

RULES AND GUIDELINES FOR MEDIA COVERAGE of the President's State of the Nation Address 26 July 2010

I. Is media accreditation for the 2010 SONA coverage mandatory?

- Yes, media accreditation for the SONA coverage is absolutely mandatory. Only those wearing the SONA IDs will be allowed inside the premises of the Batasan Complex. The **NO ID, NO ENTRY** policy shall be strictly enforced.



2. Where, when and how can media apply for accreditation?

The Committee on Media of the House of Representatives (HREP) Task Force created to assist in the preparation for the Joint Session of Congress for the President's SONA is responsible for media accreditation and SONA ID Card issuance.

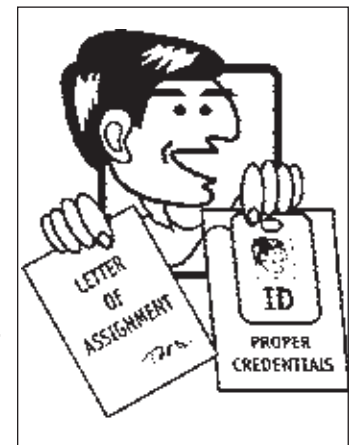
• A. MALACAÑANG, SENATE AND HREP PRESS CORPS

a. The members of the respective Press Corps of Malacañang, Senate and HREP are not required to apply for accreditation for the event. They shall automatically be accredited.

b. The Office of the Press Secretary-International Press Center-Media Accreditation and Relations Office (OPS-IPC-MARO), Senate-Public Relations and Information Bureau (PRIB) and the HREP-Public Relations and Information Bureau (PRIB) shall prepare and submit on or before **05 July 2010** to the Chairperson, Committee on Media of the HREP Task Force the following:

1. List of their respective accredited media persons, officers, staff, and contracted workers (technical crew members, caterers, make-up artists, etc.) - indicating their requested individual ID code for designated area of assignment and plate numbers of OB vans and vehicles to be used for the event.

2. Duly accomplished media accreditation form with 2x2 photograph of each individual in the list – now required under the Guidelines on Security and Access to the HREP Complex During the SONA.



• B. NON-MEMBERS OF MALACAÑANG / SENATE / HREP PRESS CORPS

a. All media persons, including FOCAP members, representatives of other media agencies, provincial media persons and crewmembers of Malacañang/Senate/HREP TV/radio reporters, who are **not** in the lists of accredited media persons submitted by Malacañang, Senate and HREP, are required to apply for accreditation.

b. **Beginning 28 June 2010, applicants for accreditation shall apply personally or on-line with the Committee on Media, NCR-F (PRID office) 2nd floor, North Wing, House of Representatives, Constitution Hills, Quezon City (Contact / see Mr. Dionisio Tubianosa**

- Tel No. 9316177 or 9315001 local 7469 or 7489, Fax Nos. 9320062/9315967/9315335),
 Email address: prib.media@gmail.com.

c. The application forms for accreditation and car pass may be downloaded through the HREP website: www.congress.gov.ph

d. Whether applying personally or on-line, the applicant must submit his duly accomplished accreditation form together with his 2x2 photo, proper credentials and letter of assignment from his/her media organization editor/network manager.

- The SONA ID Cards shall be claimed from the Committee on Media on **19-23 July 2010**. The members of the Press Corps of Malacañang, Senate and HREP shall secure their Press Cards and vehicle passes from the OPS-IPC, Senate-PRIB and HREP-PRIB, respectively.

3. When is the deadline for filing application for accreditation?

- The non-extendible deadline for filing application for accreditation is **05 July 2010**. There will be NO last-minute accreditation and issuance of SONA IDs on the day of the SONA.

4. What should a media person do if he/she lost his/her SONA ID before the SONA?

- The SONA ID Cards are non-transferable and cases of lost ID should be reported immediately to the House Committee on Media.

5. What do the alphanumeric codes on the ID cards stand for?

- Media alphanumeric codes for the SONA ID, which are applicable for the afternoon Joint Session and not for the morning session, are indicated in the ID card for area of assignment as follows:

ALPHANUMERIC CODE	VENUE	MEDIA
C	Trailing from the President's arrival at the Rear Entrance going to the Plenary Hall (First Gallery Landings and back portion of the Floor near the Soundpit)	Trailing in-house close-in photo coverage crew of Malacañang (2) HREP (1) and Senate (1); pre-positioned in-house close-in video coverage crew of HREP and Senate <i>Note: Trailing video coverage is exclusive to RTVM.</i>
L2	Plenary Hall (Only at the North and South Second Gallery Landings)	Photographers and TV crew members and other media except for the Phil. Broadcast Pool.
VI	Plenary Hall (Only at the VIP Upper Deck)	Official members of the Phil. Broadcast Pool, Presidential Photojournalists Asso. (PPA), pool of two (2) personnel for network (one (1) cameraman and one VTR/lightman), pool of one (1) photographer per national broadsheet/tabloid, and one (1) photographer or cameraman per FOCAP agency
R3	Plenary Hall (Only at the Radio Booth beside the lighting control next to the Third Gallery North)	Radio reporters/broadcasters with their technicians

F		Plenary Hall and the lobbies (Without reserved seats but free to move about at the galleries and the non-restricted areas of the lobbies)	For Malacañang - Office of the Press Secretary / RTVM / HREP / Senate / OVP Media Coordinators
TP		Areas inside and outside the Plenary Hall where RTVM equipment/facilities will be set-up/installed	RTVM Technical Personnel only
RD - Coded	RDN - L2 RDN - VI RDN - L RDN - ML	North Wing Roof Deck and Plenary Hall (Only at the North/South Second Gallery Landings, North/South lobbies up to 3:00 p.m.; only, Main lobby up to 3:00 p.m. and back after the President exits the Plenary Hall)	TV Crew who move from the North Roof Deck to the Plenary Hall or lobbies
L		No access to Plenary Hall (Only at the roped off areas at the North and South lobbies up to 3:00 p.m. only)	Pre-positioned TV/radio standuppers/crew doing live coverage or ambush interviews; print media photographers
ML		No access to Plenary Hall (Only at the roped off area at the Main lobby up to 3:00 p.m. only and back after the President exits the Plenary Hall)	Pre-positioned TV/standuppers/crew doing live coverage or interviews
RD - Coded	RDN	No access to Plenary Hall (Only at the Northwing Roof Deck)	TV crew
RD - Coded	RDS	No access to the Plenary Hall (Only at the Southwing Roof Deck)	TV crew
See ANNEX A for lay-out for assignment of ID alphanumeric codes.			

NOTE:

- The HREP Media Center shall be open to all accredited media representatives bearing SONA ID Cards, with or without alphanumeric codes.
- Only media persons with RD-coded SONA IDs shall be allowed at the North and South Roof Decks beginning 6:00 a.m. on the event day.
- Media guests with assigned seats at the North Second Gallery shall be issued invitations, not SONA IDs.

6. Is there a parking area for media vehicles?

- On the event day, the **NO CAR PASS, NO ENTRY** policy shall be enforced. • Outside Broadcast (OB) and radio vans, and satellite vans of the networks, shall park at the road adjacent the perimeter fence fronting the flagpole area (See **ANNEX B** – parking layout). The area has been provided with a cable tray by the fence for all connections from that location. No other extensions/connections outside this area will be allowed. Generator sets/trucks of RTVM and the networks shall be parked at the designated area in the North Sunken Garden which will be exclusively for specific gen-set set-ups of RTVM (4), GMA 7, ABC-5, ABS-CBN and UNTV who will be allowed one gen-set set-up each, per previous hook-up arrangements with RTVM (See **ANNEX C**.)
- Other media vehicles will be issued car passes which would only allow dropping off of passengers or unloading of media equipment at the North lobby and then parking at the parking spaces of the

Department of Social Welfare and Development (DSWD), Civil Service Commission (CSC) and Batasan National High School, using the SONA ID on a “First Come, First Serve” basis.

- Accredited media persons may avail of the HREP shuttle bus services up to 11:00 a.m. during the event day. The “**NO SONA ID, NO RIDE**” policy shall be enforced.

7. Is there a dress code for media persons covering the SONA?

- YES. Since this is a State Ceremony, proper decorum and protocol shall be observed. Media persons covering the event are advised to wear Barong Tagalog / Polo Barong for men and Filipiniana for women.

8. On the day of the SONA, can media persons go straight to his/her designated area?

- NO. An accredited person has to go through the following procedure for media reception for an orderly and systematic ID validation, registration, and distribution of SONA kits.

PROCEDURE FOR MEDIA RECEPTION

A. MEDIA ENTRY CHECK DESK (North Gate)

Operational from 6:00 A.M. to 2:00 P.M.

- Security directs media person to Media Entry Check Desk.
- Media Relations Officer / Coordinator asks for SONA ID.
- Media Relations Officer / Coordinator counterchecks ID with master list. If the name is in the master list, MRO/Media coordinator concerned requests media persons to proceed to the Media Reception Desk for the SONA Media Kit (only for reporters) and media equipment security tagging by the Presidential Security Group (PSG) (only for cameramen, photographers and those with other media equipment).

B. MEDIA RECEPTION DESK (North Lobby)

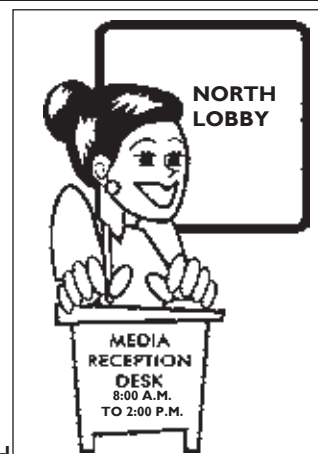
Operational from 6:00 A.M. to 2:00 P.M.

- Media person approaches appropriate desk (Malacañang/ HREP/ Senate Press Corps and other Media Sector) to be given the Media Kit.
- Cameramen, photographers, and those with other media equipment to proceed to the Security Desk, for security tagging of media equipment.

C. PLENARY HALL

- Protocol Officer ushers media person to his/her designated seat/area.

Note: Designated areas for the media at the Plenary Hall shall be available on a first-come-first-serve basis. Please be advised that all doors of the Plenary Hall will be closed at exactly 3:30 p.m. for the President’s SONA. Media representatives are also requested to stay at their designated areas or at the Media Center during the ceremonies.



9. Is there a prepared media kit for accredited media persons?

- YES. Upon registration, the media persons will be given the SONA kit.

Note: Copies of the SONA as delivered by the President will be made available at the House Media Center to all accredited media persons right after the President’s delivery. The SONA will also be posted at the following official websites:

Office of the Press Secretary: www.ops.gov.ph

Philippine Information Agency: www.pia.gov.ph
Philippine News Agency: www.pna.gov.ph
Philippine Government portal: www.gov.ph
House of Representatives: www.congress.gov.ph

Directions for possible access to a live webcast of the SONA may be found at the OPS website.

10. What are the guidelines for broadcast and photo coverage?

- There are designated areas for and certain restrictions on television and radio coverage.

A. RTVM SET-UP

Areas in the Plenary Hall, Rear, Main Entrance, and North and South Lobbies indicated shall be exclusively for the camera set-up of RTVM. (See **ANNEX D**)

B. NORTH ROOF DECK (Master Control Area)

1. Both the Presidential Security Group (PSG) and the HREP Legislative Security Group (LSG) shall post their respective contingents to secure the area round-the-clock beginning **23 July 2010** until the area is totally vacated or cleared.
2. Each network shall provide its own personnel to secure its own equipment.
3. Installation/set-up of equipment shall be on **23-25 July 2010**.
4. Network personnel involved with the equipment installation and operation at the North Roof Deck shall wear their color-coded access cards on **23-25 July 2010** and SONA IDs on **26 July 2010** at all times. They shall use the North Building first stairs for their entrance to and exit from the North Roof Deck at all times. They shall not loiter and shall have no access to the Second and Third Gallery hallways of the Main Building.
5. The network shall set-up at the specific area designated for them by the Committee on Media (PRIB) following the dimensions in the plan prepared by the Committee on Physical Arrangements (HREP Engineering Department) (See **ANNEX E**).
6. The networks shall install at least half-an-inch plywood to cover and protect the floor water proofing from damage due to the installation of equipment.
7. The equipment shall be neatly lined up and enclosed with properly installed barriers or wallings.
8. The tents of the networks shall be equal in size (not more than 6m x 6m as shown in the plan).
9. No extra installation shall be allowed beyond the designated area of the network.
10. The specific location of cable lay-outs shall be coordinated with the Committee on Physical Arrangements.
11. The networks shall install their microwave facilities at the designated area as shown in the plan. Only the UNTV dish will be set up at the North Building Third Floor Men's Room window due to technical limitations.
12. The networks shall provide for their respective power supply.
13. The media personnel shall practice safety and precautionary measures at all times.
14. The networks shall use their individual garbage bins for their trash and

WHEN INSIDE
THE PLENARY
HALL



turn off cell
phones



avoid live
reporting



no camera flash
allowed



sleeping is
prohibited

ensure cleanliness and orderliness in the area.

15. The media personnel shall ensure the proper use and cleanliness of the comfort room beside the stairs of the North Building Third Floor.

C. SOUTH ROOF DECK (Subcontrol Area)

1. Both the Presidential Security Group (PSG) and the HREP Legislative Security Group (LSG) shall post their respective contingents to secure the area round-the-clock beginning **23 July 2010** until the area is totally vacated or cleared.
2. Only the ABS-CBN and GMA Networks are allowed to set up in this area. They shall provide their own personnel to secure their own equipment.
3. Installation/set-up of equipment shall be on **23-25 July 2010**.
4. Network personnel involved in the equipment installation and operation at the South Roof Deck shall wear their color-coded access IDs on **23-25 July 2010** and SONA IDs on **26 July 2010** at all times. They shall use the North Building first stairs and the Congressional Planning and Budget Department (CPBD) office for their entrance to and exit from the South Roof Deck at all times. They shall not loiter and should have no access to the Third Gallery of the Main Building.
5. The network shall set up at the specific area designated for them by the Committee on Media (PRIB), following the dimensions in the plan prepared by the Committee on Physical Arrangements (Engineering Department) (See **ANNEX F**).
6. The network shall install at least half-an-inch plywood to cover and protect the floor water proofing from damage due to the installation of equipment.
7. The equipment shall be neatly lined up and enclosed with properly installed barriers or wallings.
8. No extra installation shall be allowed beyond the designated area of the network.
9. The specific location of cable lay-outs shall be coordinated with the Committee on Physical Arrangements.
10. The networks shall provide for their respective power supply.
11. The media personnel shall practice safety and precautionary measures at all times.
12. The networks shall use their individual garbage bins for their trash and ensure cleanliness and orderliness in the area.
13. The media personnel shall ensure the proper use and cleanliness of the comfort room beside the stairs of the South Building.

D. MAIN LOBBY

1. Media personnel of television networks undertaking live coverage, stand-up positions, and interviews shall be allowed at the cordoned off area at the Main lobby up to 3:00 p.m. only. They can only resume stand-up positions after the President has exited the Plenary Hall. (See **ANNEX G**).
2. HREP and Senate PRIB Media Coordinators shall assist the networks in inviting House Members and Senators for the interviews as the media personnel cannot move out of the cordoned area to go down the Main lobby.
3. Only media personnel with ML, F, TP, RDN-ML SONA ID codes shall be allowed in the Main Lobby.

E. SOUTH LOBBY

1. All arriving Congress Members and their Spouses, VIPs and members of the Diplomatic Corps shall enter through the South lobby where there will a red carpet welcome. **THE MAIN BUILDING ENTRANCE SHALL BE CLOSED** to all and shall be opened only for exit purposes after the SONA. The entrance to the Plenary Hall First Gallery shall be through the sliding door of the Main Entrance only. The North and South Entrances to the Plenary Hall First Gallery shall be closed.
2. Media Personnel shall position and confine themselves at their designated cordoned off areas as

shown in the South lobby layout (See **ANNEX H**) for live coverage, interviews and photo shoots up to 3:00 p.m. only when they can proceed to the Media Center or North Lobby.

3. HREP/Senate PRIB Media Coordinators shall assist in facilitating interviews and video/photo shoots of Congress Members.

F. NORTH LOBBY

1. Some arriving Congress Members and all other guests can pass through the North lobby where there is also a red carpet welcome.

2. Media personnel shall position and confine themselves at their designated areas as shown in the North Lobby layout (See **ANNEX I**) for live coverage, interviews, and photo shoots.

G. PLENARY HALL

1. Cameramen and photographers shall be positioned at the VIP Upper Deck and South and North Second Gallery landings.

2. Standuppers are not allowed.

3. Photographers are refrained from using camera flash.

4. Radio reporters/broadcasters and technicians shall be positioned at the Radio Booth at the Third Gallery. The Committee on Media (HREP-PRIB) will provide and assign, through drawing of lots by radio reporters, to radio stations telephone lines at the Radio Booth. The radio stations shall provide for their own telephone receivers or handsets.

H. PRODUCTION TENTS

1. Networks shall set-up their Production Tents at the grassy area adjacent the OB vans parking area near the perimeter fence fronting the flag pole (See **ANNEX J**).

2. The platforms/tents shall have the same dimensions in terms of height (10 ft) and area (20 ft x 20 ft) and shall be set back from the sidewalk.

SET-UP AND INSTALLATION OF BROADCAST FACILITIES/EQUIPMENT IS SCHEDULED ON JULY 23-25, 2009, 8:00A.M. - 6:00 P.M.

I. Can accredited media persons use the House Media Center?

- The HREP Media Center will be open from 8:00 a.m. until 8:00 p.m. on the day of the SONA. The HREP-PRIB Media Coordinators will be on hand to assist reporters, operate the TV monitor and distribute copies of the SONA after the event.
- Due to the expected big number of media who will cover the event, print reporters are advised to bring their laptops/notebooks if they intend to file stories and dispatches at the HREP Media Center.

12. Will food be served to accredited media persons?

- The Malacañang and Senate Press Corps and Media offices/staff and FOCAP members will be served food at their respective holding areas.
- The HREP Press Corps will be served lunch at the HREP Media Center.
- Coffee, drinks and biscuits will be served to accredited media persons the whole day at the Coffee Area located at the HREP Media Center.



13. Can an accredited media representative take with him/her a cell phone inside the Plenary Hall?

- Except those authorized for live radio (at the Radio Booth) and TV broadcast arrangements of RTVM,

media representatives are advised to switch-off cell phones, beepers, radios and other communications equipment so as not to distract the live proceedings.

14. Will Access Passes be required for the entry of media persons to the House of Representatives on July 23-25, 2010.

- YES. The HREP Security shall issue color-coded Access Passes to all persons entering the House of Representatives on July 23-25, 2010.
- Media persons and Malacañang/ RTVM/ Senate/ HREP-PRIB personnel entering the House of Representatives on those days for the SONA preparations shall submit their names to the Committee on Media (PRIB) on or before July 15, 2010. PRIB will secure the corresponding Access Passes from the HREP Security.

FOR INQUIRIES, PLEASE CONTACT THE FOLLOWING:

EXECUTIVE DIRECTOR MA. BERNADETTE C. DELA CUESTA

Chairperson, Committee on Media, HREP Task Force SONA 2010

T/F: 932-0062, 931-5001 loc.7651

DIRECTOR FERDINAND M. BOLISLIS

Team Leader, SONA Kit Production and Distribution

Committee on Media, HREP Task Force SONA 2010

T/F-9315335, 9315001 loc. 7552

MR. DIONISIO P. TUBIANOSA

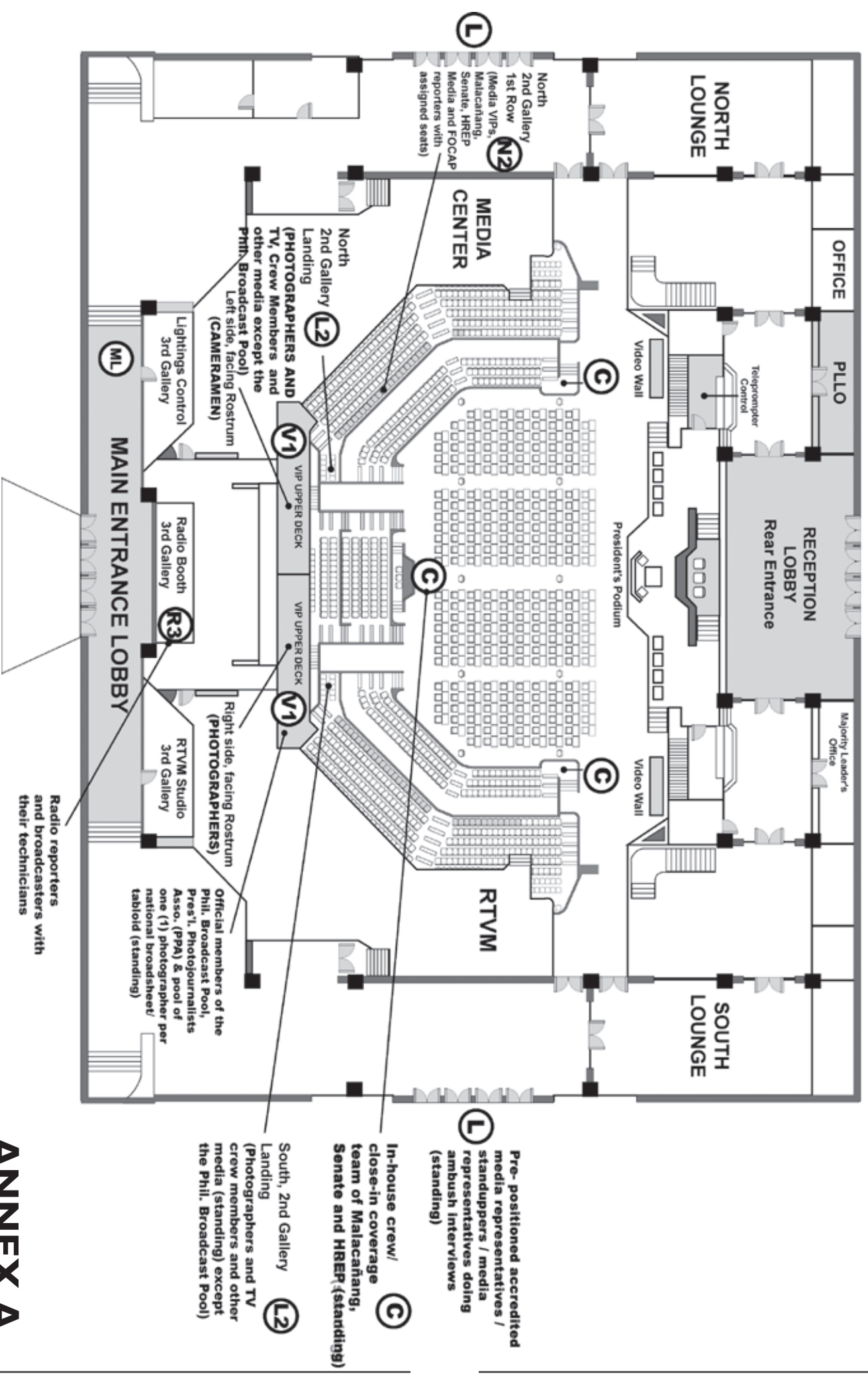
Team Leader, Media Accreditation/Reception, Physical Arrangements,

Press Center Operations and In-House Coverage

Committee on Media, HREP Task Force SONA 2010

Tel: 9315370, 9315001 loc. 7490, Fax: 931-5967 / 932-0062 / 931-5335

SONA 2010 MEDIA ID CARD ALPHANUMERIC CODES



L Pre-positioned accredited media representatives / standuppers / media representatives doing ambush interviews (standing)

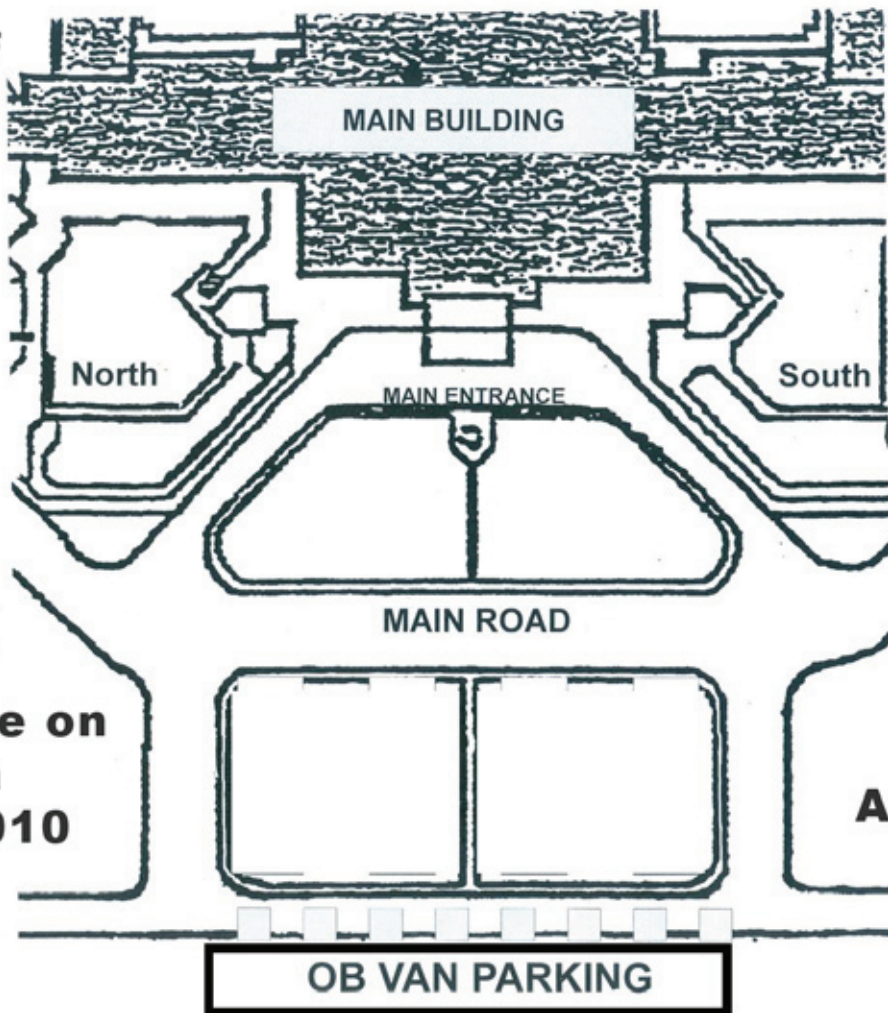
C In-house crew/ close-in coverage team of Malacañang, Senate and HREP (standing)

L2 South, 2nd Gallery (Photographers and TV crew members and other media (standing) except the Phil. Broadcast Pool)

Radio reporters and broadcasters with their technicians

ANNEX A

**PARKING OF
OB VANS**



MAIN BUILDING

North

MAIN ENTRANCE

South

MAIN ROAD

**Committee on
Media
SONA 2010**

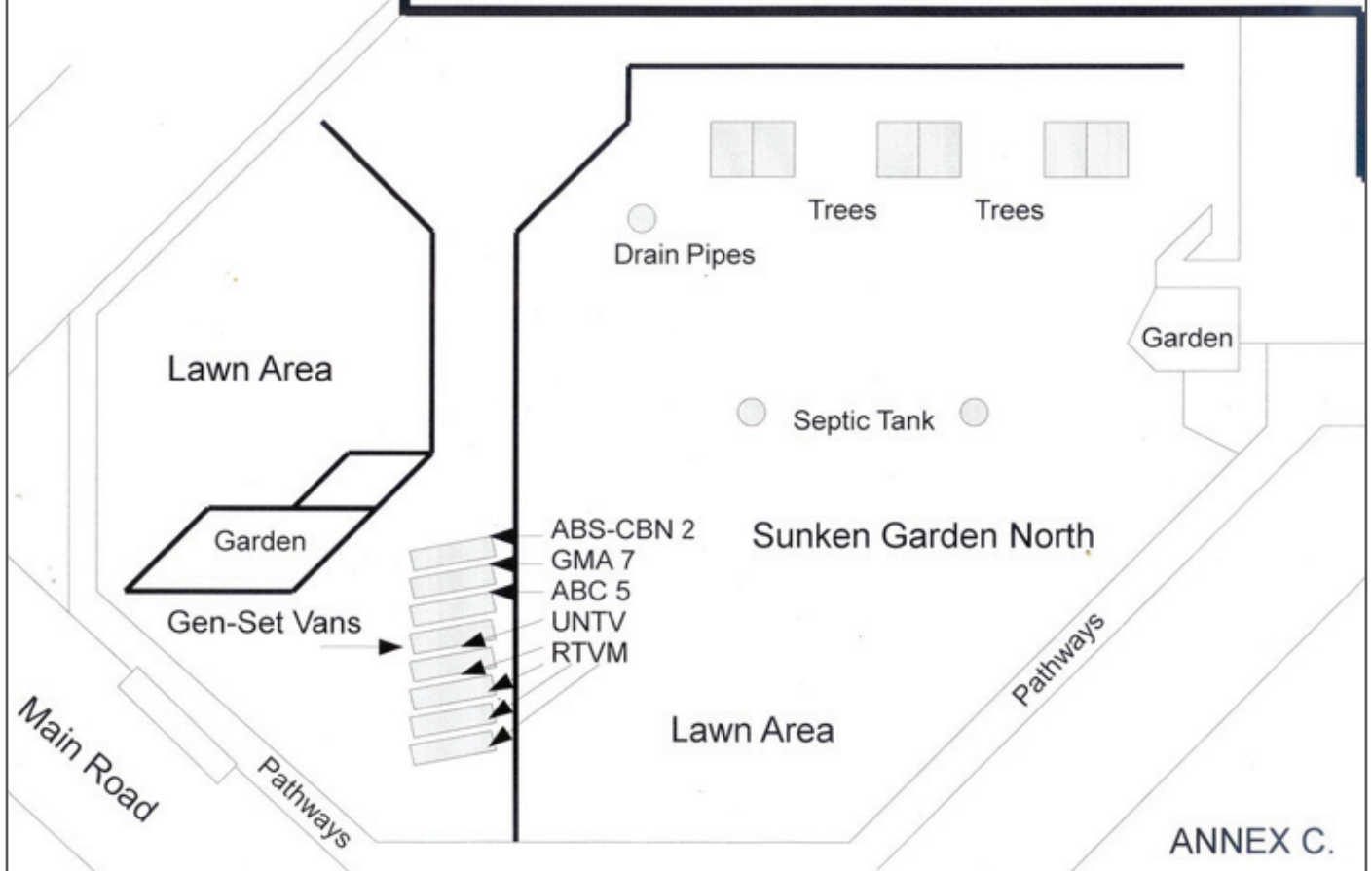
ANNEX B

OB VAN PARKING

PARKING OF GEN-SET VANS

Committee on Media SONA 2010

North Wing Building



Lawn Area

Garden

Gen-Set Vans

Main Road

Pathways

- ABS-CBN 2
- GMA 7
- ABC 5
- UNTV
- RTVM

Drain Pipes

Trees

Trees

Septic Tank

Sunken Garden North

Lawn Area

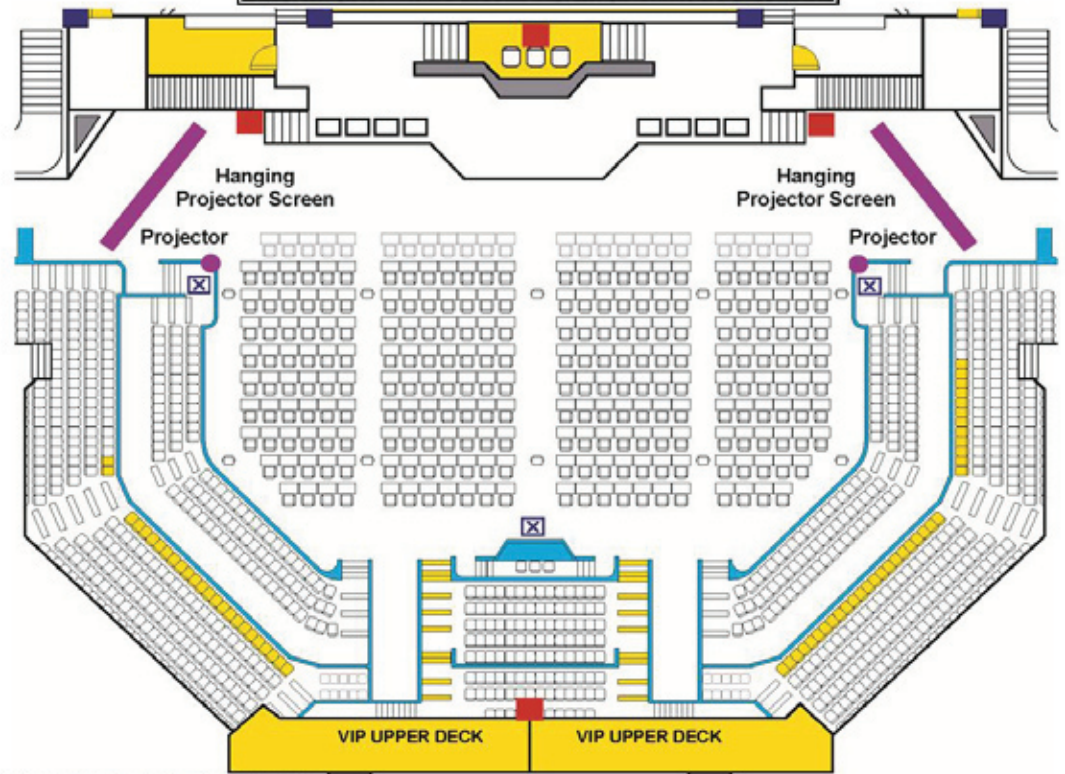
Garden

Pathways

ANNEX C.

RECEPTION LOBBY

Rear Entrance

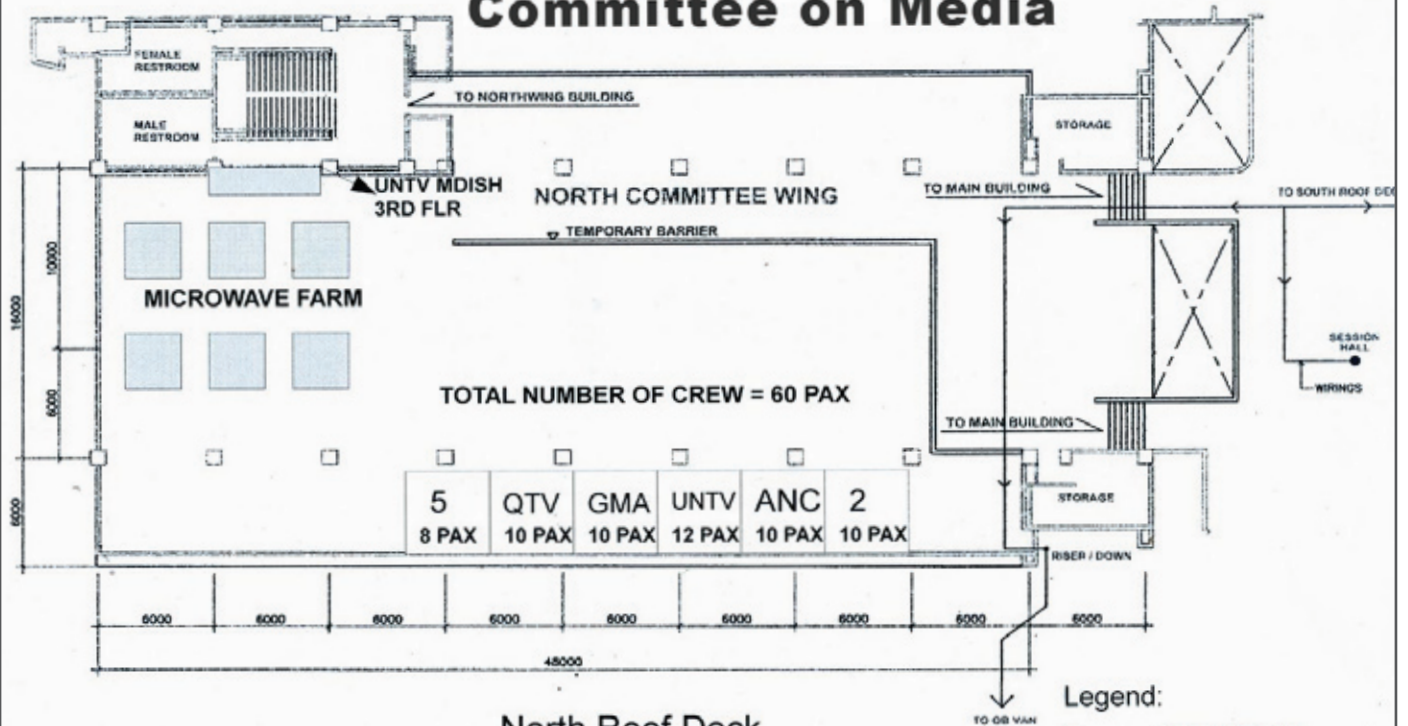


RTVM CAMERA SET UP
TO BE ANNOUNCED

ANNEX D

MAIN LOBBY

SONA 2010 Committee on Media



North Roof Deck MEDIA AREA

(ROOF DECK, NORTH COMMITTEE WING)

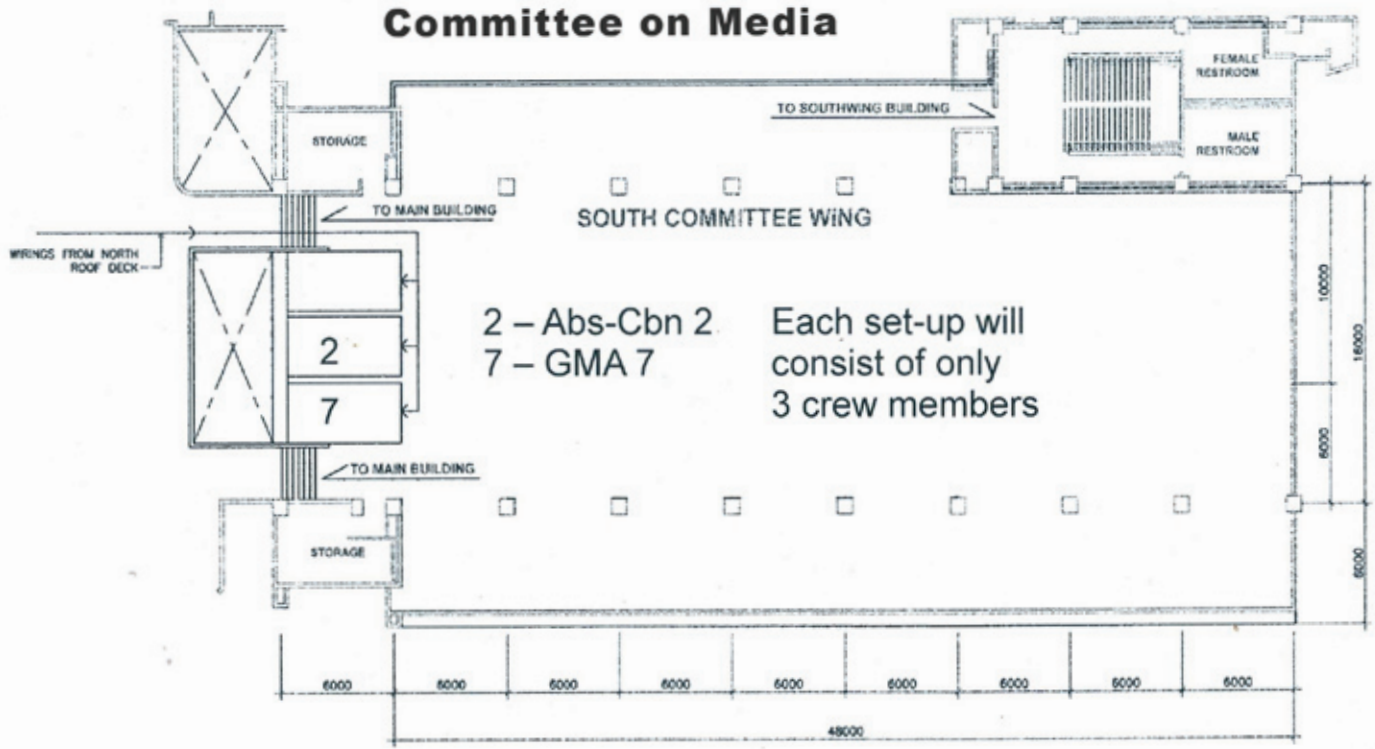
SCALE : 1 : 300

Legend:

- 2 - ABS-CBN 2
- ANC - Cable Channel 27
- UNTV - Cable Channel
- GMA - GMA 7
- 5 - ABC 5

ANNEX E.

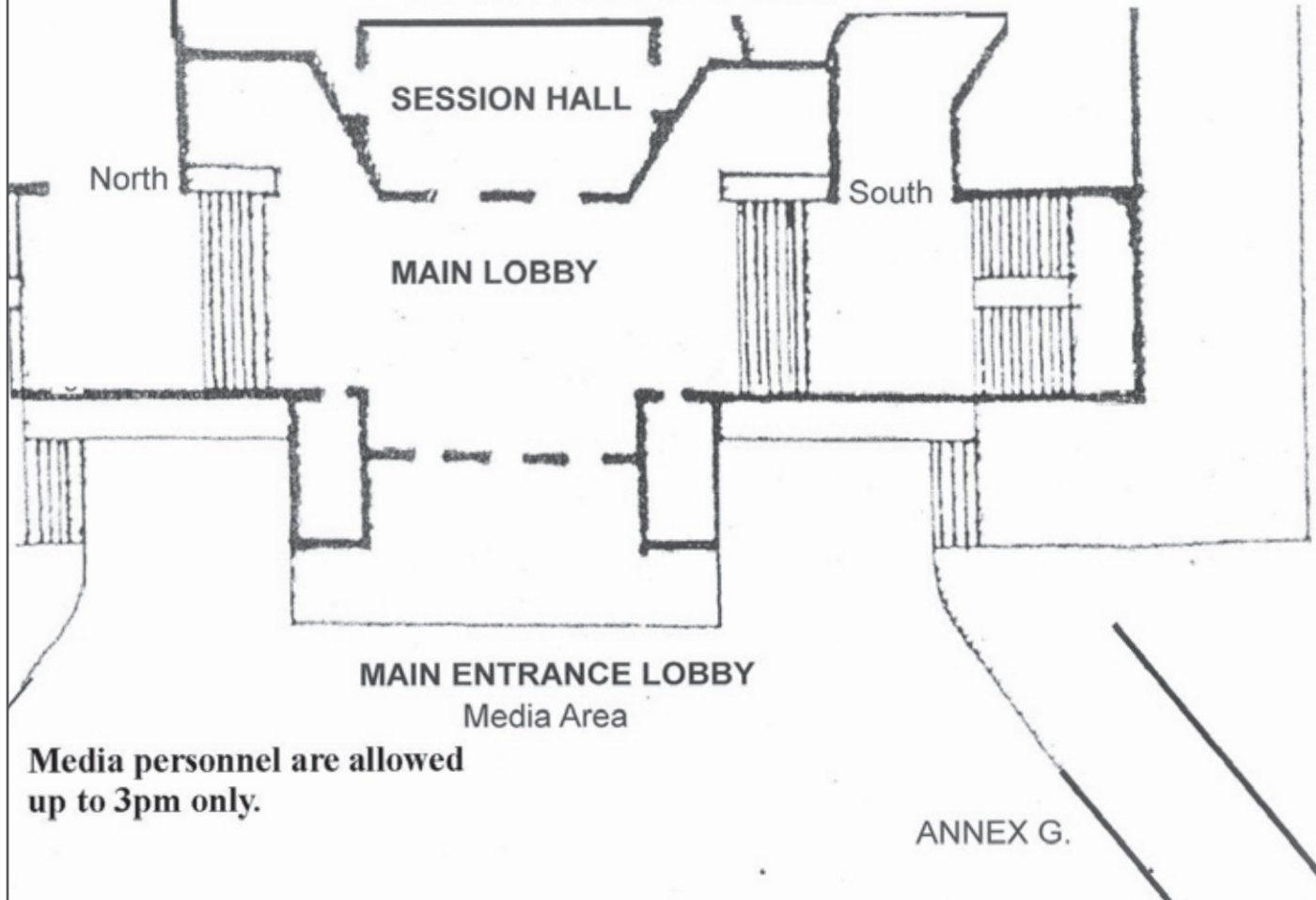
SONA 2010 Committee on Media



South Roof Deck
Media Area
(ROOF DECK, SOUTH COMMITTEE WING)

SCALE: 1 : 300

**SONA 2010
Committee on Media**



**Media personnel are allowed
up to 3pm only.**

ANNEX G.

SONA 2010 Committee on Media

