business Plan
 - Strategic Human Resource Management and Development Plan
 - Strategic Marketing and Sales Plan
 - Financial Plan
 - Facilities Improvement and Management Plan
 - Annual Corporate Operating Budget
- b. Assists various units of PTV in coming up with their respective plans, projects and budget requirements in line with the strategic direction of the Network;
- c. Monitors the implementation of plans, programs and projects vis-à-vis predetermined performance indicators and targets;
- d. Leads corporate development initiatives such as:
 - Continuous improvement using applicable tools from best practices such as lean management, kaizen, six-sigma and other quality management principles or standards;
 - Comprehensive research on relevant best practices for learning and benchmarking;
 - Other quality, process and systems improvement projects and activities
- e. Develops strategic business linkage or partnerships with local and international institutions to create more opportunities for organizational advancement and revenue generation; and
- f. Supports partner institutions in coming up with their agency and/or program communication plans.

2. CORPORATE COMMUNICATIONS

This unit takes the lead in promoting the Network's public relations and corporate brand image. The primary objective is to establish the Network's credibility as source of relevant News and Information.

- a. Manages and promotes the Network's corporate image and brand identity through key communication strategies and initiatives using various mass media platforms;
- b. Develops, recommends and implements communication plans or outreach strategies that strengthen the Network's relationships with existing and potential partners, clients, mass media and the public;
- c. Communicates to different audiences including the general public on important developments concerning the Network;

- d. Assists Network executives, personalities and/or representatives in public events or engagements; and
- e. Recommends and implements internal communication plans and programs that will promote the Network's vision, purpose and core values among officers and personnel in the organization.

3. LEGAL AFFAIRS

This unit is in charge of all legal matters concerning the People's Television Network. It ensures that all contracts, agreements and actions entered into and carried out by the Network and/or its officers and representatives are within legal bounds or in accordance with applicable national and international laws and practices.

- a. Prepares and/or reviews the validity or legality of all contracts, memorandum of agreements and all other official documents for the Network;
- b. Provides legal advice to ensure that all actions being undertaken by the Network are in accordance with law;
- c. Makes recommendations that will help strengthen the Network's office policies or regulations;
- d. Assists in maintaining discipline and order in the organization by providing guidance in the proper conduct of fact finding investigations as well as in the handling of administrative cases against erring officers and employees of the Network; and
- e. Assists the Network, in coordination with the Office of the Government Corporate Counsel (OGCC), in the speedy resolution of court cases, if any.

NEWS AND PUBLIC AFFAIRS GROUP

The 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 and issues that are relevant to their daily lives.

1. NEWS DEPARTMENT

The News Department is responsible in informing the viewing public of timely and relevant news and information, especially on the Government's thrusts, policies and programs.

- a. Produce and broadcast newscasts that depart from commercial and sensational news programs of privately owned networks;
- b. Connect the government to the viewing public and vice versa for a free exchange of information and public opinion;
- c. Platform of RTVM to air the President's activities and pronouncements;
- d. Reach out to other government information units to facilitate communication of information to the public;
- e. Engage in partnership with fraternal organizations in ASEAN to help build a strong regional information exchange; and
- f. Recruit, train and organize new breed of broadcast journalists and government communicators.

A. NEWS GATHERING AND EDITORIAL DIVISION

The News gathering and editorial division determines the content as well as visual requirements of the news programs. This is done through the editorial board composed of executive producers of every news program and the operations officer under the control and direct supervision of the head of the news.

It provides directions, content-wise, for every news program aimed at informing, educating and developing people's understanding and awareness of people, places, events and issues.

It also aims to contribute to the government's efforts in nation building.

Specifically, News gathering and editorial division:

- a. Conducts daily editorial meeting to evaluate previous news coverages and determines the significant and interesting stories for the day;
- b. Gathers news and feature stories from different sources (through beat and general assignments reporters)
- c. Determines/suggests the angle of the story reflective of the editorial policy set by the division and the station; and
- d. Adheres to the tenets of journalism which include accuracy and balanced type of writing and reporting.

B. NEWS PROGRAM AND PRODUCTION DIVISION

The News program and production division aims to present accurate and balanced news using video and other visual requirements that will make the viewers appreciate and evaluate the significance of the story in their daily lives as well as in nation building.

The production aspect includes news gathering, editing, actual airing and evaluation of the program.

Specifically, PTV News aims to:

- a. Provide interesting and significant/relevant news events and other information;
- b. provide breaking news coverage of various developments in the country and around the globe;
- c. produce daily news as well as feature stories and special reports;
- d. make available live and/or recorded audio/video materials from meetings and events;
- e. produce audio and video content highlighting a wide range of priority themes and issues;
- f. provide presidential coverage (local and abroad), and
- g. provide coverage for press conferences of various government and private institutions to address a very important issue.

2. PUBLIC AFFAIRS DEPARTMENT

To serve as a vehicle in bringing to the people relevant and engaging programs that are geared towards nation building and development, and to draw the audience favorably in an interesting, timely, relevant, informative, balance and straight forward public affairs programs by way of:

- Encouraging a well-informed, thinking, evaluative, and Insightful audience to watch Public Affairs programs; and
- Creating balanced and straightforward programs in an in-depth, timely, informative and relevant manner.

General Functions:

- Handles the planning and production of regular current affairs programs.
- Undertakes live or taped coverage of events of national importance.
- Coordinates with various agencies on the development and production of public affairs programs.
- To create balanced and straightforward programs in an in-depth, timely, informative and relevant manner;
- Produce quality programs that will aid the audience in understanding issues and programs of the government and other sectors.

Also:

- Produce good alternative television programs in line with the new directions of the network
- Develop programs in line with the new marketing brand and code of standards of the network
- Heighten Personnel Enhancement

A. CURRENT AFFAIRS PROGRAM AND PRODUCTION DIVISION

The Current Affairs Program Production Division is in charge of producing in house and co-production public affairs programs of the department. Also, the division is responsible for the creation of new program concepts that will support the current programs and projects of the government. As program production division part of its function is to enhance existing programs to address the needs of the time.

B. SPECIAL PUBLIC AFFAIRS AND PROGRAM PRODUCTION DIVISION

The Special Public Affairs Program Production Division is the team in-charge to produce special coverage and related shows regarding recent issues and events in the country. The events can also be historical, like Independence Day, Papal Visit and other important or notable occasion worthy of a live or taped television coverage.

OPERATIONS GROUP

1. PROGRAM PRODUCTIONS SERVICES DEPARTMENT

The PPS plans, conceptualizes, and produces educational, cultural, and sports programs which seek to educate/instruct specific target audiences. With a mission to empower the people on their freedom to acquire knowledge; and to serve as a vehicle for quality and alternative educational, cultural and nature programs with excellent production values that will inform, inspire and enrich the lives of Filipinos. It is envisioned that PTV shall become the leading, if not primary source of quality educational, cultural, environmental and sports programs of the country.

Functional Description:

- Develop programs (from conception to post-production) and ensure its excellent production values.
- Coordinate with various agencies (Government and Non-Government Organizations) with regard to the planning and production of these programs.
- Prepare project proposals/concepts in coordination with partner agencies.
- Prepares production cost.
- Prepares the scripts for the program
- Handles the coverage of educational/instructional, art and cultural events.
- Turn-over master tapes, raw materials & scripts to the Archive section.

A. PROGRAM PRODUCTION DIVISION

- Develops program formats in keeping with the overall thrusts of the Network;
- Implements program formats developed and approved by Management for production;
- Oversees the overall conceptualization and production of each program;
- Checks and approves concepts or special projects and evaluates changes associated with each concept;
- Effects in-depth evaluation system for produced programs;
- Coordinates regularly with production staff with regards to innovations to further improve and enhance programs.

B. SPORTS PROGRAM DIVISION

The Sports & Special Events/Projects Division provides leadership in sports programming. It is the official broadcaster of special international and national events and projects such as Olympics, SEA Games, ASEAN Games, and other major sporting events. The Network provides the biggest number of broadcast hours to sports and physical fitness programs and special sports event/projects.

C. PRODUCTION DESIGN DIVISION

Production Design Division takes charge of Set designs and all other necessary aesthetics to enhance the look of the program, as well as the provision and fabrication of essential adornments required to augment set and production presentation.

- Takes charge of decorating requirements on all sets for all program;
- Decorates and sets-up desired props for every program whether live or taped; and takes charge for any immediate changes in set-up;
- Does coordination with Set Designers in relation to suitable set decorations and props required by each program;
- Determines program requirements and advises the concerned Superior for any changes or modifications;
- Coordinates with producers for the props and decor needed for all programs.

D. TECHNICAL OPERATION AND POST PRODUCTION DIVISION

The Technical Operation and Post Production Division provides for manpower on camera crew to augment the technical needs of production such as electronic news gathering.

Functions of staff complement under the Division include:

- To supervise all PPS Cameraman and takes charge of camera crew schedule and assignments.
- Coordinates closely with Maintenance Technicians on the maintenance, care and repair of equipment.
- Undertakes to recommend training and such other programs that may be necessary for more efficient outputs.

2. REGIONAL OPERATIONS DEPARTMENT

Provincial stations are spread throughout Luzon, Visayas and Mindanao expands the reach of the People's Television Network throughout the Philippine countryside and strengthens the People's Television as a National Network.

The provincial stations are fully-operational local TV stations serving as vital arm of the Network in ensuring effective dissemination of information by translating vital information in the local language of the communities that they serve and at the same time, complement the Network's national marketing arm by raising local revenues that are needed for its day-to-day operations.

The Office of the Regional Department is entrusted to Oversee the daily operations of PTV Regional/Provincial of News, Production, marketing and Sales operations and is tasked to the following:

- Plan, formulate and Implement Regional/Provincial Programming in coordination with the Networks News and Production Departments
- Plan, formulate and Implement Regional Sales and Marketing Strategies in coordination with the Networks Sales and Marketing Departments
- Coordinate/ collaborate with Regional Government Agencies, Local Government Units in developing, conceptualizing, and producing of public information and service programs.
- Coordinate/Collaborate with Private Organizations in developing, conceptualizing, and production of public information and service programs.
- Coordinate/collaborate with engineering department on technical aspects of projects for both local and national implementation.
- Coordinate with Administrative and Finance Departments on matters of Human Resources and Financial programs of the Network.

REGIONAL CENTERS

The Regional Centers operate to:

- Implement local programming and broadcast operations in key Regional Centers initially, Baguio, Cebu and Davao for producing Local News, Current and Public Affairs programs.
- Contribute local news and information to PTV Manila.
- Revenue source of the Network.
- It also operates as a vital arm of the Network in its thrust of informing, educating, inspiring and empowering the Filipino viewers by delivering accurate, timely and relevant information and ensuring that Regional Operations can be a source of Revenues.

3. DIGITAL MEDIA DEPARTMENT

The Social Communications Department manages planning and implementation of projects and operations of the People's Television Network's online platforms and IT infrastructure.

A. SOCIAL MEDIA DIVISION

The Social Media Division is responsible for the development and growth of the Network's online presence through various existing and emerging social media platforms and applications.

It is also responsible for developing the design of the Network's official sites, and social media accounts, as well as producing content that is relevant to the Network's mandate.

The Social Media Division also works closely with Sales and Marketing and Creative departments in digital marketing to promote the Network via the Internet. It will also lead in the online community engagement, and will aim to turn the online followers into television viewers.

- Manage and develop the Network's official sites and social media accounts.
- Design and implement digital projects for online platforms.
- Research emerging trends in digital technology
- Develop ideas by creating innovative social media campaigns.

B. INFORMATION TECHNOLOGY SUPPORT DIVISION

The Information Technology Division is responsible for the Network's workstations, digital office equipment, networking equipment, operating systems, software, bandwidth and servers, ensuring a reliable and efficient network.

It is also in charge in the development of office workflow automation, systems and processes towards organizational efficiency and effectiveness.

- Responsible in providing the architecture, hardware and software of computers in the Network.
- Creates new programs and applications for the Network.
- Provides technical support to computer users in the company.

TV NETWORK ENGINEERING GROUP

The Network Engineering Department 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.

General Functions:

- Planning- The Department of Engineering oversees, plans, manages, implements and directs all engineering and technical activities of the Network. Develops and implement policies, guidelines and procedures that serve to augment the use of television as an effective medium for providing efficient communication services.
- Maintenance- Provide all necessary maintenance requirements needed for various TV equipment and support facilities to ensure continuing operation of the station and to avoid downtime.
- Support Production- Provide operational requirements needed for Production in terms of equipment and manpower.

In addition:

- The Network Engineering Division is charged with the responsibility of maintaining all TV transmitters, translators, satellite TVROs, microwave STLs in the Network and all TV broadcast equipment in the TOC, studios, OB vans and editing suites of the Main TV Center.
- It is charged with the installation of terrestrial transmitting, satellite receiver, microwave link, and studio equipment in additional regional or provincial TV stations.
- It conducts actual surveys of the reach and service area covered by each terrestrial transmitting station and recommends necessary improvements.

1. TRANSMISSION DEPARTMENT

The Transmission Department is charged with the responsibility of operating & maintaining all TV transmitters, translators, satellite TVROs, microwave STLs in the Network and all TV transmission equipment of the main TV center.

It is charged with the installation of terrestrial TV transmitters, satellites receivers, and microwave links in addition to regional/provincial TV stations.

It conducts actual surveys of the reach and service area covered by each terrestrial transmitting station and recommends necessary improvements.

A. NATIONAL TRANSMISSION DIVISION

- Operates and maintains the main TV transmitting facilities of the network.
- Monitors all the operational parameters of the transmitter to ensure its normal operations all times.
- Monitors the audio and video signal levels going into the transmitter to verify its conformity with the standard.
- Monitors the output signal of the transmitter to ensure the most transparent video transfer and the most faithful audio reproduction in the viewer's receivers.
- Operates TVROs and microwave STLs of the main network center.
- Operates the satellite transmitting facilities (main TV Uplink) of the main network center.
- Monitors the signal sent back by the satellite to ensure that the provincial stations and other subscribers receive the same signal quality.
- Monitors the adjacent signals relayed by the satellite to ensure that the network's signal does not interfere with other satellite users.
- Monitors the output signal of the transmitter to ensure the most transparent video transfer and the most faithful audio reproduction in the viewer's receivers.

B. REGIONAL TRANSMISSION DIVISION

- Operates and maintains the regional TV transmitting facilities of the network.
- Monitors all the operational parameters of the regional transmitters to ensure its normal operations all times.
- Monitors the audio and video signal levels going into the regional transmitters to verify its conformity with the standard.
- Monitors the output signal of the regional transmitters to ensure the most transparent video transfer and the most faithful audio reproduction in the viewer's receivers.
- Operates TVROs and microwave STLs assigned to this section.

2. TECHNICAL AND BROADCAST OPERATIONS DEPARTMENT

The Technical and Broadcast Operations Department provides all the necessary technical personnel and facilities for all programs produced by the News and Public Affairs, and Production departments of the network. It schedules use of the studios, OB Vans, ENG Vans, LNUs and ENG/EFP facilities in support of the program production surveys of the network. It coordinates with other companies or agencies for additional services and facilities that may be needed in the production or telecasting of some programs.

Another main function of the department is the operation of all equipment and facilities related to the telecasting and video/audio signal distribution activities at the network center. It is responsible in processing all video and audio signals coming in to the network center and distributing these to different users within the center, regional News centers, provincial TV stations, relay stations of the network and other users outside of the network.

A. MASTER CONTROL AND STUDIO OPERATIONS DIVISION

- Process all video and audio signals coming from the studios, outside broadcast units, satellite receivers, telecoms, and other sources.
- Routes the processed signals to the transmitters, satellite TV uplink (for distribution to the provincial TV stations & regional News centers), microwave links or STLs (for distribution to users outside of the network).
- Monitors the different synchronizing signals, video and audio test signals, time code signals needed in the operation of equipment in the center.
- Generates, distributes and archives electronic graphics, for use by various TV programs of the network.
- Provides technical personnel to operate studio production equipment.
- Sets up lighting fixtures, microphones, cameras and other technical requirements for a TV program in a studio.
- Operates the video switcher, audio mixer, digital video effects, video recorders or players, audio recorders or players, lighting controls, camera controls and cameras during a live or tape program in the studio.

B. OUTSIDE BROADCAST DIVISION

- Provides technical personnel needed for the outside broadcast or production.
- Determines and provides technical facilities needed for an outside broadcast coverage or production.
- Operates the video switcher, audio mixer, video recorder and player, audio recorder and player cameras, lighting equipment and other facilities during a live broadcast or taping.
- Conducts actual surveys of venues for feasibility of an outside broadcast coverage of production.
- Provides microwave links or STLs or Satellite uplink whenever required.

CONTENT GROUP

The Content group serves as the direction-setting, filtering, clearing, and substance-and-form-enhancing unit for all network programs, with the aim of ensuring such programs are consistent with the policies, parameters, thrusts, and guidelines of the Board of Directors and PTNI's corporate Vision-Mission.

The Group also recommends the programming thrust of the network and provides the guide or leads to themes, topics, subject matter, issues, and concepts, including information packages and sets of interrelated program ideas, as well as reference materials and other supporting data, all of which form and comprise the network content.

The Content Group for its main function serves as the Network's product quality control unit by recommending production value standards and implementing the same for and in behalf of management.

1. CONTENT ANALYSIS AND RESEARCH DEPARTMENT

Content analysis and research department has the following functions:

- It sets the messaging agenda of the network and its corresponding "look and tone", based on platform, target market profile and branding strategy.
- It maintains a research and development (R&D) unit, with a databank for drawing, storing and retrieving reference materials, for program content enrichment.
- The same R & D unit serves as monitor for global trends relative to information-gathering, -storing and -dissemination system requirements, including functional "apps" for social media and current advances in Information

Technology software and hardware, and for their adoption into the existing system, if viable.

- It maintains on-line connection with the network's archives and library unit, for mutual access to each other's databank.
- It analyzes research and monitoring reports to serve as basis for content development and strategic messaging skewed towards communication for development (C4D).
- It crafts the messaging guide and strategic communications plan for the network consistent with PTV board's vision and thrust, which will synergize the network programs toward a common and coherent communication objective.
- It coordinates with the other network groups, departments and divisions to ensure that their respective program contents are in accordance with approved content guide.

A. CONTENT RESEARCH DIVISION AND CONTENT DEVELOPMENT DIVISION

Functional Description:

- Based on research and monitoring materials, it determines the emerging issues, information trends, and strategic communication needs of the network's customers/audience.
- It gathers all inputs from various perspectives or disciplines (i.e. socio-economics, science & technology, history, political science) in order to enhance the quality of messaging it provides to the different departments of the network.
- It extrapolates research and reference materials in order to identify strategic issues and communication-for-development requirements of the network's audience/constituency.
- It crafts messaging guide and communication plans for the network, including editorial thrusts.

2. PROGRAMMING DEPARTMENT

The Programming Department has for its general functions the following:

- Implements the approved program grid.
- Recommends and provides airtime for in-house, co-production and blocktime programs to reach target market.
- Facilitates airtime for live coverage of Presidential and governmental activities.
- Records all Presidential events, Malacañang Press Conferences and governmental activities.
- Coordinates changes in daily program schedule with TOC due to breaking news, presidential coverage, Malacañang briefings and other major governmental activities.
- Previews all TV program materials to ensure broadcast quality and content compliance.
- Prepares daily, weekly and monthly program grid as approved by the management.
- Provides support to the General Manager in the formulation of programming strategies and program development.
- Screens program proposals from internal and external proponents for recommendation to the Programming Committee.
- Coordinates with blocktimers and co-producers on programming policies and broadcast requirements.
- Ensures compliance of MTRCB guidelines governing airing of programs.

- Facilitates renewal of registration of PTV Manila and all its provincial stations with MTRCB.
- Submits accomplishment reports on the following:
 - Presidential Coverage
 - Senate/Congress Coverage
 - All Programs of the Network
 - Other Governmental Coverage

A. QUALITY CONTROL AND MONITORING SERVICES DIVISION

- Preview all program materials to ensure compliance to the broadcast standard of the Network in terms of quality, content and format.
- Monitor all on-air materials such as but not limited to merchandising plugs, commercial spots, segments, programs, live coverage and special events.
- Ensure all materials scheduled for airing are reflected on the Network log
- Record all discrepancies on air such as overtime, undertime, pre-emptions, relocation program, technical problems as well as power outage

B. PROGRAM ACQUISITIONS DIVISION

- Buy and manage acquired TV programs such as but not limited to Series, Documentaries and Films;
- Evaluate and recommend programs submitted to the Network by content suppliers;
- Attend program exhibitions, meet and negotiate with content producers.

3. CREATIVE COMMUNICATIONS DEPARTMENT

Creative Communications Department serves as the image-builder, branding guardian, and promotions arm of PTV by integrating all efforts towards informing, educating, inspiring, and empowering the Filipino audience. In effect makes PTV a unique and effective household brand synonymous with relevant and non-partisan news as well as timely and quality information.

Functions:

- Establish the Network's corporate image, and ensure that its proper use is maintained
- Promote PTV programs and projects across all media platforms
- Develop information campaigns to support the messages of the Government
- Complement the Network's sales effort
- Act as the clearing-house for all TV plugs (PTV-produced or otherwise) for broadcast
- Engage in projects with the private sector as needed to increase awareness of concerns as they relate to national interest; and
- Assist in program development.
- It conceptualizes and produces the merchandising of the network's programs as well as its advocacies through interstitials and other basic advertising and promotions tools.

A. CREATIVE COPYWRITING AND PRODUCTION DIVISION

Creative copywriting and Production Division operates to undertake pre-production and production task such as the following:

- Creative Conceptualization
- Creative Planning
- Creative Research
- Creative Writing
- Casting
- Inter-agency coordination
- Video shooting and audio recording

B. CREATIVE POST PRODUCTION DIVISION

Post Production Division does has for its function the following:

- Editing (video, sound, image)
- Animation & visual effects
- Graphic design, and
- Execution of final output for on-air implementation

MARKETING AND SALES GROUP

This Group undertakes the marketing and selling of Network In-house and co-produced programs. It also plans and recommends branding and imaging strategies for the Network. Plans and recommends sales strategies for the Network. Oversees the implementation of approved marketing and sales strategies. Recommends sellable program concepts and formats, and creates Network commercial and airtime rate cards, as well as to oversee provincial sales.

1. MARKETING DEPARTMENT

Marketing Department operates to ensure the achievement of goals and targets of the sales division. As such, Marketing Division has for its functions the following:

- Develop, create and implement strategic plans to ensure attainment of sales targets.
- Develop business plan that would create and promote PTV as a good and strong brand.
- Responsible for creating meaningful messages, images and ideas that will deliver the value of the Network's programs to advertisers at the same time building long term relationships in ways that would benefit both PTV and its stakeholders.
- Responsible for identifying and understanding the Network's target market and satisfying its needs.

A. BRAND DEVELOPMENT AND MANAGEMENT DIVISION

- Opens new business opportunities for the Network
- Develops and implements strategies to promote the corporate brand and programs of the Network
- Ensures that infrastructure and network resources are maximized

B. MARKETING AND SALES DIVISION

Marketing and Sales Division undertakes the following functions:

- Marketing Research and Planning: Gathers viewership data and executes strategic analysis to quantify the Network's performance.
- Advertising and Sales Promotions: Provides overall marketing support in digital media promotions, event management, graphic design and copywriting
- Customer Relationship Management: Handles and manages interaction with clients, partners and other stakeholders

2. SALES DEPARTMENT

The Sales Department is the medium of how well the product is introduced and accepted in the market. A business cannot last long without sales of its goods and services, thus making the sales division a very important component in revenue generation of any business. The Sales Division therefore of PTV has the following functions:

- Sell the Network's programs to advertisers;
- To sell available airtime to blocktimers;
- To rent out production facilities and equipment;
- Recommends the total format of the Network such as; target audience, types of program to produce, and, the ratio among entertainment, news, public affairs and sports programs to maintain;
- Recommend merchandising strategies designed to enhance the Network's viewership;
- Help formulate policies and guidelines in relation to program sponsorship, airtime buy, barter arrangements, video footage requests and equipment/facilities rentals;
- Relay to management feedback/information from advertisers/agencies relative to Network programs.

A. GOVERNMENT ACCOUNTS DIVISION

- Initiates sustainable flow of revenue for the Network through client servicing and strategic selling;
- Creates cost-effective packages for the government sector (Government Owned and Controlled Corporations, Government Finance Institutions and Local Government Units);
- Ensures effective implementation of media values for clients and partners.

B. COMMERCIAL ACCOUNTS DIVISION

- Initiates sustainable flow of revenue for the Network through client servicing and strategic selling;
- Creates cost-effective packages for private sector (Advertising Agencies and Direct Accounts);
- Ensures effective implementation of media values for clients and partners.

ADMINISTRATIVE AND FINANCE GROUP

The Corporate Services Group provides mission-critical support in terms of administrative, finance and human resource development services to ensure that the Network's core functions such as production and broadcast of quality TV programs are carried out. In addition to this, the Corporate Services Group provides Administrative and Financial management services for the Network and oversees Human Resource Management and Development.

Corporate Services also undertake the following:

- Safeguards the proper management and efficient use of corporate and government resources in line with the Network's mandate and priorities, and in accordance with office and government policies and regulations.

- Plan and implement office systems and procedures;
- Plan and implement financial management systems for the Network;
- Recommend improvements on administrative and financial systems and procedures, and
- Prepare the corporate operating budget. Monitors the implementation of workflow systems among the various departments.

1. ADMINISTRATIVE DEPARTMENT

The Administrative Department plans, directs and supervises personnel administration, and administrative staff support services, property management, supply management, general services, records management, procurement and materials management, as well as to take charge of communications and transport services.

The Administrative Department shall take the lead in creating a positive work environment that attracts, develops, motivates, and empowers and retains a dynamic workforce and has the heart and dedication for public service in support to the accomplishment of the vision, mission and objectives of the People's Television in order to come up with an efficient and effective administrative support constituted by a professional, dynamic and highly committed workforce.

The Administrative Department Plans, directs and provides administrative support for the Network such as:

- Management and maintenance of the Network's equipment, building and ground facilities, and other physical properties nationwide;
- Procurement, allocation and distribution of supplies needed for day-to-day operations;
- Provision of communication facilities and transport services;
- Document management and archiving of important records;
- Delivery of office health, safety and security services
- Formulation, updating and implementation of facilities improvement and management plan

A. FACILITIES AND MOTORPOOL DIVISION

This Division provides prompt and support services such as materials management, building administration and maintenance, transport, general services (janitorial and security) to all other units of the Network to ensure a smooth flow of operations.

- General upkeep and proper maintenance of the building and Network premises as well as the handling of operations of electrical and mechanical facilities and equipment;
- Establishes and maintains an effective preventive maintenance program for all equipment including transportation facilities.
- Implements a system to ensure prompt and competent transportation and communication services to ensure accomplishment of Network operations and production activities.

B. PROPERTY AND PURCHASING DIVISION

This Division provides services for effective supply and property procurement and management.

- Develops and administers procurement program, develops data file to establish sources of supplies, price indices and determine availability of critical supplies.
- Develops property utilization, warehousing and inventory control system.

2. FINANCE DEPARTMENT

The Financial Management Department defines and documents the financial information requirements of the Network in relation to its Financial Management Information System. It identifies areas for improvement related to financial information processing. This may include the effectiveness of the procedures adopted, the adequacy of processing support, e.g. personnel requirements, and the ability of the responsible staff to properly process information, among others.

The Department creates a system to cater to various management levels requiring relevant, accurate and timely information, as there is a perceived need to consolidate key data files into an integrated data system and make reliable information available.

A. FINANCE DIVISION

Finance Division has two sections under it namely Budget Section and Accounting Section. Budget Section undertakes the main task of preparing annual budget of the TV Network which will be used as basis for the current year operations. While the Accounting Section operates to prepare and certify the Network's financial statements and such other reports summarizing the various financial activities of the Network.

Hence, the Division plans, manages and monitors the Network's financial affairs by:

- Formulating, implementing and updating the Network's Strategic Financial Plan;
- Facilitating the preparation, submission and approval of annual corporate operating budget;
- Reviewing the accuracy and monitoring the payment of all Network obligations including personnel salaries and benefits, talent fees and other payables to concerned government and private service providers;
- Preparing and submitting periodic financial statements and reports that are relevant for timely decision making;
- Monitoring and recording of all financial activities of the Network, and maintenance of official accounting records; and
- Making recommendations that will improve the Network's financial management and accounting system to help ensure compliance with the government's accounting rules and regulations.

B. TREASURY DIVISION

The Treasury Division consists of Credit and Collection Section and Cashier Management Section. Credit and Collection prepares billing invoices based on certificates of performance received from Traffic Section, maintain files of such invoices together with the sales contracts, certificates of performance and provide reports thereon. The Section is also tasked to deliver billing invoices to the Network's clients, follow-up collections and prepares reports thereon.

Cash Management Section on the one hand undertakes to issue Official Receipts for all receipt requirements of the Network, safeguards collections received and deposit to the Network's depository bank. In addition to this, the Section is also tasked to prepare and release check payments and petty cash for all monetary obligations of the Network.

Treasury Division operates to safeguard the proper and efficient management of the Network's cash or monetary resources by:

- Formulating, updating, recommending and implementing policies and guidelines on cash management;
- Preparing and releasing check and cash payments for all monetary requirements and/or obligations of the Network;
- Maintaining minimum cash liquidity level of the Network;
- Recommending ways and means to increase revenue or cash inflows that can help sustain operations;
- Determining, collecting, and monitoring all account receivables from concerned government, corporate and private clients or partners; and
- Issuing official receipts and safeguarding collections received from clients and partners by depositing the funds to the Network's official depository bank.

3. HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT DEPARTMENT

This Department takes the lead in developing a professional, public service oriented and dedicated workforce for the People's Television Network that provides for personnel programs to empower employees to become effectively productive. It also provides for a training institute to enhance the capabilities of personnel.

A. HUMAN RESOURCE MANAGEMENT DIVISION

The Human Resource Management Division develops and administers a comprehensive personnel program which shall include manpower planning, recruitment, selection and placement, wage and salary administration, welfare and benefits administration, and employee relations.

- Continuing manpower planning program to ensure appropriate quality and quantity of manpower resources for various organizational levels of the Network; and
- Undertakes continuing personnel appraisal and assessment system to ensure maximum performance, proper job placement, and employee productivity.

In addition, given the changing global trends Human Resource Management in every organization, the Division is in charge of strategic human resource administration, human resource operations, and organization development to undertake the following:

- Facilitates the formulation, implementation and monitoring of the Network's strategic human resource management and development plan;
- Recommends HR policy improvements, interventions and/or programs that will help improve the Network's overall working environment that is conducive to creative and productive work;
- Conducts resourcing and placement services for the Network;
- Assists units in formulating and implementing personnel improvement plans, career development plans, and staffing and succession plans, among others;
- Takes care of the Network's personnel welfare and benefits; and
- Maintains a venue and/or mechanism for a continuing dialogue among officers and employees of the Network in order to improve and sustain good and professional working relations.

B. CENTER FOR LEADERSHIP DEVELOPMENT DIVISION

Center for Leadership Development shall be in charge of the continuing skills training and leadership development of the Network's workforce to promote and sustain service excellence, especially in the field of public broadcasting.

ANNEX D

- Leads the planning, design and implementation of specialized and applied training courses or programs for the development of creative, technical, management and leadership skills of officers, employees and talents based on careful analysis of the Network's personnel and organizational learning and development requirements;
- Builds and maintains an updated library of relevant educational materials or best practices that can be used as references for the continuing education of Network personnel in various functional areas such as broadcast engineering, program production, digital media, information technology, finance, marketing, sales, management, and leadership;
- Develops and sustains a pool of professional talents for the Network;
- Establish mutual partnerships with local and international learning institutions and public broadcast networks that can help in the continuing development and provision of world class quality training programs for the People's Television Network; and
- May provide specialized courses on television broadcasting to the public in the future.