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.
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:

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)
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)

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

NMPC
- 16mm
- 35mm
- Sound materials
- etc.

Malacañang Palace
- 16mm
- 35mm
- open reels audio

PIA
- 16mm
- 35mm
- Sound materials
- etc.

UP Film Center – UP Film Institute
- 16mm
- 35mm
- open reels audio

UP CMC Library (CMC Media Archives)
- UPFI collection
  - open reels audio

PIA collection
- 16mm
- 35mm
- Sound materials

FDCP / NFAP
- UPFI collection
  - 16mm
  - 35mm

Collection transfer after People Power I (1986 or 1987)

Collection transfer 1986

Collection transfer August 2013 - May 2016

Collection transfer April 2011

Collection digitization project completed 2016
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)
### LIST OF AV TITLES ON PRESIDENTIAL ACTIVITIES IN FILM FORMATS

As Deposited at NFAP by PIA

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<th>REF</th>
<th>NO.</th>
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<td>FM MESSAGE / INTERVIEW AT MALACASANG</td>
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<td>36</td>
<td>FM STATE OF THE NATION ADDRESS</td>
<td>BW NEGATIVE</td>
<td>16mm</td>
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*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 ________ securing 16 mm film footage from the film title ________ 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 footages ________ from the PIA Library and Archives should not be used in any other format or purpose, 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 require 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 projects.

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,

[Signature]

CONFORMED:

(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.
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)
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)
- NFAP is “the repository of the country’s achievements in the cinematic arts and the motion picture industry (from https://www.fdcp.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
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 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.


- 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
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.

<table>
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<th>DATE ACCESSION</th>
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<td>Pres. Ferdinand E. Marcos (interviewed by Mr. Jurgen Petchull) [1973]</td>
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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)
Archives are part of the building blocks of societal memory (Marshall & Whorley, 2006)
THANK YOU!
MARAMING SALAMAT PO!

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