

**Conversations on  
COMMUNICATION  
FOR POSITIVE  
SOCIAL CHANGE**



by



**PROBE  
MEDIA  
FOUNDATION  
INC.**

communication for positive social change

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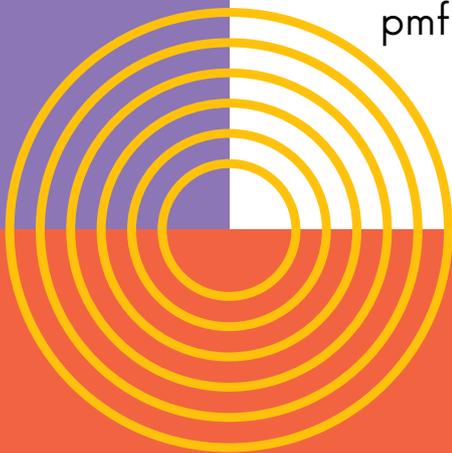
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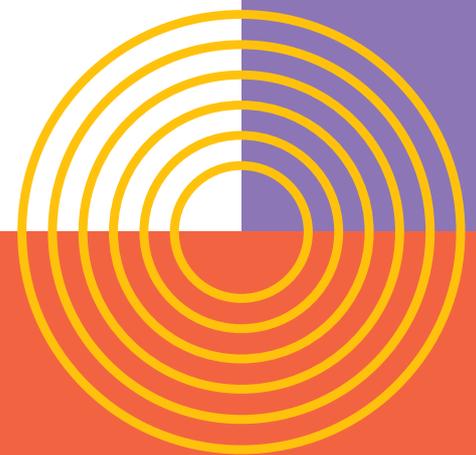
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# ABOUT THE BOOK

This book is a special project to mark PMFI's 25th anniversary, a celebration made possible through the voluntary efforts of the PMFI members who took part in the discussions.

The book explores Filipino stories that inspire change, and it highlights how communication and storytelling have helped shape our nation. It also provides background on PMFI's journey, its mission, and its continued commitment to advancing communication for positive social impact.

In an age of information overload, disinformation, and fractured attention, the question isn't whether stories matter: it's which stories will break through, and why.

This collection presents conversations with members of PMFI, seasoned storytellers across multiple disciplines who have navigated the evolution of Philippine media from traditional broadcasts to digital platforms. Their reflections offer both a masterclass in purposeful storytelling and a roadmap for communicating in ways that drive meaningful, positive change.

PMFI is a non-stock, non-profit organization that is committed to enhancing skills and providing opportunities to develop professional and aspiring media practitioners in the Philippines and Asia. Since 2001, PMFI has worked to harness the critical role of media and communication as a catalyst for development and positive social change. The online hub of PMFI's initiatives is at [www.probefound.com](http://www.probefound.com).

PMFI was established in September 1999 by Cheche Lazaro, Maria Ressa, Twink Macaraig, Conrado de Quiros, and Atty. Liwayway Vinzons-Chato.