

GMA
Pinoy TV

2011 ISSUE No. 3

kapuso

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Inside Protege Host

Ogie Alcasid
Journey Host

Dingdong Dantes
Gala Presenter

PROTEGE

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and Guam

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Jo Koy and AJ Rafael

and many more...

PROTÉGÉ

The Battle for the Big Break

A reality-singing competition where 10 music icons train their protégés for a chance at stardom.



Rey Valera

Joey Generoso

Jay-R

Jaya

Ms. Claire Dela Fuente

Rachelle Ann Go

Janno Gibbs

Ms. Imelda Papin

Gloc 9

Aiza Seguerra

THE MENTORS

Louie Ocampo
The Virtuoso

Joey De Leon
The Legend

Bert De Leon
The Director

THE JUDGES

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Pinoy TV

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The GMA International Family

Greetings mga kapuso abroad! By the time this 2011 3rd quarter issue goes to print, it would be Thanksgiving in the US. In this spirit, I express my heartfelt thanks to all of you who have supported GMA and have thus encouraged us to pursue excellence and love for community in every fruit we bear.

A recent recognition of our viewer-inspired work was given last October 5, 2011 at the National Association for Multi-Ethnicity in Communications (NAMIC)'s 25th Annual Conference at Hilton New York. GMA International's Marketing efforts bagged second place awards in Marketing Tactics to GMA Pinoy TV's "Kapuso Abroad" magazine for the Grassroots Category and corporate social responsibility campaign "Manila Jeepneys" for Diversity Awareness. Photo above shows Ms Grace Labaguis, GMA Marketing Consultant, East Coast USA, who received the award.

From the bottom of our hearts, maraming salamat mga kapuso!

Joseph T. Francia
VP and Head of Operations
GMA International

facebook

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GMA Pinoy TV
The leading network in the Philippines brings you the first and only first and only danerye in the Philippines! Time of My Life! Don't miss it!

Wall Photos

3,762 Impressions • 0.57% Feedback
August 15 at 4:57pm • Like • Comment • Share

16 people like this.

Raffy Bosti Maganda ung show, I like the drama...magaspang sila...
Two thumbs up....
Good luck....
August 15 at 5:00pm • Like • #3 people

Lakisha Moeulling parang yung babae hindi si irisbernal sa picture
August 15 at 5:11pm • Like

Bea Yanga WDW
August 16 at 4:42pm • Like • #1 person

Susan Villegracia lagi ko na tong papanoorin ang ganda ic...
Bae!!!
August 16 at 5:32pm • Like • #1 person

Lhady AzumiaWeRRRRRR!!!! ang Gndkh
August 16 at 5:50pm • Like • #1 person

GMA Life TV
Only the classics! PINOY CINE KLASIKA on GMA Life TV from Monday to Friday at 7:15 pm (PDT); 9:15 pm (CDT) 10:15 pm (EDT); 3:40 PM (Australia); 7:40 PM (New Zealand); 1:40 PM (Singapore); 2:40 PM (Japan); 7:40 PM (Guam); 1:40 PM (Hong Kong)

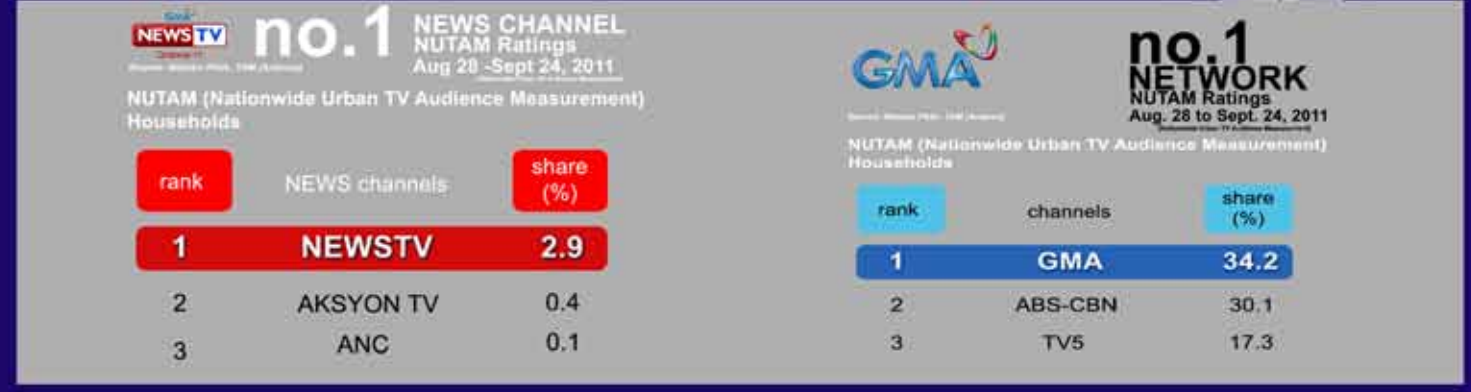
Wall Photos

284 Impressions • 1.41% Feedback
July 23 at 7:22pm • Like • Comment • Share

You and 2 others like this.

Genie Alejo This is my MOST favorite movie block; sa GMA LifeTV!!! Napakasarap balik ng mga mahuhusay at dekalidad na pelikulang Pilipino at sana tuby-tuby lang ce ang pagalabas araw-araw!!! Mabuhay ang Pelikulang Pilipino!!!!
July 24 at 2:42pm • Like

GMA NETWORK Leads the Way



The ratings are out and the results are astoundingly clear-your Kapuso Network GMA 7 leads the way among local channels once again in the race towards the topmost spot!

Respected and recognized ratings service provider Nielsen TV Audience Measurement recently came out with the August data (August 28 to 31 based on overnight ratings), and the outcome favors GMA by a 4.1 point margin over its longtime rival ABS-CBN, which has a 30.9 standing. Meanwhile, despite its aggressive marketing, TV5 capped off the month with 16.1 share points.

Let the Numbers Talk

The lead of 4.1 points means that GMA had almost 155,000 more TV households from all over the country watching its shows. Using an assumption of five viewers per household, the lead would translate to GMA having about 774,000 more viewers over ABS-CBN. Compared to TV5, GMA had about 709,000 more TV households or an estimated advantage of roughly 3.5 million more viewers.

As always, GMA is ahead in Urban Luzon and Mega Manila, comprising the bulk of total television households nationwide at 77 percent and 58 percent, respectively. GMA's total day performance in Total Urban Luzon scored 38.8 share points, higher by double digits compared to ABS-CBN's 26.1 points, and TV5's 17.1 points. This reveals that GMA is the preferred channel of about 368,000 more households and that it may have almost 2 million more viewers over the competition. Its lead over TV5 translates to an estimated 630,000 more households and could reach about 3 million more viewers for GMA.

In viewer-rich Mega Manila, GMA remains matchless with 39.5 share points, again higher by double digits compared to ABS-CBN's 24.8 points and TV5's 17.8. This translates to GMA winning more than 300,000 households or over 1.6 million more viewers compared to ABS-CBN. Relative to TV5, GMA had nearly half a million more households and more than 2.4 million more viewers in the said area.

Primetime Best

The stats also show that GMA dominates when it comes to programming in the areas of Urban Luzon and Mega Manila. The top three programs are: longest-running noontime variety show **Eat Bulaga**, family-oriented primetime soap **Munting Heredera**, and pioneering epicserye **Amaya**.

GMA's newly-launched primetime series **Iglot** starred by Claudine Barretto and new child star Milkcah Wynne Nacion delivers an impressive debut performance vis-à-vis the competition's **100 Days to Heaven**.

Afternoon Wins

In the afternoon block (12nn to 6pm), GMA maintained its edge over ABS-CBN nationwide. The recently launched **Pahiram ng Isang Ina**, billed by Carmina Villarroel, Bea Binene, Jake Vargas, and Maxene Magalona, upheld the winning performance made by Kylie Padilla's **Blusang Itim**.

Overall, for the month of August, GMA's afternoon programs scored 41.5 household share points nationwide, ahead of ABS-CBN's 24.8, and TV5's 15.4.

The gap of 16.7 points over ABS-CBN means that more than 634,000 households and more than 3.1million more viewers preferred GMA's afternoon programming over ABS-CBN's. The 26.1-point margin in GMA's favor meant that the Kapuso channel had almost one million more households and more than 4.9 million more viewers over TV5.

About Nielsen

The Nielsen TV Audience Measurement used by GMA is also utilized by 21 companies including two other local networks, namely, TV5 and Solar Entertainment; Faulkner Media; CBN Asia; 13 advertising agencies and three regional clients. On the other hand, ABS-CBN is the only local major TV network reportedly subscribing to Kantar Media, formerly known as TNS.

In Mega Manila alone, the Nielsen TV Audience Measurement has a sample size of 800 homes as compared to Kantar Media's 770 homes. Nationwide, Nielsen has a total sample size of 2,005 homes compared to the lower sample size of 1,370 utilized by Kantar Media.

The top rating programs from GMA Network can be seen worldwide via its flagship international channel, GMA Pinoy TV!

GMA
NEWS &
PUBLIC
AFFAIRS

THINK

BEFORE YOU CLICK
CAMPAIGN

honored with
2011 Civility Star Award

THINK BEFORE YOU CLICK, GMA Network's campaign to promote the responsible use of social media, was recently honored with the 2011 Civility Star Award by the Civility Counts Project, a global initiative of the Association of Image Consultants International (AICI).

The Kapuso Network became the first broadcast news organization in the Philippines to take a stand against cyberbullying when it launched the campaign last July.

Olen Juarez-Lim, Managing Director of OJL Consulting Group and Director of Affiliate for the Philippines for Civility Experts Worldwide said, "The OJL Consulting Group, the premier Image Consulting Company in the Philippines, nominated GMA Network Incorporated for the 2011 award. This prestigious award is given to corporations or organizations that have demonstrated outstanding leadership by promoting civility in their community, thereby contributing significantly to the betterment of society. **Civility is defined by the 3 Rs: Respect, Restraint and Responsibility.** We are pleased to recognize GMA Network for their contribution to social responsibility and raising awareness about considerate and respectful use of the Internet and social media."

"We are grateful for this great recognition and the support we received from all the personalities involved in the project," said Sheila Paras, Head, Creative Imaging, News. "We're also extremely happy with the positive response the campaign has received from various sectors. We appreciate that a number of social media users continue to embrace this concept and are now thinking twice before tweeting or posting anything online."

To learn more about Think Before You Click, please log on to www.facebook.com/ThinkBeforeYouClick.



Photo shows (from left)
Joan del Rosario, Assistant Manager, Project Management, Post-Production;
Joan Tan, Project Manager, Program Support Department (PSD); **Clarence Acob**, Videographics Artist, Post-Production;
Jaimee Igarta, Writer, Program Support Department; **Javin Tarun**, Art Director, Program Support Department;
Bessie Gonzales, Associate Creative Director, Program Support Department;
Sheila Paras, Head, Creative Imaging, News;
Al de Leon, AICI Assoc Member;
Jan Chavez-Arceo, the US Jefferson Awardee as first Ambassador of Goodwill;
Olen Juarez-Lim, Managing Director of OJL Consulting Group and Director of Affiliate for the Philippines for Civility Experts Worldwide;
Miakka Lim, OJL Consulting Senior Consultant, and **Vince Gealogo**, Director.



**FREE GMA PINOY TV
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HD PVR + 2 SD Receivers*
Bonus: GMA Free for 24 months*
Limited Time Offer



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Web: www.connect2me.ca

Promotion Code: Q4-GMA-11

GMA Shines Brightly Anew with its New Roster of International Awards!



Lolita Tuazon, Sales and Marketing Director of Tahanang Walang Hagdanan with GMA International Vice President and Head of Operations Joseph Francia

This recent recognition is the latest addition to GMA's winning streak. In 2006, NAMIC awarded 1st Place to "Comcast San Francisco Bay Area GMA Pinoy TV Launch" in the Case Study Cable Category for being "the most successful cable network launch in Comcast Bay Area history, dramatically exceeding goals." The Kapuso international channel also bagged the 1st Place in Marketing Tactics for Network Internet/New Media category for its website www.gmapinoytv.com. In 2010, GMA Pinoy TV and GMA Life TV landed 1st Place in Direct Mail Marketing Tactics for "Time Warner GMA Pinoy TV and GMA Life TV launch postcard" and 2nd Place in both Direct Mail and Print Marketing Tactics for "Comcast GMA Life TV Upsell." The awarding ceremony took place last October 5 at the 25th Annual Conference of Naminc at Hilton New York

Another significant recognition was given to GMA just recently in the 32nd Telly Awards - the silver award, the highest honor given by the prestigious New York City-based organization, to "Planet Philippines" for the Nature/Wildlife category. The documentary also garnered the bronze medal in the 2010 New York Festivals Film and Television Awards.

GMA Pinoy TV's flagship newscast "24 Oras," in turn, received the bronze award in the News or News Feature category for its comprehensive coverage on the havoc brought by Super Typhoon "Juan." Multi-awarded newscast "Saksi" received a bronze award in the same category for its special coverage on the Vizconde Massacre case. "Reporter's Notebook's" "Huling Hantungan" episode, meanwhile, won for the Kapuso Network its third bronze award in the hNews/News Feature category.

"Art Angel," on the other hand, received the bronze award in the Children's category for its special episode celebrating the National Children's Book Day. The show was recently replaced by the new children's program "Sabadabdog."

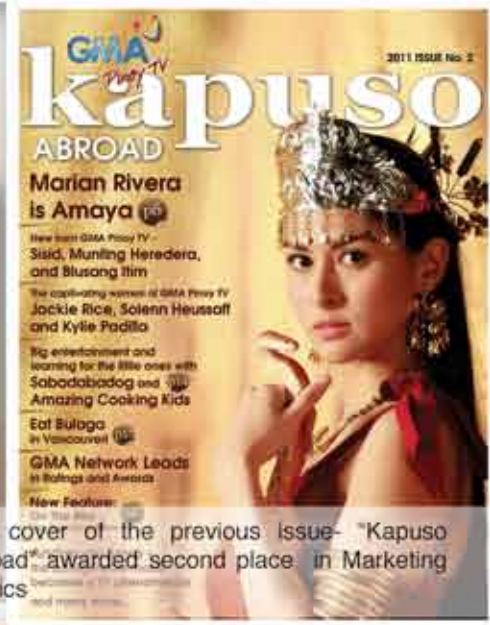
The US International Film and Video Festival also awarded "Imbestigador" the only USIFVF award for a Philippine program this year.



GMA International Marketing Help Grace Labagu with Alessandra Otero-Reiss, Vice President for Multicultural Marketing, TWC NY



GMA International Marketing Help Grace Labagu with Daphne Leroy, Vice President for Marketing and Communications, NAMIC



The cover of the previous issue - "Kapuso Abroad" awarded second place in Marketing Tactics



GMA International Marketing Help Grace Labagu with Natalie Rouse, Director for National Ethnic Marketing, Comcast Cable



Manila Jeepneys bagged second place in Diversity Awareness



The 2011 Excellence in Multicultural Marketing Awards (EMMA) of the National Association for Multi-Ethnicity in Communications (NAMIC) which recognizes members of the television cable industry and their efforts in reaching different cultural segments through their creative and innovative marketing strategies including print, commercials, and other marketing materials, recognized two GMA efforts!

This prestigious body gave 2nd Place awards in Marketing Tactics to GMA Pinoy TV's "Kapuso Abroad" magazine for the Grassroots Category and corporate social responsibility campaign "Manila Jeepneys" for Diversity Awareness.

"Kapuso Abroad" is GMA International's glossy magazine that provides Filipinos around the globe, updates about their favorite Kapuso stars. The magazine also provides interesting stories behind the most anticipated programs from the Philippines. Kapuso Abroad has a digital version which can be viewed online via www.gmapinoytv.com.

The "Manila Jeepneys," miniature wooden replicas crafted by the Tahanang Walang Hagdan members became a means for GMA International to contribute in raising money for the livelihood, medical, and educational efforts of the group. Part of the sales of the wooden jeepneys was also allocated for the special education program for children with special needs.

"We are very honored that a renowned body like NAMIC has again recognized our efforts, this time for the 'Kapuso Abroad' magazine, which continues to be an effective communication tool among Filipinos living abroad, and the 'Manila Jeepneys,' which highly display Pinoy pride. This inspires us to continue reaching out to our kababayans in the country and around the world by tapping means which do not only speak of Pinoy creativity and innovativeness, but relate its relevance to the larger community as well," shares Joseph T. Francia, Vice President and Head of Operations for GMA International.



Manny Many Prizes opening

MMP hosts with house-and-lot winner John Roldan

MMP audience at AFP

Manny's Million Peso Heart

Last July 16, everyone waited with bated breath as Manny Pacquiao boldly entered a ring that he has never fought in before. In Manny Many Prizes, our Pambansang Kamao takes on a different role, a combination of host-celebrity-hero-Santa Claus all rolled into one. Even if he is already busy with being a father, public servant, and record-breaking athlete, our real life hero still wants to give back to the country that he so obviously loves. "Makabawi man lang sa suportang ibinibigay ng sambayanan sa akin.", Manny heartfully says.

Pambansang Ninong

In the pilot episode alone, over 2 million pesos worth of giveaways and prizes were given away. "Walang uwing luhaan sa show" is the main man's credo. One

night, 61 year-old contestant John Roldan made an incorrect choice in the final round, but Manny gave him the house-and-lot prize anyway. How's that for giving back to supporters? Another big winner was pedicab driver James Villanueva, who was awarded with a "pangkabuhayan package" worth 60,000 pesos. Not surprisingly, the Pambansang Kamao was dubbed Pambansang Ninong after just one night of his Manny Many Prizes.

Join Manny Pacquiao and his posse of good-looking elves Paolo Contis, Rhian Ramos, Isabelle Daza, Gladys Guevarra, Onyok Velasco, and Boobay in the show where everyone wins!

Watch Manny Many Prizes weekends on GMA Pinoy TV!



Manny Many Prizes in Davao City



Manny Pacquiao, Paolo Contis, Gladys Guevarra

Paoman hugging studio audience winner

MMP hosts - Manny Pacquiao, Paolo Contis, Rhian Ramos, Isabelle Daza, Gladys Guevarra and Onyok

Manny Pacquiao and Isabelle Daza with May Tiling winner

TIME OF MY LIFE

THE DANCE BEGINS!



Your Kapuso Network brings you the first ever danceserye in the history of Philippine television - Time of My Life!

The show's three young stars are no neophytes to the concept of working hard to achieve their dreams thanks to their Starstruck roots. In the making of this danceserye they survive a hurdle anew with respected choreographer Douglas Nierras' strict discipline and dance teaching methods.

Bad Boy of the Dance Floor, Mark Herras' talents as an actor and as a dancer are tested to its limits, but it seems that our boy is up to the task. "Akala ko madali lang yung dance part because I'm a dancer. Pag take 2, take 3, iba't ibang shots, iba't ibang angle sa same performance, pagod! Actually, 'yung drama mas light. [In the show] mas madaling umarte kaysa sumayaw," he shares.

Meanwhile, charming Rocco Nacino recalls how he prepared for the role. "What I did was to take gymnastics classes to learn to tumble!", he laughingly shares. He quickly switches to serious mode though as he relates his will to enrich his character further. "Just last night, the choreographer and I discovered that I can do the back flip and our director shot it agad. Really fulfilling since I see this as an opportunity to prove that I am worthy of the role."

When Kris Bernal was asked about similarities between her character Shane and herself in real life, the answer came easily enough. "Similar kami in a way na ako bilang Shane sa Time of My Life, gagawin ko ang lahat para marating ko pangarap ko. Ako [as Kris], ginawa ko rin ang lahat para maging artista. Ang dami naming pinagdaanan pero nakuha namin pareho 'yung pangarap namin."

Watch as these three dynamic talents dance for their life and loves! Catch Time of My Life in Asia Pacific, Middle East, U.S., and Canada only on GMA Pinoy TV! Call your preferred pay TV operator now to subscribe!



Getting to Know Rodell Cruz

Production Designer for Amaya

When the *karakoa* sailed onto the television screen, the moment was quite simply... a thrill. The Pre-Spanish warship wowed the audience as much as the stars that graced the epic teleserye, *Amaya*. Once again, people took note. GMA-7 is indeed in the serious business of creating quality television shows whose production values equal that of legendary films.

The captain behind the ancient vessel is also the skipper of the Production Design team that made it all possible. We heard he runs a tight ship and the awesome results speak for themselves. How did this design genius recreate our long lost Filipino heritage? Read on and find out how Mr. Rodell Cruz made the past come alive.



When you first heard that you will be the Head of Production Design for Amaya, what was your reaction?

After the initial euphoria came sheer panic (laughs), I mean, it is one thing to have the singular honor of being tapped for the network's flagship project for the year—the very first epicserye on Philippine television, widely anticipated to be a gamechanger in primetime - and quite another to strategize and organize a workflow for the research, design and execution of the massive amount of requirements needed to tell the story... massive being an understatement in the literal sense (laughs.)

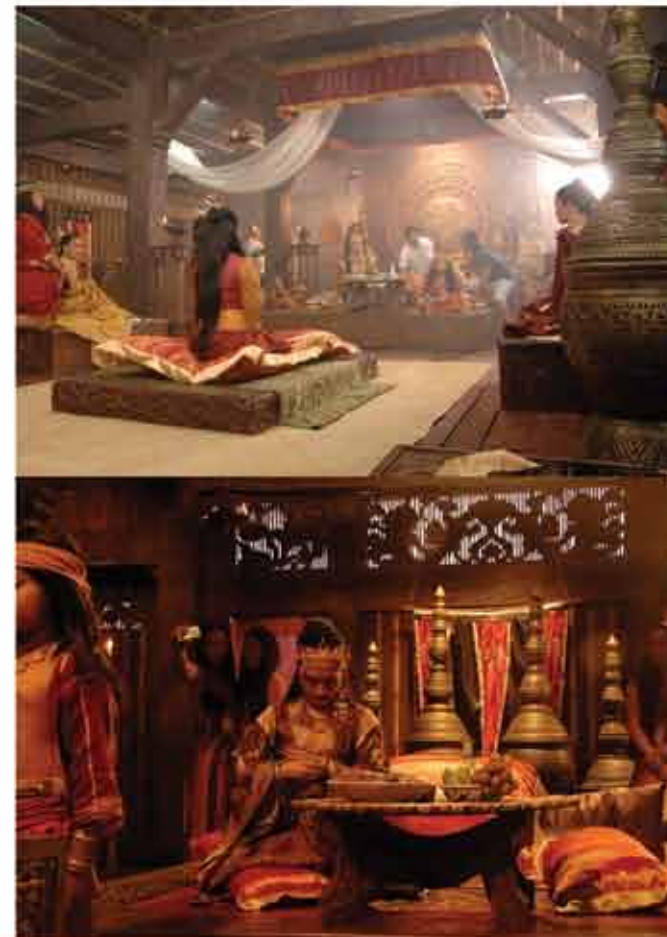
What were your preparations? What kind of research was made by the production design group to complement the head writer's stock knowledge about history? What was the basic concept for the costumes and props?

As soon as I got the preliminary story map and got over the initial concept meetings with the headwriter **Suzette** and her team, as well as with the program manager **Cheryl Ching-Sy** for budget: my team and I set about collating all available historical research materials on pre-Hispanic Philippine civilization we could get our hands on.

I expedited the research process by organizing teams and point persons to fan out to libraries, museums, and the internet to find both visual and literary archival reference materials on the various aspects that define Pre-Hispanic Philippine culture in general, and editing the material to more specific issues as we progressed. Aspects which include ethnic vernacular architecture, domestic implements and weaponry—things for everyday life, anything that would contribute to physically realize the period environment we wanted to create to support the narrative.

The list goes on and on....

The design of the costumes and accessories is another very crucial factor in making the environment we wanted to create, believable. For this, I tapped the creative genius of one of the country's top costume designers for theatre, **Gino Gonzales**, whom I have collaborated with on several period genre projects. No detail is ever too insignificant for Gino, who came on-board fully-loaded with knowledge in all aspects of period-specific costuming: from the design, cut, and material of the attire for our principals, to jewelry and various accoutrements, down to hairstyle and embellishment.



How difficult was it to mount or implement the designs- from the drawing pad to real life?

Planning the logistics of creating the various tribal environments was very difficult. For example, finding the proper locations and constructing the expansive village exteriors and massive soundstage interior sets, was complicated by the fact that we had to work on a very tight schedule. Principal photography for the pilot started for scenes not requiring the sets still under construction, but time was fast running out. I had a separate on-set team for the shoot and another doing advance work 24/7.

Talk about complicated logistics under time pressure, to secure the right locations necessary to support the narrative, advance work had to be laid out in areas spread really far apart, geographically. For example, the main tribal villages were constructed as location exteriors in Laguna in order to take advantage of the local scenery—a lush jungle and a river delta that supposedly leads out to sea (which is in Bataan). This was necessary since one of the tribes in the story was seafaring and we had to establish the water element (river delta) to suggest that their village was conceivably connected to the sea. Constructing the main sets on location by the sea as originally planned, was not practical since the rainy season, ergo typhoons, was fast approaching. Also, in anticipation of the rains and typhoons, the interiors of the main structures of the tribal villages in Laguna had to be constructed as soundstage sets at a converted warehouse in Bulacan.

One of the major props in the pilot, the KARAKOA, was constructed at a fishing village in Zambales to be shot in Bataan. Add to all these are the fabrication of props, weapons, set dressing, etcetera, needed for the major battle scenes which were going to be shot in Bolinao.

All these had to happen simultaneously within a time frame of 6 weeks! Everything had to proceed like clockwork. No room for error. One thing doesn't fall in place and you have the makings of one major logistical nightmare. Luckily, we pulled through.

Can you share a story behind one of the clothes/costumes in Amaya?

I cannot cite just one in particular but an interesting bit of trivia in the making of the costumes is how Gino, our costume designer, got so concerned to the point of O.C. about the tiniest of details (rightfully so) that he had to fly out of the country in order to secure fabric material that would have the right drape and texture for the lead costumes. He also had to have the small accessories such as jewelry, hair embellishments, and so on, hand-crafted on sheet metal by metal workers who are experts on relatively bigger pieces such as altars and *carozas*. I believe the results speak for themselves.



What is the biggest prop used in the program? How long did the production team work on the said prop?

One of the biggest props created for the program is the KARAKOA. It is a type of warship used by seafaring Pre-Hispanic Filipinos. Per our research, these vessels were quite large, being propelled by at least a hundred rowers on outriggers mounted per side. We settled for a slightly smaller facsimile of the ideal specification albeit with all the necessary on-board structures and detailing. It took about 4 weeks to build and finish it.



How does the production design team work to ensure that the look and feel of Amaya is consistent?

I organized task specific transient teams doing work almost nonstop.

One team headed by my Supervising Art Director deals with all the prep work for sets, props and dressing, etc. Due to the nature of the story, hardly anything can be bought as a finished product over the counter. Everything has to be fabricated specifically for the show, down to the smallest detail. Another team headed by my On-set Art Director does all the placement and moving to camera of everything that was passed on to them by the advance team.

I personally hate working in a muddle and given the scope of the requirements of AMAYA, I had to devise this system that ensures that actual work is properly programmed and organized and that nothing is left to chance because it's so easy to have one small detail among hundreds spoil a whole scene.

It is apparent in the spectacle that is *Amaya* that a meeting of engineered brilliance is in constant grind! Do not miss this legendary *epicserye*!

AMAYA airs worldwide, weeknights on GMA Pinoy TV. To subscribe, call your preferred Pay TV operator now!

Pahiraming [ISANG Ina

Family Drama is at its best as GMA Pinoy TV debuts another soon-to-be classic. Pahiraming Isang Ina is Carmina Villarroel's much-anticipated return to drama. Together with the charm of Maxene Magalona and the precise eye of director Joel Lamangan, Pahiraming is evidence of GMA's commitment to produce quality shows that focus on what really matters to the Filipino heart.

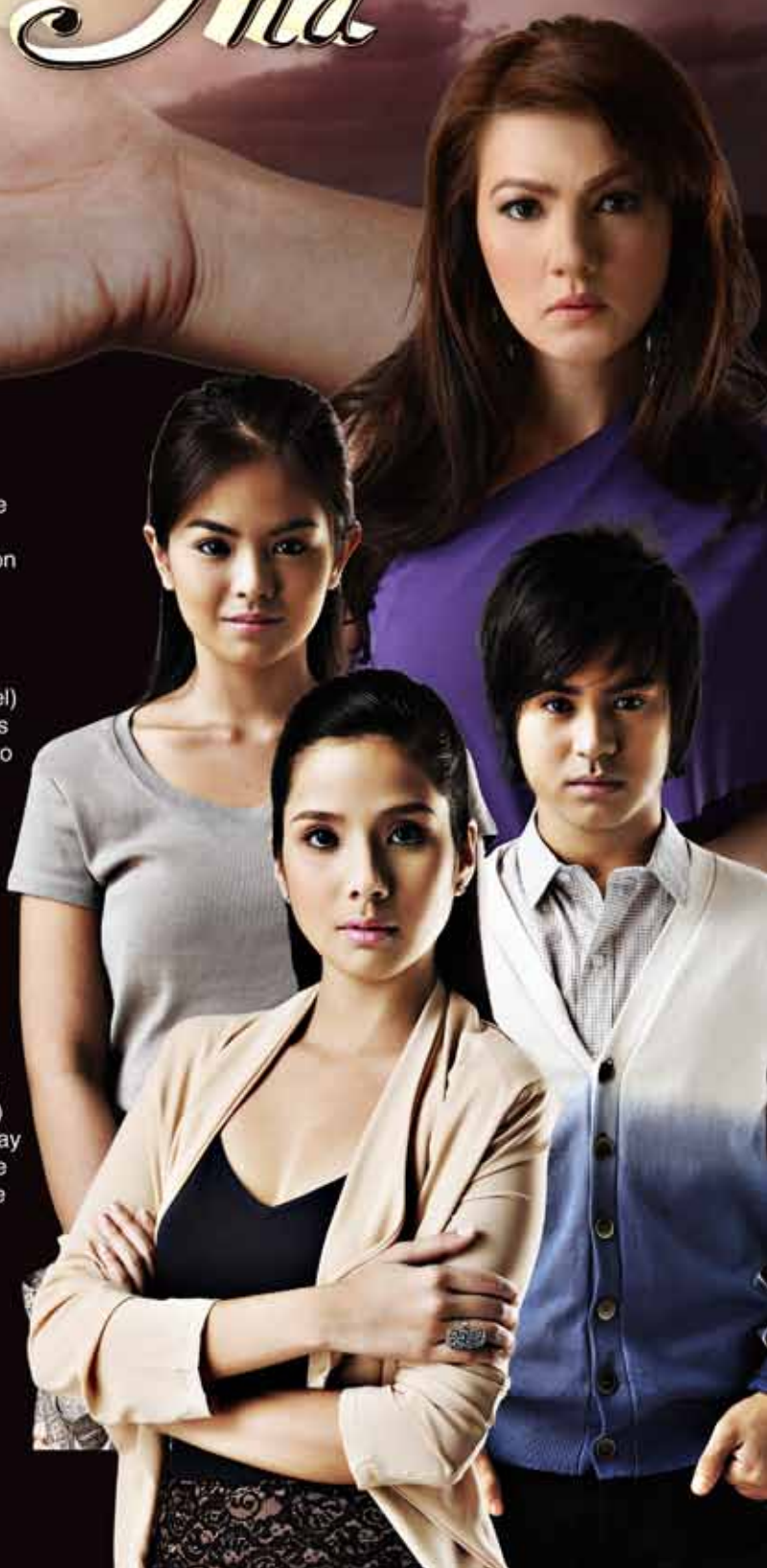
Family Ties

In this unique tale, we meet a woman named Emily (Carmina Villarroel) who, in spite of all the blessings in her life, desires the family she does not have. Orphaned at an early age, she finds comfort in caring for two young siblings who are also orphans like herself. The two are Berna and Andoy played by popular tween stars, Bea Binene and Martin Delos Santos.

Apart from the siblings who care for Emily like she was their own mother, Emily is also supported by her cousin Andrea, a character brought to life by the promising drama actress Maxene Magalona.

This one-of-a-kind family faces trials and challenges just like any traditional family unit. As they struggle to keep and maintain a home, they deal with other relationships that threaten the fragile bonds that they have created out of love and shared hardship. These challenges are brought on by Emily's former husband Johnny (Antonio Aquitania) and Andrea's boyfriend Ryan (Marco Alcaraz). Other stars who will play characters that will color the lives of our heroes and heroines are Jake Vargas, Tony Mabesa, Jim Pebangco, Shyr Valdez, Rita Iringan, Mike Magat, and Ama Quiambao.

Pahiraming Isang Ina airs in the U.S., Canada, Middle East, Europe, and the Asia Pacific via GMA Pinoy TV. Call your preferred pay TV operator now to subscribe!



Now Hatching!



GMA celebrates the rich Filipino culture of magical stories of myth and lore with Iglot - a new fantaserye that the entire family will surely enjoy! Meet Iglot—fluffy and fun, cute and cuddly—a friend that every child can only imagine having. Luningning is the lucky little girl who gets to befriend this magical egg-borne.

Five-year-old Milkcah Wynne Nacion stood out among over a hundred hopefuls for the role of Luningning. Her fresh face and promising raw talent is a must-watch as she and Iglot find themselves in the most exciting exploits and journeys that only director Gil Tejada Jr. can deliver.

Backed by a formidable cast of award-winning actresses and actors, young Milkcah is sure to get tips for her first foray into acting. Claudine Barreto, Marvin Agustin and Jolina Magdangal head the list, playing characters caught in a triangle of love and deception.

Luis Alandy, Pauleen Luna and Patrick Garcia grace the screen with their unwavering talent and steady presence as well. And if that is not enough, respected veterans whose experiences are unmatched complete the star-filled cast - Romnick Sarmenta, Sylvia Sanchez, Jaime Fabregas, Perla Bautista, Mel Martinez, and, the one and the only, Ms. Celia Rodriguez.

A spin-off of one the Kapuso Network's most unforgettable fantaserye to date, Mulawin, Iglot spreads love and inspiration via GMA Pinoy TV. Call your preferred pay TV operator now!



PROTÉGÉ

The Battle for the Big Break

The search for the next GMA singing sensations is on! In the tradition of Starstruck and Search for a Star, your Kapuso Network is on the lookout for the next batch of talents whose dreams it will help come true.

Who will it be?



Protégé scoured the country and knocked on doors in the hope of finding diamonds in the rough. Those with the singing chops to make it to the top are then trained and put through the test by prestigious musicians who these lucky ones can call mentors.

Singer-songwriter Ogie Alcasid is our Journey Host who will deliver the backstage drama of each and every aspirant, Gala Presenter Dingdong Dantes will host the live Sunday night presentations, and versatile performer Jennylyn Mercado will give minute updates every step of the dream-come-true way.

THE HUNT

Musical sensations become seeking mentors as the nationwide hunt began! King of Soul JANNO GIBBS went to Iloilo while Queen of Soul JAYA hunted high and low in Davao. Cebu was the assignment of The Ultimate Singing Champion, RACHELLE ANN GO. Acoustic Sensation AIZA SEGUERRA checked out Cagayan de Oro while the Sentimental Songstress, MS IMELDA PAPIN graced Naga City.

Manila was the searching ground for The Wordsmith of Rap GLOC-9 while it was Cabanatuan for The Prince of R&B JAY-R. Mr. Hitmaker, REY VALERA knocked on Pampanga doors and Platinum-Selling Vocalist JOEY GENEROSO of SIDE A sniffed for potentials in Dagupan. South of the island, the Country's Sweetest Voice MS CLAIRE DELA FUENTE surprised and excited the future stars of Batangas.



THE DECISION MAKERS

It will be no walk in the park for the contenders – they will be judged by legends. Director/writer LOUIE OCAMPO, talent manager/director BERT DE LEON and entertainment guru, JOEY DE LEON will make sure that the GMA Protégé is the one who will create a significant mark on the music and entertainment industry.

Catch Protégé on via GMA Pinoy TV, GMA Network's flagship international channel!



GMA PINOY TV airs PINOY-produced Shows

ASIDE from airing top-notch entertainment and news programs, GMA Pinoy TV has also partnered with some Pinoy-owned media companies to produce programs that reflect the value and worth of being a Pinoy abroad.

Just recently, GMA Pinoy TV and Prowave Media, a wholly Pinoy-owned media company in Silicon Valley, launched "Power ng Pinoy". The show introduces and salutes successful Pinoy movers and shakers who continue to make a difference.

This will also highlight the featured guests' contribution to society as they give back to the community, a very signature Pinoy trait worth sharing to the rest of the world.

Meanwhile, "Pusong Pinoy sa Amerika", with San Francisco-based lawyer Lourdes Santos Tancinco is now on its sixth season. The show tackles diverse immigration law topics that are geared toward the welfare of Pinoy migrants and their families. Themed "Looking Back, Moving Forward", this season will focus on the past waves of Pinoy pioneers -- *sacadas*, *pensionados*, *veteranos*, professionals, and other workers -- who struggled, survived, and succeeded in laying the foundations for Pinoy in the US.

"Kaya Mong Gawin", on the other hand, provides handy and practical tips from Pinoy who have made names in their chosen fields. The show will give Pinoy insights on where to invest, which business to pursue, which to buy, and just about anything of general interest to its viewers.

M Studio, a recording and resto-bar business for a number of years and now we are branching out to act as a talent agency service as it take on the challenge to co-produce a TV show with GMA Pinoy TV. M Studio now conducts ongoing audition and screentest for its upcoming television show "Barkada".

Another TV program that is currently making waves is the docu-reality-comedy series Mommy Elvie at 18 featuring the loveable and cool Mommy Elvie Villasanta and funny guy Ariel Villasanta. "Mommy Elvie@18" was conceptualized and co-directed by multi-awarded director Aleah Aliporo-Eugenio. The aim of the show, Aleah said, is to inspire people to fulfill their dreams. This 30-minute weekly show is produced by AV Productions and RedAnts Media, Inc.

Traveling takes centerstage in the program World Premiere produced by Mercator Model Management's top honcho Jonas Gaffud. World Premiere is a travel show focusing on the participation of Filipino movies in Film Festivals abroad. The program is hosted by Bb. Pilipinas-Universe 2006 Lia Andrea Ramos and Kapuso actor Mikael Daez.



Financial Experts and hosts of "Kaya Mong Gawin" Jojo and Maricel Quiroz

KIMG KAYA MONG GAWIN

This could be the first step to a new beginning!

barkada

Mstudio has been in the recording and resto-bar business for a number of years and now we are branching out to act as a talent agency service. Mstudio Media is given an opportunity to co-produce a TV show with major TV networks as well as many other projects and advertisements. We are looking for talents of various looks, ages, shapes, ethnicities and experience levels.

AUDITIONS ARE HELD AT MSTUDIO EVERY SUNDAY 2PM TO 5PM

Location: Mstudio - unit B-9, 1001 Meyerside Dr., Mississauga, ON L5T 1J6
There will be \$30. FEE to cover screen test videos, pictures, and profile.

If you already have a SET CARD and video demo, it is not necessary to pay.
Simply email us your portfolio at: barkada@mgmail.com

Sign-up now to set up a date for your screen test; email us at: barkada@mgmail.com

COMPENSATION: Varies per project. Current Project: Barkada on GMA Pinoy TV - food, drinks and transportation allowance provided during filming. Crew and cast including extras will be on deferred budget to be paid when the show is on-the-air in December 2011.



Atty. Lou Tancinco, host of Pusong Pinoy sa Amerika



GMA Pinoy TV & GMA Life TV

bring sports action to Pinoy homes abroad

Whether as an athlete or a fan, Pinoy sports fans are known the world over to be passionate about sports. Sports has become one of the many avenues through which Pinoy strength, determination, and perseverance are displayed - Manny Pacquiao, Paeng Nepumoceno, the RP Gilas and the Philippine Azkals being some personifications of these.

To ensure that Pinoy sports fans abroad don't miss out on the action and excitement from the comforts of their homes, GMA Pinoy TV and GMA Life TV aired several sporting events such as Brian Vitoria and Dodie Boy Peñalosa, Jr.'s boxing matches, the RP Gilas in the 33rd Jones Cup, the Shakey's V-League, and the Philippine Rugby Team – the Volcanoes – in their recent tourney in China.

"It is such a treat for boxing aficionados like me to witness the rise of a new breed of Pinoy boxers. Gone are the days when I had to rely on the internet for updates. Thanks to GMA Pinoy TV for airing these matches," says Saudi-based engineer Marlon. He adds that he is extremely happy that GMA Pinoy TV aired several matches of Pinoy boxer Ana "The Hurricane" Julaton. "Seeing how Ana fights inside the ring shows the world that Pinays are not only beautiful and smart women, but are strong as well".

Meanwhile, Fil-Aussie Vernon, a GMA Pinoy TV subscriber and a rugby supporter from Melbourne, is delighted that the Volcanoes are doing well in international tourneys, saying, "I hope the team will someday qualify for the Rugby Union World Cup (held in New Zealand this year)". Pinoy rugby fans like Vernon are now in for a treat from GMA Pinoy TV as it aired the volcanic games of the Philippine Volcanoes last September 11.

Pinoy volleyball lovers are in for a treat as GMA Life TV features the first international airing of the Shakey's V League Open Conference, a premier women's volleyball league that aims to further raise the level of women's volleyball competitions. "We want to give the fans the best competition in women's volleyball so we're including non-schools in this conference," shares Sports Vision Management Group Inc. Chairman Moring Martelino, the organizing committee behind Shakey's V League.

Joseph T. Francia, Vice President and Head of Operations for GMA International, adds, "We welcome this opportunity for us at GMA Life TV to partner with Sports Vision and Shakey's Pizza in this endeavor. We are excited to bring this sports event, for the first time in its history, beyond our country's borders with its international launch".

Log on to www.gmapinoytv.com for further updates on these sports coverages, or visit www.facebook.com/gmapinoytv and <http://twitter.com/gmapinoytv> for the best in Pinoy entertainment, news and sports!

PHILIPPINE VOLCANOES



Brian Vitoria Match



SEASON 8
2nd Conference



瓊斯盃 2011



Ana Julaton Pre-Match





Real Life Revisited on GMA Life TV

Ups and downs, tears and laughs – such are the spins and twists of Pinoy life!

This is the variety of programs in GMA Life TV, where Pinoys worldwide may enjoy the latest Kapuso shows and catch up on episodes which they may have missed due to their hectic schedules. Such a spectacular way of being transported back to their beloved Philippines! “This initiative is in line with our thrust to make GMA Life TV’s programming even more relevant to the needs of its growing viewership around the world”, shares Joseph T. Francia, Vice President and Head of Operations for GMA International.

To look forward to is the newest roster of GMA Life TV programs, 8 genres that are sure to relate to the multi-faceted Pinoy and his equally colorful life:

STORIES OF LIFE The First-Ever English-Dubbed Pinoy Series

Providing Filipinos abroad the chance to once again enjoy two of the most sought-after Philippine television dramas, the English-dubbed versions of “Impostora” (“The Impostor”) and “Una Kang Naging Akin” (“When You Were Mine”) promise to make the programs available to non-Filipino speakers and younger Pinoy viewers who find comprehending the native language a bit of a challenge.

These programs are topbilled by some of the most versatile Kapuso actresses today – Iza Calzado and Sunshine Dizon in “The Impostor,” and Angelika dela Cruz and Maxene Magalona in “When You Were Mine”.

Drama Series, Youth-Oriented Romance, Movie Blocks, and Drama Anthologies

Other programs in the Story of Life Genre are the drama series “Ikaw Sana” (Jennylyn Mercado, Mark Herras, and Pauleen Luna) and “Daisy Siete” (SexBomb Girls with Rochelle Pangilinan); the youth-oriented romantic series “Love to Love”; the drama anthology “Maynila” (hosted by former Manila Mayor Lito Atienza); and the movie blocks “Pinoy Sine Klasika” (hosted by German “Kuya Germs” Moreno) and “Reel Life.”

REALITY AND TALK

Another genre in GMA Life TV comprises the following must-watch reality and talk programs: Ali Sotto in “Personalan” which gives a daily dose of heartfelt discussions about life’s real stories and lessons; the wacky tandem of Carmina Villarroel and Mike “Pekto” Nacua in the public affairs program “Day Off”; and Pinoy Rock Legend Pepe Smith and his children Queenie, Sanya, and Beebop in “The Smiths”.

GMA International’s Joseph Francia summarizes GMA Life TV’s thrust perfectly - “We at GMA Life TV desire to provide our subscribers abroad a complete television viewing experience that suits the Filipino taste. With our new programming genres, we are confident that the viewers will have the chance to sample all the exciting LIFE flavors we offer on the channel”.

FASHION

For styles of life that our kababayans abroad may have never seen before, there’s half-Filipina, half-French Solenn Heussaff with her makeover reality program “Fashbook” that aims to empower individuals with a new look; Ricky Reyes with “Life and Style with Gandang Ricky Reyes”; a backstage pass to the world of beauty and fashion in “Generation M: Search for the Philippines’ Top Fashion Crew 2011”; and Tonipet Gaba who will lead a panel of individuals – a mix of celebrities, experts, and ordinary people – in giving their reviews of the latest trends, hottest destinations, and biggest events in “Pop Talk”.

FOOD FOR LIFE

A hefty serving of scrumptious GMA Life TV food programs are “Sarap At Home” anchored by Sam Oh; “Delicioso” with real-life best friends Sam Oh and Chef Jackie Ang-Po; “Quickfire,” with Chef Rosebud Benitez; “My Favorite Recipes” with China Cojuangco; and “Idol Sa Kusina” with Master Chef Pablo “Boy” Logro.

KIDS

Kids are never left out on GMA Life TV and they are sure to learn more about life by tuning in to these shows – “Amazing Cooking Kids”, a reality cooking competition for kids hosted by Carmina Villarroel; “Tropang Potchi”, a kiddie variety, talent, and game show all rolled into one; and “My Chubby World”, an educational show for children that showcases children’s love for playing, creating, performing, and discovering things about the world.

ACTIVE LIFE

GMA Life TV also supports having an active life by featuring the country’s premier women’s volleyball league in Shakey’s V-League’s Open Conference, participated by school members Ateneo de Manila University, San Sebastian College, and University of Perpetual Help Dalta Systems, teams from Philippine Air Force, Philippine Army, and Philippine Navy, plus the commercial squad of Maynilad Water Services, Inc..

FACTS AND WORDS OF LIFE

Completing the lineup are FACTS and WORDS OF LIFE as represented by magazine shows that highlight almost everything under the sun, from the most trivial topics to significant news (“Ang Pinaka”, “Pinoy Records”, “Balik-Bayan”, “Pinoy MD”, “Hanep Buhay”, “Balitanghali”, among others) and religious programs that cater to Filipinos (“The 700 Club Asia”, “Diyos at Bayan”, “Midnight Prayer Helps”, “PJM Forum”, and “Adyenda”).

Experience the superb lineup of GMA Life TV’s super-sized program genres! Call your preferred pay TV operator now to subscribe!

Pinoy mountaineer completes Seven Summits expedition in December

Filipino pride Romi Garduce will soon complete his bid of accomplishing the revered Seven Summits in mountaineering circles as the first Filipino to scale and summit the seven highest mountains in seven continents!

Embracing the cause of environmentalism by raising awareness through his treks, Garduce will have conquered the seven peaks based on the Bass List and the Messner List in December 2011. “It takes more than competence and training to be a winner in this adventure sport. We obtain meaning only if we back the summit with a cause,” Garduce enthuses. Since his days as a member of the University of the Philippines Mountaineers (UPM), his list of successful climbs included Africa’s Mt. Kilimanjaro (Tanzania, 2002); South America’s Mt. Aconcagua (Argentina, 2005); Asia’s Mt. Everest (China and Nepal, 2006); Europe’s Mt. Elbrus (Russia, 2007); North America’s Denali Peak (United States, 2008); and Australia’s Mt. Kosciuszko (Australia, 2008).

Mountaineers consider Carstenz Pyramid as the tallest peak in the Australasia/Oceania geographical region and in July 2011, Garduce established that he is the Pinoy mountaineer to beat as he scaled all 16,023 feet of it

(Indonesia, 2011). He is currently getting ready for his mission in December -- to reach the summit of the Vinson Massif, a 16,067-foot mountain near the base of the Antarctic Peninsula in harsh, below-zero temperatures. By climbing these two peaks, Garduce completes the Seven Summit feat, joining an elite group of the present 179 mountaineers who have done the same.

“The expedition is a testament that we Filipinos value our tenancy on Earth. This is also my serious attempt to put the Philippine flag on this world renowned record,” Garduce proudly declares.

Catch detailed accounts of Garduce’s Seven Summits expedition on GMA Pinoy TV! Log on to www.gmapinoytv.com for further updates on the Seven Summits expedition or visit www.facebook.com/gmapinoytv and twitter.com/gmapinoytv for the best in Pinoy entertainment, news and sports.

Atop Mt. Kosciuszko, Dec 28, 2008.

With Magnus (Sweden) and Pablo (Argentina) at the summit of Aconcagua in Andean Range, Argentina, Jan 1, 2005.

Atop Uhuru Peak, Kilimanjaro (Tanzania, East Africa), Sept 2002.



Post-summit at Mt. Denali

Atop Mt. Elbrus’ West Peak (the 4th of the 7 Summits) at 5642m (the highest in Europe)

Near the Barrel Huts with Mt. Elbrus at the background (Caucasus, Russia)

Ask NEGOSYO



by Joey Concepcion
 Founder of the Philippine Center for Entrepreneurship (Go Negosyo)

Our modern-day heroes

My friend Gus Infante, who left the Philippines two years ago and now lives in Ottawa, Canada with his family, emailed me a couple of days ago. He mentioned some insights about the Pinoy OFW.

"It (entrepreneurship) is the first step in the road to self-reliance and being able to hold our head up with pride. Given the downturn in the world's economic outlook, one wonders how long the Philippines can continue to survive on the backs of the OFWs. One wonders if the level of remittances will continue to hover around the \$20 billion mark or will this slowly start to dwindle as the global recession persists."

For the past 14 days, we lived with more than 250 OFWs aboard the Crystal Cruise that toured us from Rome, stopping by seven ports, to London. These kababayans were all over the ship, taking responsibility for almost all its service aspects, greeting us in our native tongue and with the signature Filipino welcoming smile. On the ship's deck, Pinoys were happily cooking our burgers and hotdogs to perfection. Nobu Restaurant which had an outlet on board was manned by Pinoy chefs, managers, and service crew and each was careful to maintain the world class standards which Nobu is known for. Even the person who maintains the cooling system, from the air conditioning to the refrigeration, is a Pinoy engineer. During our visit, he was being treated by his big boss in the restaurant, as he was the employee of the month.

My pride in my newfound OFW remains inspiring to me to this day. Some of them shared their dreams for themselves and for their beloved Philippines. Allow me to share a few:

I dream of a country with a higher standard of living, more jobs, and lower government corruption. I dream for my family to be together, and for seafarers back home to have competitive jobs and salaries so that we don't have to work abroad.

-Arnold Jamir, 14 years as OFW

My dream for my country: a decent job for everyone, low cost of living, honest leaders, strict law enforcers, and disciplined countrymen. My dream for myself: have my own house, spend more time with my family, be financially stable, and give proper education for my kids and future kids.

-Ferdinand Tolentino, 6 years

Dream for our country: unity and trust among people. Dream for myself and family: to have good health, to help people in need, to keep our relationship strong as a family.

-Rico Enriquez, 10 years

I dream of having a stable economy and a corrupt-free country. I dream of having a business back home to support my family when I finish my career on board.

-Louie Payongayong, 8 years

I dream for our country to stop corruption and have a peaceful government. I dream for my family and myself to have happiness, good health, and a successful and good future.

-Miguel Edgardo, 5 years

I dream for every Filipino to have discipline, progress and success. I dream for myself to preach and spread the word of God. I dream to give my family a good and affluent way of living according to God's plan.

-Kathleen Ann Reyes, left Manila April 20, 2009

I dream for my country to have success, discipline, peace, love and a good leader. I dream for myself and my family to have success, excellent and low profile, and happiness with God's way.

-Ross Ramos, left Manila Jan 23, 2009

I dream of a better leader for our country and no government corruption. I dream for myself to fulfill a better future for my kids and to provide more precious moments with my wife.

-Joseph Jimenez, OFW since 1995

I dream for my country to elect the right people who will work for the Filipino and not for themselves. I dream for myself and family to save enough money and to have more time together.

-Rolando Dojie Lejano, OFW for 16 years

I dream for my country to have a strong economy, with no corruption so we can have sufficient income to support our family and so we don't need to work in other countries. My dream for myself and family is good health and more success for the future of my children.

-Walson, OFW for 15 years

I dream of a nice, green and peaceful country. I also dream of having my own family soon, with good health for each of them.

-Ann, OFW for 6 years

It is apparent that our OFWs sacrifice being apart from their families just to be able to support their actual needs. Most of those we met on board called us fortunate to be able to travel and bond as a family, an aspiration they have for themselves. It is also evident in their statements above that they dream of a corrupt-free country. They also look forward to starting their own *negosyo* one day. Hopefully, **GoNegosyo** and other similar organizations that help improve the

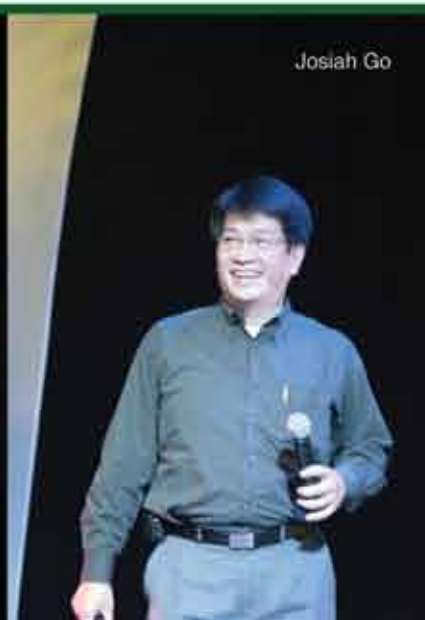
negosyo environment would flourish for their sake. We may not be able to influence everyone to start a business, but **GoNegosyo** can help lead the way for more people to be enterprising.

So my friend Gus, the world is in a shakedown because of the same financial crisis which causes our kababayans to have to work abroad. The World Bank just revised the growth forecast to a bigger negative number and the Philippines is affected. However, this does not stop us from dreaming of a better life. To our OFWs, our modern-day heroes, I pray that you remain resilient because you are an inspiration to all.

On a personal note, I would like to thank all those who sent birthday greetings through **Facebook** and **GoNegosyo** emails. My birthday wish is that we may all inspire one another to be able to get through life's challenges. I hope that through this column and through the **GoNegosyo** advocacy, I am able to help.

Philippines, it's time to dream big! GoNegosyo!

Watch GO NEGOSYO: KAYA MO! weekends on GMA Life TV.





GMA News TV Goes International

GMA Network heeds the call of Filipinos abroad for timely and comprehensive local news right from where and when it happens via the launch of its third international channel – GMA News TV International!

The men and women of GMA News and Public Affairs comprise the most trusted broadcast news organization in the Philippines - the only one that has won the most prestigious honor in electronic media, the George Foster Peabody Award.

Bannered by the most respected names in Philippine broadcast journalism – Jessica Soho, Mike Enriquez, Mel Tiangco, Arnold Clavio, Vicky Morales, and Howie Severino – GMA News TV International delivers Serbisyong Totoo with newscasts and public affairs programs all in Filipino – 24 hours a day, 7 days a week.

This same news organization has been recently awarded with five citations from the Telly Awards and is the only US International Film and Video Festival awardee for a Philippine program in 2011. GMA News and Public Affairs also has the New York Festivals International Television and Film Awards and the Asian TV Awards in its roster of honors received.

Top Photos: GMA News International was also launched last October 2 at the Sydney Fiesta Kultura held in Fairfield Showgrounds in Sydney, Australia organized by Philippine - Australian Sports & Culture Inc. (P.A.S.C. Inc.). Comedian Kim Idol, Kapuso stars Heart Evangelista and Daniel Matsunaga performed to the crowd's delight.

Conquering Australia, Guam, and Japan

"GMA Network, with its three international channels GMA News TV International, GMA Pinoy TV, and GMA Life TV, offers Filipinos good value, unique, and high quality Pinoy programming. We believe the addition of the GMA News TV International channel will continue to strengthen the appeal of Fetch TV to Australia's Filipino population.", Scott Lorson, CEO of Fetch TV in Australia declares. In Guam, GMA News TV International has been consistently included in the top 20 channels since it was first viewed on GTA's GUdTV in July 8.

"GMA News TV International is doing very well here in Guam as many of GTA's Filipino market base have shown overwhelming interest in adding it to their channel line-up. Like GMA Pinoy TV, it has been consistently landing a spot in the top 20 channels due to its significant daily viewership. This only proves that GMA News TV International meets the Filipino community's demand for programming content that's unique from the rest," shares Karen Gayle, Product and Content Manager of GUdTV."

Truly, this is GMA's Serbisyong Totoo.

Bottom Photos: Launch of GMA News International at the Moving On Concert in Setagaya Kumin Kaikan Japan last July 31 with News and Public Affairs Pillar Arnold Clavio and Kapuso Stars Aljur Abrenica and Rhian Ramos



ON THE RISE

YouTube Sensations

Pinoy YouTube helped me win my girl's heart

by James Mark



AJ Rafael

LOVE makes us do things we think we are incapable of. In my case, that is singing my heart out for a very special girl.

We were introduced at the annual Adobofest two years ago. Man, she was an apparition! My heart skipped a beat, I knew she was the one. We started communicating with each other since that first encounter. As days turned to weeks, I finally decided to tell her I felt something for her.

Getting tips from my dad, I courted her the traditional Pinoy way -- writing her poems and showering her with gifts. Dad also said that the most romantic thing I can do is sing for her. I've never really sang a decent tune all my life but in the name of love, I willed to do it.

A friend recommended that I search for AJ Rafael on YouTube. A Pinoy musician, AJ is an internet celebrity whose original songs have gotten him close to 500,000 followers. His videos have had millions of hits, too. He was nominated to be part of Billboard's Battle of the Bands. Like wow, those are impressive accomplishments – stuff that makes us Pinoy proud.

I chose to sing AJ's original song Emma Watson which he wrote for his celebrity crush. I felt I was like him, expressing his feelings for the girl of his dreams. A year and a half has passed, and I am still singing this song, this time not to woo a girl, but to assure her that I will always be that someone for her. Thanks, AJ!

James Mark, 20, is an Entrepreneurship major in college. He enjoys watching "Eat Bulaga" on GMA Pinoy TV.

Pinoy comic brings 'laughter with a purpose'

by Emma, RN



Jo Koy

LAUGHTER is the best medicine, the good old saying goes. But if that laughter serves a higher purpose such as helping children in need, there is joy which is more lasting than the laughter.

Such is my description of Pinoy comic Jo Koy, once named one of the "10 Comics to Watch" by Daily Variety.

I first witnessed his flair for comedy in "The Tonight Show with Jay Leno" a few years back. I love this certain *oomph* in his acts, his wit especially relevant in his family-inspired materials. Since catching his performances on TV and his live performances in comedy clubs across the country are a luxury of time for me, I contend myself with watching him through his videos on YouTube. In live or electronic media Jo Koy's act has really come a long way.

I've discovered that this Pinoy comic's antics go beyond entertainment - they are acts of humanity as well. Jo Koy's Foundation uses the power of laughter to raise funds for less fortunate children.

As a nurse in the US for nearly a decade, I feel proud that one fellow Pinoy is making waves, using his talent for laughs, to spread smiles to those in need.

Emma, 33, is a Pinay orthopedic nurse in Los Angeles, USA. She loves watching GMA Pinoy TV's "Amaya" as "it is a manifestation of the Philippines' rich cultural and historical past."

Ang Buhay ng OFW na Bagong Saltá

(Adjusting to Working in a Foreign Country)

There are **Filipinos** in almost every corner of the globe and their work experiences are as varied as the individuals themselves. In cases of cultural adjustment and a sense of isolation however, their experiences are common.



by Arsenio Sze Alianan, Jr., PhD

Sakop ng tinatawag na cultural adjustment ang panibago sa banyagang kapaligiran, kaugalian at kultura. Kasali dito ang mga sumusunod:

- Ang panibago sa pagkain, pananamit, at pang-araw-araw na gawain sa ibang bansa;
- adjustment to weather conditions and climate changes;
- ang pagbibilang ng halaga ng mga bilingin at kung magkano lang ang mga ito sa Pilipinas;
- changes to one's lifestyle and pace of life, including daily routines;
- pagtitipid para makapagpadala ng mas malaki sa pamilya na naiwan sa inang bayan;
- different (and usually better) public amenities and facilities available;
- ang kakulangan ng pag-unawa sa pagitan ng OFW at ng mga kasamahang banyaga; at
- ang kakaibang paraan ng pakikipagkaibigan at pakikihalubilo sa mga foreigners.

Ang isolation ay ang pagkalumbay na nararanasan ng marami, kahit na mayroong mga ibang kasamahang Pilipino sa kapaligiran. Kasali dito ang paghahanap ng mga bagay na nakasanayan sa inang bayan, gaya ng mga programa sa telebisyon, komiks, at pagkain. This sense of isolation is often observed through the following behaviors:

- Kalungkutan, pagkalumbay, pagtitiis sa mga hirap na dinaranas;
- yearning for friends and loved ones back home;
- mistulang nawawalang kumpiyansa sa sariling kakayahan;
- insecurity over one's abilities and being unsure of how one compares to foreign colleagues;
- paghangad na makapag-salita sa sariling wika; at
- kawalan ng gana sa maraming bagay.

Cultural adjustment and feelings of isolation are probably necessary in the process of getting used to living in a new environment. The examples given above are experienced by many, if not all of us, who have to adapt to a new set of surroundings. Natural lang ito at hindi dapat ipangamba. Adjustment in a new country can usually take a few weeks to about a year. For some it may be easier to adjust, for others it may take longer.

Upang matulungan ang sarili na masanay sa bagong kapaligiran, kinakailangang alagaan muna ang sarili. Mahalaga ang pagkain at ang pahinga sa wastong panahon. Here are some other tips in making one's adjustment easier:

- Magsulat ng liham o email sa mga kamag-anak at kaibigan;
- reach out to other people around you;
- sumali sa mga programa para sa mga kababayan, gaya ng pagkanta sa simbahan o pagvo-volunteer sa mga samahan;
- do something you enjoy, such as singing and taking a stroll in the park;
- mag-aral ng panibagong gawain gaya ng pananahi o pag-aaral ng ibang wika;
- do regular physical exercise;
- arrange a regular time in which to talk to loved ones back home; or
- bumisita sa magagandang tanawin.

Although feeling sad in the course of adjusting to a new environment may not necessarily be detrimental to a person, there are also red flags that may indicate a need to seek professional help. These are often associated with the severity, pervasiveness and chronicity of one's reactions. Kinakailangang kumonsulta sa isang doktor, sikolohista o counselor kung ikaw ay nakararanas ng ilan sa mga sumusunod dala ng pangingibang bansa:

- Matinding kalungkutan at madalas na pag-iiyak;
- hirap sa pagtulog sa magdamag o sobrang tulog sa buong maghapon;
- feeling giddy and anxious for no apparent reason;
- feeling worthless and hopeless for most part of the days;
- kawalan ng gana kumain o sobra-sobra sa pagkain;
- becoming easily irritable and excitable;
- losing energy to do anything and feeling listless;
- lubhang pangangamba o pag-aalala sa lahat ng bagay;
- unexplained anxiety or extreme fears; and
- pag-iisip ng kamatayan o kagustuhang mamatay (you need to see someone immediately if you start thinking of suicide).

Kung kailangan ninyong sumangguni sa isang counselor, may libreng online counseling ang Ateneo Psychology Department (www.ofwonline.net).

GMA Pinoy TV around the world!

Mark Bautista and Aljur Abrenica at the COMCAST SACRAMENTO office grand opening last July 9, 2011



Hataw Pinoy with Cesar Montano and Rachele Ann Go in Vancouver

DirectTV call center training LA office July 19, 2011



Mark Bautista and Iza Calzado at Seafood City West Covina and Carson

Mark Bautista and Aljur Abrenica at Kababayan Festival in SFO last July 9, 2011



Iza Calzado and Aljur Abrenica at the Virginia Beach Fil Am Friendship Day last July 22, 2011

Fil Am Food and Art Festival in Daly City last September 18, 2011



Iza Calzado at the PNT Idol Grand Finals in Vancouver

Mark Bautista and Aljur Abrenica at Seafood City Concord



Aubrey Miles, Akihiro Sato and Aira Bermudez at Survivor Weekend Promo in Atlantis, Dubai



Carla Abellana, Frencheska Farr and Jay-R at the Pinoy Fiesta and Trade Show in Toronto last June 25

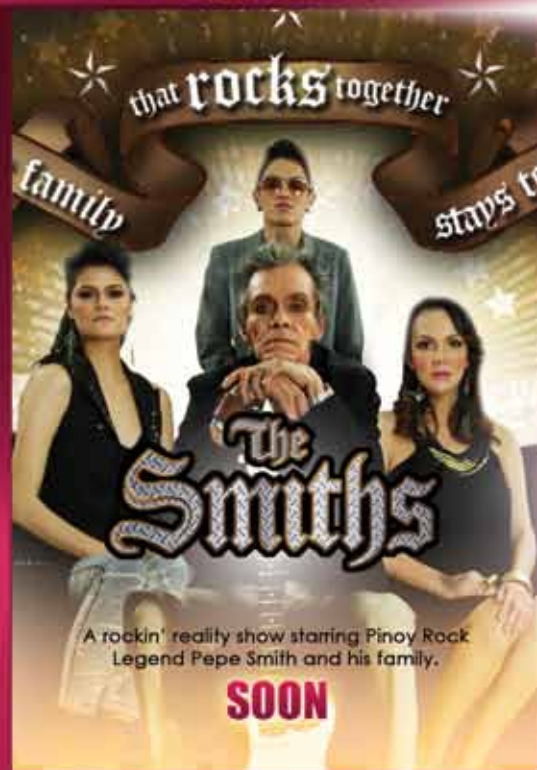
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