

UP Arts Productivity System
APPENDIX G: RADIO, TELEVISION, and DIGITAL MEDIA (2022)

CATEGORIES	Max Points	MEASURES (Maximum Points per Measure)										Comments
		Primary Exhibition		Invited to Subsequent International, National, and Local Exhibitions, or Franchised and/or Adapted to another culture, language, medium, platform, etc.*		Awarded/ Recognized in International, National, and Local Competitions		Reviewed/Cited in Academic/Popular International, National and Local Publications		Anthologized/Mediated in Academic/Popular International, National and Local Publications or Media		
		SOLE	JOINT	SOLE	JOINT	SOLE	JOINT	SOLE	JOINT	SOLE	JOINT	
		80%	40%	50%	25%	40%	20%	20%	10%	20%	10%	
V. RADIO, TELEVISION												
A. Production/Direction												
1. Extended Program A	50	40.0	20.0	25.0	12.5	20.0	10.0	10.0	5.0	10.0	5.0	Extended Programs A are defined as episodes or specials (programs that are not part of a series or serial) in a radio, television or digital broadcast that run for more than an hour. (TRT: 60+ minutes). This also includes online sites with 6 or more tabs or levels for other digital work such as games and the like. These episodes or specials are not repetitive in nature and as such require individual conceptualization and execution. Episodes in a continuing series, serials or mini-series or serials are to be counted individually. Extended Programs A include but are not limited to dramatic and comic narratives, musicals and variety shows, specials, made-for-TV movies, features and documentaries, and the like. Examples are Special Coverages (Elections, State of the Nation Address, Inauguration, etc.), DZUP's Live Lecture Concert: Iginiit na Himig sa Himpapawid; TVUP's Lakad-Gunita; and Comedy TV show, Bubble Gang; UP sa Halalan Twitter Spaces discussion (e.g. Patronage Politics: Ano, Bakit, at Paano; Online sites such as the Martial Law Museum, Tsek.ph, Rappler.com, Pumapodcast, DYDC 104.7 FM, etc.

Action of the Board of Regents
at its 137th Meeting on NOV 10 2022

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2. Extended Program B	40	32.0	100.0	20.0	10.0	16.0	8.0	8.0	4.0	8.0	4.0	Extended Programs B are defined as episodes/sites in a radio, television or digital broadcast that run for more than an hour. These are episodes/sites that are repetitive in nature and usually follow a template to execute. A minimum number of episodes are required for the following types of programs: Daily shows (defined as programs that run for at least five consecutive days a week): - 160 episodes for programs that run for a year - 120 episodes for programs that run for less than a year but more than 6 months - 60 episodes for programs that run for less than 6 months Weekly shows (defined as programs that run once a week): - 30 episodes for programs that run for a year - 20 episodes for programs that run for less than a year but more than 6 months - 12 episodes for programs that run for less than 6 months Extended Programs B include but are not limited to variety shows, interviews and talk shows, magazine programs, children's shows, instructional programs, animation, culinary shows, musical/variety, reality/game/competition programs, online streaming games, and the like, or combinations thereof. Examples are daily programs like newscasts such as TV Patrol, 24 Oras, Frontline Pilipinas; radio programs such as DZRH's Damdaming Bayan (commentary), Wish 107.5's Roadshow, variety programs such as Eat Bulaga, It's Showtime; reality shows like Pinoy Big Brother; Weekly programs and non-daily programs such as Kapuso Mo Jessica Soho, variety programs such as ASAP Natin 'To, and All Out Sunday; TVUP's Stop COVID Deaths Webinar Series; Game streams on Twitch, Facebook Gaming, YouTube Gaming, etc.
3. Regular Program A	50	40.0	20.0	25.0	12.5	20.0	10.0	10.0	5.0	10.0	5.0	Regular Programs A are defined as episodes or specials (programs that are not part of a series or serial) in a radio, television or digital broadcast that run for between 30 minutes and one hour. These episodes or specials are not repetitive in nature and as such require individual conceptualization and execution. Episodes in a continuing series, serials or mini-series or serials are to be counted individually. This also includes online sites with 5 tabs or less. Regular Programs A include but are not limited to dramatic and comic narratives, musicals and variety shows, specials, made-for-TV movies, features and documentaries, and the like. Examples are Maalaala Mo Kaya and Magpakailanman; TV dramas such as Pangako Sa'yo, Ang Probinsyano, 2 Good 2 Be True, Encantadia, My Husband's Lover, Philippine adaptations such as Marimar, I Love Betty La Fea, Descendants of the Sun, Full House, The Broken Marriage Vow (Korean Drama The World of the Married); documentary programs such as I-Witness; sitcoms such as Pepito Manaloto, Tuloy na Kwento, and My Papa Pi; DZUP's UP Nating Mahal (drama) and Buhay at Pag-asa, streaming platforms such as WeTV's BetCin and The Kangks Show, iWant TFC's Beauty Queens; Youtube channels such as Niana Guerrero and Ranz Kyle, Mimiyyuh, FEATR, etc.; Rappler's #WeDecide: The First 100 Days, Harapan 2022: The ABS-CBN News Special, National Historical Commission's Documentaries on Philippine Heros, and UP Department of Speech Communication and Theater Arts' Persuasion and the Polls: The Rhetorical Work of Objects and Bodies in the Philippine Elections. Websites such as DZUP.org, TvUP, Jesuit Communications, MAPUA Radio Cardinal, etc.

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4. Regular Program B	40	32.0	100.0	20.0	10.0	16.0	8.0	8.0	4.0	8.0	4.0	Regular Programs B are defined as episodes in a radio, television or digital broadcast that run for between 30 minutes and one hour. These are episodes that are repetitive in nature and usually follow a template to execute. A minimum number of episodes are required for the following types of programs: Daily shows (defined as programs that run for at least five consecutive days a week): - 160 episodes for programs that run for a year - 120 episodes for programs that run for less than a year but more than 6 months - 60 episodes for programs that run for less than 6 months Weekly shows (defined as programs that run once a week): - 30 episodes for programs that run for a year - 20 episodes for programs that run for less than a year but more than 6 months - 12 episodes for programs that run for less than 6 months Regular Programs B include but are not limited to variety shows, interviews and talk shows, magazine programs, children's shows, instructional programs, animation, culinary shows, musical/variety, reality/game/competition programs, online streaming games, and the like, or combinations thereof. Examples are daily programs like newscasts such as Saksi, The World Tonight, CNN Philippines Newsroom, One Balita Pilipinas; TV talks shows such as The Chiefs, Magandang Buhay, Mars, etc.; radio talk/interview programs such as DZMM's Pasada Sais Trenta, DZUP's UP Atin To, etc. Weekly programs and non-daily programs like Pumapodcast's Life Sentences, What's AP? Araling Panlipunan Rebooted, Conversations with Randy David, and Usapang Econ (podcast); DZUP's PoliEconversations (podcast); TVUP's UP Talks, TV game shows, Sing Galing!, I Can See Your Voice (Philippine Adaptation), etc.; radio talk-interview programs such as DZUP's Go Teacher Go!, Broad Kasaysayan, Radyo Edukado, etc.; UP Department of Broadcast Communication's 100 YBP and Broadcast in Quarantine; and UP CSSP Folklore Studies Program's Tuko Chronicles.
5. Short Program A	30	24.0	75.0	15.0	7.5	12.0	6.0	6.0	3.0	6.0	3.0	Short programs A are defined as materials that run for between 10 to 30 minutes. These programs are not repetitive in nature and as such require individual conceptualization and execution. These are to be counted individually. These materials include, but are not limited to, documentaries, music videos, Radio-TV-digital media campaigns, and segments or capsules in an episode or special in a radio, television, or digital broadcast. Examples are i-Witness (documentary); radio programs such as National Nutrition Council's Radyo Mo Sa Nutrisyon, DZUP's UP Nating Mahal (drama) and Buhay at Pag-asa, Pumapodcast's Life Sentences, What's AP? Araling Panlipunan Rebooted, and Usapang Econ (podcast); DZUP's PoliEconversations (podcast); TVUP's UP Talks, WeTV's BetCin (30-35 mins) and The Kangks Show (30-35mins), Netflix's 2 Good 2 Be True; Niana Guerrero and Ranz Kyle YouTube channels; Probe Productions' TsekEks.
6. Short Program B	20	16.0	8.0	10.0	5.0	8.0	4.0	4.0	2.0	4.0	2.0	Short programs B are defined as materials that run for less than 10 minutes. For materials that run for a minute or less, these should be presented as part of a series or campaign to merit full points in this category. On-off materials such as teasers, opening billboards, and the like may be counted individually but does not merit full points. These are episodes that are repetitive in nature and usually follow a template to execute. These materials include, but are not limited to, music videos, public service announcements, Radio-TV-digital media campaigns, and segments or capsules in an episode or special in a radio, television, or digital broadcast. At least 5 episodes are required to qualify in this category. Examples are Rappler's Daily wRap which features 5 stories, 5 headlines of the day, TikTok content (e.g. Edu Creators Teacher Ayn and Arshie Larga, mightymagulang, JacqueManabat, Pipay, Sassa Gurl, etc.), Xiao Time on YouTube, Facebook and Instagram Reels, YouTube Shorts OBB/CBB of programs, Public Service Announcements.
B. Aspects of Production												
1. Extended Program A												
a) Scriptwriter												
b) Director or Photographer												
c) Editing and Special Effects, including visual/graphics design and animation	30	24.0	12.0	15.0	7.5	12.0	6.0	6.0	3.0	6.0	3.0	See definition of Extended Program A above. Creative work in the production of an extended program.
d) Performer (Major role as Actor/Host/Narrator and the like)												
e) Production Design												
f) Music and Sound Design												
2. Extended Program B												
a) Scriptwriter												
b) Director or Photographer												



	c) Editing and Special Effects, including visual/graphics design and animation	25	20.0	10.0	12.5	6.3	10.0	5.0	5.0	2.5	5.0	2.5	See definition and requirements of Extended Program B above. Creative work in the production of an extended program. Joint points for acting/performance/hosting is not applicable.
	d) Performer (Major role as Actor/Host/Narrator and the like)												
	e) Production Design												
	f) Music and Sound Design												
	3. Regular & Short Program A												
	a) Scriptwriter												
	b) Director or Photographer												
	c) Editing and Special Effects, including visual/graphics design and animation	20	16.00	8.00	10.00	5.00	8.00	4.0	4.00	2.00	4.00	2.00	See definition of Regular and Short Programs A above. Creative work in the production of a full length or short program. Joint points for acting/performance/hosting is not applicable.
	d) Performer (Major role as Actor/Host/Narrator and the like)												
	e) Production Design												
	f) Music and Sound Design												
	4. Regular & Short Program B												
	a) Scriptwriter												
	b) Director or Photographer												
	c) Editing and Special Effects, including visual/graphics design and animation	15	12.00	6.00	7.50	3.75	6.00	3.0	3.00	1.50	3.00	1.50	See definition and requirements of Regular and Short Program B above. Creative work in the production of a full length or short program. Joint points for acting/performance/hosting is not applicable.
	d) Performer (Major role as Actor/Host/Narrator and the like)												
	e) Production Design												
	f) Music and Sound Design												
	C. Artistic Direction												
	1. Festivals	20	16.0	8.0	10.0	5.0	8.0	4.0	4.0	2.0	4.0	2.0	
	2. Staging and Coverage of Special Programs and Events	20	16.0	8.0	10.0	5.0	8.0	4.0	4.0	2.0	4.0	2.0	
	3. Video Coverage of Festivals and Special Programs and Events	3	2.4	1.2	1.5	0.8	1.2	0.6	0.6	0.3	0.6	0.3	Direction of video coverage whether multi-camera or single camera operations for live or postproduction editing include programs such as graduation ceremonies, stage productions, and the like.
	D. Publications												Published works in the field of Radio, Television, and Digital Broadcast, whether multidisciplinary or otherwise. The areas of study may include texts, audiences, and the media industry within the larger context of culture and society. For academic works, research methodologies from the constructivist and critical schools may be used, although positivist and postpositivist methods may also be applied. Popular publications will be evaluated based on relevance of data, credibility of sources, fresh perspectives, and depth and nuance of analysis.
	1. Book	35	28.00	14.00	17.50	8.75	14.00	7.0	7.00	3.50	7.00	3.50	For anthologies, works in the collection must be published for the first time; or, if previously published, should have been revised and edited for the collection. A book composed of previously published essays which already received points in previous APS evaluations should not be credited.
	2. Short Works												
	a) Monographs	20	16.00	8.00	10.00	5.00	8.00	4.0	4.00	2.00	4.00	2.00	
	b) Essay	10	8.00	4.00	5.00	2.50	4.00	2.0	2.00	1.00	2.00	1.00	
	c) Journal Major Article	10	8.00	4.00	5.00	2.50	4.00	2.0	2.00	1.00	2.00	1.00	
	d) Web Articles/Blogs	5	4.00	2.00	2.50	1.25	2.00	1.0	1.00	0.50	1.00	0.50	
	e) Review/Interview Article	5	4.00	2.00	2.50	1.25	2.00	1.0	1.00	0.50	1.00	0.50	
	3. Editorship												Points will depend on scope and magnitude of work. Simple compiling will get lower points. Copy editing is not to be included.



	a. Book	20	16.00	8.00	10.00	5.00	8.00	4.0	4.00	2.00	4.00	2.00	
	b. Journal	15	12.00	6.00	7.50	3.75	6.00	3.0	3.00	1.50	3.00	1.50	
	c. Professional and Popular Publications	15	12.00	6.00	7.50	3.75	6.00	3.0	3.00	1.50	3.00	1.50	Per Issue or release
	d. Concept CDs and Interactives	15	12.00	6.00	7.50	3.75	6.00	3.0	3.00	1.50	3.00	1.50	
	e. Web Publication	15	12.00	6.00	7.50	3.75	6.00	3.0	3.00	1.50	3.00	1.50	
	4. Conference Presentation/ Paper Reading	15	12.00	6.00	7.50	3.75	6.00	3.00	3.00	1.50	3.00	1.50	Paper presenter or keynote/plenary speaker in an academic or professional conference.
	a. Paper Presenter	15	12.00	6.00	7.50	3.75	6.00	3.00	3.00	1.50	3.00	1.50	
	b. Keynote/Plenary Speaker	15	12.00	6.00	7.50	3.75	6.00	3.00	3.00	1.50	3.00	1.50	

Action of the Board of Regents
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APPROVAL

[Signature]

ROBERTO M.J. LARA
Secretary of the University
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UP ARTS PRODUCTIVITY SYSTEM
RADIO, TELEVISION, and EMERGING ELECTRONIC MEDIA
Application Form

Action of the Board of Regents
at its 1275th Meeting on NOV 10 2022

APPROVAL

ROBERTO M.J. LARA
Secretary of the University
and of the Board of Regents

Name of Applicant:
Constituent University:
College:
Department:
Position/Rank:

CATEGORIES	Total Points	Max Points	MEASURES									
			Primary Exhibition		Invited to Subsequent International, National, and Local Exhibitions, or Franchised and/or		Awarded/ Recognized in International, National, and Local Competitions		Reviewed/Cited in Academic/Popular International, National and Local Publications		Anthologized/ Mediated in Academic/Popular International, National and Local Publications	
			SOLE	JOINT	SOLE	JOINT	SOLE	JOINT	SOLE	JOINT	SOLE	JOINT
V. RADIO, TELEVISION AND DIGITAL MEDIA			80%	40%	50%	25%	40%	20%	20%	10%	20%	10%
A. Production/Direction												
1. Extended Program A		50	40.0	20.0	25.0	12.5	20.0	10.0	10.0	5.0	10.0	5.0
2. Extended Program B		40	32.0	100.0	20.0	10.0	16.0	8.0	8.0	4.0	8.0	4.0
3. Regular Program A		50	40.0	20.0	25.0	12.5	20.0	10.0	10.0	5.0	10.0	5.0
4. Regular Program B		40	32.0	100.0	20.0	10.0	16.0	8.0	8.0	4.0	8.0	4.0
5. Short Program A		30	24.0	75.0	15.0	7.5	12.0	6.0	6.0	3.0	6.0	3.0
6. Short Program B		20	16.0	8.0	10.0	5.0	8.0	4.0	4.0	2.0	4.0	2.0
B. Aspects of Production												
1. Extended Program A												
a) Scriptwriter												
b) Director of Photography												
c) Editing and Special Effects, including visual/graphics												
d) Performer (Major role as Actor//Host/Narrator and the												
e) Production Design												
f) Music and Sound Design												
2. Extended Program B												
a) Scriptwriter												
b) Director of Photography												
c) Editing and Special Effects, including visual/graphics												
d) Performer (Major role as Actor//Host/Narrator and the												
e) Production Design												
f) Music and Sound Design												
3. Regular & Short Program A												
a) Scriptwriter												
b) Director of Photography												
c) Editing and Special Effects, including visual/graphics												
d) Performer (Major role as Actor//Host/Narrator and the												
e) Production Design												
f) Music and Sound Design												
4. Regular & Short Program B												
a) Scriptwriter												
b) Director of Photography												
c) Editing and Special Effects, including visual/graphics												
d) Performer (Major role as Actor//Host/Narrator and the												
e) Production Design												
f) Music and Sound Design												
C. Artistic Direction												
1. Festivals		20	16.0	8.0	10.0	5.0	8.0	4.0	4.0	2.0	4.0	2.0
2. Staging and Coverage of Special Programs and Events		20	16.0	8.0	10.0	5.0	8.0	4.0	4.0	2.0	4.0	2.0
3. Video Coverage of Festivals and Special Programs and Events		3	2.4	1.2	1.5	0.8	1.2	0.6	0.6	0.3	0.6	0.3
D. Publications												
1. Book		35	28.00	14.00	17.50	8.75	14.00	7.0	7.00	3.50	7.00	3.50
2. Short Works												
a) Monographs		20	16.00	8.00	10.00	5.00	8.00	4.0	4.00	2.00	4.00	2.00
b) Essay		10	8.00	4.00	5.00	2.50	4.00	2.0	2.00	1.00	2.00	1.00
c) Journal Major Article		10	8.00	4.00	5.00	2.50	4.00	2.0	2.00	1.00	2.00	1.00
d) Web Articles/Blogs		5	4.00	2.00	2.50	1.25	2.00	1.0	1.00	0.50	1.00	0.50
e) Review/Interview Article		5	4.00	2.00	2.50	1.25	2.00	1.0	1.00	0.50	1.00	0.50
3. Editorship												
a. Book		20	16.00	8.00	10.00	5.00	8.00	4.0	4.00	2.00	4.00	2.00
b. Journal		15	12.00	6.00	7.50	3.75	6.00	3.0	3.00	1.50	3.00	1.50
c. Professional and Popular Publications		15	12.00	6.00	7.50	3.75	6.00	3.0	3.00	1.50	3.00	1.50
d. Concept CDs and Interactives		15	12.00	6.00	7.50	3.75	6.00	3.0	3.00	1.50	3.00	1.50
e. Web Publication		15	12.00	6.00	7.50	3.75	6.00	3.0	3.00	1.50	3.00	1.50
4. Conference Presentation/ Paper Reading		15	12.00	6.00	7.50	3.75	6.00	3.00	3.00	1.50	3.00	1.50
a. Paper Presenter		15	12.00	6.00	7.50	3.75	6.00	3.00	3.00	1.50	3.00	1.50
b. Keynote/Plenary Speaker		15	12.00	6.00	7.50	3.75	6.00	3.00	3.00	1.50	3.00	1.50

UP ArtS Productivity System

Radio, Television, and Emerging Electronic Media

Documentation Requirements

Documentation of Primary Exhibition/Presentation/Publication

FORM	DOCUMENTATION
Radio	- Copy of audio program in MP3 - Certificate of broadcast/exhibition
Television	- Copy of video program in MPEG4 - Certificate of broadcast/exhibition
Electronic Media	- Copy of work in appropriate file format
Festivals	- Description of festival - Photo documentation of festival (in printed form) - Copy or facsimile of festival collaterals (ex. posters, programs, invitations, press releases, etc.)
Staging and Coverage of Special Programs and Event	- Description of special programs and event - Photo documentation of special programs and event (in printed form) - Copy or facsimile of festival collaterals (ex. posters, programs, invitations, press releases, etc.) - Copy of video coverage in MPEG4
Video Coverage of Festival and Special Programs and Events	- Copy of video coverage in MPEG4
Scholarly Works	- Copy of scholarly work (at least one original copy and other required copies can be photocopies)

- Include copies of certificates for subsequent exhibitions, awards, recognitions, reviews, and citations.

- Include original anthology where work is included.

