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PHI/86/018 (SUB CONTRACT # 89/04)

TERMINAL REPORT

NATIONAL CAPITAL REGION

NATIONAL MANPOWER AND YOUTH COUNCIL

ENTREPRENEURSHIP PILOT PROGRAM

FOR THE

MASS MEDIA INDUSTRIES

FHI/86/018 (Sub-Contract # 89/04)

TERMINAL REPORT

NATIONAL CAPITAL REGION

NATIONAL MANPOWER AND YOUTH COUNCIL

INTRODUCTION

The entrepreneurship pilot program for the Mass Media industries was a sub-contract to the National Manpower and Youth Council-National Capital Region under FHI 86/018, "Development of Entrepreneurs for Small and Medium Scale Industries". This was a project funded by the United Nations Development Program (UNDP), implemented by the United Nations Industrial Development Organization (UNIDO) and coordinated by the University of the Philippines Institute for Small Scale Industries (UP-ISSI). The pilot program started on January 1988 and ended on March 1989.

The immediate objective of the program was to stimulate and assist young people to start businesses in the field of Mass Media, particularly video production. A total of twenty-one (21) participants underwent the program from whose experiences a model scheme shall be developed for entrepreneurship development for the urban youth in the mass media industries.

This report primarily deals with the activities undertaken under the pilot program and does not include the model scheme as this is covered by a separate sub-contract under FHI 86/018. For this same reason, overall conclusions and recommendations are not included. However, the evaluation of the conduct of each activity, specifically, the courses forms part of this document.

The report is divided into three (3) parts. Part I summarizes all the activities of the program and which includes as Annexes the detailed presentation of these activities. Part II gives a summary of the entrepreneurial status of the participants at the end of the program. Part III describes the immediate gains of NMYC-NCR derived from the implementation of the sub-contract and its participation in the Project as a whole.

PART I

SUMMARY OF ACTIVITIES
January 1988 - March 1989

Entrepreneurship Pilot Program for the Mass Media Industries

Activity/Description	Duration	Output
<p data-bbox="41 491 668 543">i. Selection and Identification of Participants -</p> <p data-bbox="105 603 668 704">Participants were recruited by sending letters to organizations/institutions in the mass media industries.</p>	<p data-bbox="703 491 962 543">December 1988 - January 1989</p>	<p data-bbox="1181 491 1515 676">A total of sixty-four (64) nominees were sent in by nominating agencies from which were selected 25 participants.</p> <p data-bbox="1132 708 1426 921">However, only twenty one (21) started with the program. The others who previously confirmed participation backed out.</p>
<p data-bbox="41 960 589 1012">ii. Entrepreneurship Workshop (March 1989)</p> <p data-bbox="105 1044 589 1311">This two-week workshop was conducted by trainers from Management Systems International based in Washington D.C., USA. It was held at IH-1551, Dummer Quebec City. It aimed to assess and reinforce the entrepreneurial potentials of the participants.</p>	<p data-bbox="703 960 1085 1012">Jan. 25 - Feb. 5, 1988 (two weeks)</p>	<p data-bbox="1181 960 1515 1012">19 participants; (2) dropped out</p> <p data-bbox="1181 1044 1515 1117">29 trainer-participants from collaborating agencies</p>

3. Video Production Course
(anner 1-8)

Feb. 8 - 10, 1988

20 participants
from the mass media
industries

This was conducted at NHTC
by Mr. Alan Don, Media
Technologist of the project
with the assistance of
Ms. Patricia Carver, Video
Production Consultant.

The course was aimed to give
the participants a basic working
knowledge of video production
and to show the many possibilities
of video.

4 participants from
collaborating
agencies (NMYC,
UP-ISSI)

4 short video
programs:

1. Streets of
Manila
2. Euphoria
3. The CCP Out-
reach Program
4. Ayala Avenue

4. Preparation of Video Programs

Feb. 15 - May 7, 1988
(7 weeks)

10 proposals
submitted:

The participants were assisted
by Ms. Patricia Carver, the
Video Production Consultant in
coming up with video proposals.

1. Please no Pity
2. PETA
3. Boracay Island
4. Pillars of
Philippine
Music
5. Dula-Dulaan
6. Don't Stop
Smoking... Care
7. Portfolio

5. Video Production Workshop

April 1988 - March 1989

This was the last of the training activities of the program. The participants produced the video proposals approved in Activity III with the assistance of the project experts and the project team. The NPTC participants to the Video Production course also assisted the participants.

6. Support and Extension Services
Annexes II & III

June 1988 - March 1989

During this period, the participants were monitored and assisted by the project team in pursuing their entrepreneurial goals and objectives.

8. Vanishing Images
9. The Province of Leyte
10. The U.F. Diliman Theater Community

4 proposals produced:

1. Pamalandong*
2. Please No Pity*
3. Boracay Island*
4. PETA**

21 participants were monitored

5 participants have been given assistance

2 monitoring surveys were conducted

* Copies of the video programs were earlier submitted to UNIDO-Manila, UNIDO-Vienna and UP-ISSI.

** This proposal was supposedly completed by the end of April. However, the participant, Ms. Evelyn Vargas has yet to submit a copy of the output to the Project Team.

Part II

ENTREPRENEURIAL STATUS OF PARTICIPANTS AT THE END OF
PILOT PROGRAM

Entrepreneurial Pilot Program for the Mass Media Industries

In order to find out the entrepreneurial status of the participants at the end of the pilot program, a final monitoring was made by the Project Team. It was gathered that out of the twenty-one (21) participants, there were thirteen (13) who have either put-up or were planning to establish businesses of their own. There was an increase of seven (7) or 33.3% from those who already had businesses prior to the start of the pilot program. Out of this number more than fifty percent were involved in video and related activities. For more details, see Annexes II-A and II-B.

PART III

Immediate Gains to NMYC-NCR

This part of the report describes the immediate gains to National Manpower and Youth Council-National Capital Region (NMYC-NCR) in the implementation of the sub-contract and in its participation in the project as a whole.

I. Staff Development

- Five (5) trainers of NMYC attended the "Trainers Training for Selection Criteria for Entrepreneurship Development" conducted by MSI for trainers of collaborating agencies at UP-ISSI.
- Two (2) personnel involved in public information and curriculum standards development attended the "Video Production Course" conducted for the participants of the sub-contract.

II. Training Technology Transfer

- As a result of the attendance of the NMYC trainers to the MSI training course, the following changes were made in the course design of the "Entrepreneurship Workshop" conducted by NMYC-NCR to its own clientele who are graduates of its various training centers:
 - Module II, the Entrepreneurship Motivation Training (EMT) Module was patterned after the MSI approach. The revised EMT Module intends to strengthen ten (10) Personal Entrepreneurial competencies (PECs) i.e., information seeking, persuasion and networking, systematic planning and monitoring, persistence, risk taking, demand for quality and efficiency, goal setting, commitment to the work contract, self confidence and opportunity seeking. The ten (10) PECs are grouped in three (3) clusters, namely:
 - a) achievement cluster, b) planning cluster and c) power cluster to facilitate the learning process.
 - Module III which covers the four functional areas of small enterprise management was changed such that each lecture on financial, production, organization and financial management is immediately followed by a

workshop. This is to enable the participants to immediately absorb and apply the theories they learn in the lectures. The FECs are also linked to the different aspects of planning and operating a small business.

- Along with the revision of the course design was the introduction of new methods and techniques. This includes new games and exercises, different cases and revised handouts. The handouts have been partially translated into Filipino.
- In addition to the business interviews conducted to applicants to the NMYC entrepreneurship development program, a focused interview has been adapted to assess the entrepreneurial competencies of the applicants before they are finally accepted into the program.

These are the immediate gains to NMYC-NCR but what was most important was that it has fostered further meaningful cooperation among agencies involved in entrepreneurial development for the Filipino people as a whole.

Annex I A-1

ENTREPRENEURSHIP WORKSHOP
(An Overview)

Pilot Programme for the Mass Media Industries
January 25 - February 5, 1988

General Description

This was the first of a series of training programs conducted for participants of the pilot program for the mass media industries.

Objectives

At the end of the Workshop, the participants were expected to be able to:

- Develop a complete and frank assessment of their personal entrepreneurial potentials.
- Strengthen their abilities and inclinations to see opportunities for efficiency, innovation and profit in complex situations; determine and take moderate risks; and adjust to rapid change and uncertainty.
- Strengthen their desires to satisfy customers and produce high quality products, and to use multiple courses of information.
- Strengthen their self-confidence, awareness and inclinations to initiate and sustain personal entrepreneurial decisions in the face of moderate risk, uncertainty, skepticism and opposition.
- Strengthen their abilities and inclinations to set challenging goals, and to expand their personal powers, influences and abilities to mobilize people and resources necessary to achieve these goals.
- Strengthen their abilities to prepare business plans and present them persuasively.
- Present their business plans to potential investors and lenders who will assess their entrepreneurial potentials and their plans.
- Reinforce and continue to develop their personal entrepreneurial characteristics taught during the course.

Training Schedule: January 25 - February 5, 1988

Training Duration: Ten (10) days/80 hours

Training Venue : UP-ISSI, Diliman, Quezon City

Achievement Awards:

1. Stamp Book Award: Diane Legaspi
2. Best Business Creation Exercise (BCE):
Video Production House
 - a. Teddy Co
 - b. Patricia Perez
 - c. Mechor Bacani III
 - d. Daniel Patena
3. Most Persistent: Selina Sayong
4. Special Award: (Best BCE Among Trainor-
Participants)
 - a. Arturo Mangabat
 - b. Myrna Co
 - c. Celia Fascual
 - d. Selina Sayong
 - e. Zenaida Ticsay
5. Resource Persons
 - a. David A. Schrier - Trainor, MSI
 - b. Barbara Brown - - do -
 - c. Alberto Capati - Trainor UP-ISSI
 - d. Ronnie Henares - Guest Entrepreneur
 - e. Mr. Legaspi of BPI - Guest Banker

Address	City	State	Zip	Education	Work Experience	Skills	Media
10000 N. Houston Street Houston, Texas	Houston	Texas	77035	High School Graduate	See Work Experience	Video editing workshop, techniques and applicability of Cinematography in Research and Teaching Seminar, Synopses on Current Cultural and Economic Situation of Cinematography in Sri Lanka, Seminars on Documentary Filmmaking, Film Animation, Newsreels, Seminars on Conservation of Library and Archive Materials and Film Conservation and Film Archives	Film/Video
10000 N. Houston Street Houston, Texas	Houston	Texas	77035	High School Graduate	See Work Experience	Hotel & Restaurant Management Seminar	Audiotape
10000 N. Houston Street Houston, Texas	Houston	Texas	77035	High School Graduate	See Work Experience	Not available	TV

10000 N. Houston Street
Houston, Texas
77035

10000 N. Houston Street
Houston, Texas
77035

10000 N. Houston Street
Houston, Texas
77035

Self	(A) 405 Tameras Drive Artes Village Buckinper, N.H.	M	22	M	Theatre Arts (Undergraduate)	Acting, Directing	Introduction to Computers	Staff Assistant, researcher, voice talent, stage manager, production manager, assistant director, director, actor	Theatre
Self	(A) 300 Sunnyside Lane, Lever St., Greenalls San Juan, P.R. Tel. No. 721-63-07	F	33	M	AB Communication Arts	Develop and print black and white photographs, operate video cameras, TV editing, sets and costumes designer	TV and Film Production	Writer for TV and stage production, freelance TV and stage director, associate producer of variety shows, dancer	Voice
Self	(A) Las Arenas, San Jose Tacolona City, Costa	M	20	S	3rd Year College	Camera work, lights, technician	Not available	Camera man	Video Art
Self	(A) 874 St. Paul Road Marquesse Village Cayes, Guatem City	M	31	S	Mass Communication	See Work Experience	Books	Director, singer, TV and stage personality, stage director, creative consultant for artist management and production, performance workshop conductor	Stage production
Self	(A) Suite 314 7th Floor Metropolitan Life Bldg. 5700 Maple Avenue Rohatti, N.H. Tel. No. 67-10-44 31-62-508	M	23	-	AB Commercial Arts	See Work Experience	Screenwriting seminar, Experimental Film Seminar, Cinema as Art Workshop	Writer, director, producer of a talk show, documentary promo, areas promo	Film/Video
Self	(A) 1007-M San Marcos Boquete, Panama	M	27	-	College Undergraduate (Fine Arts)	Artworks, music, photography	Yamaha School of Music	Photographer, musician	Music
Self	(A) 302 Calle Verde B-155 Cond. E. Rodriguez Avenue Cajon, N.H. Tel. No. 675-02-21	F	29	S	AB in International Studies AB in Units	Creative writing, photography, stage production management	Seminar on Video Arts Production, Cinema Workshops, Lecture-Seminar on Experi- mental Films, Screening of Short Films	In-charge of film and TV production, and distribution, consultant in TV, video and stage production, audio visual and entertainment production and marketing	Film/Still photography
Self	(A) 2045 Estrella Street San Antonio Village Rohatti, N.H. Tel. No. 67-46-62	M	34	-	College Graduate	See Work Experience	Not available	Project analyst, marketing director	Project analyst, marketing director

Instructor, senior writer, voice-over
and on-camera talent, speech consultant,
project officer

Economics for the Working
Press, Corporate, Culture and
Philosophy, Information on
human rights, innovation and
the Press, Spanish language
and culture

see work Experience

Mass Communication
in Mass Communication

5

1000 N. Barstow Ave. F 27
P.O. Box 100
60606 City
Tel. No. 95-27-7172

1000 N. Barstow Ave.

For complete name of nominating agency, please refer to Annex A

MSI ENTREPRENEURSHIP WORKSHOP

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Introduction to Entrepreneurship	Risk Taking	Persistence	Information Seeking	Demand for Efficiency
Training	Business Creation	Commitment to the Work Contract	Demand for Quality	Time Management
Methodology and The Training Contract	Exercise (BCE)	Mini Business Plan		Achievement Cluster
			Presenting the Mini Business Plan: BCE	Video Review
	Opportunity Seeking	BCE: Product and Service Identification	Banker Panel	Option: Field Visit to Observe Efficiency Orientation
Goal Setting				
DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
Processing BCE Implementation	Financial Planning	Planning Cluster Video Review	Self Confidence	Processing the BCE
Systematic Planning and Monitoring		Persuasion and Networking	Power Cluster Review	Next Steps Planning
			Fishbowl Coding of Live Interview	Workshop Evaluation
			Option: Presenting Business Plans to Banker Panel	Closing: Certificates of Achievement and Special Awards

Annex I A-4

COURSE EVALUATION*

Title of Seminar : Entrepreneurship Workshop
 Date of Seminar : January 25 - February 5, 1983

A. Please check the appropriate blanks:

1. Did you learn what you wanted to learn from this seminar?

Completely $\frac{2}{1}$ $\frac{17}{2}$ $\frac{1}{3}$ $\frac{4}{4}$ $\frac{5}{5}$ not at all

2. Do you feel that your participation in the programme had made you more qualified professionally?

Yes, much more qualified $\frac{2}{1}$ $\frac{15}{2}$ $\frac{2}{3}$ $\frac{4}{4}$ $\frac{5}{5}$ not at all

3. Instructional Procedure

Practical $\frac{4}{1}$ $\frac{12}{2}$ $\frac{4}{3}$ $\frac{4}{4}$ $\frac{5}{5}$ Theoretical
 Easy $\frac{4}{1}$ $\frac{3}{2}$ $\frac{7}{3}$ $\frac{1}{4}$ $\frac{5}{5}$ Difficult

4. Handouts/Training Materials

Valuable $\frac{11}{1}$ $\frac{5}{2}$ $\frac{2}{3}$ $\frac{4}{4}$ $\frac{5}{5}$ Worthless
 Too Many $\frac{1}{1}$ $\frac{5}{2}$ $\frac{13}{3}$ $\frac{1}{4}$ $\frac{5}{5}$ Lacking

5. Seminar Coordinators

Helpful/
 Approachable $\frac{3}{1}$ $\frac{9}{2}$ $\frac{1}{3}$ $\frac{4}{4}$ $\frac{5}{5}$ Not useful/
 Not appropriate

6. Seminar Schedule

Too heavy/
 light $\frac{1}{1}$ $\frac{11}{2}$ $\frac{4}{3}$ $\frac{1}{4}$ $\frac{5}{5}$ Too light

7. How would you evaluate the whole seminar?

Excellent $\frac{4}{1}$ $\frac{14}{2}$ $\frac{2}{3}$ $\frac{4}{4}$ $\frac{5}{5}$ Poor

* Twenty (20) trainers submitted course evaluation sheets. Some items were not filled up so that responses do not total total to twenty (20) in all items.

B. Please answer the following questions?**1. What part of this seminar did you like most?**

- games
- group exercises
- role playing
- time management
- PBCs
- DCE
- all

2. What part of this seminar did you like least? Why?

- accounting
- setting up own business (DCE)
- information seeking
- lectures

3. What should be added? Why?

- time; more session on business planning, more time for DCS
- social, political and cultural dimensions of the business plus their implications
- better accounting
- video materials
- technical inputs especially to a manufacturing concern

4. What topics should be removed? Why?

- none stated

C. Please rate the resource persons on the following criteria:

5	Excellent	2	Fair
4	Very Good	1	Poor
3	Good		

A. Barbara Brown

B. David Shrier

		5	4	3	2	1
1. Guiding. Guides the learners by:						
1. Motivating individual initiatives by encouraging individuals to reflect on their own strength and weakness, learning and resolutions for development of their trainers' skills.	A	<u>10</u>	<u>9</u>	<u>1</u>	—	—
	B	<u>3</u>	<u>9</u>	<u>3</u>	—	—
2. Monitoring individuals and group development learning processes in order to bring about integrated learning and in order to maintain balance of participation.	A	<u>6</u>	<u>13</u>	<u>1</u>	—	—
	B	<u>5</u>	<u>13</u>	<u>1</u>	<u>1</u>	—
11. Supporting. Skillfully supports each member of the training community wholeheartedly by:						
1. Personally participating and motivating others to join in individual and group learning activities.	A	<u>11</u>	<u>6</u>	<u>3</u>	—	—
	B	<u>3</u>	<u>8</u>	<u>4</u>	—	—
2. Encouraging others to lead and moderate in group activities.	A	<u>7</u>	<u>10</u>	<u>3</u>	—	—
	B	<u>6</u>	<u>12</u>	<u>2</u>	—	—
3. Making available supplementary materials and other resources.	A	<u>11</u>	<u>6</u>	<u>3</u>	—	—
	B	<u>11</u>	<u>6</u>	<u>3</u>	—	—
4. Establishing rapport with all members of the training community by being approachable.	A	<u>9</u>	<u>9</u>	—	<u>2</u>	—
	B	<u>7</u>	<u>10</u>	—	<u>3</u>	—
5. Encouraging and maintaining open channels of communication by giving and accepting feedback.	A	<u>10</u>	<u>9</u>	<u>1</u>	—	—
	B	<u>3</u>	<u>9</u>	—	<u>3</u>	—
6. Assisting individuals to arrive to at desired goals.	A	<u>10</u>	<u>3</u>	<u>2</u>	—	—
	B	<u>9</u>	<u>9</u>	<u>2</u>	—	—

111. Integrating. - Recapitulates the whole exercise by:

		<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
1. Summarizing the proceeding of the exercises/activities.	A	<u>14</u>	<u>4</u>	<u>1</u>	<u>1</u>	<u> </u>
	B	<u>14</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u> </u>
2. Integrating participants' insights and opinions into the whole learning process.	A	<u>11</u>	<u>7</u>	<u>2</u>	<u> </u>	<u> </u>
	B	<u>11</u>	<u>5</u>	<u>2</u>	<u>2</u>	<u> </u>

- 1V Give an integrated summary of the overall evaluation of the course. What learnings will be useful for you in the future? Why do you say so? Was there anything/anyone that hindered you from learning during the workshop? (Explain)

New learnings that will be useful:

- developed self-confidence
- EDP trainor development
- useful in future involvement with UNDP as a trainor
- made me aware of what PECs to develop

Hindrances to learning, etc.

- schedule on first part too tight
- some participants were inhibited
- financial planning should be strengthened

Annex I A-5

COURSE EVALUATION

Title of Seminar : Entrepreneurship Workshop

Date of Seminar : January 25 - February 5, 1983

A. Please check the appropriate blanks.

1. Did you learn what you wanted to learn from this seminar?

Completely	$\frac{4}{1}$	$\frac{7}{2}$	$\frac{3}{3}$	$\frac{1}{4}$	$\frac{1}{5}$	not at all
------------	---------------	---------------	---------------	---------------	---------------	------------

2. Do you feel that your participation in the programme had made you more qualified professionally?

Yes, much more qualified	$\frac{8}{1}$	$\frac{5}{2}$	$\frac{1}{3}$	$\frac{1}{4}$	$\frac{1}{5}$	not at all
--------------------------	---------------	---------------	---------------	---------------	---------------	------------

3. Instructional Procedure

Practical	$\frac{7}{1}$	$\frac{5}{2}$	$\frac{1}{3}$	$\frac{1}{4}$	$\frac{1}{5}$	Theoretical
Easy	$\frac{1}{1}$	$\frac{6}{2}$	$\frac{6}{3}$	$\frac{1}{4}$	$\frac{1}{5}$	Difficult

4. Handouts/Training Materials

Valuable	$\frac{10}{1}$	$\frac{3}{2}$	$\frac{1}{3}$	$\frac{1}{4}$	$\frac{1}{5}$	Worthless
Too Many	$\frac{1}{1}$	$\frac{6}{2}$	$\frac{7}{3}$	$\frac{1}{4}$	$\frac{1}{5}$	Lacking

5. Seminar Coordinators

Helpful/ Approachable	$\frac{11}{1}$	$\frac{2}{2}$	$\frac{1}{3}$	$\frac{1}{4}$	$\frac{1}{5}$	Not useful/ Not appropriate
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6. Seminar Schedule

Too heavy/ light	$\frac{2}{1}$	$\frac{7}{2}$	$\frac{5}{3}$	$\frac{1}{4}$	$\frac{1}{5}$	Too light
---------------------	---------------	---------------	---------------	---------------	---------------	-----------

7. How would you evaluate the whole seminar?

Excellent	$\frac{7}{1}$	$\frac{6}{2}$	$\frac{1}{3}$	$\frac{1}{4}$	$\frac{1}{5}$	Poor
-----------	---------------	---------------	---------------	---------------	---------------	------

* Fourteen (14) participants submitted course evaluation sheets

B. Please answer the following questions:

1. What part of the seminar did you like most?

- behavioral experiments/exercises,/games
- business creation exercise
- information seeking
- skits on commitment to work contract and persistence
- the lecturers
- the probability of coming up with my own business
- PEGs
- close contacts with participants
- everything

2. What part did you like least? Why?

- accounting, can't stand numbers
- paddle ball exercise - it took so long
- presentation on video. I am a very shy person, I hate going in front of a camera
- going out to the field (information seeking)
- obnoxious participants
- the lecturer on the business plan - it didn't catch my attention very much
- teachers were not sensitive to the local setting
- brownouts
- none

3. What should be added? Why?

- production/marketing of video programs
- more case studies and exercises
- more resource persons (guest entrepreneurs) as models
- o adjust coverage to needs of students, more accounting
- perhaps a little more time - I feel the program is too much compressed
- none, it has everything so far

4. What topics should be removed? Why?

- some exercises - too elementary to the level of the participants
- none, but certain topics should be shortened
- none

C. Please rate the resource persons on the following criteria:

5	Excellent	2	Fair
4	Very Good	1	Poor
3	Good		

A. Barbara Brown

B. David Shrier

			<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
1.	Guiding. Guides the learners by:						
1.	Motivating individual initiatives by encouraging individuals to reflect on their own strength and weakness, learning and resolutions for development of their trainers' skills.	A	<u>12</u>	<u>1</u>	<u>1</u>	—	—
		B	<u>9</u>	<u>1</u>	<u>1</u>	—	—
2.	Monitoring individuals and group development learning processes in order to bring about integrated learning and in order to maintain balance of participation.	A	<u>0</u>	<u>4</u>	<u>1</u>	—	—
		B	<u>4</u>	<u>7</u>	<u>3</u>	—	—
11.	Supporting. Skillfully supports each member of the training community wholeheartedly by:						
1.	Personally participating and motivating others to join in individual and group learning activities.	A	<u>8</u>	<u>4</u>	<u>3</u>	—	—
		B	<u>5</u>	<u>6</u>	<u>3</u>	—	—
2.	Encouraging others to lead and moderate in group activities.	A	<u>9</u>	<u>5</u>	—	—	—
		B	<u>8</u>	<u>6</u>	—	—	—
3.	Making available supplementary materials and other resources.	A	<u>10</u>	<u>2</u>	—	<u>2</u>	—
		B	<u>11</u>	<u>1</u>	—	<u>2</u>	—
4.	Establishing rapport with all members of the training community by being approachable.	A	<u>12</u>	<u>5</u>	—	<u>1</u>	—
		B	<u>5</u>	<u>5</u>	<u>1</u>	<u>2</u>	<u>1</u>
5.	Encouraging and maintaining open channels of communication by giving and accepting feedback.	A	<u>10</u>	<u>4</u>	—	—	—
		B	<u>9</u>	<u>5</u>	—	—	—
6.	Assisting individuals to arrive to at desired goals.	A	<u>0</u>	<u>4</u>	—	<u>1</u>	—
		B	<u>7</u>	<u>5</u>	—	<u>2</u>	—

		<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
111.	Integrating. Recapitulates the whole exercise by:					
	1. Summarizing the proceeding of the exercises/activities.	A <u>9</u>	<u>5</u>	—	—	—
		B <u>9</u>	<u>4</u>	—	<u>1</u>	—
	2. Integrating participants' insights and opinions into the whole learning process.	A <u>12</u>	<u>2</u>	—	—	—
		B <u>12</u>	<u>2</u>	—	—	—

Annex I A-6

ENTREPRENEURSHIP WORKSHOP
Jan. 25 - Feb. 5, 1985

DIRECTORY OF PARTICIPANTS/RESOURCE PERSONS/PROGRAM STAFFA. PARTICIPANTS FROM THE ENTERTAINMENT INDUSTRY

<u>Name/Education/B-Day</u>	<u>Position/Employment Business Address Tel. No.</u>	<u>Home Address Tel. No.</u>
1. Araneta, Roberto "Bobby" Marketing Sept. 5	Creative Director APIC Building Aroroso cor. Garboa Legaspi Village Makati, P.I. #85-38-02	1814 N.H. del Pilar Palate, Manila #5216908/592193
2. Arboleda, Juan Eduardo "Jed" Mass Communication Nov. 20	Production Assistant Bell Films Inc. #47-73-82 to 84	9498 Miquela St. Airport Village Parañaque, P.I. #832-56-38
3. Bacani, Melchor III "Mel" Fine Arts Advertising April 30	Program Head (ATV) HOWELFUND Film Institute #CG Rosario Drive cor. Ilang Ilang, Cubao, Q.C. #721-77-02	#91 N. Osorio St. Phase II, BF Homes Sucat, Parañaque, P.I. #827-14-69
4. Carbon, Erwin Johannes "Erwin" B.S. Architecture Dec. 5	Managing Director Design Consultants c/o Transeq Industries Suite 202 Makati Exec. House Salcedo Village Makati, P.I. #816-44-60/819-27-35	380 Dagumbayan Taguig, P.I.
5. Co, Teddy "Teddy" AB Nov. 10	Administrative Officer Head of Film Education Div. HOWELFUND Film Institute 6C Posario Drive cor. Ilang-Ilang, Cubao, Q.C.	48 D. Tuazon cor. Pitanlad St. Sta. Mesa Heights, Q.C.
6. Cuesta, Eric de la "Erico"		8045 Estrella St. San Antonio Village Makati, P.I. #88-46-62
7. Montiveros, Ma. Alexandra "Sandy" May 4	Vice President Magnascopegraphics 2000 Roxas Blvd., Suite 72 Carmen Apts., Malate, Ma. #52-37-23/58-52-16	7715 St. Paul Rd. San Antonio Village Makati, P.I. #88-54-14

- | | | |
|--|---|---|
| 8. Legaspi, Diana
"Diane"
AB Speech & Drama
June 6 | Reporter
2nd Flr. Esmeralda Bldg.
Luzuriaga Village
Lakati, P.I.
AP-81-705/81-92-003/
81-83-701 | 71 W. Vinzons St.
BF Homes II
Parañaque, M.H.
#95-72-58 |
| 9. Luzuriaga, Alan Defensor de
"Alan"
Dec. 12 | | 405 Tamarind Drive
Ayala Alabang Village
Muntinlupa, M.H. |
| 10. Manahan, Lilia Rosa R.
"Tats"
AB Communication Arts
July 27 | | 83c Sunnyvale Cond.
Xavier St., Greenhills
San Juan, M.H.
#721-05-67 |
| 11. Manibay, Jeff
"Jeff"
AB Political Science
June 3 | Camera Man
Leyte State College
Human Resource Dev. Ctr.
Independencia St.
Tacloban City, Leyte 7101 | Las Arenas San Jose
Tacloban City, Leyte

2473 Fernandez St.
Malate, Manila |
| 12. Montelibano, Jet
"Jet"
Mass Communication
June 17 | Director
Suite 914 9th Floor
National Life Bldg.
6762 Ayala Ave.
Malate, P.I.
#87-16-44/81-62-508 | #7-A St. Paul Rd.
Horseshoe Village
Cubao, Q.C. |
| 13. Ocampo, Michael Alexander
"Chester"
Commercial Arts | | # 8 Matipuno St.,
East Avenue, Q.C. |
| 14. Pataña, Daniel Jr.
"Dan"
Fine Arts
March 24 | Entertainer (Singer-
Songwriter) | 1339-A San Andres
Malate, Manila |
| 15. Perez, Patricia
"Pat"
AB Int'l. Studies
Sept. 10 | Manager
New Edition Apparel

Project Consultant
Cledan, Filart & Associates | 302 Valle Verde BLISS I
E. Rodriguez Ave.
Pasig, P.I. |
| 16. Quintos, John
"Johnny"
Architecture
July 7 | Chairman of the Board
Quintos Resources Inc. | 23 Mars Street
Bel-Air Village I
Lakati, M.H.
#80-41-16 |
| 17. Santos, Ma. Lea
"Lea"
BA & MA in Political Science
March 22 | Tamarind Hgt. & Dev. Co. Inc.
111 Alvarado St.
Ground Flr., Cattloya Gardens
Linaspi Village
Lakati, P.I.
AP1P-40-34 to 35 | Pitz Towers
R-903
Ayala Ave.
Lakati, M.H.
#817-39-50/817-17-27 |
| | Research Head
Vicepoint
Channel 7, Q.C.
#82-50-40 to 49 | |

- 3 -

- | | | |
|---|---|--|
| 18. Sayong, Selina
"Lina"
Advertising
Feb. 4 | Talent Scout
AIESEC Phils. Citizen Bldg.
Pasay del Roxas
Makati, P.H.
Member; Project Director,
AIESEC, Maryknoll | Q-9-A Employees Village
UP Diliman, Q.C. |
| 19. Unali, Amparo / Adolina III
"Jinna"
Theater Arts
May 15 | Production Assistant
Cultural Promotions Div.
CRCS, Manila Film Center
CCP Complex
Roxas Blvd., Manila
#832-36-74/833-20-15/
832-11-25/loc. 284/296/281/271 | #9 Pakawan St.
Prj. 7, O.C.
#96-31-45 |
| 20. Viriña, Carlito
"Lito"
AB Communication Arts
Nov. 2 | Copywriter
J. Romero & Associates
Repose cor. Constellation
Bel-Air, Makati, M.H.
#82-30-91 | Blk. 5 Lot 1 Aurora
Pujan cor. Helia Sancho
RF Resort Village
Pamplona, Las Piñas, M.H.
#601-62-63 |
| 21. Yap, Ma. Sarita Rosa
"Sari"
AB Broadcast Communication
MA Communication
Jan. 14 | Instructor
UP Institute of Mass Com.
Diliman, O.C. | #5 Juan Luna St.
Area 1, UP Campus
Diliman, O.C.
#99-27-01/99-33-06 |

B. PARTICIPANTS FROM THE COLLABORATING AGENCIES AND ASSOCIATE EXPERTS

- | | | |
|---|---|---|
| 1. Cope, Elisa
"Lisa"
BSC
April 13 | Manpower Development Officer
National Manpower & Youth
Council - National Capital
Region (NMYC-NCR)
East Service Rd., SShighway
Tauig, P.H.
#27-71-22 | #1461 Balagtas St.
Makati, P.H.
#87-19-32 |
| 2. Dancel, Laura
"Orrie"
BSBA
Sept. 28 | Manpower Development Officer
National Manpower and Youth
Council - Manpower Planning
Office (NMYC-MPO)
East Service Rd., SShighway
Tauig, P.H.
#617-60-82 | Blk. 5, Lot 18 Phase 2A
Pacita Complex, San
Pedro, Laguna |
| 3. Elarmo, Victor Jr.
"Vic"
AB
Jan. 29 | Sr. Manpower Dev. Officer
NMYC-NCR | #4 Crispina Ave. cor.
2nd St., Las Piñas
Village, Pamplona 3
Las Piñas, M.H. |
| 4. Lomugdan, Irene
"Irene"
AB (Behavioral Science)
Nov. 25 | YESDEV Project Coordinator
NMYC-EPO | Blk. 23 Lot 6 Queen's
Row Subd., Bacoor,
Cavite |
| 5. Querubin, Conen
"Conen"
BSBA
Aug. 3 | Manpower Development Officer
NMYC-NCR | Carayan, Ilocos Sur |

- | | | |
|--|--|--|
| 6. Rendon, Guema
"Guem"
AB Political Science
May 14 | Supervising Engineer Dev.
Officer
NYC-UPD | Lot 3 Blk. 4 Lago
Novaliches, Q.C. |
| 7. Rojas, Dhora Florussa
"Didi"
AB Economics
Aug. 17 | YESDEV Project Coordinator
NYC-UPD | Lot 24 Blk. 7 Valinjo St
Chrysanthemum Village
San Pedro, Laguna |
| 8. Tangonan, Alexander
"Alex"
BSBA Marketing | Empower Development Officer
NYC-ICR | Flk. 9 Lot 13 Adelina 1B
San Pedro, Laguna |
| 9. Tabinza, Victor
"Vic"
AB Sociology
Feb. 17 | Training Associate
Institute for Small Scale
Industries (IP-ISSI)
E. Virata Hall, UP Campus
Diliman, Q.C.
PSS-70-76 to 79 | 0304 Quirim Ave.
San Gale, Parañaque, M.I |
| 10. Baldoria, Brenda
"Brenda"
AB Economics
Dec. 4 | Training Associate
UP-ISSI | 1842 Eureka St.
Vito Cruz Ext., Makati
M.M.
#C7-59-57 |
| 11. Co, Iyrna
"Iyrna"
Journalism
April 30 | Research Associate
UP-ISSI | 124 Dana de Noche
Julian I Pasig, M.M. |
| 12. Macaspac, Zenaida
"Zenny"
BFA
Dec. 14 | Engagement Specialist
UP-ISSI | Blk. 76 Lot 29 Lago
Novaliches, Q.C. |
| 13. Mangabat, Arturo
"Art"
BSChE
Feb. 28 | Research Associate
UP-ISSI | 1210 Antipolo St.
Sampaloc, Manila
#741-38-70 |
| 14. Pascual, Celia
"Celia"
BS Foreign Service
April 30 | Sr. Training Assistant
UP-ISSI | 2336 Marconi St.
Makati, M.M.
#88-15-70 |
| 15. Ticsay, Zenaida
"Zeny"
BE Education
May 1 | Training Specialist
UP-ISSI | 1034 UP BLISS
Diliman, Q. C.
#99-08-10 |
| 16. Tiong-Quino, Sonia
"Son"
BSChE, IBF.
June 21 | Associate Director
UP-ISSI | 30 Metro Exec. Homes
Hillside St.,
San Juan, M.M. |
| 17. Raposa, Gill Dennis
"Dennis"
BE Economics
BS Bus. Int.
M. (Urban & Reg'l. Planning)
Sept. 1 | Research Assistant
UP-ISSI | #321 Katipunan Rd.
Lynia Heights, Q.C.
#96-69-34 |

- 5 -

- | | | |
|---|--|---|
| 18. Imperial, Grace Marie
"Grace"
BS Statistic
Jan. 5 | Proj. Id. Div. Head
Provincial Dev. Planning
& Evaluation Office
Provincial Capitol, Pili
Canarines Sur
#664 or 4338 | 30 Egypt Road
Petter Living Subd.
Parañaque, M.H.
#928-91-44 |
| 19. Romero, Guilbert
"Bert"
BSCE, IFA
Dec. 14 | Proj. Dev. Div. Head
& Special Proj. Group
Planning Supervisor
Provincial Dev. Planning
& Evaluation Office (POPEO)
Provincial Capitol Complex
Cadlan, Pili, Canarines Sur
#66-64 or 4338 | POIV Subd.
San Agustín, Canaman,
Canarines Sur |
| 20. Batalla, Eric
"Eric"
IBA
Feb. 23 | Research Associate
Asian Institute of
Management
#87-60-11 to 19 loc 273 | 14 C. Mata St.
Ansarín, Cavite |
| 21. Cadlogan, Andrea
"Ann"
BSEED
March 27 | Income Generating Program
Staff
Inereta Foundation Inc.
Home Sweet Home
Cov. Pack Rd., Baguio City
#662-37-06 | #3 Central Pico
Km. 3 La Trinidad
Benguet |
| 22. Foy-os, Mary
"Maryang"
BSE
Sept. 27 | Community Organizing Staff
Inereta Foundation Inc. | Home Sweet Home
Brv. Pack Rd.
Baguio City |
| 23. Zuñega, Noela
"Noela"
BS Social Work
Sept. 29 | Technical Officer-Trainer
Inereta Foundation Inc. | #99 Kennon Rd.
Baguio City |
| 24. Catano, Benjamin
"Ben" | Private Individual
University of the Phil.
Diliman, P.C. | |
| 25. Bernardis, Roberto
"Roberto"
Social Economics
April 4 | Associate Expert
UNIDO
Vienna International Centre
P.O. Box 300 A-A200 Vienna
Austria | |
| 26. Jibider, Adele
"Adele"
Agronomy - Food Tech.
May 16 | Associate Expert for UNW-IFI
UNIDO | |
| 27. Humminon, Sirkka
"Sirkka"
Industrial Engineering
August 27 | Associate Expert for TLPC
UNIDO
c/o UNDP P.O. Box 7285 (ADC)
CIA, Pasay City, M.H. | c/o Margit Ostman
19 Kalmito St.
Las Villas de Valle
Pasig, M.H.
(t111 April 1) |
| 28. Plas, Daniel | Associate Expert for UNW
UNIDO | |

- 6 -

C. ISI CONSULTANT

1. Dr. Barbara Brown

Director of Friendship
Programs
Management Systems International
600 Water St., S.W. 7-7
Washington, D.C. 20024

2. Dr. David A. Schrier

Senior Associate
Management Systems International

D. UNIDO STAFF

1. Erik Bcs

Technical Expert

2. Wilhelma Lazaro

Secretary

E. NYC STAFF

1. Bautista, Severino

Statistician II

2. Blanco, Perla

Economic Researcher I

3. Perras, Harrison

Artist Illustrator

Annex I B-1

VIDEO PRODUCTION COURSE (An Overview)

Entrepreneurship Pilot Program for the Mass Media Industries
February 8 - 12, 1988

General Description

This was the second of a series of training programs conducted for participants of the pilot programme for the mass media industries.

Objectives

At the end of the Course the participants were expected to be able to:

- understand the many tasks involved in making a video program,
- appreciate the many possibilities of video,
- learn from the experiences of Filipino producers.

Venue Duration

The training was conducted at the NMYC Learning Center, Administrative Bldg., NMYC Complex, Taguig, Metro Manila from February 8, 1988 to February 12, 1988 (10 days or 80 hours).

Participants

A total of twenty four (24) participants attended the Course. Eighteen (18) were graduates of the Entrepreneurship Workshop and two (2) were additional participants from the mass media industries. Four (4) participants came from implementing agencies, three (3) from NMYC and one (1) from UP-ISSI.

Trainers

The main trainers of the Course were Mr. Alan Joy, the Media Technologist who designed the Course and Ms. Patricia Carver, the Video Production Expert. Two (2) guest resource persons were invited to share their experiences on video production. These were Ms. Belina Capul of Philippine Information Agency (PIA) and Mr. Peque Gallaga, a freelance film director.

Outputs

During the last two (2) days of the Video Production Course, the participants were divided into four (4) groups. Each group was given the opportunity to make

11

a short video programme. They were given the V-8 camera for half a day and made use of a 2-machine U-matic editing suite for four (4) hours.

The four (4) video programmes produced by the participants were as follows:

- "Euphoria" - a thirty-second commercial of a well known discotheque in Makati (Euphoria).
- "Streets of Manila" - a four-minute video programme giving impressions of the streets of Manila based on the composition of a famous Filipino musician.
- "Cultural Center of the Philippines" - a ten-minute mini-documentary on the outreach programme of the Cultural Center of the Philippines. This programme used voice over narration, interviews as well as background music.
- "Ayala" - a three-minute programme depicting the life along Ayala Avenue, one of the main business streets of Metro Manila.

ANEX 1 B-2

PARTICIPANTS PROFILE
VIDEO PRODUCTION COURSE
February 8 - 12, 1986

NAME	INITIALS	ADDRESS	SEX	AGE	HS	HIGHEST EDUC. ATTAINMENT	SPECIAL SKILLS	TRAINING	WORK EXPERIENCE	FIELD OF SPECIALIZATION
1. MARIANA, Elizabeth	EM	(R) 154 S. Justino St. Bislang Wd Cebu City	F	29	5	Broadcast Communication	acting, scriptwriting, mask making	Basic Integrated Theater Arts, Advanced Theater Arts, Basic Film and Video Workshop	Researcher, stage manager, production manager, production assistant, co-writer	Broadcast
2. MARIANA, ROBERTO JR.	RM	(R) 1015 N. B. del Pilar Avenue, Manila	M	27	-	B.S. Marketing	high-speed long distance driving	not available	Creative Director/Supervisor, senior writer, copywriter writer	Advertising
3. MARIANA, JUAN EDUARDO	EM	(R) 2476 Riquelme St. Village directing, film Ferrol, S.M. Tel. 632-56-36	M	26	-	at Mass Com	Song writing, acting, directing, film editing	not available	Production Assistance, freelance actor	Film/Video Artpro
4. MARIANA, ANACOR III	MM	(R) 71 M. Osorio Street S.F. Homes, Sucal Ferrol, S.M.	M	23	5	B.S.M Advertising	Photography, filmmaking videography	Asian Directors Workshop, Basic Filmmaking Workshop, Super 8 Filmmaking Work- shop	Assistant Designer, animator, editor, production coordinator for RFI Workshop	Film/Cineastography

100-100000-0000	AMIC	181 21st Street Manila, P.H.	35	3	65 Architecture & Planning	Illustration, photography	Industrial drafting, industrial design.	Graphic designer, freelance set designer, worked in campaigns and promotions for concerts	Design
100-100000-0000	AMIC	181 21st Street Manila, P.H.	35	3	65 Res. Research	See Work Experience	<p>Film editing workshop, techniques and applicability of cinematography in research and teaching Seminar, Symposium on Current Cultural and Economic Situation of Cinea- tophography in SEA & China, Seminars on Documentary Film- making, Film Animation, News- reels, Seminars on Conservation of Library and Archive Materials and Film Conservation and Film Archives</p>	Co-producer of 3 documentary films, co-director of a video film documentary survey, film researcher, English interpreter of Filipino films, short films and video actor, liaison man for foreign film festivals	Film/video
100-100000-0000	AMIC	181 21st Street Manila, P.H.	35	3	65 Res. Communication	audio-visual, photography	TV production and management	Training materials development, audio-visual production trainer, Senior Manager Development Officer	Audio-visual, video-production
100-100000-0000	AMIC	181 21st Street Manila, P.H.	35	3	65 Industrial Technician	Graphic arts	Training Technical Officers Course	Artist Illustrator, Audio Visual, Technician II, involved in Computer graphics for office applicator	Graphic arts
100-100000-0000	AMIC	101 116 NISS 2nd Floor, MHC Tacig, P.H. Tel. No. 517-40-76	35	3	65 Res. NISS				
100-100000-0000	AMIC	101 116 NISS 2nd Floor, MHC Tacig, P.H. Tel. No. 517-40-76	35	3	65 Res. NISS				

San Antonio, Tex. (18) 7715 St. Paul Road San Antonio Village Rosetta, N.H. Tel. No. 68-54-14	F	31	S	High School Graduate	See Work Experience	Hotel & Restaurant Management Seaman	Vice President for a magazine, dancer production assistant for a magazine, production coordinator for a magazine production/tour coordinator of a variety show, field report of a magazine sales coordinator of audio visual and computer graphics system, trade show coordinator, computer graphic operator and trainer, over-all coordinator for audio-visual production and video coverages, business and production manager of a dance company. Sales coordinator of marketing services groups	Audio/Video
San Antonio, Tex. (18) 71 N. Winans St. 47 boxes 11 Paranaque, N.H. Tel. No. 63-77-56	G	30	-	Art Speech & Drama	See Work Experience	Not available	Video scriptwriter, lighting designer of concerts, investigative reporter of a TV program, account executive, public relations consultant, promo girl, commercial model	TV
San Antonio, Tex. (18) 425 Learning Drive Arado Village Houston, N.H.	H	22	-	Art Theatre Arts (Undergraduate)	Acting, Directing	Introduction to Computers	Staff Assistant, researcher, voice talent, stage manager, production manager, assistant director, director, actor	Theatre
San Antonio, Tex. (18) 1000 San Antonio Village Houston, N.H.	I	23	S	High School Graduate	See Work Experience	Not available	Camera man	Video Art

San Antonio, Tex. (18) 1000
San Antonio Village
Houston, N.H.

Audiophile

Vice President for a magazine, cancer production assistant for a magazine, production coordinator for a magazine production/tour coordinator of a variety show, field report of a magazine sales coordinator of audio visual and computer graphics system, trade show coordinator, computer graphic operator and trainer, over-all coordinator for audio-visual production and video coverage, business and production manager of a dance company. Sales coordinator of marketing services groups

Hotel & Restaurant Management Seminar

See work experience

High School Graduate

F 31

5

F 31

5

San Antonio Village

San Antonio Village
Marath, N.H.
Tel. No. 86-54-14

TV

Video scriptwriter, lighting designer of concerts, investigative reporter of a TV program, account executive, public relations consultant, promo girl, commercial voice

Not available

See work experience

Art Speech & Drama

F 36

-

F 36

-

Paranaque, N.H.

Paranaque, N.H.
Tel. No. 81-72-36

10 6th Flr. Esquerre Bldg.
142 Ambrosio Street
Lungsod Village
Marath, N.H.
Tel. Nos. 81-81-765
81-82-885
81-83-793

Theatre

Staff Assistant, researcher, voice talent, stage manager, production manager, assistant director, director, actor

Introduction to Computers

acting, directing

Art Theatre Arts
Undergraduate

M 22

-

M 22

-

Avila Niabang Village
Marath, N.H.

Video Art

Camera man

Not available

Camera work, lights, technician

3rd Year College

M 23

5

M 23

5

San Jose
Tacloban City, Leyte

San Jose
Tacloban City, Leyte

Director, singer, TV and stage personality, stage director, creative consultant for artist management and production, performance workshop conductor

Stage production

Opera

See Work Experience

Mass Communication

18. 174 St. Paul Road
Horseshoe Village
Cuba, Mexico City

10. Suite 714 5th Floor
National Life Bldg.
670. World Avenue
Basalt, N.M.
Tel. No. 87-1045
87-0533

Teacher School of Music

Photographer, assistant

College Undergraduate (Fine Arts)

18. 1007-A San Marcos
Basalt, N.M.

Basic

In-charge of film and TV production, and distribution, consultant in TV, video and stage production, audio visual and entertainment production and directing

Specialist: photography

Creative writing, photography, stage production management

MS in International Studies
MSA Basalt

18. 300 White Verde Rd
Loma
3. Horseshoe Avenue
Basalt, N.M.
Tel. No. 87-0620

Artist: photography

Sales representative, liaison officer to Asian Trade Fair, coordinator of various sales, stage assistant, assistant stage manager, production assistant, production manager, talent coordinator, assistant floor director, business manager, chairman of the board

EDF Fundamentals, Basic Programming

Fencing, karate, swimming, water skiing, tennis, volleyball

MS Architecture

18. 20 Mars Street
Recher Village I
Basalt, N.M.
Tel. No. 87-0110

Business and artist management: freelance producer

Artist illustrator

Cartoons, posters, audio-visual presentation

Cartoons, photography, illustration

MS Advertising

18. 11 General Street
18. 18 Avenida Sur
Paraguay, N.M.

Creative conceptualization

10. National Training
Federal Hill
4th Floor, NTC
Basalt, N.M.
Tel. No. 87-0103

Address	Phone	Age	Education	Experience	Skills	Availability	Research
1000 S. ... 8745 Myala Avenue Naxata, N.H. Tel. Nos. 827-37-50 827-37-27	3621	35	M.A. Political Science	Public speaking, trading	Not available	Researcher (Videopoint)	Research
100 ... 100 ... Boston City	3621	20	Advertising	Lyricist, music	Production Assistant (Practicum), Project Management Seminar	Talent scout, assistant project coordinator, promotions officer, assistant projectionist, peer counselor, training coordinator	Advertisement
100 ... Project ... Tel. No. 52-22-47	3621	22	College Undergraduate (in Theater wrls)	See Work Experience	Not available	Production manager, assistant production manager, stage manager, assistant stage manager, director, actress, lights crew, sound crew, property master, marketing manager	Theater
100 ... San Antonio Village Naxata, N.H.	3621	30	B.S. Management	Stage acting, directing, production manager, secretarial skills	Theater arts, TV and film editing, international marketing, Basic Video Workshop	Assistant actress-Film, TV actress for commercial TV, Executive secretary, account executive, account supervisor, Production manager (TV and theater concerts), finance officer, marketing assistant	Production management, acting and directing
100 ... Naxata, N.H. Tel. No. 821-62-66	3621	28	B. Mass Communications	See Work Experience	Not available	Copywriter, production/talent coordinator, advertising and public relations officer	Advertisement writing
100 ... Constellation Naxata, N.H. Tel. No. 82-36-71 to 83	3621						

Dr. Sara Jose G. ...
UP Mass
Coa.

(6) 34 Exchange Street
Quezon City
Tel. No. 55-17-7170

F 27 5

AP Mass Communication
MA Mass Communication

See Work Experience

Economics for the Working
Press, Corporate, Culture and
Philosophy, Information on
human Rights, Innovation and
the Press, Spanish Language
and Culture

Instructor, senior writer, voice-over
and on-camera talent, speech consultant,
project officer

Broadcast
Management

Dr. Sara Jose G. ...

(6) P-25 A-value
Ivanhoe, Lencole
Drive, Quezon
City

F

BS Commerce

Research

Research Assistant

Research

(6) UP-1551
E. Pirata Hall UP Campus
Lililac, Quezon City
Tel. No. 97-75-76 to 79

VIDEO PRODUCTION COURSE

Entrepreneurship Pilot Program for the Entertainment Industry

PHI/86/018 - Development of Entrepreneurs for Cottage, Small and Medium Scale Industries

COURSE OUTLINE

Title of Session/ Guest Speaker	Objective	Coverage/Content	Methodology/Technique	No. of Hours	References Remarks
Introduction "How a TV Production is Made"	To introduce students to the many tasks involved in making a TV programme	Planning Preparation Production	Lecture and demonstration video	1½	
Talking To Camera Interview Techniques	To give the students practical experience on appearing before a TV camera and how to conduct a TV interview	Appearance Presentation Voice Control Camera positions How to conduct an interview	Lecture Practical Work Demonstration Video	2	
Camerawork	To instruct the students in the techniques and technicalities of TV camerawork	The camera Camera movement Shot classification Composition Positioning the camera	Lecture and practical demonstration	2	
Lighting	To introduce the students to the skills of TV lighting	Lighting equipment Basic lighting techniques Color temperature Lighting interiors Lighting outdoors	Lecture Demo-video tapes Practical demonstration	1	
Sound	To introduce the students to the complexities of sound recording in video	Microphones Sound perspective Recording techniques	Lectures Demonstration video	45 min.	

Title of Session/ Guest Speaker	Objective	Coverage/Content	Methodology/Technique	No. of Hours	References/ Remarks
Television Directing	To introduce the students to the role of the TV	Recap of the TV basics that a director must know. The requirements of planning. The development of the script. The art of leading a team. Working to a budget.	Lecture and demonstration video	2	
Production Techniques	Explaining the styles of production and methods of implementing them	Production styles Lecture Interview Panel discussion Dramatization Off camera narration Single and multi-camera techniques	Lecture and demonstration videos	1	
Post Production and Editing	To introduce the students to the skills of video editing	The technical side of video editing. The artistic/creative part of picture assembly. The techniques of video post production. Practical hands on exercise in editing.	Lecture Demonstration video Practical training using an edit suite.	1	Not enough t
Video Graphics and Special Effects	To demonstrate to students the modern computerized graphics technology and the way TV production is developing	Digital effects 3D graphics Paintbox technology	Demo tapes	1	

Title of Session/ Guest Speaker	Objective/ Qualifications	Coverage/Content	Methodology/Technique	No. of Hours	References/ Remarks
The Many Uses of Video*	To show students the many uses of video besides broadcast TV	Corporate Video Music video Video in Tourism Video in Training Video in Education Video for promotion and sales	Overseas demo tapes	3	
Making a TV Production Practical	To give students an exercise in making a TV programme	Planning Scriptwriting Camera work Lighting Editing	Practical hands-on experience	10	
The Philippine Producers	To show the students the work and style of experienced producers in different areas				
Patricia Carver	Philippine-based US producer/director, scriptwriter, actress	Culture	Lecture and demo tapes		
Olivero Laperal, Jr.	Manager of RS Video Video entrepreneur	Commercials	Lecture and demo tapes		cancelled the last minute
Belina Capul	Chief of Motion Picture Division, Philippine Information Agency (PIA)	Information Productions	Lecture and demo tapes		

* Owing to time problem, there was no opportunity to present this subject.

Title of Session/ Guest Speaker	Objective/ Qualifications	Coverage/Content	Methodology/Technique	No. of Hours	References/ Remarks
------------------------------------	------------------------------	------------------	-----------------------	-----------------	------------------------

Sue Gallaga	Freelance film director	Production entrepreneurs	Lecture		
Ydia Brown	Producer Educational TV	Educational TV	Lecture		Could not attend due to previous work commitment

Annex I B-4

PARTICIPANTS' EVALUATION OF SELECTED/RESOURCE PERSONS

Title of Program : Video Production Course

Duration of Program : February 8 - 12, 1988

Instruction: Please rate the following resource persons with 1 having the highest rank, 5 the lowest and 3 moderate.

- A Patricia Carver - "Culture"
- B Belina Capul - "Information Productions"
- C Feque Gallaga - "Production Entrepreneurs"

1. What is the value of the subject discussed?

	Very important	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	Irrelevant
A		12	3	1			
B		2	8	5	1		
C		12	3	1			

2. Is the lecture correlated to the overall program?

	Very correlated	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	Not correlated at all
A		12	4				
B		7	4	4	1		
C		12	2	2			

3. How well did the speaker present his topic?

	Excellent	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	Very poor
A		11	5	1			
B		1	4	8	1	2	
C		12	3		1		

4. How well did the speaker conduct class discussion?

Excellent	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	Very poor
A	9	6	1			
B	2	7	3	4		
C	11	4	1			

5. How did the speaker satisfy inquiries and/or questions from participants?

Excellent	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	Very poor
A	8	8				
B	3	6	4	2	1	
C	10	4	1	1		

6. How did the speaker make use of training aids/materials?

Excellent	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	Very poor
A	7	7	1	1		
B	5	5	4	2		
C	5	2	3	3		

7. How did you find the subject presentation and discussion?

Practical	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	Theoretical
A	6	9	1			
B	1	4	7	4		
C	11	2	3			

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8. How do you assess the subject discussed in general?

Easy	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	Difficult
A	5	8	2	1		
B	6	4	6			
C	4	6	5	1		
Valuable	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	Worthless
A	8	5	3			
B	2	4	9	1		
C	10	5	1			
Interesting	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	Uninteresting
A	10	4	2			
B	4	6	6			
C	8	5	3			

9. What is your overall rating of the lecturer?

Excellent	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	Very poor
A	7	8	1			
B	4	5	7			
C	8	5	3			

Comments/Suggestions: None given

COURSE EVALUATION

PROGRAM: Video Production Course

DATE : February 8-12, 1988

Instructions: This form shall be accomplished by the participants.
Provide responses appropriately and objectively.
Put a check (✓) in the appropriate box corresponding to each item.

1. THE NATURE/SUBJECT MATTER CONTENT OF THE PROGRAM

1. What is your opinion of the total duration of the program?

Much too long

Too long

Just right

Too short

Much too short

2. How do you consider the daily schedule?

Too heavy

Just right

Too light

Comments:

3. How do you feel about the composition of participants?

(e.g. - professional background, size of the group)

- too varied/heterogenous (different specialization)

- presence of cliques - rich to rich, middle class
to middle class- no professionals to be mixed up with less experienced
participants.

-very uneven distribution of skills

- size of group is satisfactory

- right participants

4. Which subjects in the program did you find most valuable? (Please state also reasons; for example, new subject, good instructor, my specialization relevant to work, new information):

<u>Subject</u>	<u>Reason</u>
1. Peque Gallaga's Talk	- most realistic/practical
2. Technical know-how	- helps a lot
3. Lighting	- very essential to video
4. Graphics	- necessary to future dev'ts
5. Culture	- relevant to work
6. Editing/directing	- relevant to work
7. All subjects	- valuable to work; new information

5. Which subjects in the program did you find least valuable? (Please also state reason. for example, too elementary inadequate instructions irrelevant to work):

<u>Subject</u>	<u>Reason</u>
1. Sound	- too elementary
2. Post production	- too elementary
3. Graphics special effects	- very basic
4. Basic video handling	- inadequate instructions in video handling

6. Were there in your opinion, subjects that were not adequately covered in the program?

Yes

No

If yes, what would you like to suggest?

- more editing and hands on experience on camera
- 3 M instructional tapes should have been viewed on own time
- editing to be limited to a group of 4
- lighting subject should be accompanied with actual demonstrations
- kinds of attitudes to maintain in the entertainment industry should be taught

7. Would you suggest any change in the training methodology?

	<u>No changes</u>	<u>More</u>	<u>Less</u>
a) lectures,	<u>9</u>	<u>0</u>	<u>2</u>
b) group wrk	<u>1</u>	<u>9</u>	<u>2</u>
c) case studies	<u>0</u>	<u>9</u>	<u>2</u>
d) individual work	<u>0</u>	<u>11</u>	<u>0</u>

Comments:

- more guest speakers to cover other fields
- group exercises in camera work and case studies
- field/actual location set-up
- more actual work on techniques
- less tapes and more individual work
- groups of 4
- course was too short

8. How did you find the overall standard of the trainers/
resource persons with respect to:

	<u>Knowledge- bility</u>	<u>Methods of Instructions</u>
Very good	<u>15</u>	<u>8</u>
Rather good	<u>5</u>	<u>4</u>
Fair	<u>0</u>	<u>4</u>
Poor	<u>0</u>	<u>0</u>
Very poor	<u>0</u>	<u>0</u>

9. Did you have sufficient time for exchange of views with?

	<u>Trainers/ Resource Persons</u>	<u>Fellow Participants</u>
Yes	<u>10</u>	<u>13</u>
No	<u>6</u>	<u>3</u>

10. How much did you benefit from the exchange of view with?

	<u>Trainers/ Resource Persons:</u>	<u>Fellow Participants:</u>
A great deal ✓	7	6
Much	1	
Somewhat	3	2
Little	1	3
Not at all		

Please comment:

- lacked time
- met different people, participants and resource persons alike who would serve as contact persons for future projects and needs

11. RELEVANCE AND APPLICABILITY

11. Did you find the contents of the program relevant to your needs?

To a very great deal	8
To a great extent	
To a sufficient extent	3
To a small extent	
To a very small extent	

Please state why:

- learned a great deal of how video could be used in communication techniques
- helped me get started with projects in mind
- the fieldwork helped us exercise the working principles taught
- exposed to teamwork
- should give more attention to equipment than expertise
- too basic

12. Did you feel that your participation in this program will be beneficial to you?

- To a very great extent
- To a great extent
- To a sufficient extent
- To a small extent
- To a very small extent

10
3
3

Please state why:

- will help me get started with projects in mind
- will make me more knowledgeable on the subjects I teach
- will be helpful in becoming a director/producer

13. Do you think you will have an opportunity to apply the newly acquired knowledge and experience in your present or future employment/work?

- To a very great extent
- To a great extent
- To a sufficient extent
- To a small extent
- To a very small extent

11
2
2
1

What difficulties, if any, would you expect to meet?

- financing
- equipment purchase
- market acceptability at initial stage

III. ADMINISTRATIVE ASPECTS/FACILITIES AND EQUIPMENT

14. What is your opinion about the physical facilities?

- Satisfactory
- Unsatisfactory

6
10

If facilities were "not satisfactory", what improvements would you suggest?

- More usable equipment
- more access to equipment
- more and better editing machines
- better vents
- hot/better food
- cleaner comfort room

16. What about the training supplies/materials used?

Adequate 12

Inadequate 1

Appropriate

Inappropriate 1

17. What about the training equipment used?

Adequate 8

Inadequate 8

IV. TRAINORS

Please rate the resource persons using the following numerical rating: 5 (Excellent); 4 (Very Good); 3 (Good); 2 (Fair); 1 (Poor).

Item	ALLAN JOY					Total	PATRICIA CARVER					Total
	5	4	3	2	1		5	4	3	2	1	
1. Clarity in presenting objectives	4	9	2			3.93	7	2			4.27	
2. Communication skill (clarity in explaining, narrating, giving directions)	4	3	7			4.07	6	6	3		4.2	
3. Motivation attitudinal guidance to trainees	2	7	4	2		3.6	6	5	1	3	3.93	
4. Ability to supervise activities of trainees	4	6	2	3		3.73	5	5	2	3	3.8	
5. Selection and use of training aids materials	5	7	2	1		4.13	9	5			4.33	
6. Ability to deal with questions and response of trainees	7	3	5			4.13	8	3	5		4.13	
7. Demonstration skill	3	9	1	2		3.37	6	6	3		4.0	
8. Proper utilization of time	5	8	4			3.67	6	7	2		4.13	
9. Attainment of objectives	3	10	2			4.07	6	7	2		4.13	

ANNEX 11-B

NUMBER OF PARTICIPANTS BY STATUS OF BUSINESS
ACTIVITIES BEFORE AND AFTER THE PILOT PROGRAM BY SEX

Entrepreneurship Pilot Program for the Mass Media Industries

Sex	Total	In Business		Not in Business	
		Before	After	Before	After
Total	21	6	10*	15	8
Male	11	3	6	10	5
Female	10	3	4	5	3

* Includes those in the planning stage, numbering four (4).

ANNEX III.A.1

REPORT ON THE FOLLOW-UP AMONG THE PARTICIPANTS OF THE PROGRAMME FOR THE ENTERTAINMENT SECTOR (CONDUCTED IN JUNE 1988)

METHODOLOGY

A questionnaire (attached as Annex 1) was used to solicit responses of the 21 participants of the pilot programme (see text attached as Annex 2). The questionnaires were mailed to seventeen (17) participants while four (4) others were interviewed.

This report is based on the responses of seventeen (17) beneficiaries who have so far responded.

SUMMARY OF FINDINGS

Production of Video Programmes

Of the seventeen (17) respondent-participants eight (8) were already involved in the production of a video program during the Video Production Workshop. One of them, however, still wants to pursue with the production of his other proposal.

Of the nine (9) respondent-beneficiaries who did not participate in the Video Production Workshop, seven (7) are willing to pursue with the production of their proposals.

Almost all of those who intend to pursue the production of their video proposals need the financial and technical assistance of the Project team. Only one responded that she does not need any kind of support.

Use of Video Programmes

Those involved in the production of a video programme and those who plan to pursue the production of their proposals plan to use their programs as follows:

- as training material
- demonstrates their capabilities in video production
- as promotion material to support own organization/ community/social projects
- for sale to TV stations

Support from UNICEF/HR Regional Team with Regard to Video Programmes

The respondent beneficiaries were also asked on what support services they could request from the Project team with regard to their production. All those who are participating in the Video Production Workshop said they could need assistance in the promotion of their proposals/capabilities. They would

need referrals to potential customers. Ms. Selina Sayong would need technical assistance for the reformatting of "Please, No Pity" to an HIV.

Those who intend to pursue with the production of their proposals also would need reference to potential customers, local or foreign. One respondent-beneficiary specified assistance in selling the program broadcasted on TV.

Two respondent-beneficiaries, however, indicated they would need no support from the Project Team after the production of their proposals.

Status of Business Activities/Plans

Of beneficiaries who were already in business before and during start of pilot program =

Six (6) respondent-beneficiaries were already involved in some kind of business activities when the program started. They were engaged in video production (2), real estate and trading (1), garments (2) and talent management (1). Four (4) of them have since then embarked in other businesses, namely: management of a dance studio (2), export of Philippine movies to Singapore (1) and food manufacturing (1). One has abandoned her garments business but plans to publish a women's magazine in 1-1 1/2 years time. Another has also stopped her garments business but she is now in audio-visual production.

Of beneficiaries who started business after training =

Two (2) of the respondent-beneficiaries have started their business ventures. One is in furniture manufacturing/interior design/graphics/photography and the other one is in entertainment, marketing production and consultancy.

Of beneficiaries who have not started a business =

Nine (9) of the seventeen (17) respondent-beneficiaries who have not started any business activity plan to put up their own businesses. They want to be in advertising (3), talent management/video production (1), talent agency (1), video production (2), audio-visual production (1) and restaurant management (1).

Kind of assistance from HRD Regional Team with respect to Business Activities

At least eight (8) of the respondent-beneficiaries indicated their need for Project Team assistance with respect to their businesses. These would be:

- facilitation of business contacts/referrals including contacts in U.S.A.
- business management and administration consultancy
- conduct of feasibility study
- lending of video equipment
- additional hands-on training in video production

Other Information

Two (2) respondent beneficiaries thought the EW useful in their business activities. The Personal Entrepreneurial Competencies (PECs) which were specifically mentioned as very useful were as follows:

<u>No. of Line</u> <u>Mentioned</u>	<u>P E C</u>
2	Opportunity Seeking
4	Persistence
1	Commitment to the Work Contract
4	Risk Taking
2	Demand for Quality and Efficiency
-	Goal Setting
3	Information Seeking
3	Systematic Planning and Monitoring
1	Persuasion and Networking
3	Self-Confidence

Many of them also said that the Entrepreneurship Workshop has made them aware of their shortcomings. However, it has also made them aware of the possibilities of developing and converting these into strengths or entrepreneurial competencies.

Usefulness of Video Production Course (VPC)

Of the seventeen (17) respondent-beneficiaries, ten (10) of them thought the VPC was useful. Two (2) said it was a little useful but not satisfactory. Five (5) other respondent-beneficiaries, however, did not find it useful at all.

Those who found it useful said it gave them basic/additional knowledge of video production. It made them aware of the possibilities of video production. One participant said he gained confidence - he feels he can now produce if he wants to. Another one said it was a good venue to meet people/contacts in the industry.

Those who did not find the VPC to be useful said it was either too basic for them or there was not sufficient hands-on training. The qualifications of the trainers was also questioned by one participant.

Monitoring and Support/Extension Questionnaire 1

Date _____

Name: _____

Present Address:

1. Office Address: _____ 1.a Tel. No. _____

2. Residence _____ 2.a Tel. No. _____

For those producing a video program:

1. What are your plans regarding the use of your video program?

2. What assistance do you expect from NMC Project Team regarding your plans?

For those with proposals:

1. Do you intend to pursue the production of your proposals?

- Yes
- No

2. Do you need the assistance of the NMC Project Team?

- Yes
- No

2.a If yes, what type of assistance do you need?

- Technology
- Financial
- Others, please specify: _____

2b Will you have time to produce it?

- Yes
 - Part-time
 - Full-time
- No

3. If produced, what are your plans regarding the video program?

4. What assistance do you expect from the NYIC Project Team after production?

III: For those already in business during/before training:

1. Are you in business related to video production?

Yes

No

1 a. If yes, please describe:

1.b. If no, please state/describe business.

2. Was the Entrepreneurship Workshop useful to your business

Yes, describe in terms of PEC's in actual behaviour/situations.

No, explain

3. Was the Video Production Workshop useful to your business?

Yes, explain.

No, explain.

4. Are you planning to put up a business in video production?

Yes, describe.

No, explain.

IV. For those who started business after training:

1. When did you start your business? _____

2. Is your business related to video production?

Yes

No

3. Please describe

4. Was the Entrepreneurship Workshop useful to you in your business?

Yes, Describe in terms of PBC's in actual behaviour/situations.

No, explain

5. Was the Video Production Course useful to your business?

Yes, explain.

No, explain.

6. What assistance do you need from the NYVC Project Team?

V. For those who have not yet started a business:

1. Do you plan to start your own business?

Yes, describe (field of activity/when to start)

No, explain.

Results

1. Marketing Research	None	None
2. Information used: qualitative	None	None
3. Research objectives: (1)	None	video production (planning stage)
4. secondary objectives	None	manufacturing (ration draft)
5. sales lead	None	film distribution (planning stage)
6. sales objectives: (1) (2)	None	None
7. secondary goals	None	video production (planning stage)
8. marketing objectives: (1) (2)	None	contracting (concept/tracking)
9. sales objectives: (1) (2)	None	None
10. marketing goals	None	contract management/read website
11. primary objectives	None	None

1.a. Did you start or are you planning to start any activity within your organization as a result of the Entrepreneurship Workshop?

Yes, explain.

No, explain

2. Was the Entrepreneurship Workshop any help to you?

Yes, describe in terms of PEC's in actual behaviour/situations.

No, explain.

3. Was the Video Production Course any help to you?

Yes, explain.

No, explain.

4. What assistance do you need from the New Project Team?

VI. For all participants, please give your general observations, comments, suggestions regarding the program:

Report on the Second Follow-up of the participants of the Pilot Programme for the Mass Media Industries conducted from October to December of 1988

1. Methodology

As with the first follow up, this survey has two goals. The first one is to monitor the status of the business activities of the participants. The second is to identify areas wherein participants could be given advice.

Questionnaires (attached as Annexes I, II and III), were used to solicit responses from the 21 participants. Three different questionnaires were used depending on whether or not the participants had already a business at the start of the Entrepreneurship Workshop or started a business after the programme or had only plans to start a business during the first follow-up. A list of participants indicating the type of questionnaire given is attached as Annex IV.

The report is based on interviews and/or accomplished questionnaires of 16 participants. During the interview a format for recording the interviews was formulated which is attached as Annex V.

Copies of completed questionnaires and interview forms have been given to the UP-ISSI project staff.

2. Summary of Findings

2.1 Business Activities

Table 1 gives an overview of general observations made of the individual participants which could be relevant at this point in time.

Of the sixteen (16) participants who responded, eight (8) have started new business ventures, eight (8) have plans to do so soon, while two (2) have no plans at the near future.

Table I
General Observations of Participants

Table 1

	started new business	planning to start a new business	had business at the start of the program	from well to do	participated in video production workshop	planning to use video in business	contracted during this survey	
1. Lea Santos	+	NA	+	+	-	-	+	Sea food
2. Tats Manahan	+	NA	+	+	-	-	+	Dance Studio
3. Sandy Montiveros	+	NA	+	+	-	-	+	Dance Studio
4. Johnny Quintos	+	NA	+	+	-	-	+	Real Estate
5. Pat Perez	+	NA	+	-	+	+	+	Video Production
6. Jeff Manibay	+	NA	+	-	+	+	+	Video Production
7. Jet Montelibano	+	NA	-	+	-	0	-	Entertainment
8. Erwin Carbon	+	NA	-	-	-	-	-	Furniture
9. Selina Sayong	?	+	?	-	+	?	+	?
10. Jed Arboleda	?	+	-	-	+	-	+	Theater Production
11. Sari Yap	-	+	+	+	-	-	+	Publishing
12. Dianne Legaspi	-	+	-	+	+	-	+	Retail
13. Bobby Araneta	-	+	-	+	-	-	+	Real Estate
14. Teddy Co	-	+	-	+	-	-	+	Film Production
15. Mel Bacani	-	+	-	0	+	+	+	Video Production
16. Evelyn Vargas	-	+	-	-	+	+	+	Video Production
17. Carlito Virina	-	-	-	-	+	-	+	NA
18. Lisa Almazan	-	-	-	-	+	-	+	NA
19. Alan Luzuriaga	-	0	-	+	-	0	-	NA
20. Dan Patena	-	0	-	-	+	0	-	NA
21. Jina Umali	-	0	-	0	-	-	-	NA
Total	8	9	7	10	10	4	15	

Explanation

+ positive, yes
- negative, no
? not clear

0 Data not available
NA Not applicable

* We did not make a definition of "well to do". This scoring is based on impressions and should be defined and validated with the next survey.

2.2 Type of business

Table 2

Number of Participants	Type of Businesses Started and Planned
1	Furniture
1	Food Processing.
4	Video Production
2	Real Estate
2	Dance Studio
3	Entertainment/Theater/Film Production
1	Publishing
1	Retail

Of the ten participants who joined the Video Production Workshop, four are planning to use video in their business activities

2.3 Financing

Of those who ventured on some business activities, four (4) financed their businesses from their own resources while two (2) borrowed money from banks and friends and the sources of funds of the two (2) others could not be established. Of those who are planning to start, three (3) will finance their businesses from their own resources, four (4) will borrow from friends and banks, while one (1) will raise money through donation/solicitation for her non-profit operation.

2.4 Assistance

Seven (7) of the participants who responded have indicated that they need assistance. The use of the video equipment was mentioned three (3) times, management assistance five (5) times, contacts or referrals three (3) times, while financial assistance once.

Most of them were given assistance/advice by the HHYC-HCR regional team. However, it must be noted that except for one, no other participant sought assistance from any institution besides the HHYC-HCR.

Except for one participant, those who have sought assistance have relied only on the HCR regional team. Reasons given were that the business needs to be registered before assistance can be provided and that there is no government institution that specifically assist those in the field of entertainment. A number of participants strongly relied on their friends and relatives for assistance in conducting their business activities.

2.5 Training Courses

The usefulness of the different aspects of the training programs was assessed again at this stage. Scoring was from 0 to 2, wherein 2 is the highest, meaning "very useful". The average score of each program is as follows:

Behavioral training by MSI	1,7 usefull to very usefull
Management training by MSI	0,9 not usefull to usefull
Video Production course/workshop	0,8 not usefull to usefull

However, those who actively participated in the video production workshop and those who are planning to use video in their business activities scored the video training activities between useful and very useful.

3. Tentative Conclusions

Under the project it is planned that the the UP-ISSI will conduct an impact study and do research through case studies on this pilot programme in March 1989. The conclusions presented here, are therefore not meant to be definite, but only to assist in determining the aspects to which the impact study and case studies should pay attention to.

3.1. Start up of business

Two distinct ways of starting up a business can be observed with the participants. In the first type a business is started with no or very little initial investments. As such, very little planning is needed and there is little risk involved. The entrepreneur can enter the business with little knowledge on the business as he/she will learn while doing business. No formal business plan is made and the business is often not registered. Frequently it is started as a sideline and only becomes a main activity if it can generate sufficient income.

It could be a prelude to a larger business for which a larger investment is needed, and for which a formal business plan can be made.

7.

Examples with our participants are:

- all video and publicity production business whereby the entrepreneur waits for a contract and then hires all necessary inputs.
- the seafood business which started very small.
- the real estate agent who is planning to go into developing at a later stage.

In the second type, the business is started with a sizeable investment and proper planning is a must. The market has to be assessed, return on investment calculation have to be made etc. Consequently, the risk involved is greater than with the first type but also the entrepreneur has often more know-how on the business. A business plan in most cases is made and the company is registered.

Examples with our participants are:

- the real estate developing business,
- the dance studio,
- the retail shop,
- the publishing and
- the theater and film production businesses.

Although not all businesses can be started as in the first type, this might be attractive for starting entrepreneurs as they typically lack resources and knowledge.

3.2. Profile of starters

As can be seen from table 1, eight (8) out of twenty one (21) participants have started a new business. Those engaged in business at the start of the pilot programme, six (6) out of seven (7), apparently came from well to do families.

It would be of interest to find out the profile of those who are in business but who are not from well off families and who were not previously engaged in business. However, as there are only three of them, no proper analysis can be made.

3.3. Other Observations

- As many participants are still in the planning stage, a final assesment in March 1989 might not give a proper picture of the impact of the pilot programme. An additional assesment toward the end of 1989, when also the impact study of the other two pilot programmes are scheduled might be advisable.
- It can be concluded that the behavioural interventions has been most effective for starting businesses in general.
- As a prerequisite to participate in the video production workshop, the participants had to prepare an extensive planning for the video production. It seems that this has been very useful in identifying those interested in actually using video in their business activities (see 2.2).
- A proper analysis of the impact of the program should be based on a larger number of participants. For this, at least three (3) or four (4) batches must be trained. This would also enable us to learn from each batch and implement improvements thereon.

Questionnaire 2A For those not in Business

1. Evelyn Vargas
2. Jed Arboleda
3. Mel Bacani
4. Lito Virina
5. Bobby Araneta
6. Alan de Lucuriaga
7. Diane Legaspi
8. Jina Umali
9. Dan Patena
10. Liza Almazan
11. Teddy Co
12. Jeff Manibay
13. Jet Montelibano

Questionnaire 2B For those who started a Business
between January and June 1988

14. Selina Sayong
15. Erwin Carbon

Questionnaire 2C For those who were in Business
on January 1988

16. Sandy Hontiveros
17. Pat Perez
18. Johnny Quintos
19. Sarita Yap
20. Tats Manahan
21. Lea Santos

Annex III.B.2

Pilot Program for the Mass Media Industry FHI86/018
NMYC/National Capital Region

Monitoring Questionnaire 2 A
(For those in business in June 1988)

Name : _____

Address : _____

Telephone No: Residence: _____

Office : _____

1. Did you start a business since June 1988?

_____ Yes, please proceed to question 1.1

_____ No. (please proceed to question 2)

1.1 What is your business name? _____

1.2 When did you exactly start your business? _____

1.3 What is the nature of your business? _____

1.4 What is your role in business? (Tick one or more of the following answers)

_____ financing (please specify) _____

_____ technical (please specify) _____

_____ management (please specify) _____

_____ other(s) (please specify) _____

1.5 How did you acquire this business?

_____ inherited/family business

_____ organized with partner(s)

_____ organized by yourself

_____ other(s) (please specify) _____

1.6 What is the form of organization?

_____ single proprietorship

_____ partnership

_____ corporation

_____ other(s) (please specify) _____

1.7 How much was the start-up capital? _____

1.8 How much is the present capitalization? _____

1.9 What is your equity share? _____

1.10 Does the business seem profitable? (please explain why)

_____ Yes _____

_____ No _____

1.11 If you had to borrow to obtain the start-up capital, from whom/where did you borrow?

_____ no funds borrowed

_____ family/friends

_____ government financial institutions (please specify) _____

_____ private banks (please specify) _____

_____ other(s) (please specify) _____

1.12 How many employees are working for you?

_____ full time _____ part time

1.13 What are the biggest challenges in operating your business at this moment?

1.14 How are you planning to cope with them?

Please do not answer question 2 but proceed to question 3

2. Do you plan to start your own business?

..... yes, please proceed to question 2.1

..... no, please proceed to question 6

2.1 When do you plan to start your own business?

2.2 What kind of business do you plan to start?

2.3 What is the state of your plans? Check one or more of the following points.

_____ Idea stage

_____ Business plan under preparation

_____ Registered

_____ Assets purchased

_____ Purchase of inventories

_____ other(s) (please specify) _____

2.4 What is your planned role in your business?
(Please tick one or more of the following answers)

_____ financing (please specify) _____

_____ technical (please specify) _____

_____ management (please specify) _____

_____ other(s) (please specify) _____

2.5 How are you planning to acquire your business?

_____ inherit or family business

_____ organize with partners

_____ organize by yourself

_____ other(s) (please specify) _____

2.6 What is the planned form of organization?

- single proprietorship
- partnership
- corporation
- other(s) (please specify) _____

2.7 How much is the planned start-up capital? _____

2.8 How much can you finance from your own resources?

2.9 If you cannot finance all from your own resources, how are you planning to obtain the additional funds?

- borrowing not necessary
- borrow from family/friends
- borrow from private financing institutions
- other(s) (please specify) _____

2.10 What are your biggest needs in establishing your business?

2.11 How do intend to cope with them?

3. Did you seek assistance from any other institutions for your business activities?

yes, please proceed to question 3.1

no, please proceed to question 4

3.1 Which institution(s)?

3.2 What kind of assistance did you seek?

_____ Technical (please specify) _____

_____ Financial (please specify) _____

_____ Managerial (please specify) _____

_____ Other(s) (please specify) _____

3.3 Were you successful in getting the assistance?

_____ yes, please explain.

_____ no, please explain.

4. Even though we inquired about the influence of the training courses already, we will ask it here again as your perception of this influence can change by time.

In planning and/or operating your business, how useful were the following?

Entrepreneurship Workshop

Very Somewhat Not
Useful Useful Useful

FEC's

Achievement Cluster

- Opportunity Seeking	_____	_____	_____
- Persistence	_____	_____	_____
- Commitment to Work Contract	_____	_____	_____
- Demand for Quality and Efficiency	_____	_____	_____

Very Useful Somewhat Useful Not Useful

- Risk taking _____

Planning Cluster

- Goal Setting _____

- Information Setting _____

- Systematic Planning and Monitoring _____

Power Cluster

- Persuasion and Networking _____

- Self Confidence _____

Management

- Marketing _____

- Financial Planning _____

- Business Plan Preparation _____

Video Production Course

- Technical _____

- Wider understanding of video as a business _____

- New Contacts _____

Video Production Workshop

- Technical _____

- Wider understanding of video as a business _____

- New Contacts _____

5. What are your entrepreneurial goals:

In six months time: _____

In one year: _____

In one year time: _____

Please do not answer question 6 but proceed to question 7

5. Why are you not planning to go into business? (check any of the following points and explain)

- no capital
- risks perceived are too big
- satisfied with present situations
- failure of earlier attempts
- insufficient training
- other(s) (please specify) _____

7. If you initiated a special initiative within the organization in which you are working, please describe the status.

8. Do you need assistance from NHC regional team for your business activities?

- No, please proceed to question 9
- Yes, (please specify) _____

9. Thank you for your time and we would appreciate any comment regarding this questionnaire.

Annex III. B.3

Pilot Program for the Mass Media Industry FH186/018
IMC/National Capital Region

Monitoring Questionnaire 2 B
(For those who started a business
between January and June 1988)

Name : _____
Address : _____
Telephone No: Residence: _____
Office : _____

1. Does the business that you started during the first half of 1988 still exist?

..... Yes, please proceed to question 1.1

..... No, (please proceed to question 2)

1.1 What is your business name? _____

1.2 When did you exactly start your business? _____

1.3 What is the nature of your business? _____
.....

1.4 What is your role in the business? (Tick one or more of the following answers)

..... financing (please specify) _____

..... technical (please specify) _____

..... management (please specify) _____

..... other(s) (please specify) _____

Annex III. B.3

Pilot Program for the Mass Media Industry FH186/018
IMYC/National Capital Region

Monitoring Questionnaire 2 B
(For those who started a business
between January and June 1988)

Name : _____
Address : _____
Telephone No: Residence: _____
Office : _____

1. Does the business that you started during the first half
of 1988 still exist?

_____ Yes, please proceed to question 1.1

_____ No, (please proceed to question 2)

1.1 What is your business name? _____

1.2 When did you exactly start your business? _____

1.3 What is the nature of your business? _____

1.4 What is your role in the business? (Tick one or
more of the following answers)

_____ financing (please specify) _____

_____ technical (please specify) _____

_____ management (please specify) _____

_____ other(s) (please specify) _____

1.13 What are the biggest challenges in operating your business at this moment?

1.14 How are you planning to cope with them?

Please proceed to question 4

2. Please explain what happened with your business?

3. Do you plan to start another business activity?

_____ yes, please proceed to question 3.1

_____ no, please proceed to question 4

3.1 When do you plan to start your own business?

3.2 What kind of business do you plan to start?

3.3 What is the state of your plans? Check one or more of the following points.

_____ Idea stage

_____ Business plan under preparation

_____ Registered

_____ Assets purchased

_____ Purchase of inventories

_____ other(s) (please specify) _____

3.4 What is your planned role in your business?
(Please tick one or more of the following answers)

- financing (please specify) _____
- technical (please specify) _____
- management (please specify) _____
- other(s) (please specify) _____

3.5 How are you planning to acquire your business?

- inheritance/family business
- organize with partners
- organize by yourself
- other(s) (please specify) _____

3.6 What is the planned form of organization?

- single proprietorship
- partnership
- corporation
- other(s) (please specify) _____

3.7 How much is the planned start-up capital? _____

3.8 How much can you finance from your own resources?

3.9 If you cannot finance all from your own resources, how are you planning to obtain the additional funds?

- borrowing not necessary
- borrow from family/friends
- borrow from private financing institutions
- other(s) (please specify) _____

3.10 What are your biggest needs in establishing your business?

3.11 How do intend to cope with them?

4. Did you seek assistance from any other institutions for your business activities?

yes, please proceed to question 4.1

no, please proceed to question 5

4.1 Which institution(s)?

4.2 What kind of assistance did you seek?

Technical (please specify) _____

Financial (please specify) _____

Managerial (please specify) _____

Other () (please specify) _____

4.3 How successful in getting the assistance?

yes, please explain.

no, please explain.

3.10 What are your biggest needs in establishing your business?

3.11 How do intend to cope with them?

4. Did you seek assistance from any other institutions for your business activities?

yes, please proceed to question 4.1

no, please proceed to question 5

4.1 Which institution(s)?

4.2 What kind of assistance did you seek?

Technical (please specify) _____

Financial (please specify) _____

Managerial (please specify) _____

Other () (please specify) _____

4.3 Were you successful in getting the assistance?

yes, please explain.

no, please explain.

Very Useful Somewhat Useful Not Useful

Video Production Course

- Technical _____
- Wider understanding of video as a business _____
- New Contacts _____

Video Production Workshop

- Technical _____
- Wider understanding of video as a business _____
- New Contacts _____

6. What are your entrepreneurial goals:

In six months time: _____

In one year time: _____

7. Do you need assistance from IMYC regional team for your business activities?

_____ No, please proceed to question 8

_____ Yes, (please specify) _____

8. Thank you for your time and we would appreciate any comment regarding this questionnaire.

Annex III B.4

Pilot Program for the Mass Media Industry FH186/018
International Capital Region

Monitoring Questionnaire 2 C
(For those were in business in January 1988)

Name : _____
Address : _____
Telephone No: Residence: _____
Office : _____

1. The responses on questions 1.1 to 1.14 should reflect the situation of your business activities as of January 1988.

1.1 What was your business name? _____

1.2 When did you exactly start your business? _____

1.3 What was the nature of your business? _____

1.4 What was your role in the business? (Tick one or more of the following answers)

_____ financing (please specify) _____

_____ technical (please specify) _____

_____ management (please specify) _____

_____ other(s) (please specify) _____

1.5 How did you acquire this business?

_____ inherited family business

_____ acquired with partner(s)

_____ acquired by yourself

_____ other(s) (please specify) _____

1.6 What was the form of organization?

- single proprietorship
- partnership
- corporation
- other(s) (please specify) _____

1.7 How much was the start-up capital? _____

1.8 What was your equity share? _____

1.9 Did the business seem profitable? (please explain why)

- Yes _____
- No _____

1.10 How much profit did you make in January? _____

1.11 How many hours per day did you spend in the business?

1.12 If you had to borrow to obtain the start-up capital, from whom/where did you borrow?

- no funds borrowed
- family/friends
- government financial institutions (please specify) _____
- private loans (please specify) _____
- other(s) (please specify) _____

1.13 How many employees were working for you?

- full time
- part time

1.11 What is the present status (September 1983) of your business?

- The going and profitable
- The going but in difficulty
- The going but seasonal
- Completely out of going as a business
- Temporarily stopped
- Permanently stopped
- Other (e) (please specify) _____

Please explain your answer

2. Did you start a new business activities after the bankruptcy filing date?

No, please proceed to question 2.4

Yes, please proceed to question 3

2.1 What is your business name? _____

2.2 When did you actually start your business? _____

2.3 What is the nature of your business? _____

2.4 What is your credit by the financing? (tick one or more of the following items) ()

Finance corp (please specify) _____

Bank of (please specify) _____

Company (please specify) _____

Other (please specify) _____

2.5 How did you acquire shares for the

business? (tick one or more)

Issued by the company

Acquired by other ()

Other (please specify) _____

2.6 What is the form of organization?

single proprietorship

partnership

corporation

other(s) (please specify) _____

2.7 How much was the start-up capital? _____

2.8 How much is the present capitalization? _____

2.9 What is your equity share? _____

2.10 Has the business been profitable? (please explain why)

Yes _____

No _____

2.11 If you had to borrow to obtain the start-up capital, from whom did you borrow?

no funds borrowed

family funds

borrowed financial institution (please specify) _____

private lender (please specify) _____

other(s) (please specify) _____

2.12 How many employees are working for you?

full-time

part-time

2.13 What is the type of help that you are getting from the bank or other financial institution?

2.14 How are you planning to expand the firm?

3. In addition to your existing business, do you plan to start another business activity?

yes, please proceed to question 3.1

no, please proceed to question 4

3.1 When do you plan to start your business? _____

3.2 What kind of business do you plan to start?

3.3 What is the state of your plans? Check one or more of the following points.

_____ Idea stage

_____ Business plan under preparation

_____ Registered

_____ Assets purchased

_____ Purchase of inventories

_____ other(s) (please specify) _____

3.4 What is your planned role in your business? (Please tick one or more of the following categories)

_____ Financing (please specify) _____

_____ Technical (please specify) _____

_____ Management (please specify) _____

_____ other(s) (please specify) _____

3.5 How are you planning to acquire your business?

_____ independent family business

_____ acquired with partners

_____ acquired by yourself

_____ other(s) (please specify) _____

3.6 What is the planned form of organization?

- single proprietorship
- partnership
- corporation
- other(s) (please specify) _____

3.7 How much is the planned start-up capital? _____

3.8 How much can you finance from your own resources? _____

3.9 If you cannot finance all from your own resources, how are you planning to obtain the additional funds?

- borrowing not necessary
- borrow from family/friends
- borrow from private financing institutions
- other(s) (please specify) _____

3.10 What are your biggest needs in establishing your business?

3.11 How do you intend to cope with them?

4. Do you seek assistance from any other institutions for your business activities?

yes, please proceed to question 4.1

no, please proceed to question 5

4.1 Which institution(s)?

.....
.....

4.2 What kind of assistance did you seek?

..... Technical (please specify)

..... Financial (please specify)

..... Managerial (please specify)

..... Other(s) (please specify)

.....

4.3 Was this successful?

..... yes, please explain.
.....

..... no, please explain.
.....

5. Even though we inquired about the influence of the training program already, we will ask it here again as your perception of this influence can change by time.

In planning and/or operating your business, how useful were the following?

Entrepreneurship Position

Very Useful Somewhat Useful
Useful Not Useful Not Useful

Title

Achievement Cluster

Opportunity Seeking
Persistence
Commitment to Part-time Job
Desire for Productivity and Efficiency
Goal Setting

Very Useful Moderately Useful Not Useful

Planning Cluster

- Goal Setting
- Interaction with Planning
- Systematic Planning and Monitoring

Power Cluster

- Performance and Behavior
- Self-Confidence

Management

- Motivation
- Financial Planning
- Motivation, Plan, Preparation

Medical Practice Management

- Medical Practice Management
- Management and Leadership of Medical Practice
- Management of Practice

Medical Practice Management

- Management
- Management and Leadership of Medical Practice
- Management of Practice

Medical Practice Management

- Management and Leadership of Medical Practice

Medical Practice Management

7. Do you need assistance from HHC regional team for your business activity? _____

If yes, please proceed to question 8

_____ (please specify) _____

8. Thank you for your time and we would appreciate any comment regarding this questionnaire.

3. External influences on the business activities.

4. Behavioural (internal) influences on business activities.

ANNEX III

THE PROJECT TEAM

National Manpower & Youth Council - National Capital Region

Project Director(s)	Jose P. Cruz, Jr. Regional Director (March - October, 1988)
	Mariano G. Andal Regional Director (November -December, 1988 January - March, 1989)
Project Chief	Gemma O. Rendon
Project Extension Officers	Elisa Cepe Cenon Querubin
Technical Support Staff	Severino Bautista Ferlita Blanco
Associate Expert	Daniel Plas