

Facing the Media

THE ART OF MEDIA ENGAGEMENT

DOCUMENTATION REPORT

A Media Training for Philippine Extractive Industries
Transparency Initiative (PH-EITI) Multi-Stakeholder Group Members
By Probe Media Foundation Inc.
Hotel Jen, Roxas Blvd, City of Manila
October 12 to 13, 2017



OVERVIEW

“Facing the Media: The Art of Media Engagement” is a two-day workshop session that aims to provide participants from the Multi-Stakeholder Group (MSG) of the Philippine Extractive Industry Transparency Initiative (PH-IETI), with the skills to confidently and effectively deliver messages to the media on various issues related to their activities, services and other concerns in an effective manner.



The workshop sessions aim to help participants understand the nature of Philippine media and journalists; know the proper appearance and body language during interviews; handle difficult questions; learn effective crisis communication strategies; understand the audience; and craft appropriate messages according to their main objective. The lectures are backed by a messaging exercise and simulated interviews with guest media practitioners.



The workshop has three parts:

- 1) A lecture from veteran journalist Ms. Luz Rimban, on understanding Philippine media;
- 2) A session from strategic planner Ms. Vicky Ortega on how to craft effective messages, understanding the power of the story and the art of being interviewed;
- 3) Lastly, an exercise where participants were interviewed by guest media practitioners to reinforce learning.

PARTICIPANTS

GOVERNMENT	
Ma. Teresa S. Habitan	Assistant Secretary, Department of Finance
Febe J. Lim	Economist IV, Department of Finance
Romualdo D. Aguilos	Engineer IV/Mining Technology Division, DENR-Mines and Geosciences Bureau
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INDUSTRY	
Ronald S. Recidoro	Executive Director, Chamber of Mines of the Philippines
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Nelia C. Halcon	Executive Vice President, Chamber of Mines of the Phils
Bradley Norman	Country Director, OceanaGold Philippines Inc
Jose Bayani "JB" Baylon	Co-Chair Comm Committee, Chamber of Mines of the Phils; VP, Nickel Asia
CIVIL SOCIETY ORGANIZATIONS	
Chadwick Go Llanos	Chair, United Sibonga Residents for Environmental Protection and Development
Buenaventura Maata, Jr.	Executive Director, Philippine Grassroots Engagement in Rural Development Foundation, Inc.
Golda S. Benjamin	Lecturer, Silliman University College of Law
Maria Rosario Aynon A. Gonzales	Director- Palawan State University Center for Strategic Policy & Governance; Faculty- College of Engineering, Architecture & Technology/Grad School
Augusto Blanco, Jr.	Indigenous Peoples (IP) Rep, Mandaya Tribe, Compostela Valley (former Provincial Board Member)
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PROBE MEDIA FOUNDATION INC.	
Luz DR Rimban	Trustee, Vera Files; Executive Director, Asian Center for Journalism
Victoria Ortega	Trustee, PMFI; Strategic/Brand Manager, Havas Media Ortega
Yasmin Mapua Tang	PMFI
Nancy Dano Pizarro	PMFI
Kathynn Mendoza	Documenter
Jay Orense	Public Affairs Head, TV5, Bloomberg Phils
Lourdes Escaros	Chief Correspondent, DZXL RMN
Paul M. Icamina	Reporter, Malaya Business Insight
Jake C. Soriano	Writer and Editor, Vera Files
Jan Gabriel Cabanos	Camera Crew
Jerry Lizardo	Camera Crew



PROGRAMME

October 12, 2017

- 12:00 **Lunch and Workshop Registration**
- 01:00 **Welcome Message**
 MA. TERESA HABITAN
 Assistant Secretary
 Department of Finance
- Introduction and Workshop Overview**
 YASMIN MAPUA TANG
Executive Director
Probe Media Foundation Inc.
- 01:30 **Philippine Media: Friend or Foe?**
 LUZ DR RIMBAN
Broadcast Journalist
Trustee, Vera Files; Executive Director, Asian Center for Journalism
- 02:30 **The Art of Being Interviewed and the Power of the Story**
 VICTORIA L. ORTEGA
Strategic Planner, Brand Specialist
Trustee, Probe Media Foundation
- Break**
- 04:45 **Mini Workshop on Crafting the Message**
 Distribution of interview scenarios
- 05:00 **End of Day One**

October 13, 2017

- 9:00 **Recap and Continuation of Messaging Workshop**
- 9:30 **Presentation of Messages/One Governing Idea Formula**
- 10:00 **Introduction of Guest Media Practitioners, Orientation on Simulated Media Interviews**
- Jay Orense, *Public Affairs Head, TV5 & Bloomberg Phils.*
 - Paul Icamina, *Senior Reporter, Malaya Business Insight*
 - Lourdes Escaros, *Chief Correspondent, DZXL RMN*
 - Jake Soriano, *Writer and Editor, Vera Files*
- Interviews 1, 2, 3, 4, 5 Discussion and Assessment**
- 12:00 **Lunch**
- 01:00 **Continuation of Simulated Interviews**
- Interviews 9, 10, 11 and 12 Discussion and Assessment**
- Interviews 13, 14, 15 and 16 Discussion and Assessment**
- 04:30 **Closing Activities**
 Synthesis and Evaluation
 Closing Remarks
 Distribution of Certificates
- 05:00 **End of Workshop**

WORKSHOP DAY ONE

October 12, 2017

WELCOME MESSAGE

Ma. Teresa Habitan
Assistant Secretary
Department of Finance

Before the workshop began, Assistant Secretary Habitan said that they – members of the mining industry, CSOs and the government – need to learn how to face the media, especially now that their sector has been hounded by crises and various issues. Because of this, there is a lot of information that needs to be processed by the public. She further notes that there is information asymmetry and it is their responsibility to disseminate the correct information.



INTRODUCTION AND WORKSHOP OVERVIEW

Yasmin Mapua-Tang
Executive Director
Probe Media Foundation, Inc.

Moderating the workshop is Ms. Yasmin Mapua-Tang, Executive Director of Probe Media Foundation, Inc. (PMFI). She gave a brief introduction of PMFI, the people behind it and what the organization does: PMFI was established by veteran broadcast journalist Cheche Lazaro along with other journalists Maria Ressa and Twink Macaraig; and it has been conducting media trainings for both media professionals and aspiring media practitioners.



The organization also gives trainings for people outside the media on how to understand and how to conduct themselves toward media on various issues that concern them or the company they represent.

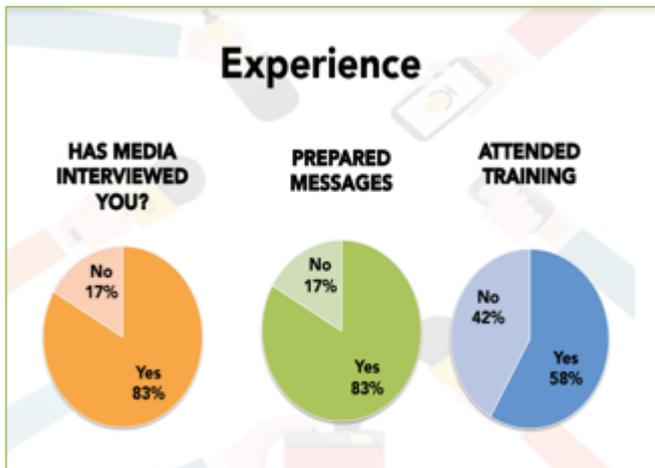
PMFI believes in media and communication for positive social change. Aside from their programs that promote excellence in media, PMFI also conducts projects that enrich professionals and empower the public. Thus, with PMFI's experience in media and training, they have designed various sessions that address the needs of their participants, such as those from PH-IETI.

After this brief introduction, Ms. Tang asked participants to introduce themselves and the office they represent.



Media impressions / Challenges / Expectations

Prior to the workshop, participants were asked to fill out a Training Needs Analysis (TNA) form where they were asked to write down their experiences with the media, impressions on media, the challenges they face when talking to the media and their expectations on the workshop.



Aside from the questions, the participants were also asked what they want *AFTER* their media encounter:



She assured the participants that the two-day workshop would discuss both the **medium** and the **message** in order address these concerns and to prepare them for such an encounter.

Then, she gave an overview of the workshop activities and specific topics to be discussed for the next two days:

Day 1	Day 2
<ul style="list-style-type: none"> • Understanding the Media • Being Interviewed and the Power of the Story • Crafting messages mini workshop 	<ul style="list-style-type: none"> • Simulated interviews with guest media practitioners <ul style="list-style-type: none"> ○ Evaluation and critique

Ms. Tang also reminded the group of the following house rules:

- Be respectful of each other’s ideas and opinions;
- And to just have fun and make the most out of this 2-day workshop.

After this brief discussion, Ms. Tang asked the participants to introduce themselves again and to say something that not a lot of people know about them. However this time, they were asked to do so in front of the camera.

Ms. Tang noted that there was a slight difference in the participants’ behavior when they heard they would be in front of the camera. There was actually a collective groan. The participants also became more conscious the second around. This somehow proves that media alters behavior.

UNDERSTANDING PHILIPPINE MEDIA

Luz Rimban

Broadcast Journalist

Trustee, Vera Files

Executive Director, Asian Center for Journalism



OVERVIEW

This session aimed to familiarize the participants with the media in the Philippines and how the landscape of media has changed over the years especially with the advent of social media. Ms. Rimban also discussed what the media is looking for or what makes a story newsworthy, which could help the participants when crafting their messages.

At the onset, Ms. Rimban said:

- She doesn't like the question, "Is media friend or foe?"
- That's because we don't want a place without media
- A better question would be: how to harness the power of the media and make it work for our cause?

PRESENTATION HIGHLIGHTS

*Notes and Discussions

To begin her presentation, Ms. Rimban posed a series of questions about journalism or what the participants think of journalism.

What to you is journalism?

Here are some of the answers of the participants:

- info dissemination
- storytelling
- extracting accountability
- recording of facts
- entertain us?
- sell the story to the audience BUT doesn't mean sensationalism

According to Ms. Rimban, journalism is the only profession in the Philippines covered by the constitution. (Section 4, 1987 Constitution). Another noteworthy item is Section 7, which ensures the right of the people to information.

The News Media

Ms. Rimban then shared the different types of news media and she asked the participants what they think of each one:

PRINT (broadsheets, tabloid, magazines)

- According to the participants: You can smell it, hide behind it, write on it, you can go back to it

Ms. Rimban also explained the concept of the frontpage

- Banner stories are the most important story of the day. The stories below it are the second most important.
- In the internet, you don't see this anymore. More often, people would go directly or click on the stories that interest them
- Tabloids have higher circulation than PDI

BROADCAST (600+) – radio, tv, community radio, local cable stations

- The radio audience are mostly in their 50s or 60s
- Now, there are podcasts to attract the millennials

Ms. Rimban asked the group to name some of the broadcast journalists who they think are credible. Their answers were: Jessica Soho, Ted Failon, Noli de Castro, Tina Monzon-Palma

ONLINE

- When it comes to online media, Ms. Rimban said that the concept of getting a "scoop" is stronger than ever because the first one who breaks the story gets all the clicks or hits.
- One of the good things about online media is that you can update or revise any time.

"Big Media" vs "Small Media"

In the Philippines, there's a general perception that there are four "big" media outfits: ABS-CBN Channel 2, GMA 7, Philippine Daily Inquirer and Philippine Star

Furthermore, she notes that:

- ABS has more than 50 reporters just for TV
- GMA more or less has the same
- Vera Files is non-profit, and like other small media groups, they tend to cover or look for other story angles. She shared stories where they did fact-checking certain issues.

People in the Newsroom

- Reporter
 - Some reporters are expected to turn in as much as 8 stories a day
 - This is possibly one of the reasons why some stories that come out are shallow and lack facts
- Editor / Producer
- News director
- Senior VP for News

News Judgement

Ms. Rimban showed a series of statements and asked the participants whether they think these can be considered news.

The participants got everything right, which showed that they have a general idea of what constitutes news.



What makes a story interesting? (Elements of a news worthy story)

- Timeliness
- Prominence – the more prominent person, the bigger chance of being in the news
- Proximity – for example: gas prices
- Conflict – ex: family feuds
- Oddity – bizarre
- Currency – what is trending or fad



Changes in the Newsroom

- Ownership structures – from family-owned to corporate, publicly-listed
 - One of the downsides to this is that all the departments – including the news department – have to earn.
 - Because the company is accountable to their shareholders.
- Tools of the trade – with the advent of social media, media practitioners have more platforms and have wide reach (Facebook, Twitter, Instagram, Snapchat)
- “Citizen Journalism”
 - Probably another result of the growing popularity of various social media sites, the ‘news consumers’ are now ‘news producers’
 - This gave rise to bloggers as well as trolls.
- “Always-on smartphone culture”
 - There is a non-stop flow of news from different kinds of sources.
 - At the same time, there’s non-stop search for news

Different types of reporting

- Surface reporting – source-originated material
- Enterprise reporting – spontaneous events; reportorial enterprise
- Investigation, explanation, interpretation, analysis – investigative reporting

How do you deal with the media / journalists?

Reporter to public information officer:

- “Don’t bug me. Let me bug you.” – Be available for questions. Because of the nature of news, sometimes you will only get one chance or one opportunity for

your side to be heard. So when we call you, please be available or make time for us. Grab that opportunity.

- “Provide me with accurate data.” – But don’t give me jargon. When you’re talking to a reporter, try to eliminate everything in *your* vocabulary. Remember that the reporter (the audience) doesn’t belong on your field. What are normal terms within your circle may not be easily understandable for us. Layman-ized your terms and explanations.
- “Be honest with me.”
- “Realize that your story competes with so many stories in a day.”
- “And know that your statement or story is just one side of the issue” – So expect us to also get the the other party’s side or that we will interview other people. This is also why you need to be available when we ask for an interview. If you don’t talk, others will.
- “Don’t bribe me” – Help me be ethical.

OPEN FORUM

Asec. Habitan: What’s the rule in citing sources? From what I understand, the reporter has to protect her source. There was one time I gave a contact person’s number then the reporter tweeted about it.

Luz: Understand that there are rules of engagement. You can say that this information is off-the-record and the reporter can only use this as background info. However, be wary because most of the time, there is no such thing as “off-the-record” unless you really, really know the reporter.

Ron: What if the information was given during a social setting, like we were in his kid’s baptism and I was one of the godfathers. How do you establish that professional relationship?

Luz: Actually, you’ve already cross that line, since as you’ve mentioned you’re the godfather. What you can do is, if he has questions, talk to him in a professional setting. Or, if it’s a social gathering, at least don’t talk shop. If hindi maiiwasan and you really know this reporter, you can give information but say ‘don’t quote me’.

Brad: This session is much-appreciated. We thank the speaker for her insights on this topic.

Participant: What if no one is really available, the spokesperson is not available?

Luz: When you take on that responsibility, *DAPAT* always available. Even at night. That’s really part of the job and as you know, news is a continuous cycle. What you could do is to get two people to share the burden.

BEING INTERVIEWED AND THE POWER OF THE STORY

Ma. Victoria L. Ortega

Strategic Planner, Brand Specialist, Havas Media Ortega

Trustee, Probe Media Foundation, Inc.



OVERVIEW

The session helps participants understand the audience and their mindset to be able to craft smart, concise and appropriate messages to the intended target audience. This includes setting objectives and using storytelling techniques to create and deliver memorable and effective messages. Ms. Ortega also provides input on how to engage with the media, especially through interviews. This includes tips and techniques in dealing with journalists, controlling an interview and preparing mentally and physically for a media encounter.

PRESENTATION HIGHLIGHTS

Interviews are Opportunities

Ms. Ortega explained that people like them (the participants) should still face the media because interviews are opportunities. Opportunities to:

- Define and clarify a specific issue
- Protect and promote your company, your brand, your side of the story
- Connect you to the public - Media connects you, your story, and your brand to your audience. At the same time, you have to know who your audience is.
- Bring to life the current issue

Preparing for an Interview

In preparing for an interview, Ms. Ortega reminded the group that different medium require different skill set, and that there are basically two important things to keep in mind:

- **Know your message**
- **Know the medium**
 - For instance, in social media, you have to understand that this is very interactive. Your audience will argue with you or make fun of you. It's a sort of game of chance: 50% will like you / your story and 50% will dislike what you have to say. And you have to accept that.

My Message

According to Ms. Ortega, these are some questions that need to be asked when formulating the key message:

- What do I want to **SAY?** (focus)

- How do I want my audience to **FEEL**?
 - Accept the fact most reporters already have an agenda or specific angle in mind. Sometimes, because this is really how they think or simply because they are running after a deadline.
 - So with this in mind, think of how you will talk to the reporter. Because he is your first audience and his viewers or readers think like him.
- What do I want my audience to **DO** after hearing my message?
 - You want the best, neutral or favorable report

Ms. Ortega then shared a story about former a PNP spokesperson being amiable and likable. He never antagonized, he didn't hide and he was always willing to share the stories. So even if PNP at that time was beset with issues, they (or him particularly) didn't get as much as negative publicity as we see now.

EXERCISE: How many balls can you catch?

Ms. Ortega asked Ron to participate in a simple exercise. For the first part of the exercise, Ms. Ortega threw several balls towards him and encouraged him to catch as many as he can. He was able to catch only two balls while most of the balls just fell on the floor.



According to Ms. Ortega, that is how our brain functions when we are bombarded with messages.

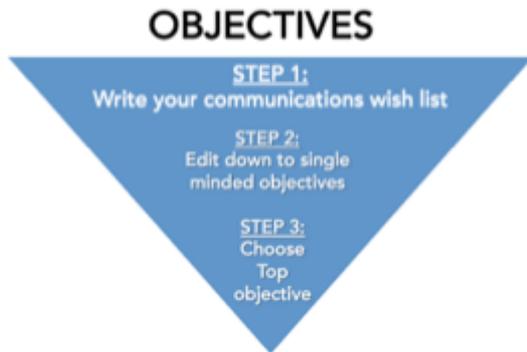
- Thousands of messages are thrown our way every day. And we have a tendency to shut off a message that is not interesting or relevant to us.
- People edit out what they don't want to hear
- They say that life is too short, why would I want to upset myself
- In fact, we often hear people saying they'll take a break from FB or Twitter. This is what the millennials call 'curating' – making my choices.
- There's even a study that says the young generation now is more stressed.
- Note also that nowadays, people especially the younger ones are always multi-tasking. Like watching multiple screens. So imagine the information overload.
- That's why stories must be told in short copies
- These days there are what you call "influencers". Before, we follow journalists for their columns, editorial pieces, etc.

Remember: A clear message begins with a clear objective.

Ms. Ortega asked the group what they think is their objective:

- Civil Society Organizations: To encourage transparency from all sectors.
- Industry: For the public to have a better appreciation of what we do.

Identifying your objective



For Step 1: Write as much as ten (10) objectives.

For Step 2: Narrow the list down to three (3) objectives.

For Step 3: Choose the top one (1) objective.

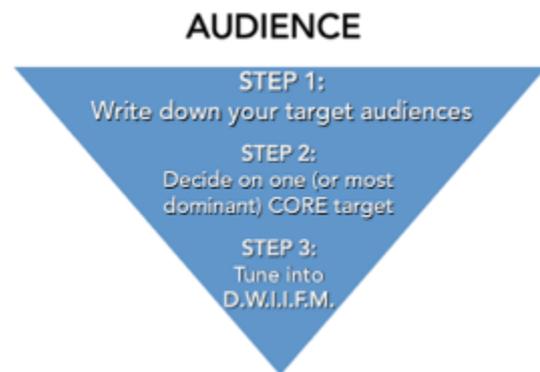
Knowing your audience

A good message begins with the audience in mind.

Ms. Ortega advised the participants that when they craft their message, they must keep this in mind: **D.W.I.I.F.M.** – Di, What’s In It For Me?

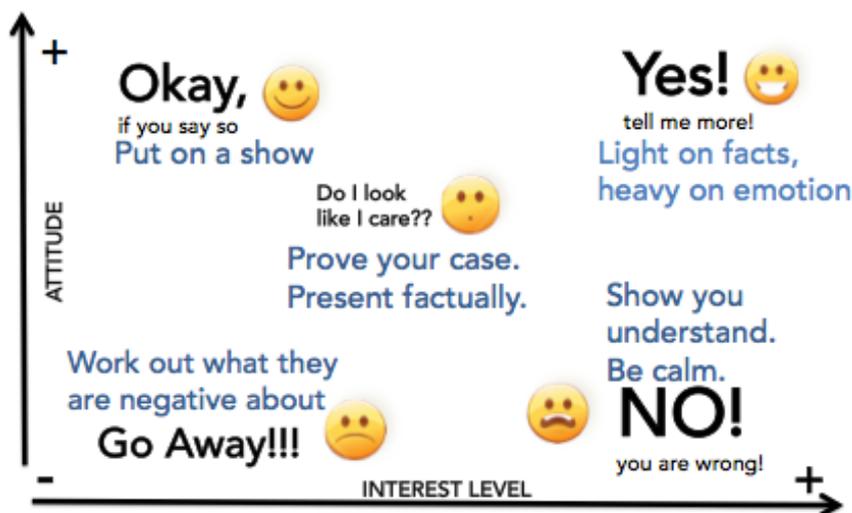
It’s almost human nature to ask:

- Why should I listen to you?
- What will I gain from listening to you?
- Why is this important to me?
- I am reading this because...?



That is why you have to be persuasive.

To have a better understanding of how the listeners would accept a certain message, Ms. Ortega shared five (5) audience mindsets:



The emotional aspect or human context is ingrained in the Filipino psyche. That's why when we deliver facts, we have to put them in human context versus just delivering cold facts

The Ideal Media Message

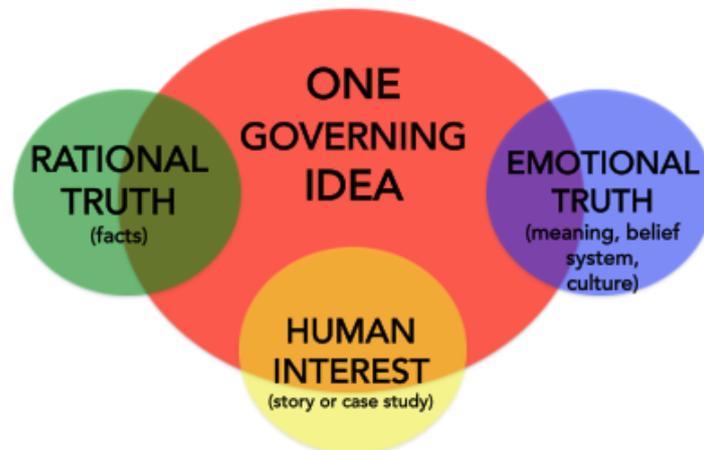


For the second part of the exercise, "How Many Balls Can You Catch?", Ms. Ortega put all the balls in one basket. She then threw this basket towards Ron again, who caught them easily.

Here, the basket represented the **One Governing Idea (OGI)**, which binds together all the points and key messages you want to make. OGI is made up of:

- Rational truth – what do I want my audience to know (facts, statistics, etc.)
- Emotional truth – what do I want my audience to feel
- Human interest – who or what situation illustrates my story

For the emotional truth and human interest aspects, share a story of an actual person who was affected by or benefited from the mining activities. Tell success stories.



Persuasion and the Power of the Story

Ms. Ortega showed a video produced by Jennifer Aaker from Stanford Graduate School of Business. It illustrated how powerful a story can be.

After the video showing, Ms. Ortega reiterated that while sometimes people do not want to admit it, we are easily affected by stories and they have a greater impact on us. Thus, she advised the participants to practice how they tell their stories.

THE MEDIUM

Methods of interview

- Face to face
- Phone patch
- Webcam or satellite feed – this has now become very common especially with the onset of new features like Facebook Live, Skype, Facetime, etc.
- Emailed questions or chats – this format is sometimes scary because everything is instantaneous.

Delivery

In each medium and method of interview, how you deliver the message is VERY important. Ms. Ortega gave some pointers on how to deliver the message.

TELEVISION (<i>Face to Face</i>)	
Appearance (physical)	<ul style="list-style-type: none"> • Even before you open your mouth, you are already communicating something through your appearance. • Dress appropriately and comfortably. Don't dress as if you're going to a party. • Jewelry should be minimal. • No stripes, no whites. Wear something that is complimentary to your skin. • Remember, you do not want to call too much attention to your appearance. Your appearance might deliver the message for you. • Above all else: be yourself
Behavior	<ul style="list-style-type: none"> • Speak and gesture as naturally as you can. • Gestures EMPHASIZE what you are saying. It helps transmit the message: makes it weaker or stronger. Once the interview begins, focus on the interviewer – that's how you can gesture naturally. If you start thinking about other things, like your appearance or the environment or something else, you become more conscious. • Remember that your behaviour may alter your message especially when it shows how uncomfortable you are.
No notes	<ul style="list-style-type: none"> • When your viewers see you with notes, their first impression of the interview is that it is going to be boring and too technical. Or worse, they would think that you are not prepared. • Focus on your main points and keep on repeating it. • Notes would kill spontaneity.

RADIO (Audio)	
Voice	<ul style="list-style-type: none"> • Since your audience cannot see you, keep in mind that your voice creates your personality. Your voice matters. • Smile before speaking. Your listeners can actually “hear” if you are smiling, and it really makes a difference. • Allow room for breathing space; talk naturally meaning observe natural rhythmic patterns not speaking in a sing-song voice or booming voice. • The quality of voice distracts listeners from the message. • Aim for delivery that comes from the heart and not from the memorization of your lips
Use visual language	<ul style="list-style-type: none"> • Since there are no images, you have to make your listeners visualize what you are trying to say.
Use notes	<ul style="list-style-type: none"> • Feel free to bring out your notes. But refrain from reading everything directly from them. Your listeners can tell from your tone if you are just reading.

PRINT / ONLINE	
Style	<ul style="list-style-type: none"> • Here, style is important. Your spelling, grammar, composition and even your font, reflects on you and the company you represent. • Take note of space constraints. • If it’s a Skype interview, like in TV, appearance is key.
Be clear and concise	<ul style="list-style-type: none"> • Remember, you can be quoted. • Get a spokesman who knows and believes in what he’s saying
	<ul style="list-style-type: none"> • In Facebook and other social media platforms, the key is engaging others. That is why most companies now employ what you call “community managers”.

In all these, Ms. Ortega advised the participants to practice in front of a mirror prior to their media engagement. So that during the actual interview, *muscle memory na lang*.

Beware of These Kinds of Reporters/Interviewers

- Machine gunner - uses words to confuse you; asks one question after the other. As a result, you would feel obligated to answer ALL of them. But don’t. He/she entices you and wants to elicit a reaction from you, like making you angry.
- Paraphraser - They tries to catch you or undermine what you want to say. Be careful because you may be misquoted. And that’s why it’s important to focus on your OGI.
- Interrupter - constantly cuts you off during the interview. They want to take over the conversation. One option is to speak louder. Or two, you could stop, let them talk and then say: just a minute, may I finish. Say it as calmly and as professionally as you can.
- Disarmer / Charmer / Friend - makes you feel relaxed so you reveal more than you are willing to.

- Pauser – They make you fill in the blanks. In general, most people are uncomfortable with silence. So they tend to keep on talking.

Tricks of the Trade

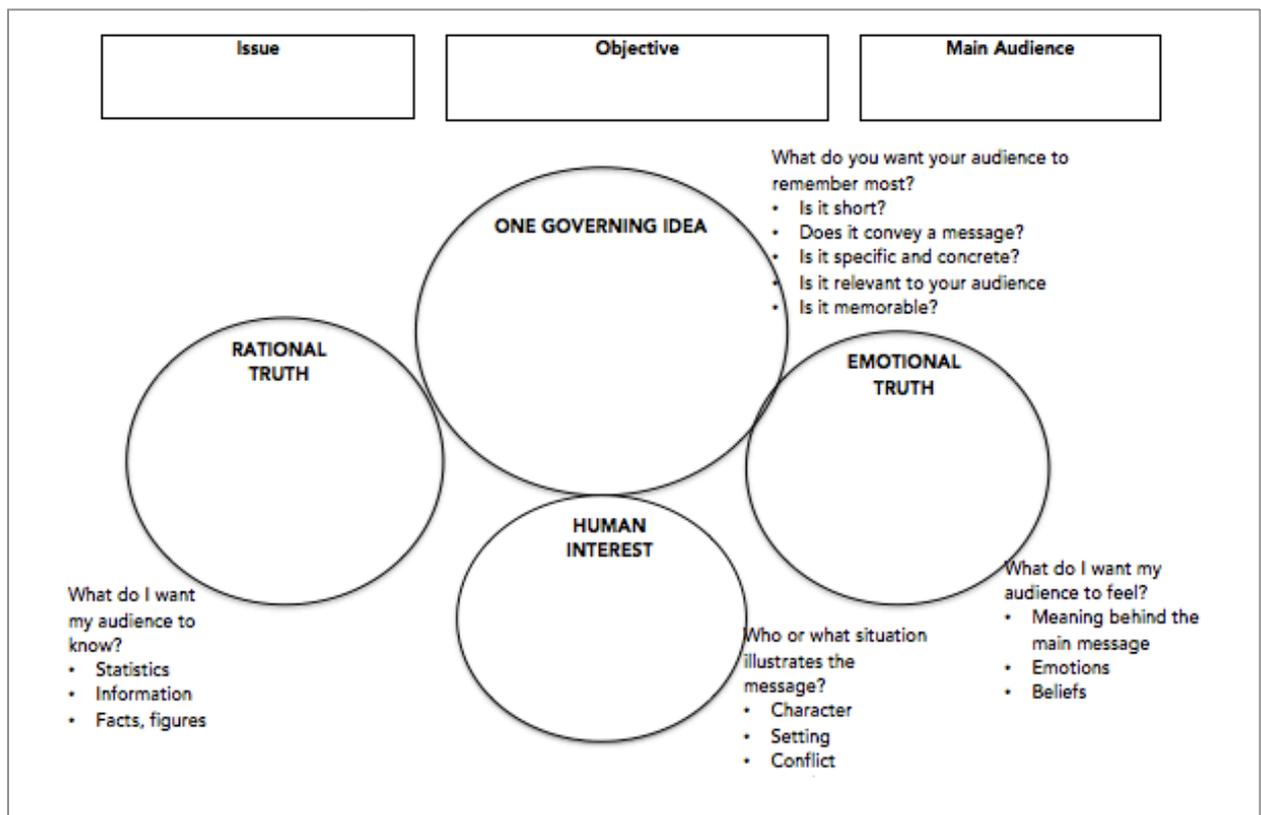
- Do some research – Remember: it affects your credibility if it's obvious that you did not do your research, like knowing the reporter's name and from the company he/she represents. The media can be cruel. Don't give them opportunity to bash you even before the interview starts.
 - Know the reporter's name and his/her background – if you know or use the name of the reporter, it unnerves them a little bit because it shows them you did your research on them.
 - Know the interview medium and type
 - Topic to be discussed
 - Focus on your main idea.
 - It would be better to prepare not just for the topic you've agreed upon just in case the reporter tries to catch you off-guard.
 - Set the time limit
 - If it's a quick interview, all the more you should focus on your main idea.
 - If you and the reporter have already agreed on the topic and the duration of the interview, he/she would not have time to ask you about other topics you may not have prepared for.
- Avoid:
 - "No comment"
 - "Off the record"
- When things go wrong
 - Keep your cool.
 - Correct misconceptions, inconsistencies and distorted facts.
 - Defer to the experts. You can always say, "As far as I know, _____ (give a safe answer followed by) ...but I can also refer you to _____ (somebody in the company) who has the information or who knows more about that area." Then give the reporter the contact details of that person as soon as you can. Be reliable. Reporters will remember that.
- End of the interview – After the interview, learn to appreciate and sustain. This means:
 - Remember the name of who interviewed you and say "thank you".
 - If you promised an info, make sure you get back to them.
 - Give your contact info, and be open to their calls.

MESSAGING WORKSHOP AND DISTRIBUTION OF INTERVIEW SCENARIOS

To put into practice what they have learned from the sessions, the participants were divided in three groups: government, industry and CSOs. Interview scenarios were distributed to each of the participants for the next day's interview exercises. They were asked to choose one of the interview scenarios in their group and using the messaging worksheet as a guide, write down the "One Governing Idea" and provide supporting information: rational truth, emotional truth and human interest. These were to be presented the next day.



Messaging Worksheet



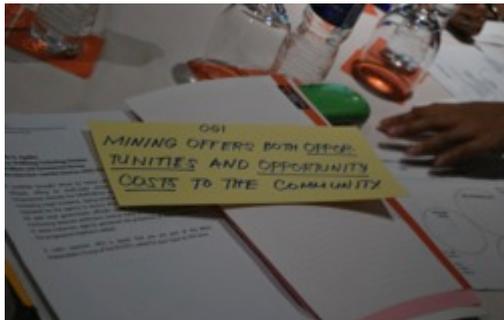
END OF DAY ONE

WORKSHOP DAY TWO

October 13, 2017

Messaging Workshop (continued)

To start the second day of the workshop, Ms. Tang gave a brief recap on what the participants learned during the first day of the workshop. The participants were given 30 minutes to continue their discussion on their messages in their groups for presentation to the plenary.



PRESENTATIONS

GROUP 1: Government Sector

Scenario:

Writing a critique on the Extractive Industries Transparency Initiative, a respected columnist of a national newspaper said EITI could never address the issue of divisiveness in communities brought about by mining. While promises of jobs, safety nets, social and economic development could lure stakeholders to support mining, there would always be stakeholders who would oppose it. Corporate social responsibility efforts of mining firms can never erase the country's long history of mining disasters, the columnist added.

As a member of the PH-EITI Multi-Stakeholders Group, a reporter asks for your thoughts on how to address the divisiveness engendered by mining and the ways players in extractive industries approach the problem.

One Governing Idea (OGI) : Mining offers both opportunities and opportunity costs to the community.

Rationale truth:

- Gave statistics in CARAGA and other regions

Human Interest:

- Mining is a good partner of the government. For instance, in tragedies, they are the first responders because they have the training in ERTs.
- They also provide various services like livelihood programs, building schools
- There are misconceptions that some of the calamities are caused by mining.
- Mining companies are part of the community. They also have a sense of ownership.

Emotional truth:

- Mining companies are not foe, they can be our best friend.



COMMENTS:

Vicky: In your OGI, the last thing they will remember is "opportunity costs." You can start by acknowledging that there **are** opportunity costs, and then go on to talk about how the benefits far outweigh these costs. Don't focus on the risks. Acknowledge that they are there, but bring the interview to the benefits.

GROUP 2: Civil Service Organizations

Scenario:

NGOs supportive of indigenous peoples are disputing a newspaper report, quoting sources in the mining industry, that IP communities hosting mining operations have received more than P50 million in royalties. They called this fake news -- mining industry propaganda. The National Commission of Indigenous Peoples could not validate the veracity of the report since indigenous peoples' access to accurate information about companies' gross production is very limited.

In a hastily called media briefing, an exasperated member of the Alliance of NGOs for IPs blurted: "So what is PH-EITI doing to help IPs?" He said mining industry reps, who have the ears and support of government agents, control this multisectoral stakeholders group.



OGI: There is a public oversight in managing IP royalties.

Rational truth: There are available data validated by the MSG, CSOs and the government.

Emotional truth: We want to build trust with the groups disputing the data.

COMMENTS:

Asec. Habitan: They are asking for proof but this wasn't really addressed in the answer.

Vicky: I didn't understand the answer to the scenario. The IPs are asking what you have done. They perceive the CSOs should be more sympathetic to their plight but all you said was you were monitoring, etc. And this doesn't really answer their question.

Buenaventura Maata, Jr.: We were actually assuring them that we are doing something because the context of the scenario was they were disputing what came out.

Vicky: What you could do was give a more concrete answer.

JB Baylon: it also appears there was distrust for IETI, so what they could do first is to establish or assure the IPs that they can trust IETI.

GROUP 3: Industry

Scenario:

In a speech during a visit to South Cotabato, President Rodrigo Duterte reiterated his opposition to open-pit mining. "Yumayaman na kayo diyan, mga milyonaryo. Wala akong miner na taga-Digos. Puro mga corporation sa Maynila. Kahit mag promise kayo na alagaan ang open pit na yan, gagawin nyo ba yan habang buhay? Mas gusto ko na i-ban na ang open pit mining na yan," the President said, ending his spiel with the usual profanities.

OGI: Open pit mining is part of a process defined by the nature of deposit.

Rational truth: Open pit mining is just temporary.

Emotional truth:

- What starts with nature, ends with nature.
- We're taking out the minerals from the land so we're actually making the land more arable.



COMMENTS

Asec. Habitan: They personified the image of miners for most people. You did not dispel the notion that miners are not foreigners, but Filipinos also that love our country. It was very technical.

Participant: I found it effective. Because if they addressed that ban, they would actually antagonize the president. And they were just protecting their company.

Starjoan: There's a need to highlight ECC because mining is not forever that's why we need to put up a fund to say that there is a trust fund that would help in the rehabilitation after mining.

Atty. Karla: Agree with Asec. That we need or it would have been more effective for the

industry to emphasize that miners **are** Filipinos and they also care about what happens to our land.

Buenaventura Maata Jr: Should have addressed three issues or points. Give a response towards revenue, towards ownership and emphasizing there's a fund for rehabilitation.

JB Baylon: That's okay if there's a cabinet meeting, but I don't want to address these points in front of the media. That's why we didn't want to address point by point. It's like giving birth through normal and caesarean. There are two ways of giving birth, and you can't say that you should ban the caesarean process. That's a similar point about open pit mining and other mining activities. Open pit mining really depends on the case or situation, or the nature of the deposit.

Vicky: The response of the industry (in the discussions) was a good example of knowing your audience. And the comparison to birthing methods was an excellent use of visual language. What also struck me was how mining actually makes the land more arable in the future. But we also need to expound how long after mining will the land be arable again. Address people's concern about the land being destroyed after mining.

Simulated Media Interviews and Evaluations

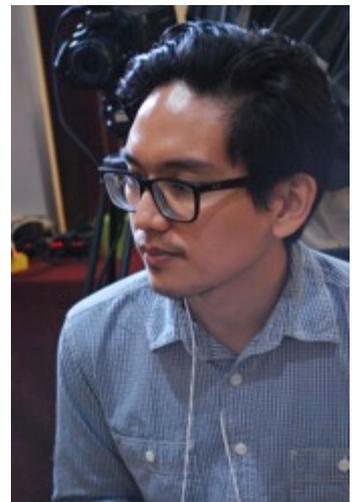
OVERVIEW

The activity aims to provide the participants with immediate practice on facing the media through simulated media encounters. The participants are ushered one by one into the other room to face a journalist for an interview to last no longer than 5 minutes. The remaining participants in the other room view the interview simultaneously. This is to challenge the participant to get his/her message across in a brief period of time. Participants would be interviewed in different media situations, such as: One-on-one or group interview (for radio, print or TV).

After four or five interview sessions, the participants' "performance" shall be assessed by their peers and media guests. The critique answers the questions: What went well? What went wrong? How do we make it right?

The guest media practitioners for the session are:

- Jay Orense, *Public Affairs Head, TV5 & Bloomberg Phils.*
- Paul Icamina, *Senior Reporter, Malaya Business Insight*
- Lourdes Escaros, *Chief Correspondent, DZXL RMN*
- Jake Soriano, *Writer and Editor, Vera Files*



BATCH ONE

MA. TERESA S. HABITAN
Assistant Secretary
Department of Finance

TV Interview: Jay Orense, Public Affairs Head, TV5 and Bloomberg Philippines (was actually an ambush interview with all interviewers Jay Orense, Paul Icamina, Lourdes Escaros, Jake Soriano)



Scenario:

Reporters covering a PH-EITI event requested for an update on the latest development in the Tax Reform for Acceleration and Inclusion, or TRAIN program. A reporter specifically asked you about the directive of President Duterte to tax mining "to death" and how the finance department could do this given the strong and powerful pro-mining lobby groups in Congress. He wondered why the tax reform measures for the mining industry were not included in the TRAIN, which was described as anti-poor by economist Solita Monsod.

In her newspaper column, Monsod said Filipinos would be better off if the proposed increase in taxes were levied on mining instead of fuel, which would have an impact on the cost of living of the masses.



A TV reporter follows up on this and asked for your input as a member of PH-EITI's MSG.

Feedback from Asec. Habitan

- I thought it was a TV interview
- It's something that often happens to me. It's difficult especially when so many questions are thrown at you and the challenge is what to address first
- In terms of messaging, I felt I could have pushed my message a bit more
- I was trying to be calm and collected

Feedback from the audience/journalists

Jay: You were able to handle yourself well. We were looking for specific answers vs generic answers that's why we were badgering you. It's ok to stop for a while so you can think and compose your answers.

Jake: maybe there's a simpler way to answer or explain your answer

Vicky: General demeanor was good. You remained calm

KRISTINA PIMENTEL
Coordinator
Bantay Kita

Print/Online interview: Jake Soriano, Vera Files

Scenario:

A columnist quoted Dr. Cielo Magno of Bantay-Kita as saying "Mining requires effective government regulation. We cannot allow mining if the government cannot guarantee a fair share in natural resource extraction or protection and rehabilitation of the environment."

The columnist said the statement is tantamount to saying no to mining.

A reporter writing on the role of NGOs in the mining debate asks you for clarification on Bantay-Kita and its role in PH-EITI.

Feedback from the interviewee

- I thought it was more stressful.
- I came in prepared with data but of course when you're there, it's more free-flowing
- I hope I was able to convey our message clearly.



Feedback from the audience/journalists

Jay: *Ang bait ng itsura sa screen (looks kind/pleasant on screen).* There are a lot of jargon that you used. Next time, use layman terms. Use examples or faces for those numbers so it's more understandable. But otherwise, you were very engaging

Vicky: The words were too big so the interview went over my head. Think about who's listening. In their world, what does this (your message) mean? Avoid jargon.

NELIA C. HALCON
Executive Vice President
Chamber of Mines of the
Philippines

Print/Online interview: Jake Soriano, Vera Files and then ambush interview with the rest of the interviewers Jay Orense, Paul Icamina and Lourdes Escaros



Scenario:

In a speech during a visit to South Cotabato, President Rodrigo Duterte reiterated his opposition to open-pit mining. "Yumayaman na kayo diyan, mga milyonaryo. Wala akong miner na taga-Digos. Puro mga corporation sa Maynila. Kahit mag promise kayo na alagaan ang open pit na yan, gagawin nyo ba yan habang buhay? Mas gusto ko na i-ban na ang open pit mining na yan," the President said, ending his spiel with the usual profanities.



A newspaper reporter wanted to get your side of the issue.

Feedback from the interviewee

- I wasn't wearing my hearing aid so I wasn't able to hear or answer all the questions.
- I think I wasn't able to convince the president or the media.
- It's hard to say: politically, it shouldn't be done but legally, it's permitted.
- To me, it was a good exercise but I never experienced being badgered and bullied by the media.

Feedback from the audience

Jay: In case you know you will have an interview, it might be best to prepare and bring your hearing aid to avoid misinterpretation

Lourdes: *Mahirap awayin* because of her demeanor. She is very pleasant and an excellent example of a good spokesperson.

Vicky: I was also having a hard time listening to the interview. Probably because the reporters kept repeating the questions.

BRADLEY NORMAN
Country Director
OceanaGold Philippines Inc

Print interview: Jake Soriano, Vera Files

Scenario:

An investigative reporter assigned to do a special report on mining in the Philippines did a background check on OceanaGold Philippines Inc. and unearthed voluminous documents about alleged human rights violations and environmental damage in the Didipio gold and copper mine. He interviewed several indigenous peoples in the area who said many residents were forcefully evicted without prior notice, their houses either bulldozed or burned. Unidentified gunmen killed two members of the community association opposed to OceanaGold's operations in Didipio, an interviewee said.

Further research showed that the Commission on Human Rights urged the government to withdraw the Financial or Technical Assistance Agreement with OceanaGold because of evidences of human rights abuses, but this was not acted upon.

Equipped with more than enough material, the reporter requests an interview with you.
NOTE: There was a power outage during his interview which only lasted a minute or two so the interview was cut then resumed.

Feedback from the interviewee

- I loved that most of the questions are the usual issues that do crop up.
- I wanted to talk about how I have a Filipina wife and that our daughter is the center of my universe. And how I consider the Philippines my home...but I wasn't able to do this.

Feedback from the audience

Jay: You handled it quite well despite the controversial issue

Vicky: You looked very controlled but as the interview went on, your neck became noticeably redder



RONALD S. RECIDORO
Executive Director, Chamber of
Mines of the Philippines

Print Interview with Paul Icamina, then ambush with Jay Orense, Lourdes Escaros, Jake Soriano

Scenario:

In a one-on-one television interview, a mining industry executive bewailed media's bias against mining. He said the disasters in the past should not be blamed on the entire mining industry, which is made up of many private corporations that cannot be responsible for each other's private operations. "It is so frustrating to be viewed with suspicion and held accountable for previous business practices that went wrong and for which these corporations had no say and follow different practices and levels of responsibility," said the executive, who is a board member of the Chamber of Mines.



The show received a number of texts from viewers. One such text, read by the host, called the executive a Pontius Pilate. A reporter asks for your side of the issue.

Feedback from the interviewee

- I really appreciate intelligent questions.
- *Ang mahirap is* you know that there are loaded questions because there's an agenda behind the line of questioning.

Feedback from the audience/journalists

Paul: Not sure if it's right to say "*na babalikan mo ang media*" 😊

Jay: I just noticed that you were about to lose your temper. I felt that if we asked one more question, you would have blown up. But I do understand why you were so stressed.

Lourdes: Sometimes for radio (because we are live) we can't wait for the interviewee. So when you said, "wait, tatapusin ko muna itong isang question," some reporters might walk away.

Vicky: He looked somewhat combative. His mannerism and even his tone of voice came across as aggressive and "ready-to-spar." Granted that some media are biased, don't call it out during the interview. Because you will put yourself at a disadvantage and you will derail your own message. In cases like this, practice or develop a kind of demeanor that wouldn't derail your message. The OGI that came out from the interview is that, "the media is biased" – far from what the real message or issue is.

BATCH ONE - GENERAL COMMENTS / DISCUSSIONS

Lourdes: Understand the different media and style of interview. Radio interviews are totally different, but we do have a wider reach. Radio interviews are always on-the-spot. No recorded interviews.

Participant: How do you feel about the “no comment” answer or “we don’t have the information yet”?

Lourdes: I prefer the latter. Just make sure that you do get back to me. Also, ask for the contact details of the media person. That would show sincerity and the intention *talaga* of getting back to us.

Paul: You can also say that “I’m not in the position to answer”. However, also note that we do have deadlines. So when you say that “babalika mo kami”, from experience, they don’t really get back to us. So I would already run the story even without your side.

Jay: In the US, notice that when they do a presscon, there are 4 or 5 who are in the panel so that when a question is asked and you don’t know the answer to that, you can just pass the mic to the person who can answer the question.

Jake: Always go back to your message.

Lourdes: Understand the audience of that media entity. So for radio, it’s really the masses.

Asec Teh: But if it’s an ambush, how do you decide on the language?

Jay: In ambush interviews, usually the reporters are from media organizations *na masa ang* audience. If you want, you can also single out a particular reporter whom you can expound your answer to in the language that you prefer.

Kristina: It’s a learning for us to also try to convey our message in Filipino in order to reach a wider audience.

Jay: If you can’t translate the terms in Tagalog, use an actual case study or a person to illustrate your point so your audience would understand the concepts you are trying to convey.

BATCH TWO

GOLDA S. BENJAMIN

Lecturer

Silliman University College of Law

Print interview: Paul Icamina, Malaya Business Insight



Scenario:

A report by an international human rights group documented almost 70 cases of child labor in several small-scale gold mining areas in the country. Aged between 9 and 17, the children work long hours, in some cases 24-hour shifts, engaging in what was called compressor mining. "They receive air through a tube attached to an air compressor on the surface, but these tubes sometimes malfunction. The work exposes them to the risk of drowning and serious health conditions such as decompression sickness and skin infections. Boys also work in deep pits where they are at risk of injury and death," the report said.

One of the boys interviewed by the group said: "The risks are worth it because I know I will strike gold. My ticket out of poverty. I am more entitled to our gold than those foreigners mining in our area."



The report is formally presented to the media. As a member of the PH-EITI multisectoral stakeholders group, a reporter asks for an interview to talk about the value of EITI to the debate surrounding mining in the country and how human rights violations are prevented in the mining business.

Feedback from the interviewee

- Very stressful. I now have more respect for my former boss
- It's very hard when you know that the reporter is intelligent and the challenge is for me not to make a mistake

Feedback from the audience

Jay: You might have been nervous but you appeared sad during the interview. Try to relax, and also it's important to wear something bright. Avoid using the word "some." If you are dealing with statistics or figures, use the exact information. I was hoping that the conversation would become more personal so the viewers can empathize.

Paul: I was trying to follow the story but you did not answer clearly *ano yung ginagawa n'yo* since you are aware of the situation. *Medyo maraming* general statements. So it's just like we're reading from press releases.

CHADWICK GO LLANOS
Chair, United Sibonga Residents
for Environmental Protection and
Development

Print Interview: Paul Icamina, Malaya
Business Insight

Scenario:

"Security" personnel of the mining site gunned down an outspoken leader of an anti-mining organization. In his homily during the funeral mass of the slain leader, the priest said the evils of mining in the Philippines have claimed another casualty. "Mining goes beyond destroying our natural resources. Our community used to be a quiet, safe place where people respect and care for each another. And then mining happened. It divided the community, corrupted people, and destroyed relationships," thundered the prelate.

The homily was given headline treatment in a regional paper. The story became viral. A reporter doing a follow up story asks for your take on the issue.



Feedback from the interviewee

- I tend to storytell. At the back of mind I was thinking of the image. I wanted Paul to picture it in his mind.

Feedback from the audience

Jay: Be careful of posture. You were slouching a bit during the interview which may sometimes appear as being distant or disinterested. A more forward stance is better.

Participant: It is also because he is tall.

Paul: Storytelling is okay. Being critical is okay but should never be adversarial

ROMUALDO D. AGUILOS
Engineer IV/Mining Technology
Division
DENR-Mines and Geosciences
Bureau

Radio Interview: Lourdes Escaros, DZXL Radio Mindanao Network, then ambush interview with Jay Orense, Paul Icamina and Jake Soriano



Scenario:

A landslide brought about by heavy rains caused a mine tunnel to collapse, killing six small-scale miners. Interviewed by media, a congressman blamed the DENR-Mines and Geosciences Bureau for the increasing tragic incidents, saying small-scale mining activities should be regulated by the agency to ensure effective implementation of the law. He said local government officials could not be expected to do the monitoring because politicians control many of these small-scale mines. In some instances, agency personnel are protectors of these politicians, the progressive legislator added.



A radio reporter, who is aware that you are part of the Multi-Stakeholders Group of the PH-EITI, asked for your input on this issue.

Feedback from the interviewee

- *para akong ginigisa sa loob*
- I wasn't able to convey my message because the questions kept coming in

Feedback from the audience

Jay: The reporters kept asking questions and trying to rattle you. I heard you say "hay naku." Although we found it amusing, perhaps if this is an actual situation be careful, try to just keep calm as the reporters might take it the wrong way.

Jake: be conscious of your gestures lang

Lourdes: You were very cool despite the situation. I would suggest next time, in cases like this, let's show empathy

AUGUSTO BLANCO, JR.
Indigenous Peoples (IP) Representative
Mandaya Tribe, Compostela Valley
(former Provincial Board Member)

Radio Interview: Lourdes Escaros, DZXL
RMN

Scenario:

Reacting to a critically acclaimed documentary that showed how mining firms duped IPs into giving prior consent to mining activities, the Chamber of Mines called the film an anti-mining propaganda.

According to the documentary, the National Commission on Indigenous Peoples (NCIP) is supposed to provide technical assistance to indigenous communities in deciding whether to approve or reject mining projects. But NCIP often acted on behalf of mining interests, pressuring IPs to give their consent to the project and, in some cases, validating forged MOAs.

The documentary said IPs do not have access or capacity to get full information about how much profit they can gain and the risks involved in the project. Mining firms lobby directly to IP leaders and government authorities to complete the deception.

A radio reporter asks for your reaction on the supposedly anti-mining propaganda.

Feedback from the interviewee

- I've been asked those questions before but I felt like I didn't convey my message

Feedback from the audience

Lourdes: We can also sense your nervousness. I appreciated him sharing his personal experience

He started out the interview hesitant and nervousness was obvious but he was more comfortable towards the end of the interview. He has a pleasant smile that makes it easy for a reporter to talk to him. He also had interesting responses, including the one to the question, "pro-mining or anti-mining?" he said, "pro-tribo." Which was a very clever answer.



MARIA ROSARIO AYNON A. GONZALES

Director- PSU Center for Strategic Policy and Governance

Faculty- College of Engineering, Architecture & Technology/ Graduate School,
Palawan State University

Radio Interview: Lourdes Escaros, DZXL RMN

Scenario:

A critique of the mining industry by a former head of the DENR said mining contributes very little to the economy yet takes away so much from future generations since extracted natural resources are non-renewable. The former official

enumerated the following points: The social and environmental costs are so high and yet the country's mining law, influenced heavily by pro-mining legislators, has virtually given away the Philippines' mineral resources. Mining firms just pay taxes (2% excise tax!), just like any other business, and only those operating in mineral reservation areas are required to pay royalties. Statistics show that the industry generates only .6% of total employment in the country.

In time for Earth Day celebration, a journalist decided to peg her special report on the former DENR secretary's critique. She requests an interview with you to seek an explanation why the Philippines was said to have met EITI standards and rated with "satisfactory progress" in the governance of oil, gas and mining industries when the country is obviously getting a raw deal.

Feedback from the interviewee

- *sobrang nervous*
- *pero habang tumatagal, nawawala na yung kabog ng dibdib ko*

Feedback from the audience

In the interview, you used some acronyms. Try to avoid this, including jargon so that it is more understandable to the audience. It is difficult to discuss research in an interview but you had attempts to provide examples, but perhaps your nerves got the better of you. When "responsible mining" was mentioned, you hesitated a bit and were able to respond. Some questions were outside of the scenario but it would be best to prepare and control the interview by offering information that you know, instead of the reporter leading the conversation.



STARJOAN VILLANUEVA
Executive Director
Alternate Forum for Research in
Mindanao, Inc.

TV Interview: Jay Orense, TV5 and Bloomberg

Scenario:

Tawi-Tawi residents are apprehensive following reports that suspended mining operations in ARMM would be resuming soon. Suspended because of complaints of environmental destruction, the mining firms have supposedly rehabilitated the surroundings of their designated extraction sites by planting trees and implementing flood and soil erosion control projects.

Photos of nickel mining operations and barges loaded with red soil purportedly for transport to China, where the sintering plant for nickel is located, resurfaced in Facebook. Shared and liked, the photos carried a warning that the island would no longer be there for future generations if mining is not stopped. "Is this the type of investments that we need in the Bangsamoro?" one of the FB comments said.

A TV reporter who picked up on this issue has requested for an interview.

Feedback from the interviewee

- di ko naramdaman yung pressure
- I was expecting more difficult questions
- Na-interview na rin kami locally

Feedback from the audience

Jay: Your stand and position was very clear. It was a good interview because you qualified everything that you said.

Jake: By answering the question directly, it was hard to badger you

GENERAL COMMENTS / DISCUSSIONS

Atty. Golda: We're always asked whether we're pro or anti mining. We really want to move on from this issue because *naba-box* kami. So how do we manage that question?

JB Baylon: I think there's no way for us to escape that question. Best answer would probably be, "we're pro responsible mining".



Lourdes: Mining is not a very easy topic. That's why reporters are always looking for stories that has a face.

Vicky: You should be able to switch the conversation from the negative. The unfortunate thing is, shows are driven by ratings. As mentioned from the session yesterday, conflict sells.

BATCH THREE

ATTY. FRANCIS JOSEPH G. BALLESTEROS JR.

Division Manager, Public and Regulatory Affairs, Philex Mining Corp.

TV Interview: Jay Orense, TV5, Bloomberg Philippines

Scenario:

You are invited to attend the congressional hearing on the proposed amendments to the mining law. During the break, an environmental activist confronts you to say your company, Philex Mining Corp., practices "irresponsible mining," causing the massive spill of toxic tailings in Pacdal, polluting rivers, robbing fishermen of livelihood, and triggering diseases in downstream communities. [The mining firm used the tailings storage facility although it was past its designed lifetime.]

A TV Reporter who knows you are part of the PH-EITI MSG would like to talk to you to get your side of the issue.

Feedback from the interviewee

- I'm used to those kinds of questions
- Even if the reporter is from TV5, I didn't expect that he would go easy on me. In fact, I'm expecting it would be more difficult.
- It's always a life-changing experience



Feedback from the audience

Asec: I was waiting for you to say *agad* about how Philex paid this and that fine and you did all these for the community. It came only as an afterthought.

Jay: That's true. But also prepare for a follow-up question like, "is that enough"? Always remember to put a human element to your stories.

BUENAVENTURA MAATA, JR.
Executive Director
Philippine Grassroots Engagement in Rural
Development Foundation, Inc

Radio Interview: Lourdes Escaros, DZXL RMN

Scenario:

NGOs supportive of indigenous peoples are disputing a newspaper report, quoting sources in the mining industry, that IP communities hosting mining operations have received more than P50 million in royalties. They called this fake news -- mining industry propaganda. The National Commission of Indigenous Peoples could not validate the veracity of the report since indigenous peoples' access to accurate information about companies' gross production is very limited.

In a hastily called media briefing, an exasperated member of the Alliance of NGOs for IPs blurted: "So what is PH-EITI doing to help IPs?" He said mining industry reps, who have the ears and support of government agents, control this multisectoral stakeholders group.

A radio reporter covering the event asks you for your side.

Feedback from the interviewee

- it was interesting
- I felt overly-prepared
- I was taken aback when he asked me if we received royalties.
- I liked the question about including an IP representative in MSG

Feedback from the audience

Paul: you made a very balanced reply

Jay: Personality is really important, especially for television interviews. He's an example of an interviewee with character. The same goes for Starjoan, the way she dresses and carries herself. It is interesting to the audience.

Lourdes: Your scarf and long hair makes you visually interesting to the media.



JOSE BAYANI "JB" BAYLON
Head of communications
Chamber of Mines of the Philippines

Print interview: Paul Icamina, Malaya
Business Insight

Scenario:

The EITI -- global standard for good governance -- is the theme of the event organized by big mining companies and covered by media. In a Q&A with media, you are asked how far mining companies are willing to go to fulfill EITI's transparency requirements. The journalist who posed the question said some companies have not been transparent in disclosing all the information about the economic potential as well as the risk of environmental and social impact of mining, adding that the management of the mine site is also a big problem.

As a follow up to his question, he asked for your reaction to observations that EITI is all talk and that mining companies love EITI because they have the money to hire good spokespersons, representatives, and lawyers, some of whom are former justices of the Supreme Court.

Feedback from the interviewee

- a part of me was watching whether the other journalists will join in and do an ambush interview

Feedback from the audience

Paul: he didn't hesitate asking me about which company I was referring to. That's good. If you have questions or want to challenge the data, don't hesitate to ask
- Very media savvy. He knows how to speak to the media and shows confidence in what he says.



ANGELICA DACANAY
Communications and Advocacy Officer
Bantay Kita

TV Interview: Jay Orense, TV5 and Bloomberg



Scenario:

In a picket in front of the DENR office, rallyists condemned mining and its legacy of environmental destruction and corruption.

One placard carried by a protester said: EITI is a sham! A group of reporters covering the rally approached the protester and asked why he thought EITI is a sham. "The Philippines was given a 'satisfactory progress' rating in governance of oil, gas and mining industries. How can that be when some companies refuse to participate in this EITI and they get away with it? EITI calls for transparency but information about tax payments are protected by the confidentiality clause of our tax codes. These companies, often in connivance with our government officials, are cheating us. Look what happened to the Malampaya fund! And now here is this EITI giving the Philippines a grade of satisfactory," explained the protester.



As a member of an NGO advocating for governance and fiscal reforms in mineral extraction, a reporter asked for your side of this issue.

Feedback from the interviewee

- very helpful yung exercise especially for me who's relatively new in Bantay Kita
- I was also expecting other questions

Feedback from the audience

Asec: Refrain from saying "bago lang ako." Own it, own your job.

Paul: I was a bit confused about the role of Bantay Kita. If you clarified early on, we could have talked about your message more

Jake: Correcting the reporter's wrong information is good. But *medyo nag backfire lang kay Anj* when she couldn't answer the followup question

DR. MERIAN MANI
President
Marinduque State College

Print interview: Paul Icamina, Malaya Business Insight

Scenario:

Twenty-one years after the Marcopper mining disaster in your province and other mining disasters elsewhere in the country thereafter, your office receives a couple of requests for an interview. Each request said the release of the report would be in time for the anticipated debate on the proposed mining law. Media would like you to look back on the experience of Marinduque with Marcopper and explain how academe could help EITI implement high standards of transparency and accountability.

A print reporter has asked for an interview with you on this issue.

Feedback from the interviewee

- I felt comfortable with Sir Paul
- I was expecting for some questions to be raised that I prepared for (e.g. role of the academe, etc.)

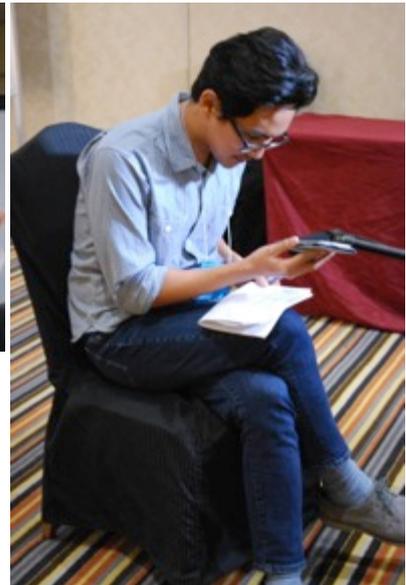


Feedback from the audience

Paul: No need to mention you've just been there for 2 years. That's not relevant anymore since may alam ka naman na. And that (the Marcopper issue) has happened a long time ago. You are expected to know these things already.

MARICOR ANNE CAUTON
Deputy Executive Director
Union of Local Authorities of the
Philippines

**Phone-patch interview: Jake Soriano,
Vera Files



Scenario:

Writing a critique on the Extractive Industries Transparency Initiative, a respected columnist of a national newspaper said EITI could never address the issue of divisiveness in communities brought about by mining. While promises of jobs, safety nets, social and economic development could lure stakeholders to support mining, there would always be stakeholders who would oppose it. Corporate social responsibility efforts of mining firms can never erase the country's long history of mining disasters, the columnist added.

As a member of the PH-EITI Multi-Stakeholders Group, a reporter asks for your thoughts on how to address the divisiveness engendered by mining and the ways players in extractive industries approach the problem.

Feedback from the audience

Voice is pleasant. At the beginning of the interview she was speaking quite fast, and using some "ums" maybe because of nervousness. Avoid using the phrase "as you know..." you said it at least two times during the interview -- it might just be a habit, but since the reporter was asking a question he did not know. Try to avoid using jargon and motherhood statements, but it was good you used some examples to explain some of the information like the concerns of the community, etc.

GENERAL COMMENTS / DISCUSSIONS

Jay: For Anj and Atty Francis, own your positions. For us reporters, it will appear that you're not prepared or that you're hiding something or you simply don't want to give us any information.

Lourdes: Don't accept interviews na hindi nyo alam yung topic. The media will sometimes latch onto your mistakes or a very specific soundbite that would put you in a bad light. Ask for pointers or guide questions. Even if we don't always give you the complete list of questions, at least you have a general idea. Remember that once natapos na yung interview, baka hindi nyo na mahabol yung reporter to retract or change your answer. Build rapport and know your reporter

Paul: Note that *konti lang nagbabasa ng errata*.

Starjoan: about ambush interview, is that ethical practice among journalists?

Lourdes: Normal sya sa industry.

Jay: That's because often we can't get an interview schedule with the person – senators for example. And sometimes that's the only time we can get answers from them. So just be ready.

JC Crisostomo: how do you gauge the interest of your viewers? How sexy is mining as a topic?

Paul: Very sexy pag may disaster. Otherwise, medyo boring. The conflict is sexy.

JC Crisostomo: for listed companies like us, should we put out our stories out there.

Jake: there are no set rules on which news are sexy or not.

Jay: for TV, we're image-driven. Like a child holding mercury, a young man going down a pit. Unknown information like if there's no mining, there's no toothbrush, that's interesting for us. Big transformation is sexy for us.

Lourdes: Radio is survey-driven. Most categories listeners are interested in are: weather, tragedy, showbiz. For radio, the only time na marinig yung about mining is if you do blocktime. Buy your airtime. Radio also heavily rely on texters, callers and OFWs.

Rose: how do you salvage a media relationship that has grown sour?

Lourdes / Jay: build rapport with the news desk. Because they can always assign your story to another reporter.

Rose: How do I build rapport?

Lourdes: Get their contact details. Email your PRs to the desk.

Ben Maata: Rather than talking to the reporter, can we talk to or address the community instead. Puwede ba yun?

Lourdes: Actually ganun nga yun. Medium lang kami.

Jay: Usually, the reporter would say naman sa last part, "do you have other things to say". We're actually just there to navigate or make sure that you address the questions (of the public) with brevity.

In closing, Ms. Ortega said that she hoped they all benefitted from this 2-day workshop. She stressed a few more points to sum up the interview experience:

- People listen or trust the reporter. So if you have a very good rapport with the reporter, you would also gain from that.
- It's like "borrowed credibility"
- This is comparable to having celebrities for brands – we're borrowing credibility from that celebrity.
- Think of your audiences

She ended the session by saying that they all did well considering that they had a very short time to prepare and the scenarios were fictional. She hopes that when they do face the media, it won't be as intimidating. And remember that the mirror can be their best friend. She encouraged them to practice and practice so that the actual experience would be like "muscle memory." They were all congratulated for their effort and participation.

Class Photo



Synthesis and Evaluation

Synthesis

To cap the two-day workshop, Ms. Tang asked the participants to answer the question: “*Ano ang ibabaon n’yo?*” or to say one thing that they would remember and can “bring home” from this workshop. Their answers are as follows:

- Great experience
- So much fun, so much learning
- Soundbite makes it memorable
- Own it so you can tell your story
- Tell that story and tell that well
- Less jargon, simplify
- Conquer your fear
- Facing the media: be ready
- Interesting
- Be confident
- Own your position and know the reporter
- Red is not my friend and borrow a scarf
- Human interest trumps rational
- Gotta be sexy

Evaluation

Participants were asked to accomplish an evaluation form that would assess the attainment of the workshop objectives and also the effect of the workshop inputs on the participants. Below is a summary of the quantitative and qualitative results of the evaluation. The raw data is provided with the report.

Ten participants responded to the evaluation form.

QUANTITATIVE RESPONSE

Evaluation Questions on Program	Average Rating (5-excellent, 4-satisfactory, 3-fair, 2-unsatisfactory, 1-poor)
Was the coverage of the program adequate?	4.8
Were the objectives attained?	4.8
Was the seminar/workshop relevant to your actual work?	4.8
Did the seminar/workshop meet your needs, interests and expectations?	4.7
Were the discussions insightful?	4.8
Were the speakers/resource persons credit and well prepared?	
Luz Rimban	5
Vicky Ortega	4.89
In general, how would you rate the inputs and interviews by the guest media persons? LOURDES ESCAROS, JAKE SORIANO, PAUL ICAMINA AND JAY ORENSE	5

QUALITATIVE RESPONSES

1. Other comments on the program in general, if any:

- Probe Media Foundation offers this great service. All the resource persons knew their stuff, were truly experts in the field of communication and messaging.
- It can include a more pro-active approach in heralding good news.

2. What struck you most about the presentations, lectures or discussions during the workshop?

- Ambush interview. Interview was not expected but the same teaches me a lesson. Maybe next time if the same happen again, I will be more prepared
- Almost true to life! No boring moment at all. Enlightening and broadened my appreciation of media.
- How to be in control of the narrative. Put a face to the issue. Use less jargon - simplify terms, use local dialect. It's ok to correct the interview
- That media engagement requires preparation
- The presentations are clear, easy to remember and the lecturers as well are well prepared.
- How part issues can be recycled and thrown back at the industry.
- The exercise interview 😊 Very helpful
- The simulation portion was exciting and great learning experience
- The presentation on the tool regarding OGI as appears on the worksheet
- The role of media and the value of understanding how it affects issues

3. What possible changes/improvements in the way you perform your job can be expected after this seminar/workshop?

- Two full days, instead of one and a half.
- To be more conscious of the target audience. Simplify terms for PR materials. Own your position/own the office. Be friends with the news desk operations head/send PR.
- I hope to be able to communicate our work better.
- The identification of a governing idea before even crafting an official statement.
- The way we convey messages in our press releases - be more relevant to the audiences - i.e. Mass/general public, avoiding jargons
- I got valuable tips on how to handle media interviews and relative engagement
- The shift in the method of how I present my idea so that it is better accepted.
- There's a lot especially in the election of issues that concerns the IP community to the greater consciousness of the nation.

4. Other comments and suggestions:

- I expected a good learning experience. It was also very enjoyable, so much fun.
- Next training: let us enumerate FAQs addressed to us as EITI members so we can learn how to address them with better clarity. Great training!
- Thumbs up! Grateful for the opportunity to be part of this training
- I gained better understanding and deeper appreciation of the women and men of the industry.

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END OF WORKSHOP

Attachments:

- Digital file of report
- Evaluation data
- Attendance sheet
- Photo documentation
- Video interviews