

SAMPLE FEATURE ARTICLE

KAPAMILYA SPOTLIGHT: PAM MERCADO
FINDING LIGHT ALONG THE CROSSROADS OF LIFE

No one is exempted from going through confusions in life—the kind that makes you question what you *really* wanted to do with the rest of your days.

This isn't foreign to Creative Communications Management's Promo Specialist Pam Mercado, who, in all honesty, shared the problems she had while at the crossroads of life.

MEETING UNCERTAINTIES

"Noong pumasok ako sa CCM, feeling ko hindi ako nagfi-fit in. Basta ganun ako [ever since] bata [pa lang ako], I don't fit anywhere. Hindi kasi ako madaldal. I don't fit in groups. Parang lurker lang ako lagi. Hindi naman ako loner, although, I consider myself a lonewolf," shared the Journalism graduate.

Her inability to fully express her mind made her swear that someday, there will come a time that the world will not only know what she is thinking about but will also speak her own thoughts.

Apart from issues of belongingness and meekness, Pam kept on thinking that her capabilities aren't enough, specifically when it comes to writing. *"Lagi kong sinasabi na ako ang copywriter na hindi copywriter,"* shared Pam. There was even a time when her pitches were rejected one after another. She felt like she isn't contributing enough to what their team needs to deliver.

Having an immediate superior who has a strong drive for excellence, Pam felt the need to work hard doubly. *"Dati pinu-push ko lagi ang sarili ko, 'Ano ka ba Pam, work harder. Ano ka ba Pam, you can create 20 more ideas, 10 more ideas, i-push mo pa."*

Her problems on not having a sense of belongingness, the feeling of not being able to express herself, and of not being enough led her to depression. *"Nung time na 'yun sobrang depressed ako. 'Pag andun ka [sa stage na 'yun], parang baliw-baliw ka; sobrang depressed ka na 'di mo alam kung paano [ka] kikilos,"* recalled Pam.

FREE FROM GRIPS

SAMPLE WRITING OF MA. KAREENA SULIT

The burdens that chained Pam down vanished the moment she decided to renew her faith.

"Na-realize ko na, everything we do, hiram lang pala natin ang lahat sa Kanya. Dati lagi akong said na said na 'di ko nirerecognize na ang lahat pala ng creative ideas ko ay meron palang nag-iisang source. Nung narealize ko 'yun, na parang sa Kanya talaga galing ang lahat at hindi sa akin, doon ako parang nagkaroon ng freedom from the concept of excellence," shared Pam.

What used to simply wanting to deliver an excellent job turned into doing all things rooted from God. The words "You are exactly where God wants you to be" that her mentor once told her finally made sense.

Through her renewed faith, Pam also started to appreciate the blessings that she was once blind to see. She felt that everything that's happening in her life had good reasons and are falling into the right places—including her passion project "Liblibrary."

FORMATION OF 'LIBLIBRARY'

"Liblibrary" is a project that aims to build libraries in remote places in the Philippines.

It started at the time when Pam felt lost and was finding herself. She met Gawad Lopez Jr. Bayaning Filipino awardee Lilia "Nanay Lilia" Diaz, a retired school teacher who, despite her old age, visits an indigenous community of Tagbanuas to teach them how to count, read, and write.

Pam learned that the community was tricked into going to town to learn how to read and write. Instead, their right to suffrage was abused when some officials forced them to vote for a candidate they do not want.

Pam knew that she could help. The connections she has with some non-governmental organizations (NGOs) and with Integrated News and Current Affairs division's public service team, she strongly believed that she would be able to find the Tagbanua community the help they needed. However, Pam felt that the Lord was nudging her to do something more than simply *seeking help*.

As Pam thought things through, she was surprised how the Lord gradually revealed multiple go signals in pursuing "Liblibrary."

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“Isa sa mga miracles ng Liblibrary [ay ‘yung from out of nowhere] may nag-add sa’kin sa Facebook na ‘Read Philippines Canada.’ Sabi ko, ‘sino ba naman ako, wala naman akong kahit ano sa Facebook ko about doon,” Pam recalls.

Still clueless on what to do and how to get books to distribute to children and adults alike, Pam further prayed. Just right after seeking His guidance, she received a call from Anvil Publishing pledging to donate 600 books in support of her endeavor—and the rest was history.

OUT OF LOVE AND FOR LOVE

Most people think “Liblibrary” is an *advocacy* but Pam feels queasy calling it one—thinking that the term is too formal. For Pam, what she is doing is not just to build libraries in remote places in the country and to encourage people to read; but to connect to people and to bring them the love she believes the Lord has for them.

In her prayers, she constantly asks the Lord to: “*Make me a messenger of your word, an instrument of your good works, and a conduit of your love.*”

When asked if she meets the objective of her project she firmly answered with a yes. “*Ang tangi ko lang namang objective ay maiparating ko ‘yung pagmamahal na kaya kong ibigay at kayang ibigay ng lahat ng tao na gustong magparating ng love na ‘yun. ‘Pag nandoon ako, kailangan maramdaman nila na mahal ko sila kasi ‘yun lang ‘yung way para i-extend ‘yung love na kayang ibigay ni Lord,*” shared Pam.

In return, Pam gets overjoyed whenever she sees the faces of the people light up whenever she hands them books and bonds with them. “*Sa tingin ko nga ako ang mas maraming inuuwi pag pumupunta ako doon. Kasi feeling ko books lang naman ang dala ko doon, ‘yung concept of love ko pwede naman nilang iignore yun, ‘di ko rin alam kung naiintindihan nila yun, pero I think siguro dahil naeextend mo yung pagmamahal mong ‘yun sakanila, meron ka ring naiuuwi [in return],*” shared Pam.

ONTO THE RIGHT PATH

The confusions in Pam’s life may have pushed her toward the crossroads of life but through the grace of the Lord, she has found where she truly belongs, she knows now how to express herself well, and she has let go of every ounce of pressure in being the most excellent.

“*Ang gusto ko kasi talagang gawin for the rest of my life ay kumausap ng tao, alamin ang storya nila, hanapan ng way para matulungan sila. Kung*

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nasa platform ako na puro connections, hahanap ako ng tao para tulungan sila,” shared Pam.

Liblibrary serves as her energy boost to do creative work in the office. The public service she does serves as her fuel for work. *“Iniinspire niya ako to do more creative work. Para alam ko ‘yung storya ng Pilipino at ng mga pamilya nila.”*

For anyone who goes through the tunnel of uncertainties, Pam encourages the people not to escape that phase of their lives. *“You just have to stand still and open your eyes. Tignan mo kung anong ibinigay sa’yo ni Lord and work with that. Those blessings are your weapons which you will use to enact change, to influence others, or to simply love and share yourself.”*

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SAMPLE FEATURE ARTICLE

HOW YOGA CHANGED SOME ABS-CBN EMPLOYEES’ LIVES

Some people think that yoga is only for the flexible, the young, and the slim. Usually, these are the misconceptions made even before trying one class out. But some of our fellow Kapamilya employees beg to differ as they prove that flexibility, age, and body size are not hindrances to experience the physical, mental, and spiritual wonders brought about by this meditation exercise.

In celebration of the International Yoga Day last June 21, e-Frequency asked our very own Kapamilya *yogis* how yoga has changed their lives—in one way or another. Read on.



JULIE ANDAYA

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"I've been doing yoga, along with other sweaty exercises, every morning in my house for almost three months. It really helps me to clear my mind and even reduce my weight. If there's only one thing that calms me from the anxiety I've been feeling, it's none other than yoga."

REYA MAE OLLER



Reya (right) with her officemate Rhoda

"My officemate and I decided to try yoga to alternate with other fitness classes. I enjoy the stretching and balancing the activity requires while at the same time, I love the feeling of being calm—which I think I only get from yoga."

KAREN DIAZ

SAMPLE WRITING OF MA. KAREENA SULIT



"Yoga has helped me go through some dark days and brought sunshine to days when there was none. I appreciate the sense of calm that yoga has given me and the realization that I need to slow down every once in a while! I love the difference it makes to my body, mind, and spirit!"

JENNIFER S. ORTIZ



"I started doing yoga in 2012. At that time, all I knew was that I needed to take a breather. The moment I started working, I had always kept myself busy from partying all night and travelling wherever I can. I would usually get a little sleep and get sick a lot. I didn't know what I was doing. In my mind, basta go lang nang go. That was the point in my life when I realized I was not taking care of myself.

And so I tried a yoga class even if I was by myself. Nahirapan ako, but it challenged me. I got frustrated with myself that's why I tried it out over and over again. After a few months, I realized yoga became a part of my everyday life. I wasn't as tired and anxious as I used to be. More importantly, I was thinking clearer.

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Yoga got me to take a step back and breathe, re-evaluate my time and my life. I know it's cliché but yoga actually helped me get to know myself better—my limits, priorities, strengths, and weaknesses. It's been years but I am still amazed at what yoga can do to me."

DJOANNA SAN JOSE



Djoanna (in white shirt) fourth from left

"Though it would still probably take me a decade to do perfect yoga poses or achieve an Instagrammable yoga body, I appreciate what yoga has done for me over the past year and a half. I realized that it is a form of exercise that allows me to 'bloom' at my own pace and does not force me to do things I cannot handle. Yoga also lets me align myself physically, mentally, and emotionally. I get to establish a deeper connection with my body, my mind, and even my soul."

GLAIZA TAYO

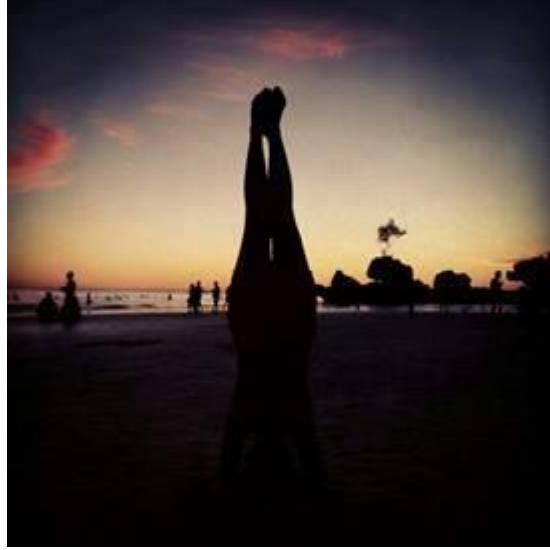


"I was never really an active person before and exercise is the last thing ever that I will do in my free time. But when I heard about yoga, I thought 'Ok, a little stretching will do me some good!' Truth it, that was an understatement.

Yoga makes the impossible possible. It improves my flexibility and strength. I can even do the wheel pose now. It's not perfect but I know I'm getting there."

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KATRINA SOTTO



"I've been practicing yoga for most of my adult life. I credit my healthy pregnancies and deliveries to my practice, and of course my ever-reliable prenatal yoga instructors. Thanks to them, I was able to stay fit, performing inversions even until the ninth month of pregnancy."

YUIEH ALILIO



"I was influenced by my friend to try yoga and I'm really glad that she encouraged me to join classes. By attending yoga, I become more aware of my body and discover new things that really help me to achieve a healthier body and clearer mind."

Interested to try yoga? Join Kilos Kapamilya's Wellness Wednesday Series yoga classes every Wednesday. E-mail employeerelations@abs-cbn.com! 😊

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SAMPLE NEWS FEATURE ARTICLE

“DZMM KAPAMILYA DAY” BRINGS SUNSHINE TO QUIAPO

DZMM, in partnership with “TV Patrol,” showered Quiapo residents with sunshine recently, bringing to them public service through “DZMM Kapamilya Day,” a project in celebration of DZMM TeleRadyo’s 10th anniversary.

People were able to avail of health, wellness, and medical services, participate in a disaster and emergency preparedness seminar and a job fair, while children enjoyed a storytelling session led by the DZMM Teaching Learning Caring program team.

According to a “TV Patrol” report by *Kabayan* Noli De Castro, more than 700 job seekers were able to choose from 5,000 job vacancies offered by the Department of Labor and Employment (DOLE) National Capital Region branch, with 51 of them immediately getting hired. Attendees also learned numerous income-generating activities from the livelihood training care of Carl Balita Livelihood and Culinary Center.

Apart from getting help in finding jobs and learning new ways to earn income, Kapamilyas also received free haircut, manicure, pedicure, health and eye check-ups, and grocery items. Students, on the other hand, were given school supplies.

While the people of Quiapo were very grateful to receive Kapamilya love that day, *Kabayan* emphasized that being able to help them also means a lot to the entire “DZMM Kapamilya Day” team.

“Ang bawat ngiti at pasasalamat ng mga taga-Quiapo ay sapat na para mapawi ang pagod ng mga nasa likod sa pag-agapay sa ating mga Kapamilya,” he shared.

“DZMM Kapamilya Day” has also brought public service in other communities in Metro Manila and nearby provinces like Pateros, Muntinlupa, Las Piñas, Bulacan, and Cavite. The project aims to bring DZMM programs closer to people by having the anchors conduct their programs in different barangays, where they get to listen and give spotlight to the issues and concerns of the residents there. They also provide a variety of social services for them and celebrate “DZMM TeleRadyo’s” anniversary with birthday celebrants in the area.

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SAMPLE FEATURE ARTICLE

KAPAMILYA SPOTLIGHT: MO MALLARI **TO BETTER HEALTH: RIGHT TIMING, RIGHT MINDSET**

Living a healthier lifestyle was not a priority for TV Productions’ Mylene Quintana-Mallari. But, life has its way of leading you to the course you’re meant to tread.

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She learned it the hard way when a health scare, she already had an inkling of but was in denial, cornered her.

Fondly called by her peers as MQ, the head of Production Planning and Control for TV Production, in 2016, felt immense pain on the left side of her body during an ordinary day at work. Her blood pressure spiked to 200 forcing medical attendants in the clinic to bring her to a nearby hospital as they thought that she might be having a stroke or heart attack.

"I was confined in the hospital for five days. They were eliminating the possibility of a stroke. Fortunately, it was ruled out. But I was confirmed to have hypertension. Prior to that, my APE results would always show that I'm pre-diabetic and pre-hypertensive. Then *ayun, natuloy 'yung hypertension,*" recalled MQ.

MQ admits she used to have an unpleasant lifestyle as she smokes heavily, drinks hard liquor, takes in five cups of coffee with white sugar daily, and stays up late at night. Despite these, she knows herself well that when she gets herself to commit to something, she would work hard for it. When her mother passed away due to liver cancer five years ago, she went cold turkey on drinking. To cut her smoking habits, she bought an electronic heated tobacco product, called IQOS, that eventually made her quit cigarettes.

Her efforts, although small, snowballed and gave her little wins that she could celebrate. To this day, MQ can't believe that her journey to a healthy lifestyle is comparable to a jigsaw puzzle. The right pieces came at the right time.

After a three-week trip to the U.S., her IQOS broke and she did not desire to buy a replacement because it was too costly. Around that time, she met her "angel," Coach Toni Saret who offered her to monitor her meals daily.

"*Pag balik ko sa Pinas, parang everything fell into place kasi nasira 'yung IQOS. Tapos nagkataon na nasa office si Coach Toni at kinukulit ako to just try the setup. She convinced me to monitor my food intake in June last year,*" said MQ.

This became her biggest turning point.

As she continuously sends photos of her food to Coach Toni, MQ was rewired to consume good food. She eventually chose healthier meals over those that do not give her body the proper nourishment it needs.

"*Yung pag-guide niya total kasi bukod sa food at ano 'yung mga dapat i-grocery, she gave me exercises also. They are the ones who started the four-minute workout. So ang ginagawa ko, pagkagising ko, I weigh myself then I start my exercises,*" shared MQ.

Coach Toni's relaxed approach worked for MQ as she felt that she was working on her own pace and on her own free will.

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"I started choosing the right kinds of food. *Halimbawa kung magsa-snack ako, 'di ako magde-default na junk food, I'll get a salad instead. I lessened my carbs and my sugar. Because coffee was so hard to take out, I initially started combining Splenda with it. But I didn't enjoy Splenda's taste so I take my coffee black now. 'Di rin naging madali na tanggalin ang kape for me. Naging 3 cups, 2 cups, ngayon 1 cup or 2 cups a day pero minsan wala na talaga. And then, kung dati nakaka-two cups of white rice ako, ngayon iba na. 'Yung white rice na 'yan kailangan isa lang. And then I made it to half a cup then I switched to brown rice. Eventually, I liked how quinoa tastes that I made it as my permanent replacement for rice," shared MQ.*

As a heavy breakfast eater, she also found it hard to switch to juicing as her breakfast. But since she's motivated to take out her maintenance medicines, she stuck to her morning concoctions consisting of carrots, cucumber, celery, turmeric, ginger, apple, and beets that are friendly to the liver.

"My big motivation back in June was to take out the meds because those are bad for the liver. This whole healthy lifestyle thing is not a vanity thing for me. It's not as if I wanted to look sexy, *kumbaga it's just a good consequence na lang for me. But my goal is to take out the meds and nagawa ko siya October last year. My doctors were apprehensive at first but as they saw the good change in me, they agreed to take out my meds. My BP's back to normal as well,"* shared MQ.

MQ believes that what may work for her may not work for some. That's why she thinks that a person who aims to take on his/her own journey to a healthier lifestyle must have the right mindset at the right time.

"Wanting to change should be at the right time and at your own pace *para may accountability ka for everything. Kasi pag pinipilit ka lang ng mga tao sa paligid mo, it won't work. 'Di mo mapipilit ang tao kung ayaw nila, kung 'di pa tumatatak sa kanila that they need to do it. But hopefully they get to the point before it's too late,"* MQ remarked.

MQ is hopeful that in sharing her story, she may inspire people to be healthy without depriving oneself. She believes that being healthy doesn't require paying a high price for gym memberships. It starts with being committed on consuming good food and sticking to regular exercise. Routines are widely available online, one just need to be creative enough to find something that may work for him/her.

When asked what would be her biggest advice to people who want to live a better lifestyle, MQ shared: "I'm a big believer that it all starts with your weight. If you can manage your weight, everything else follows. Before you start, you should do a serious introspection on your life because you will find that there are a lot of areas to be improved—that you can still be a better person. Ask yourself, 'Is this really the life I wanna lead?' *Kung 'yung ibang mas busy pa sa'yo kayang mag-exercise at kumain nang tama, bakit ikaw hindi mo kaya? Kailangan mo lang talagang maging mentally and emotionally ready. As for me, above all else, I want to be healthy*

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enough for my family. I want to be physically active with my son and be there for my husband. 'Di ko magagawa 'yung mga 'yun if I keep on abusing myself."

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SAMPLE EVENT SIDELIGHTS ARTICLE

TALENT OVERLOAD: MEMORABLE MOMENTS DURING THE KAPAMILYA AWARDS 2016

This year's Kapamilya Awards had its share of memorable moments. Every employee who was recognized would certainly count their time on stage as a stand out, but they will also remember some moments that made the night special.

e-Frequency listed down three memorable moments during the Kapamilya Awards 2016. Read on.

1) Atom does Macarena

The power of Maja Salvador and Alex Gonzaga's combined teasing pushed Atom Araullo to do the Macarena. This newsman sure *has* the groove.



2) Maja's dance challenge

It is rare for us to see our president and chief executive officer get a little loose in formal events just like the Kapamilya Awards. As Maja Salvador invited CLK to a dance challenge, our president didn't back down and gamely showed his moves.

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3) Sergs surprise

How often do you hear the singing voice the head of Physical Security of Corporate Security and Safety Division Sergs Sarno? Everyone was surprised to see Sergs serenade the crowd with the song "A Wonderful World" during the speech of the 20- year awardee representative Mark Nepomuceno.



4) Mini ASAP

The night was jumpstarted by the jaw-dropping performances of Jed Madela and Maja Salvador backed by G-force. Kyla followed up with a heart-felt and spine chilling performance during the *in memoriam* segment of the program.

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5) Birit Queens

Up to the program's closing, the energy brought by the Kapamilya performers didn't go downhill as ASAP Birit Queens Jona, Angeline, and Klarisse belted their vocals out to Mariah Carey's hits.



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Did you also enjoy watching the Kapamilya Awards in your respective offices? What was your favorite part? Do tell us by commenting below.

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