



## **VPRI Post-Event Report: Voice and YGOAL**

On behalf of Voice and YGOAL, VPRI invited media to a virtual media roundtable in March 2021 to learn about how the COVID-19 pandemic has affected various rights holders groups in the Philippines. The roundtable was held to coincide with the first anniversary of the announcement of the lockdowns in the Philippines to contain the virus.

VPRI targeted 3-5 media attendees and received confirmations from the following journalists and outlets:

1. Noemi Dado: Noemi is a columnist for the [Manila Times](#), the oldest English newspaper in the Philippines. She is also one of the country's social media pioneers and is an advocate of harnessing technology for social good.
2. Janella Ara Eugenio: Ara is one of the most prolific reporters in [Reportr.world](#), Summit Publishing's news site, which aims to be a comprehensive online resource of information and reader-friendly stories on the biggest and most pressing topics from the Philippines and around the world.
3. Mario "Abo" Alvaro Limos: Abo is the features editor of [Esquiremag.ph](#), the local franchise of international magazine Esquire, known for its thoughtful and in-depth feature articles.
4. Patricia Melliza: Patricia is a writer for [FemaleNetwork.com](#), one of the country's leading websites for accomplished women.
5. Vincent Verzola: is a young reporter for [Rappler.com](#), one of the country's most visited news sites. Rappler is known for its unique content from top-notch investigative stories as well as compelling research, analysis, explainers, and voices from thought leaders, citizens, and marginalized groups.

During the virtual media roundtable, the journalists had the opportunity to speak to the rights holders represented. They also received the fact sheet about YGOAL and Voice, as well as the partner organizations. They have also received the thank you tokens VPRI arranged on behalf of YGOAL and Voice.

However, as of April 2021, their articles have not been published yet, even though they have advised that their stories are with their editors. VPRI assesses that these can be due to the following factors:

- The news cycle continues to be dominated by COVID-19-related breaking news, especially in light of the surge in positive cases and deaths. Editorial teams right now are also limited by manpower and resource constraints due to reduced advertising because of the pandemic.
- Because the story featured rights holders from different sectors with rich and diverse stories, editors need more time to evaluate and calendar it for their line-up.
- While we understand that YGOAL and Voice's current grant cycle is concluding for this year, the story about its rights holders, which was the highlight of the media briefing, can be relevant and evergreen for a long time.

Based on VPRI's experience, except for breaking national and business news which tend to be published within 1-2 days, lifestyle and human interest stories tend to take weeks (and sometimes months) to get published. VPRI is continuing to monitor and follow-up the media to support them in getting their coverage published on their respective outlets. It is also working on pitches to additional media outlets to feature the initiative.