

MinLand Productions

References

Davao Office

62 Tatad St., Dumanlas, Buhangin
8000 Davao City, Philippines
Telefax: +6382 2251434

Central Mindanao Office

Reyes Bldg., Jade St., Saniel Subd., Kidapawan City,
9400 North Cotabato, Philippines
Telefax: +6364 2783077

Email

minlandproductions@minland.ph
minlandproductions@yahoo.co.uk
minland-cmo@minland.ph



CREATING ETERNAL SIGHTS AND SOUNDS FOR THE LEAPS IN SOCIAL PROGRESS

MinLand Productions, Inc. was created to respond to the growing need of social development practitioners for a production house that understands its language so that its leaps in social progress would without difficulty be transformed into media that can easily be understood and appreciated by different stakeholders especially community partners.

MinLand Productions, Inc. is a confluence of seven (7) individuals of different backgrounds and expertise who share the common value of excellence and a common vision of creating eternal sights and sounds for progress in social development work.

The first fusion of techniques and expertise yielded the much admired short film "Kasila" that romped away with eight (8) out of 10 awards given during the Mindanao Film Festival in December 2005.

Core Value: **Excellence**

CONTACT PERSONS

EJ Matela +639209276568 • ejmatela@yahoo.co.uk , eamatela@minland.ph
Managing Partner

Partners:

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OFFICE ADDRESS

Davao City

#62 Tatad St., Dumanlas, Buhangin, 8000 Davao City
Telefax: +6382 2251434

Central Mindanao

Door 5 Reyes Building, Jade St., Saniel Subd., Kidapawan City, 9400 Cotabato Province
Telefax: +6364 2783077

Email: minlandproductions@minland.ph, minland-cmo@minland.ph, minlandproductions@yahoo.co.uk

SERVICES

Print

- Brochures and Catalogs
- Posters and Banners
- Newsletters and Magazines
- Motivational and Advocacy Materials
- Information, Education & Communication (IEC) Materials

Multimedia

- Graphic Design and Animation
- Slide Show Presentation
- CD and DVD Authoring

Radio

- Commercials and Infomercials

Video

- Graphic Design and Animation
- Audio-Visual Presentation
- Commercials and Infomercials
- Documentaries and Films
- Music Videos
- Video Presentations
- Broadcast and Film

Videography and Photography

Digital Filmmaking

- Story Development
- Screenplay
- Directing
- Cinematography
- Editing
- Title Design and Animation

Workshop and Training

- Graphic Design and Layout
- Photography
- Video Productions
 - Concept Development
 - Scriptwriting
 - Videography
 - Editing
 - Graphic Design and Animation
- News and Photo Release Making

EDITORIAL BOARD AND PARTNERS

JOSE BAGANE B. FIOLA

The anatomy of digital and biological images can effortlessly yet vividly get imprinted in the mind of this ingenious intellectual. The transformation of imagery into different media thus becomes a phenomenon that would forever remain etched in the hearts and minds of the public. This talent is a stirring contribution to human and social development.

FIELDS OF EXPERTISE

- | | |
|---|---|
| Conception and Art Directing | Graphic Design and Animation |
| Slogan & Poster Design | Newspaper and Magazine Design and Layout |
| Illustration, Painting and Drawing | Multimedia (CD & DVD Authoring) |
| Piano and Poetry | Web and Video Graphic Design and Animation |
| Photo Enhancing and Editing | TV Commercial, TV Program, and Infomercial |
| Color Separation & Spot-color | Documentaries, Music Video, and Film Production |
| High-resolution Scanning & Negative Output | Photography and Cinematography |
| Pre-Flighting, Exporting and Emailing Files | Video and Audio Editing |

WORK EXPERIENCE, SPECIFIC ASSIGNMENTS

- ProprietorBaganefiola Graphics and Animation
- Director / EditorMusic Video: "Kinabuhi Lami" by Popong Landero (AVL)
- Concept Design / EditorMusic Video: Maharlika Charity Foundation (AVL)
- Concept Design / Animator / EditorTV Commercial: Da Vinci's Master Pizza, Cebu Channel (AVL)
- Boom Operator / Editor / Visual EffectsTV Commercial: Basti's Brew, Studio 23 (AVL)
- Graphic Designer / AnimatorTV Program: Rody Project (AVL)
- Graphic Designer / Animator / EditorInfomercial: Philippine Science High School (AVL)
- Actor / Editor / AnimatorTV Commercial: Killer Bee Commercial
- Graphic Designer / DVD Interactive and Design6th 4XFun National Off-road Challenge (AVL)
- Graphic Design and Animator / DVD InteractiveLite Rock Techno Graphix V
- Concept and Graphic DesignGuerilla Filmmaking Workshop Poster (AVL)
- Graphic Designer / Layout ArtistSunday Post (Tagbilaran, Bohol)
- Graphic Designer / Layout ArtistKoronadal South Cotabato Map / Your Guide Travel Magazine
Human Development / Forum Magazine / BFAR Annual
Magazine / Ad and Promo (Midtown Printing Co., Inc.)
- CartoonistCatholic Herald, Davao City
- Cinematographer, Graphic Designer & Editor"Kasila", an award-winning short film
- Graphic Design and AnimationTitle Design for Movie Channel, CNBC - Asia , Singapore

TRAINING & EDUCATION

- San Pedro College (BS Biology)
- Office of the President - National Book Development Board (Book Writing Seminar-Workshop)
- Office of the President - National Book Development Board (Book Illustration and Design Seminar-Workshop)

COUNTRIES OF WORK EXPERIENCE

The Philippines

DEBBIE KAROL G. BUTAY

Debbie is a communication specialist who is perfecting her proficiency in the field of information, advocacy and media affairs. She believes that good research is necessary to be able to come up with information that is easily conveyed and utilized by the public. She has published many of her works in a variety of print media including books, magazines and newspapers.

FIELDS OF EXPERTISE

- Communications and Media Affairs
- Publications
- News Reporting
- Media and Public Affairs Events Organization
- Information, Education & Communication Materials Development and Design
- Speech Writing
- Social Research
- AV Production & Video Editing

WORK EXPERIENCE, SPECIFIC ASSIGNMENTS

- Senior Economic Development SpecialistMindanao Economic Development Council (MEDCo)
- ConsultantPublication of the Mindanao Investment Programme
2004 - 2006 (The World Bank)
- Writer/ResearcherTowards a Culture of Peace: Glimpse of Peace and
Development in Mindanao Magazine (GoP-UNDP MDP3)
- External EvaluatorHealth and Livelihood (HEAL) Program
(Doña Luisa R. Lorenzo Community Development Foundation)
- Writer/Researcher..... Infos Consulting, Inc.
- Information SpecialistDavao Gulf Management Council
- Editor-in-ChiefThe Gulf Review (DGMC)
- Managing EditorYour Guide Travel/Magazine
- Editor-in-ChiefEntourage Bridal Magazine
- Editor-in-ChiefHuman Development Forum

TRAINING & EDUCATION

- University of the Philippines Open University – Los Baños (Master of Development Communication, ongoing)
- University of the Philippines in Mindanao (Bachelor of Arts in English, Major in Creative Writing)

- Workshop on Photography
- Scriptwriting for Film conducted by Armando "Bing" Lao and Jeffrey Jeturian
- Peace Reporting, British Council and Mindanao Center for Peace and Development
- Fellow, UP Mindanao Writers Workshop

COUNTRIES OF WORK EXPERIENCE

- The Philippines

BEM M. DE LIRA

A well rounded and grounded mass media specialist, Bem always underscores the need to recognize the talents of Mindanao's sons and daughters who carry their own unique Mindanao identity. In many of Bem's brilliant works, one can see that the beautiful and unique cultures, animals and places in Mindanao are meticulously captured and eternalized. Bem takes delight in being able to either amplify the voices of those disadvantaged who speak for themselves but could not be heard or to simply provide a voice for those disadvantaged who could not speak for themselves.

FIELDS OF EXPERTISE

Mass Media Tri-Advertisement
Audio-Visual Presentations
Documentaries
Music Videos
Industrial Video Presentations
Graphics and Animation
Live Video Coverage
Digital Filmmaking
Idea Generation
Production Direction

Videography and Lighting Methods
Digital Video Editing
Story Board Development
Slideshow Presentation
Voice Narrating
Scriptwriting for Audio-Video
Scriptwriting for Radio
Digital Audio Mixing and Enhancement

WORK EXPERIENCE, SPECIFIC ASSIGNMENTS

Team Leader / Member.....Production of Various Communication Materials for Private and Public Institutions (i.e. Davao City Government, Davao City Tourism Office, Department of Tourism Region IX, Philippine Information Agency, Internally Displaced Persons Programme-Mindanao Economic Development Council, Upland Development Programme, United Nations Development Programme, Municipality of Tarragona, Rody Project, Davao Fishport, East Asia Fishing Company, Bastis' Brew, Da Vinci's Pizza, Killer Bee FM, Miks' Ideas, Events Plus, 4XFun National Off-Road Challenge, Quality Group of Companies, DCTech, Home Channel Network, Filinvest, Pacific Sugar Corporation, RJ Homes, Philips, Holiday Spa)
AffiliateBaganefiola Graphic Design and Animation
Cinematographer, Editor & Musical Scoring....."Kasila", an award-winning short film

TRAINING & EDUCATION

University of Mindanao (BSC Marketing)

COUNTRIES OF WORK EXPERIENCE

The Philippines

SHERWIN R. DESIERTO

Sherwin strives to maximize his skills and knowledge particularly in Audio-Visual Production, Marketing, Advertising and Promotion by being technologically updated and competitive in the field of mass communications. A meticulous video editor and filmmaker, Sherwin never hesitates to pour in long and mind-numbing hours of hard work to ensure churning out a respectable product.

FIELDS OF EXPERTISE

Audio-Visual Production
Marketing
Advertising and Promotion
Photography
Graphic Arts
Webpage Updating
Public Relations

WORK EXPERIENCE, SPECIFIC ASSIGNMENTS

Information Officer.....Mindanao Land Foundation, Inc.
Resource Person (Training).....Basics in Documentary Production Using Digital Nonlinear
Video Editing, Mindanao Land Foundation, Inc.
Director, Editor, Playwright, Cinematographer....."Barangay Kibudoc: Tulong-tulong sa Pagsulong"
Director, Editor, Playwright, Cinematographer....."Barangay Palma Perez: Breathing, Living & Teaching Bayanihan"
Video Editor "Visit WOW Philippines – Region XI"
Video Editor "Duaw, Duyog sa Kadayawan sa Dabaw 2003"
Video Editor "Mga Baliw sa Lansangan"
Director, Editor, Playwright, Cinematographer....."Kasila", an award-winning short film

TRAINING & EDUCATION

Ateneo de Davao University (AB Mass Communication)
Local Capacities for Peace / Do No Harm

COUNTRIES OF WORK EXPERIENCE

The Philippines

EJ MATELA

EJ manages projects with his precise and calibrated organizational and analytical skills. He is equally astute at technical writing and ensures that his scientific acumen is utilized in the realm of social development. He is most passionate about being able to convey the right message to the right audience at the right time.

FIELDS OF EXPERTISE

Community Development & Organization Management
Community Social & Thematic Mapping
Investment Promotion
Events Organizing & Management
Project Development & Management

WORK EXPERIENCE, SPECIFIC ASSIGNMENTS

Program DirectorPost Conflict & Rural Community Building Services,
Mindanao Land Foundation, Inc.
Executive Director / Secretary General.....Davao City Chamber of Commerce and Industry, Inc.
Investment Promotion CoordinatorDavao City Chamber of Commerce and Industry, Inc.
Project CoordinatorDavao Agri-Industrial Trade Exhibit (DATE), 1999-2000
Peace Associate / Project EvaluatorPeace and Equity Foundation, Inc. (PEF)
Executive Producer, Playwright, Musical Scoring“Kasila”, an award-winning short film

TRAINING & EDUCATION

University of the Philippines – Diliman (BS Chemical Engineering)
Philippine Science High School – Diliman

Basic Course on Fund Raising
Basics in Documentary Production Using Non-linear Video Editing
Nature Farming Technology Systems
The Basic Environmental Impact Assessment (EIA) Steps, Environmental Parameters and Study Tools
Participatory Social Mapping for Social Assessments
Communications Seminar / Training for Mindanao Business Support Organizations
Basics of Exporting and Fundamentals of Subcontracting
Setting Up Investment Promotion Units
Improving Project Quality through Project Cycle Management (ZOPP-PRA-PCM Training)

COUNTRIES OF WORK EXPERIENCE

The Philippines, Republic of Palau, Malaysia, Brunei

ARVIN C. CHUA

Arvin is an economist by heart who is also adept at statistical analysis. His wizardry in budget preparation and management always comes handy in carrying out a project efficiently to its completion. His natural flair for logistics enables project teams to steadily proceed unimpeded.

FIELDS OF EXPERTISE

Community Resource Appraisal & Planning
Community Social & Thematic Mapping
Project Development & Management
Community Development & Organization Management

WORK EXPERIENCE, SPECIFIC ASSIGNMENTS

Program ManagerPost Conflict & Rural Community Building Services,
MinLand Foundation, Inc.
Plans and Programs Officer.....MinLand Foundation, Inc.
Production Manager, Playwright, Sound Engineer“Kasila”, an award-winning short film

TRAINING & EDUCATION

Ateneo de Davao University (AB Economics, Dean’s Lister)
Basic Course on Fund Raising
Basics in Documentary Production Using Non-linear Video Editing
Nature Farming Technology Systems
Participatory Social Mapping for Social Assessments

COUNTRIES OF WORK EXPERIENCE

The Philippines

DAM C. VERTIDO

A social development practitioner for nearly two decades now, Dam firmly espouses the generation and use of creative AV materials to translate community development work and advancement into media that is friendly to the different stakeholders especially to partner-beneficiaries. Dam is a sought after expert in the fields of Community Participation, Social Protection and Social Housing.

FIELDS OF EXPERTISE

- Social Protection
- Local Shelter Planning for LGUs
- Community Infrastructure & Shelter
- Community Resettlement
- Community Participation
- Community Development
- Social Marketing
- Advertising

WORK EXPERIENCE & SPECIFIC ASSIGNMENTS

- Member, Board of Directors.....Social Housing Finance Corporation
- Executive Director.....Mindanao Land Foundation, Inc.
- National Chairman.....National Congress of Community Mortgage Program Originators
and Social Housing Developers in Low Income Housing
- Staff ConsultantThe World Bank Office – Manila
- ConsultantAsian Development Bank
- Local Resource PartnerLGSP
- Sub-Team LeaderMindanao Social Assessment (WB)
- Account ExecutiveAdvertising & Marketing Associates

TRAINING & EDUCATION

- Ateneo de Manila University (MBA -4 terms)
- University of the Philippines – Diliman (Bachelor of Arts)

COUNTRIES OF WORK EXPERIENCE

The Philippines, Nepal, Indonesia, Germany, The Netherlands

Specific Assignments / Projects Undertaken

FIRM'S REFERENCES

Assignment Name: Identity Development for Muzika del Sur (Channel 28)		Country: Philippines
Project Location: Davao City		Professional Staff Provided: 1
Client Name: Alchemy of Vision & Light Productions for Channel 28		Client Address: 59-B Aala Bldg., Anda St., 8000 Davao City, Philippines
Associated Firms: Baganefiola Graphics & Animation		
Start Date: June 2006	Completion Date: June 2006	Approx. Value of Services: PhP 25,000
Senior Staff Involved and Functions Performed:		
Jose Bagane B. Fiola	Concept Development, Graphic Arts Designing & Animation	
Narrative Description of the Project		
<p>Concept development, graphic arts design and animation works were provided in creating an identity reel for Muzika del Sur, the "MTV" segment of Channel 28.</p>		

FIRM'S REFERENCES

Assignment Name: Basic Digital Photography Training		Country: PHILIPPINES	
Project Location: Kidapawan City, North Cotabato		Professional Staff Provided: 4	
Client Name: Mindanao Land (MinLand) Foundation, Inc.		Client Address: Reyes Bldg, Jade St., Sanial Subd., 9400 Kidapawan City, North Cotabato	
Start Date: 01 June 2006	Completion Date: 02 June 2006	Approx. Value of Services: PhP 30,000	
Staff Involved and Function Performed:			
Bagsy Fiola	2 Days	Trainers on Basic Digital Photography	
Sherwin Desierto	2 Days		
Arvin Chua	1 Day		
EJ Matela	1 Day		
Narrative Description of the Project			
MinLand Productions was contracted to conduct training on Basic Digital Photography to MinLand Fdn staff to improve documentation work.			

FIRM'S REFERENCES

Assignment Name: Production of AVP on Children in Conflict with the Law (video commercial)		Country: PHILIPPINES
Project Location: Davao City		Professional Staff Provided: 5
Client Name: NCCC, BJMP		Client Address: Davao City
Start Date: May 2006	Completion Date: May 2006	Approx. Value of Services: PhP 68,000
Staff Involved and Function Performed:		
Jose Bagane Fiola Bem De Lira Sherwin Desierto Arvin Chua EJ Matela	2 weeks	Directing, Cinematography, Video Editing, Graphic Designing, Musical Scoring, AV Script Writing, Research
Narrative Description of the Project		
<p>MinLand productions was contracted to do a 2-minute AV presentation (video commercial) for use by NCCC and BJMP in an activity to invite awareness on the state of detention facilities for children in conflict with the law. The AVP was also a fundraising spiel to raise funds to build a more humane detention center for juvenile offenders.</p>		

FIRM'S REFERENCES

Assignment Name: Video Coverage of the Regional Quran Reading Competition (Region XII) with Video Editing		Country: PHILIPPINES
Project Location: Pkit, North Cotabato		Professional Staff Provided: 5
Client Name: Ustadzes Lahmudin Landasan, Ashna Piduntukan, Mohammiden Usoph		Client Address: Pikit, North Cotabato
Start Date: 13 May 2006	Completion Date: Ongoing	Approx. Value of Services: PhP 80,000
Staff Involved and Function Performed:		
Jose Bagane Fiola Bem De Lira Sherwin Desierto Arvin Chua EJ Matela	1 month	Directing, Cinematography, Video Editing, Graphic Designing, Musical Scoring, AV Script Writing, Research, Mass Production of Video Material in VCDs and DVDs (including cover and label layout & design)
Narrative Description of the Project		
<p>MinLand productions was contracted to do cover the Region 12 Quran Reading Competition and package the event into VCD and DVD formats which shall be subsequently sold commercially.</p>		

FIRM'S REFERENCES

Assignment Name: Basic Photography Training		Country: PHILIPPINES
Project Location: Pres. Roxas, North Cotabato		Professional Staff Provided: 6
Client Name: Southeast Asia Regional Initiatives for Community Empowerment (SEARICE)		Client Address: Door 1, Abear Apartment, Saniel Subdivision, 9400 Kidapawan City, North Cotabato
Start Date: 06 May 2006	Completion Date: 07 May 2006	Approx. Value of Services: PhP 30,000
Staff Involved and Functions Performed:		
Bern De Lira	2 Days	Trainers on Basic Photography and the Use of Photos in Advocacy
EJ Matela	2 Days	
Arvin Chua	2 Days	
Sherwin Desierto	1 Day	
Bagsy Fiola	1 Day	
Debbie Butay	1 Day	
Narrative Description of the Project		
<p>MinLand Productions was contracted to conduct training on Basic Photography and the Use of Photos in Advocacy during the Summer Youth Camp organized by SEARICE. Participants were student leaders all over Mindanao as well as SEARICE staff and interns.</p>		

FIRM'S REFERENCES

Assignment Name: Title Design for Movie Channel		Country: SINGAPORE (Client)
Project Location: Kidapawan City, Singapore		Professional Staff Provided: 1
Client Name: Kareef Arzadon for CNBC – Asia		Client Address: Singapore
Associated Firms: BaganeFiola Graphics & Animation		
Start Date: March 2006	Completion Date: March 2006	Approx. Value of Services: PhP 15,000
Senior Staff Involved and Functions Performed:		
Jose Bagane B. Fiola	Concept Development & Graphic Arts Designing	
Narrative Description of the Project		
MinLand Productions was contracted to create the title design for CBC-Asia’s movie channel.		

FIRM'S REFERENCES

Assignment Name: Technical Assistance on AVP and Custom Publishing Requirements		Country: PHILIPPINES
Project Location: Kidapawan City		Professional Staff Provided: 2
Client Name: Mindanao Land (MinLand) Foundation, Inc.		Client Address: Reyes Bldg, Jade St., Sanial Subd., 9400 Kidapawan City, North Cotabato
Start Date: 01 February 2006	Completion Date: 05 March 2006	Approx. Value of Services: PhP 45,000
Senior Staff Involved and Functions Performed:		
Jose Bagane B. Fiola Bern De Lira	Graphic Arts Designing, Video Editing Video Editing	
Narrative Description of the Project		
<p>MinLand Productions was contracted to assist MinLand Fdn in completing its AVP and custom publishing deliverables for its Post Conflict Community Development Project to Oxfam-Novib.</p> <p>Outputs included AVPs, newsletters and brochures.</p>		

FIRM'S REFERENCES

Assignment Name: Product Label Design for Virgin Coconut Oil		Country: PHILIPPINES
Project Location: Davao City		Professional Staff Provided: 5
Client Name: Dabaweños Bestfoods		Client Address: 284 Dove St., Ecoland Phase II, Matina, 8000 Davao City
Start Date: February 2006	Completion Date: February 2006	Approx. Value of Services: PhP 30,000
Staff Involved and Functions Performed:		
Jose Bagane Fiola, Sherwin Desierto and EJ Matela	Created graphic designs for client's selection.	
Narrative Description of the Project		
MinLand Productions was contracted to design a label for liquid VCO.		