



ABSTRACT

The tragedy that struck the Philippines when super typhoon Yolanda hit Eastern Visayas on November 8, 2013, was a testing ground for crisis coverage by Philippine Media. More so, to the television journalists who became the source of the only information from the area. Real-time video reportage showed TV reporters as not only news gathering, but even becoming the news themselves as they struggled to report even as they battled the storm. This research proposed to analyze selected TV news reports from the country's top networks to find out if broadcast performance and ethical standards for reportage were complied with or violated by their TV reporters. The study utilized the qualitative research method as reports are analyzed for content compliance with the news and crisis provisions of the Kapisanan ng mga Brodkaster ng Pilipinas Code, and validated with interviews from officials of the industry regulatory body, and media practitioners.