

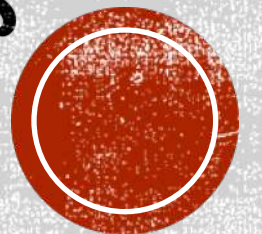
ARCHIVES IN THE 'POST-TRUTH' ERA: MAPPING AND CONSOLIDATION OF MARCOS AV MATERIALS

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PRESENTATION OUTLINE

Prologue: Definition of Post-Truth

- I. Martial Law in the Philippines
- II. Current Collective Memory of Martial Law in the Philippines
- III. Overview of the Context and Provenance of Marcos AV Materials
- IV. Mapping the AV Materials
 1. National Media Production Center (NMPC)
 2. Philippine Information Agency (PIA)
 3. UP Film Center Archives/ UP College of Mass Communication Library (UP CMC)
 4. National Film Archives of the Philippines (NFAP)
- V. Truth-Seeking in the Age of Post-Truth: Research Agenda
- VI. Conclusion: Consolidation, Collaboration and Reconstituting Legitimacy in This Age of Post-Truth



POST-TRUTH

- *adj.* relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief

(Oxford Dictionary's Word of the Year for 2016)

Where do archives stand?



MARTIAL LAW IN THE PHILIPPINES

- President Ferdinand E. Marcos signed and issued Proclamation 1081 declaring Martial Law (*Batas Militar*) in the Philippines on September 21, 1972.
- The formation of 'New Society' or '*Bagong Lipunan*' ruled by the military and dictatorship of former president Marcos, brought drastic changes in the political, economic, and social structures of the country during this period.
- Years after when Martial Law was lifted in 1981 and liberal democracy was reinstated in the country after the People Power Revolution in 1986, **varying responses and memories of this phase in Philippine history have surfaced.**



Current Collective Memory:
Different Memory Sites

**MARCOS' MEMORY SITES IN SARRAT,
ILOCOS NORTE
PHILIPPINES**

“Marcos Trail”

***BANTAYOG NG MGA BAYANI
(Monument to the Heroes)***

#NeverAgain

<http://www.bantayog.org>



MARCOS FAMILY'S RETURN TO POWER?

- 1991 – Imelda Marcos was allowed to return to the Philippines from exile in the US to face charges of graft and tax evasion.
- 1993 – Imelda Marcos ran for president and finished 5th place; her son Ferdinand “Bongbong” Marcos, Jr. won a congressional seat representing Ilocos Norte, the dictator’s home province.
- 1995 – Imelda Marcos became a congresswoman of her home province, Leyte.
- 1998 – Bongbong was elected provincial governor of Ilocos, while sister Imee was the congresswoman (who is now the governor).
- 2010 – Bongbong Marcos was elected Senator.
- 2016 – Bongbong Marcos almost won the vice presidential race against Leni Robredo.
- November 18, 2016 – Former Pres. Marcos’ remains was buried at the Libingan ng mga Bayani.
- Sources:
 - Agence France-Presse. (2016, November 8). Timeline of Marcos family’s political comeback in Philippines. Retrieved from <http://newsinfo.inquirer.net/842183/timeline-of-marcos-familys-comeback-in-philippines>
 - Rappler.com. (2016, November 18). Marcos buried at Libingan ng mga Bayani. Retrieved from <http://www.rappler.com/nation/152813-ferdinand-marcos-heroes-burial>



MARCOS AV MATERIALS



SPEECH OF MARCOS
AUG. 24, 1972
SOF NO. 44
(from the NFAP - UPFI Collection)

Context and Provenance

Institutions that Keep the State-Produced AV Materials

- Ferdinand Marcos was conscious to write, document everything to "show the greatness of our race under his leadership."



(Ferdinand Marcos Jr., personal communication, 28 January 2014)

The family has conscious efforts to 'create' their version of truth ("Marcos truth").



(Mrs. Imelda Marcos, personal communication, 6 February 2014)

CONTEXT OF CREATION

Diaries, collection of speeches, books, photographs, films
 "show the greatness of our race under Marcos leadership."

Brief Record Full Record MARC Record	
Local Call Number	KPM 40 P64 L48 2004
Title Statement	Let the Marcos truth prevail.
Publication, Distribution, Etc.	[Philippines? : I.R. Marcos, 2004?]
Physical Description	xi, 855 p. : ill.
Subject Added Entry -- Topical Term	Trials (Political crimes and offenses)--Philippines Trials (Political crimes and offenses)--United States Political corruption--Philippines--History--Sources
Subject Added Entry -- Geographic Name	Philippines--History--1946-1986--Sources
Local Subject Heading: Personal	Marcos, Ferdinand Edralin, 1917-1989--Trials, litigation, etc. Marcos, Imelda Romualdez, 1929--Trials, litigation, etc.

UP iLib entry of the book *Let the Marcos Truth Prevail*

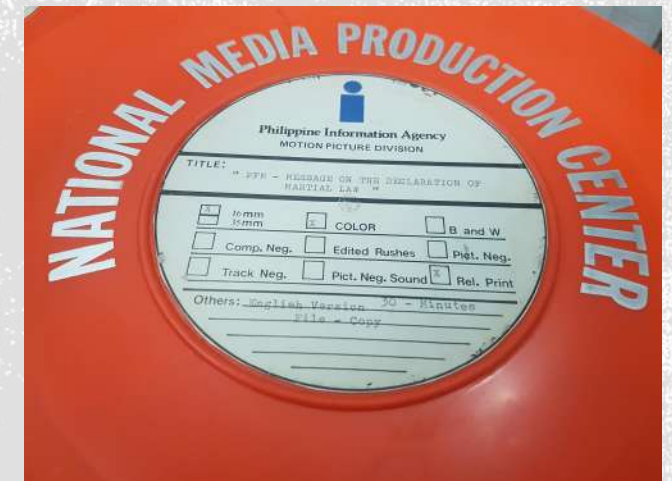


- In 1954, the National Media Production Center (NMPC) was created under the Office of the President and “was mandated to produce information and education materials for government development programs.”
- During the martial law years of the Marcos regime, it “was transformed into a well-endowed agency and used for political propaganda and image-building.
- Among the ‘builders’ of NMPC were Hernando R. Ocampo, Conrado V. Pedroche and Gregorio Cendaña”.

(Rosario-Braid & Tuazon, 1999, p. 304)

Source: Rosario-Braid, Florangel and Tuazon, Ramon R. Communication Media in the Philippines: 1521-1986. In *Philippine Studies* vol. 47, no. 3 (1999): 291-318

NATIONAL MEDIA PRODUCTION CENTER (NMPC) & PRESIDENTIAL PRESS OFFICE-MINISTRY OF INFORMATION

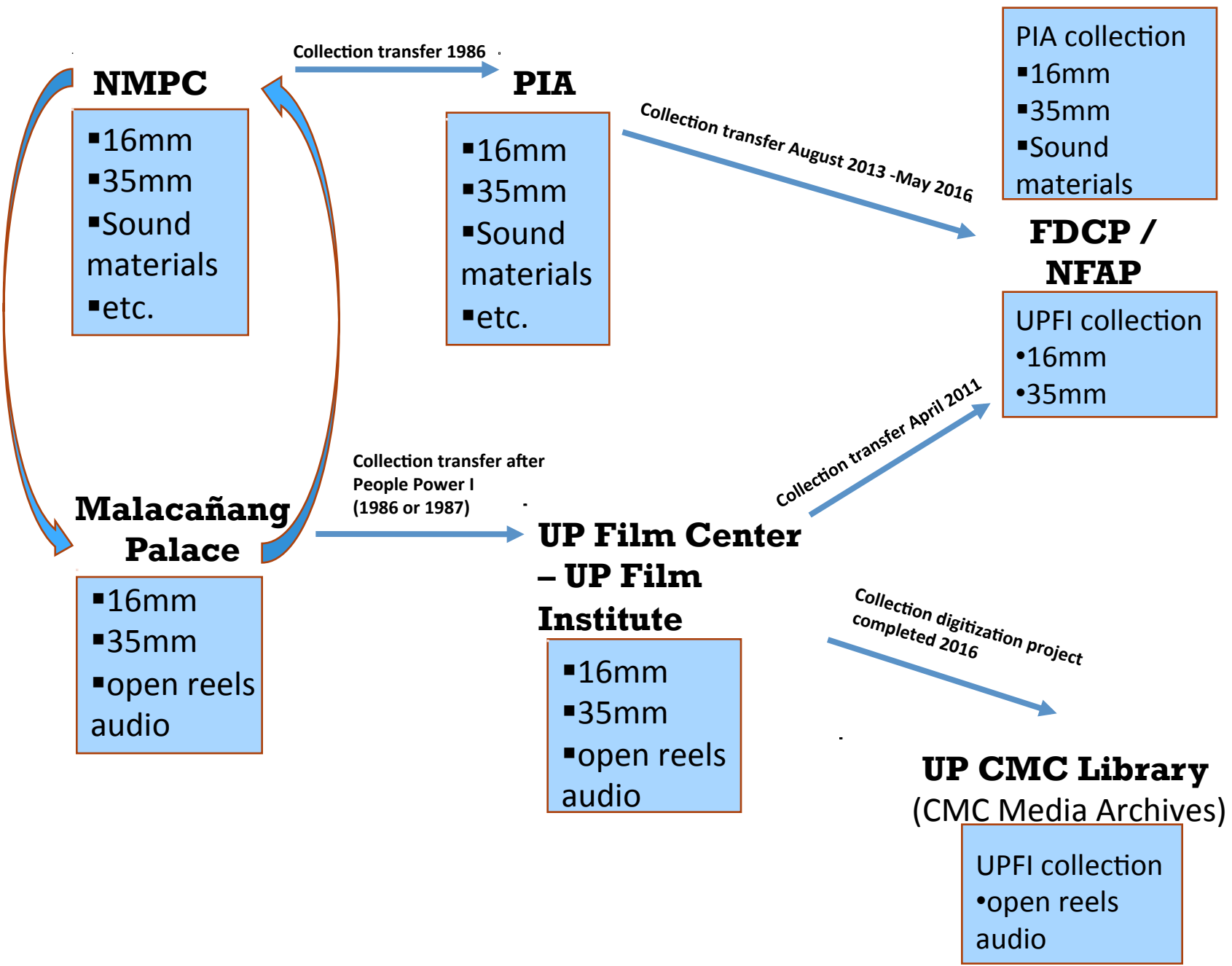


- When FM wanted to watch NMPC AV materials, these were taken to the Malacañan Palace. All talks in “The Study Room” were recorded in open reel audio and treated confidential unless FM told otherwise (declassified by FM).

(Otilio “Lito” Gorospe† , personal communication,
January 31, 2014)

**NATIONAL MEDIA
PRODUCTION
CENTER
(NMPC)
& PRESIDENTIAL
PRESS OFFICE-
MINISTRY OF
INFORMATION**





PROVENANCE WEB

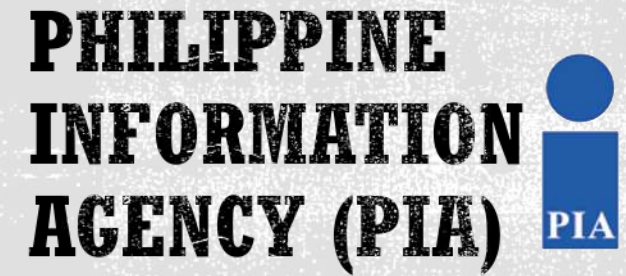
All the AV Materials originated from the National Media Production Center (NMPC)



- All Marcos' collections on 35mm and 16mm film formats (including sound materials) produced mostly by NMPC and later on by PIA were transferred to the National Film Archives of the Philippines (NFAP)

- Memorandum of Agreement between PIA and FDCP-NFAP dated 3 August 2013 in pursuance to Administrative Order No. 26 of 17 April 2012
- batch transfers were made from 27 August 2013 until 16 May 2016

- Ma. Victoria Bejerano, Information Officer III
 - Hazel Mercurio, Librarian II
- Management Information Systems Division (MISD)



<http://pia.gov.ph>

Founded in 1986 through Executive Order No. 100 signed by President Corazon Aquino.



LIST OF AV TITLES ON PRESIDENTIAL ACTIVITIES IN FILM FORMATS

As Deposited at NFAP by PIA

REF#	NO.	TITLE	ELEMENTS	GAUGE	CANS
		PRESIDENT CARLOS GARCIA			
509	1	PRES GARCIA VISIT /NEC -ICA	Pict Neg	35mm	1
66	2	35-A-77 PRES. GARCIA FUNERAL	DIFFERENT SHOTS OF ENTERTAINMENT	35mm	1
		PRESIDENT FERDINAND MARCOS			
150	3	DECLARATION OF MARTIAL LAW	Rushes, Pict Neg	16mm	2
151	4	(PFM) DECLARATION OF MARTIAL LAW	Pict Neg	35mm	1
152	5	(PFM) DECLARATION OF MARTIAL LAW	Sound Neg	35mm	2
153	6	100 DAYS OF MARTIAL LAW	B/W PICT. NEGATIVE	16mm	1
154	7	SPEECH OF PRES MARCOS DURING THE DECLARATION OF MARTIAL LAW	Pict Neg and Sound Neg	35mm	1
174	8	FOLK ARTS THEATRE INAUGURATION - FM & FL	Pict Neg	35mm	1
198	9	FM & FL CONFERENCE WITH OFFICIALS	COLOR NEGATIVE	16mm	1
199	10	FM AFFAIR - 8 ANNUAL MEETING	B/W Neg	16mm	1
200	11	FM CHINA VISIT	COLOR NEGATIVE	16mm	1
201	12	FM DIARY	PICT. NEGATIVE W/STRIPE	16mm	2
202	13	FM SPEECH -ILO	COLOR NEG CUTS	16mm	6
203	14	FM WATERSKI	PICT. NEGATIVE	16mm	1
204	15	FM/FL MEETING OF OLD NP'S	COLOR NEG.	16MM	1
205	16	FM'S TRIP TO MALASIA	EDIT NEG.	16mm	1
206	17	FM INTERVIEW BY TAÑADA	B/W Neg	16mm	1
385	18	NEPAL VISIT	Color Rushes	16mm	1
385	19	NEPAL VISIT	COLOR NEG	16mm	3
437	20	PFM - 1ST NATIONAL CONFERENCE	B/W Neg	16mm	1
438	21	PFM AFFAIR 25TH ANNUAL CONVENTION	B/W Neg	16mm	1
439	22	PFM - GM TRANSMISSION PLANT	B/W Neg	16mm	1
440	23	PFM & FL COURTESY CALL MEMBER OF SLAMIC	B/W NEG	16mm	1
441	24	PFM & FL INTERNATIONAL SCHOOL	B/W Neg	16mm	1
442	25	PFM 32ND ANNIV OF CORREGIDOR	B/W Neg	16mm	1
443	26	PFM 9TH	B/W Neg	16mm	15
444	27	PFM AFFAIR FROM CEBU	B/W NEG	16mm	1
445	28	PFM AFFAIR: 70TH COMMEMORATION	B/W Neg	16mm	1
446	29	PFM AFFAIR: PRESENTATION OF PLAQUE MOSSI COTTLE	Pict Neg	16mm	1
447	30	PFM AFFAIR-PRESENTATION	B/W NEG	16mm	1
448	31	PFM CONFERENCE W/ ALL MILITARY	B/W NEGATIVE	16mm	1
449	32	PFM DIARY-OPEN HOUSE MALACAÑANG	PICT.NEG.	16mm	1
450	33	PFM MESSAGE / INTERVIEW AT MALACAÑANG	Pict Neg	16mm	1
451	34	PFM MESSAGE ANNIVERSARY OF 1081	B/W NEGATIVE	16mm	2
452	35	PFM SPEECH: MINDANAO PEACE MAKER	Rel Print	16mm	1
453	36	PFM STATE OF THE NATION ADDRESS	B/W NEGATIVE	16mm	1

Excerpt from the PIA inventory of Presidential Activities AV materials (provided by PIA)

PHILIPPINE INFORMATION AGENCY (PIA)



▪<http://pia.gov.ph>

Open reel (audio), analog video tapes*, slides and photos (and negatives) have remained and maintained at the PIA Archives vault.

282 titles = Narration-mixed track - music and original shooting tape

1333 slide sheets

948 envelopes of negatives

*U-matic 20, U-matic 60, Betacam SP 20, Beta, U-matic = Succeeding presidents' activities (post-Marcos' regime)



ACCESS POLICY

- Formal request letter addressed to the Head of the Agency is one of the requirements to access these collections.
- Restrictions on use, copyright or any duplication of these materials are stipulated in a letter- contract.

Sample Contract 1A

Date

Dear _____,

This is in reference to your email/letter dated _____ securing 16 mm film footage from the film titles, _____ which are to be included for your book project _____.

We are most glad to be a part of your worthy endeavor.

The following are our conditions for the above request.

1. *The selected film footagesfrom the PIA Library and Archives should not be used in any other format or purposes, except that what has been stipulated in your letter;*
2. That these film materials be converted into digital format as access copies and any other use of these digital copies other than the stated project will need a written permission from the Philippine Information Agency;
3. The PIA Library and Archives will be provided with the digital format of the selected film titles and a hard copy of the launched book project.
4. The Philippine Information Agency will be duly acknowledged in the credits of the above stated project;
5. That PIA will be invited for the book launching of the project in the Philippines.

We look forward to working with you on future projects.

Thank you and we hope these conditions meet your approval.

Very truly yours,

CONFORME:

(Provided by PIA)

PRESERVATION

- Uses air conditioning units
- No dehumidifier yet
- Despite being inventoried annually, most of the collection have just been kept without regular technical inspections
- Limited resources and storage area to house and preserve the collection.

**PHILIPPINE
INFORMATION
AGENCY (PIA)**



<http://pia.gov.ph>



- After the EDSA revolution, all the Marcos AV materials from NMPC (documentaries/films and footage) in Malacañan ended up with Radio and Television Malacañan (RTVM) under Maria Montelibano.
- “not wanting to do anything” with the AV materials anymore, RTVM turned over the materials to the UP Film Center Archive.

(Jo Atienza, personal communication, January 29, 2014)



UP FILM CENTER - UP FILM INSTITUTE



UP Film Institute



<http://filminstitute.upd.edu.ph/>

The UP Film Center was established in **1976**. It was merged with the Film and Audiovisual Department in **2003**, and is now named as **the UP Film Institute**.



- all the 16mm and 35mm Marcos AV materials that were still kept in the UP Film Center Film Vault were turned over to NFAP (under the term of Prof. Ed Lejano on April 2012)
- The memorandum of agreement between UPFI and NFAP states that a recommendation letter from the current UPFI director is needed to access the Marcos AV collection deposited by UPFI to NFAP (current UPFI director is Dr. Sari Dalena)



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- NFAP is “the repository of the country’s achievements in the cinematic arts and the motion picture industry (from <https://www.fdcph.ph>)
- On hand collection: All 35mm and 16mm Marcos AV materials from UPFI and PIA (including sound materials from PIA)
 - Dominic Bekaert, NFAP Technical Operations Supervisor

NATIONAL FILM ARCHIVES OF THE PHILIPPINES (NFAP)



<https://www.fdcph.ph>



NATIONAL FILM ARCHIVES OF THE PHILIPPINES (NFAP)



- **ACCESS POLICY:** Marcos AV collection is in the process of re-inventory since NFAP transferred its physical storage (warehouse) from Quezon City to current NFAP location (film vaults) in Manila (information from Dominic Bekaert, NFAP)
- Out of the **78** total titles of PIA Presidential Activities AV materials listed under President Ferdinand Marcos, **38** titles have been identified and confirmed to be in the NFAP's digital inventory database (other titles could be in Film Vault 3, where its inventory is currently ongoing and the collection has yet to be digitized) (information from Bernadette Patino, NFAP)



- the open reels collection consists of the conferences, interviews, meetings and speeches of President Ferdinand E. Marcos (1955, 1958, 1963, 1966-1974) (Based on the UP CMC Foundation Preservation Project Terminal Report of January 2013-May 2016)
- Currently, there are 544 records of the Marcos collection in the library
- Access policies: All materials are for Room Use Only; no duplication allowed; resources can be used in the Individual Viewing Room or at the Group Discussion Viewing Room
- Leonida A. Dela Cruz
Head Librarian

UP COLLEGE OF MASS COMMUNICATION LIBRARY

The College of Mass Communication (CMC) Library was established on **November 3, 1969**. The audiovisual collections and the CMC Media Archives are housed in the second floor of the library.



UP COLLEGE OF MASS COMMUNICATION
Accession Inventory List

DATE ACCESSION	ACCESSION NUMBER	CALL NUMBER	AUTHOR	TITLE
9/18/2014	CMC-1272acc			Pres. Ferdinand Marcos with Dr. and Mrs. Dwight Harken and Dr. Ailurong Sept. 27, 1973
	CMC-1273acc			Prayer for the nation : Ferdinand Marcos / Interviewed by Visna Hatmann May 10, 1973
	CMC-1274acc			Pres. Ferdinand Marcos with Sec. Melchor and others April 30, 1974
	CMC-1275acc			Presentation of credential by Ambassador Gernard Moiser of ceremonial (Austria) April 25, 1973
	CMC-1276acc			Pres. Ferdinand Marcos with Ragnar Blomquist and D.M. Guevara Oct. 1, 1973
	CMC-1277acc			Pres. Ferdinand Marcos with Director Philip Glessner and Mr. H. Peter Urippl of the World Bank July 17, 1973
	CMC-1278acc			Pres. Ferdinand Marcos : 6th Annual ADB Convention April 26, 1973
	CMC-1279acc			Pres. Ferdinand E. Marcos and Company / interviewed by Hanna Browne & Vero Perfecto Mia Feb. 12, 1973
	CMC-1280acc			Pres. Ferdinand E. Marcos with Dr. & Mrs. Harry Hansen and Ramon V. Del Rosario Mar 20, 1973
	CMC-1281acc			Pres. Ferdinand E. Marcos speech during the Seminar Conference of District and City Engineers Jan. 11, 1973
	CMC-1282acc			Pres. Ferdinand E. Marcos (interviewed by Durdin of New York Times). 1973 Aug. 2, 1973
	CMC-1283acc			Pres. Ferdinand E. Marcos (interviewed by Mr. Jurgen Petschull) [1973]

TERESITA D. SANTOS
Head Librarian

UP COLLEGE OF MASS COMMUNICATION LIBRARY

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TRUTH-SEEKING IN THE AGE OF POST-TRUTH: RESEARCH AGENDA

- Continuous mapping of the AV materials and also other forms of archival materials relating to the Martial Law period in the Philippines
- Building awareness through research and projects
 - <> Archiving and Preservation of the AsiaVisions Audio-Visual Collection as alternative people's media established during the Marcos period (accomplished M.A. thesis and ongoing advocacy work of Rose Roque)
 - <> Study on the “mosquito press” during the Marcos period (potential research of Michelle Deloria)
 - <> Study on photographs and memories of Martial Law in the Philippines (ongoing Ph.D. thesis of Iyra Buenrostro)
 - <> Content analysis of state-produced books during Martial Law (ongoing research project of Iyra Buenrostro)





CONCLUSION

Archives are part of the building blocks of societal memory (Marshall & Whorley, 2006)





THANK YOU!

MARAMING SALAMAT PO!

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