

Konsyumer Atbp. bags 2008 CMMA Best Educational Program

The Department of Trade and Industry's consumer education radio program, Kosyumer Atbp., won the Best Educational Program category of the 30th Catholic Mass Media Awards (CMMA) held on 29 October 2008 at the GSIS Theater in Pasay City.

KonsyumerAtbp. is simultaneously broadcasted over DZMM 630 kHz and Sky Cable channel 26 every Saturday, from 10:00 to 11:30 in the morning, with DZMM Station Manager "Kuya" Angelo Palmones and DTI's "Kakampi ng Mamimili" Undersecretary Zeny Maglaya as anchors.

The "teleradyo" program is a partnership among the DTI through its Bureau of Product Standards (BPS), the ABS-CBN Broadcasting Corporation through its DZMM, and the Philippine Product Safety and Quality Foundation (PPSQF), with the support from the Department of Education. Now on its 15th season, the program has been educating consumers nationwide on their rights and responsibilities and on the importance of the Philippine Standard (PS) and Import Commodity Clearance (ICC) marks in purchasing critical consumer products like home appliances, constructional materials, electrical devices and other consumer goods.

For more than three years, Konsyumer Atbp., which also tackles other pressing consumer-related issues and responds to listeners' queries as well as complaints, has been effective in educating consumers and serving as the medium for consumers to report unlawful practices in the marketplaces.

Accepting the 2008 CMMA Best Educational Program Award are (from L) Ms. Camille Castillo, Head of DTI-BPS Standards Promotion and Media Relations, "Kuya" Angelo Palmones, DZMM Station Manager and Konsyumer Atbp anchor, and Ms. Shiela Tubalinal, KATBP-DZMM Executive Producer.

The Catholic Mass Media Awards, which was established by the Archdiocese of Manila, annually gives recognition and pays tribute to media programs that enhance the total human development of the Filipino audience through the competent and professional use of mass media techniques.

Konsyumer Atbp. continues to live up with its goal of raising public's awareness on their rights and responsibilities as consumers and educating them on the importance of product quality and safety through standards for their protection.

The DTI enjoins the public regularly tune in and participate in the Konsyumer Atbp.'s timely and informative discussions on relevant consumer-related concerns and get immediate responses to frequent consumer queries as well as complaints. For more information, you can call DTI-BPS at 751-4740, or send email messages to bpspmrd@dti.gov.ph.