

available. Similarly, footage or reports of APEC protests were not broadcast.

### Concluding Remarks

The Philippine media provided their viewers with a one-dimensional view of APEC, and the potential consequences brought about by free trade were not addressed in any meaningful way. By

providing a very limited selection of topics and an almost uniform spectrum of opinion, the media in this country could in no way be seen to be serving the needs of audiences if we take the position that it is the duty of the media, as public trusts, to provide a public forum for open discussion.

## ii. Findings

### 1. Print

#### Amount

The three most widely read broadsheets and one business newspaper in the Philippines yielded the following amount of APEC-related news items during the two-week monitoring period.

Table F.1 - Amount (Print)

	Total News Items	APEC-Related Items	%
Manila Bulletin	1,483	58	3.9
Philippine Daily Inquirer	1,047	43	4.1
Philippine Star	1,114	46	4.1
Business World	827	44	5.3
Total	4,471	191	4.3

#### Genre

The overwhelming majority of the selected articles from these four publications were news items. The Philippine Star also published 8 opinion pieces, representing 19% of its APEC coverage. Business World was the lone paper to publish articles (2) in the feature/analysis category.

Table F.2 – Genre (Print)

	News	Feature	Editorial	Opinion	Other
Manila Bulletin	44	0	2	4	2
Philippine Daily Inquirer	38	0	2	1	2
Philippine Star	35	0	0	8	0
Business World	38	2	0	2	0
Total	145	2	4	15	4

#### Origin – Philippine Daily Inquirer

Because the data for the other three publications was unavailable at the time of this writing, the Philippine Daily Inquirer will be the lone print item analyzed for origin and focus. This being the case, the Inquirer relied on wire services for APEC-related news roughly half of the time (23 of 43 items).