



Media and the 2022 elections

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Context

Media need to help voters make informed decisions

- 5th automated NLE is technically the 1st “pandemic election”

Media address pandemic challenges amid tyranny and impunity

Sources, devices



2021 Digital News Report [Interactive](#) [Methodology](#)

2021
Philippines

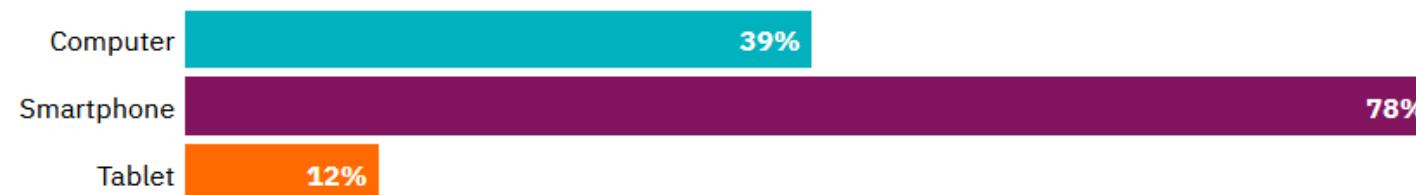


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Devices for news

2021
Philippines



Top socmed



[2021 Digital News Report](#) [Interactive](#) [Methodology](#)

Philippines

Rank	Brand	For news	For any purpose
1	Facebook	73% (-)	86%
2	YouTube	53% (+4)	85%
3	Facebook Messenger	36% (+3)	76%
4	Twitter	19% (+3)	33%
5	Instagram	12% (-)	41%
6	TikTok	6% (+4)	22%

Publicus Asia's 2021 Pahayag Q3 Survey (Oct. 11-18)



NAME	NOT AWARE OR DOES NOT KNOW ENOUGH TO RATE	NO TRUST	LOW TRUST	MODERATE TRUST	HIGH TRUST	VERY HIGH TRUST	TOTAL HIGH	TOTAL LOW
GMA7	1.267	2.533	7.800	35.800	30.933	21.667	52.600	10.333
CNN PHILIPPINES	2.467	4.067	7.533	35.133	32.333	18.467	50.800	11.600
PH DAILY INQUIRER	2.400	7.333	8.600	36.333	31.000	14.333	45.333	15.933
MANILA BULLETIN	3.067	3.533	7.800	42.800	30.600	12.200	42.800	11.333
PH STAR	2.333	5.000	8.667	42.933	28.667	12.400	41.067	13.667
TV5 / INTERAKSYON	2.000	3.200	9.267	47.267	26.667	11.600	38.267	12.467
MANILA TIMES	4.067	3.733	8.733	45.400	28.333	9.733	38.066	12.466
MANILA STANDARD	6.400	4.067	9.733	47.533	24.067	8.200	32.267	13.800
ABSCBN (ONLINE)	0.600	20.467	17.533	30.200	16.000	15.200	31.200	38.000
BUSINESSWORLD	11.467	3.733	8.067	45.733	22.400	8.600	31.000	11.800
SUNSTAR PH	8.400	3.933	10.267	46.867	22.133	8.400	30.533	14.200
BUSINESSMIRROR	12.400	4.333	9.467	48.000	18.867	6.933	25.800	13.800
RAPPLER	3.800	23.267	17.000	30.667	15.733	9.533	25.266	40.267
EAGLE NEWS	19.067	6.867	14.600	39.800	12.600	7.067	19.667	21.467
SUMMIT EXPRESS	16.467	4.933	13.067	46.400	13.733	5.400	19.133	18.000
ABANTE	9.933	7.667	19.400	44.800	13.067	5.133	18.200	27.067
SMNI	19.267	8.600	15.600	40.067	11.067	5.400	16.467	24.200
POLITIKO ONLINE	18.333	8.267	18.400	41.467	9.667	3.867	13.534	26.667

Press freedom amid impunity



Duterte as 2021 “press freedom predator”
(RSF)

138th out of 180 in 2021 World Press
Freedom Index (RSF)

7th in 2020 Global Impunity Index (CPJ)

Work-related media killings

ADMINISTRATION	NUJP	CMFR
Corazon C. Aquino (February 1986-June 1992)	16	21
Fidel V. Ramos (July 1992-June 1998)	15	11
Joseph E. Estrada (July 1998-January 20, 2001)	5	6
Gloria M. Arroyo (January 21, 2001-June 2010)	103	83
Benigno S. Aquino III (July 2010-June 2016)	32	31
Rodrigo R. Duterte (July 2016-June 2022)	19	19
TOTAL	190	171
<i>Source of basic data: NUJP, CMFR</i>		

Aside from killings...

Cases of red-tagging, arrest and detention

- Frenchie Mae Cumpio (*Eastern Vista*) – detained since Feb 2020
- Lady Ann Salem (*Manila Today*) – detained from Dec 2020 to March 2021

Cases of red-tagging journalists and news media organizations

- Atom Araullo (GMA)
- Christian Esguerra (ANC)
- CNN Philippines
- entire AlterMidya network (e.g., *Bulatlat*)

Cases of harassment and intimidation

- Female journalists prone to rape threats and body-shaming
- ABS-CBN
- *Rappler*

Necessary focus

Misuse and abuse of government resources
(e.g., politicizing government services)

Mockery of election rules (e.g., early
campaigning, substitution of candidates)

Political dynasty (e.g., hijacking of party-list
system)

Intricacies of automated polls (e.g., role of
Smartmatic, AES implementation)

Coverage then and now

Accommodation of “fake news”
political ads

Perpetuation of “embedded” reporting

Bias for “popular” candidates

Underreporting of party-list race

Worth asking candidates

Philippine Congress Officially Shuts Down Leading Broadcaster

By voting not to renew the franchise of ABS-CBN, lawmakers silenced a major network that had come under fire from President Rodrigo Duterte.

What is your MEDIA AGENDA? Need to know what candidates would do

- To promote and uphold press freedom
- To ensure self-regulation in media
- To end culture of impunity
- To stop the killing of journalists

Specific and even confrontational questions should be asked...

Remember the role of journalism

- To provide relevant information for the shaping of public opinion
- In the context of elections
 - To help voters make informed decisions based on platforms, not personalities
 - To encourage registered voters to exercise their right on May 9
 - To analyze opportunities and limits of elections in achieving social change



**KONTRA
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**MEDIA
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Thank you!

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