

PRESIDENTIAL COMMUNICATIONS OFFICE
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**SPEECH BY PRESIDENT FERDINAND R. MARCOS JR. AT THE KAPISANAN NG MGA
BRODKASTER NG PILIPINAS 50TH TOP-LEVEL MANAGEMENT CONFERENCE (TLMC)**

[Delivered at Taal Vista Hotel in Tagaytay City | 14 November 2024]

Thank you very much to the Presidential Communications Office Secretary Cesar Chavez. *[Please take your seats.]*

The members of the Cabinet who are here with us today; the members of the Kapisanan ng mga Brodkaster ng Pilipinas led by Chairman Ruperto Nicdao Jr.; KBP President Noel Galvez; fellow workers in government; distinguished guests; ladies and gentlemen, good afternoon.

For half a century, the Top Level Management Conference has reflected the Kapisanan ng mga Brodkaster ng Pilipinas' firm dedication to serve the Filipino people with integrity, and fairness, and an enduring pursuit of truth.

Now more than ever, your work holds immense value.

An informed citizenry is the foundation of a truly working democracy, for it is the people—armed with the truth—from whom power emanates and who demand accountability.

This conviction stands particularly critical for we live in an age where information can be shared and received instantly. With this vast reach comes the crucial and absolutely very complex and difficult responsibility of distinguishing fact from fiction, standing guard against distortion. With technological advancements and the popularity of social media, we have seen a rise in disinformation and misinformation campaigns that could undermine public trust in the entire democratic process, including elections.

In this regard, the media plays a vital role in dispelling the noxious influence of misinformation, dismantling the lies that are spread by troll farms and other malicious organizations.

This is where responsible journalism must come in. This responsibility goes beyond simply informing—it enlightens, it empowers. By championing the integrity and accuracy, the broadcast media helps build public trust, which in turn strengthens our democracy.

Further, the continuous evolution of the media warrants the adoption of new skills, new resources, and, of course, the new technologies.

After all, your influence as journalists is profound. With every report, story, and headline, you help shape public perception—strengthening our citizens' capabilities to make informed choices and to voice their dreams and aspirations.

I share in the objectives of the TLMC: To build trust and safeguard the democracy our ancestors fought and died for.

That is why I see the KBP's partnership with the Parish Pastoral Council for Responsible Voting as an important and commendable initiative to help promote and ensure a clean, transparent, honest, and accountable election next year.

I urge you to remain steadfast in these principles that protect the trust bestowed to all of us by the Filipino people.

Let us also explore new and creative ways to engage and inspire the public. We need a citizenry that is not only informed but is also actively involved—vigilant, ready to defend the values that we hold dear.

Rest assured that we will continue to protect your rights and your welfare.

In line with this, we remain committed to making the country safe for journalists and media practitioners.

Under the helm of the newly appointed head of the Presidential Task Force on Media Security or PTFOMS, Executive Director Jose Torres, we strengthen our resolve in safeguarding the lives of media personnel and practitioners.

I have directed the PTFOMS, chaired by the Secretary of the Department of Justice, to ramp up and intensify operations in relation and in preparation to the upcoming 2025 midterm elections.

In particular, I asked the PTFOMS to focus their efforts on the members of the local media, whose fearless coverage makes them particularly vulnerable to threats against life, liberty, and security.

It is also an action from our experience that the smaller the constituency that is being fought over by different political candidates, the more heated that debate becomes. It becomes personal at that level. And that is where we have to protect our people and our journalists.

I have also directed the PTFOMS to intensify and strengthen partnerships with the media, such as the Kapisanan ng mga Brodkaster ng Pilipinas (KBP), the National Press Club (NPC), the National Union of Journalists of the Philippines (NUJP), and other concerned groups.

Indeed, we are one in defending the truth and addressing the demands of modern media.

Sama-sama nating itaguyod ang isang malaya, mapagpalaya, at mapagkakatiwalaan na pamamahayag sa ilalim ng Bagong Pilipinas.

Maraming salamat at mabuhay ang Kapisanan ng mga Brodkaster sa Pilipinas!

Mabuhay ang Bagong Pilipinas! *[applause]*

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