

'Adobo Nation' turns one!

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Filipino specialty cuisine was also featured in the anniversary episode of Adobo Nation.

Photo by Rio Gache-Hernandez

ming gold medalist Natalie Coughlin, and handbag and ladies shoes designer Rafé Totengco of Raf New York; *Sari-Sari, Etc.* which showcases What's In and What's Out; *Well Well Wellness* which tackles the health of the Filipino American mind, body and spirit; *ATM Ano'ng Tanong Mo* (What's Your Question) which talks about tough financial questions; and *Barangay USA*, a fast-paced and humor-filled interactive public service and community news bits segment.

"When we were trying to come up with a title of a show about the lives of Filipinos in the US, the word 'adobo' first came to mind," recalls Ging Reyes, ABS-CBN North America's News Bureau Chief and *Adobo Nation's* Overall in Charge of Production. "'Adobo' is a popular dish that has become an iconic representation of Filipino culture. And just as this tasty dish draws Filipinos to the table, *Adobo Nation* has also become a TV show for Filipinos to hang out, to learn new things, to discover and rediscover our rich heritage."

The one-stop pop culture program with a Filipino-American twist is currently hosted by the powerful female troika of brains, banter and beauty—Karmina Constantino, Jaja Bolivar and Michi Valeriano. Original male co-host JC Gonzales will continue to make occasional appearances through special segments.

Catch *Adobo Nation* on TFC every Sunday at 6:40pm PST. For more information, please visit www.adobonation.tv.

*Advertising Supplement

The big, small film festival

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din proudly remarked, "When before Cinemalaya organizers had a hard time inviting people to cover the event, this year, we had to turn down requests for coverage because we could not accommodate them for logistical limitations."

Nestor Jardin also noted that when Cinemalaya started five years ago, only a handful of people came to watch the movies. Last year, almost 30,000 watched and he hopes that the number will increase this year. The organizers have also kept the ticket price to the festival still at P100 to encourage more people to watch Cinemalaya films.

Through the years, Cinemalaya has become a venue to showcase outstanding films and discover new, talented filmmakers. Next year, it will open a new category for mainstream indie directors.

Nestor Jardin added that films in competition are required to have English subtitles because more and more foreigners are coming over to watch these films. And 20 percent of the audience are foreigners.

This year, 140 scripts were submitted for the full length category. The selection committee picked 10 finalists which were given a seed money of P500,000 each and the winner will receive P200,000 cash prize and a Balanghain trophy. Cinemalaya received less scripts this year because of its decision to impose stricter rules. Aside from the synopsis, entries were asked to come up with a sequence treatment of their stories. "Sequence treatment was required because last year, some of the best stories failed when translated on screen," said Laurice Guillen, competition chairman.

During the media launch, Cinemalaya also unveiled its new ad campaign billed Cinemalaya Cinco which was done by Black Pencil Advertising, Inc. The ad campaign celebrates the fifth year of Cinemalaya which has become a major event in local film industry. The ad campaign tags Cinemalaya as the "big, small film festival," conveying the importance and impact of Cinemalaya on Filipino independent cinema.



A long and scrumptious table spread of Filipino culinary offerings delighted the throng of guests at Adobo Nation's Anniversary Barrio Fiesta.

Photo by Nerissa Fernandez

Adobo Nation has attracted a loyal following not only for its wildly popular *Lasang Pinoy* (Filipino Flavor) segment that features Filipino food and restaurants, but six other highly interesting segments: *A-List*, a discussion of the week's hot topics; *Big Time Ka Na* (You're Big Time) that has featured the likes of two-time *Dancing with the Stars* champion Cheryl Burke, Olympic swim-

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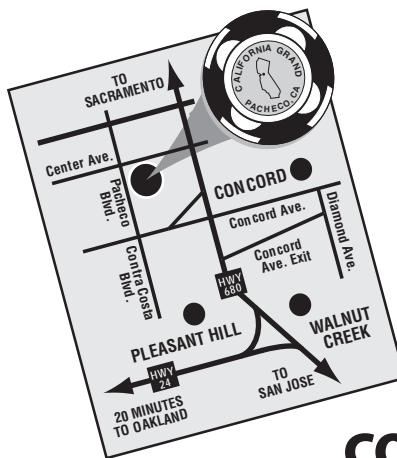
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