

PHILIPPINE RETIREMENT AUTHORITY

MEMORANDUM

FOR : **ATTY. MARIA MILAGROS R. LISACA**
BAC Chairperson/ Deputy General Manager

THRU : **JOHN OLIVER Q. SANOTA**
Head of BAC Secretariat/DC III,
Procurement Division

FROM : **ATTY. ROELA R. DELA PEÑA**
Division Chief III
Advertising & Promotions Division

DATE : **FEBRUARY 24, 2025**

SUBJECT : **CLARIFICATION IN THE TERMS OF REFERENCE (TOR)
FOR THE PRODUCTION OF PRA AUDIO VISUAL
PRESENTATION (AVP)**

• **PRODUCTION**

- **Location-** Cebu City
- **Storyline-** Multiple stories featuring several retirees, including one family, one couple, and one individual retiree (5-6 retirees)
 - Focus on the life and experiences of retirees
 - Feature different tourist spots and food delicacies in Cebu City
 - Interaction between the retirees and the Filipino people, demonstrating the warmth, hospitality, and community spirit of the locals

• **POTENTIAL TALENTS (Nationalities and their location)**

- Ross Thoburn & Andrea Thoburn – **British (Nivel Hills Lahug, Cebu City)**
- Gerhard Wilfried Herrich & Viviana Riccelli- **German & Italian (Siquijor)**
** This is an initial list of retirees. We are still coordinating with the Cebu Satellite Office, but it's likely the talents/retirees are already residing in Cebu.*

- **THE PLATFORMS FOR THE 2025 AVP INCLUDE, BUT ARE NOT LIMITED TO, THE FOLLOWING:**
 - **CNN International-** Global Audience
 - **Island Living Channel-** Nationwide (30 airports & 10 seaports)
 - **The New York Times (Messaging Flex XL)-** International (US, Italy, Japan, Singapore, Sweden, Denmark, and Austria)
**The initial 2025 country distribution list is subject to change.*

- **PRA PERSONNEL**
 - Two (2) Personnel from Marketing Department and BAC Member

Noted by:


ATTY. ROELA R. DELA PEÑA
DC III- Advertising & Promotions Division