THE PRESS FOR HELP PROJECT Concept, program and working paper of Emmanuel Mario B Santos and his Marc Guerrero Communications Inc.

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The Press for Help Project has for its original full title first envisioned during the end of 1990 and at the onset of 21st century The Press and Media Intervention Programs in the Service of Humanity for the Glory of God.

FORETHOUGHT.
I am a writer and a journalist. I have an artist for a *son. We are blessed. But we are also in need. We want. And we suffer. However, there are many of those who suffer more than we do. We can help them in our own little way.

And so as I meditated on World Press Freedom Day of 2003, I thought of gathering together from this day onwards, likeminded, likehearted and likespirited writers, journalists, broadcasters, visual and performance artists, web professionals and enthusiasts, teachers and students of communication, and all in the mediakind, regardless of class, color or creed, to help me help others.

*After 25 years from 1984, I have now two sons.

THE TIME IS NOW.

DECLARATION OF **IDEAOLGY AND PRINCIPLES.
**Ideas and ideals make of an ideaology, and not just of ideology,**

**VISION.** See a more creative and a more compassionate world where needs are met, satisfied and fulfilled.

**MISSION.** Get everybody in the mediaworld to help.

**VALUES.** The pursuit of wisdom and truth can be made more exciting, meaningful and lasting by doing something more proactive, productive and progressive for others. This affirmation has been inspired by the universal precept that declares: "If I am only for myself, then who am I?"

**GOALS.**
Short-term: To help the Filipinos who are in need, in The Philippines and worldwide.
Long-term: To help other people who are in need, elsewhere in the world.

Our immediate goals shall be to get started from zero- to some-resources the establishment of The Press for Help Fundamental Programs under which the following projects will be created, developed and operated:

1 BASIC HELP project. Food, water, power, clothing and shelter assistance.
2 EDUCATIONAL HELP project. Scholarship, tutorial, mentoring and other educational assistance.
3 MEDICAL HELP project. Medical, alternative and holistic health assistance.
4 LEGAL HELP project. Legal counseling, representation and related assistance.
5 EMERGENCY HELP project. Domestic violence and abuse, calamity, disaster, peace and order situation, war and conflicts, and related emergency assistance.
6 LIVELIHOOD HELP project. Jobs, small business and entrepreneurial assistance.
7 SPIRITUAL & CULTURAL HELP project. Ecumenical values enhancement support program.
8 ENVIRONMENTAL HELP project. Nurture of nature, ecological balance, preservation, protection and renewal support program.
9 REENGINEERING HELP project. Urban and rural rehabilitation, reconstruction, rebuilding R&D assistance.
10 INTERNATIONAL HELP project. Relief and assistance programs to foreign national friends of the Filipino people, worldwide.

The Press for Help Project is inspired by what I dubbed as

QUADRO CREDO

Matthew 5.1-12, the Jerusalem Bible.
How happy the poor in spirit: theirs is the kingdom of heaven
Happy the gentle: they shall have the earth for their heritage
Happy those who mourn: they shall be comforted
Happy those who hunger and thirst for what is right: they shall be satisfied
Happy the merciful: they shall have mercy shown them
Happy the pure in heart: they shall see God
Happy the peacemakers: they shall be called sons of God
Happy those who are persecuted in the cause of right: theirs is the kingdom of heaven
Happy are you when people abuse you and persecute you and speak all kinds of calumny against you on my account:
Rejoice and be glad, for your reward will be great in heaven.

***The Universal Filipino Beatitudes.
Blessed are the strange, the weird, the people we laugh at, those who do not fit our mold, specially the socially wretched and despised. By their presence in our lives, they expand our reality, on our part, reluctantly, and on theirs, so painfully, by forcing us to look at them in the hope that we see God in them.

Blessed are the depressed and the addicted, for they are called upon to demonstrate the healing miracles of God through their own awakening.

Blessed are those who are broken, those who fail, those who fall below our expectation, for they are asked to show the rest of us that not being perfect is part of the human condition; that accepting our imperfection is the first step in our realization of the divine perfection of all that is.

Blessed are the cruel, the callused and uncaring, for on some deep unconscious level, they choose to delay their own liberation, so that others may be
enlightened by their example.

Blessed are those who cause us to suffer repeatedly by their mistakes, for they are our tutors who spend valuable time so that we learn our lessons well.

Blessed are the nameless, the faceless, the dispossessed, the refugees, the homeless and the poor, for they point us to the way to compassion. By their sheer numbers, they tell us that ultimately, the experience of compassion is inescapable.

Blessed are the people who arouse us to anger, those who bring out the worst in us, for they force us out of the denial that we harbor within; that we are hooked on them, that they resonate with something hidden inside us; and to break free, we must let go of our misguided moral superiority.

Blessed are those who do not seem to have a life, and specially those who do not have a choice, those who are physically debilitated, paralyzed or in a coma and cannot move, for they bring us a message that is lost in the age of frenzy; that to be worthy of God’s love, we need not strive to do or achieve anything, but simply BE.

Blessed are all of us, for whatever condition we find ourselves in, we can choose to remember our true nature, our original blessing, our timeless grace – anytime, any place and always – and be happy in our Oneness! - JIM PAREDES, ***Free titling by Marc Guerrero.
**SALIN SA FILIPINO NI MARC GUERRERO.**


Pinagpala ang mga walang ganang mabuhay at mga sugapa, sila ay tinatawag upang maipakita ang nakapagpapagaling na mga milagro ng Diyos sa pamamagitan ng kanilang paggising na muli.

Pinagpala ang mga wasak sa pagkabayubay, iyong mga bigo, iyong mga hindi nakatutugon sa ating nasa, dahil hinihingi sa kanilang maipakita sa ating lahat na likas sa kalagayan ng tao ang hindi maging perpekto, na ang pagtanggap sa ating imperpeksyon ang unang hakbang sa pagpapatunayan nating ang Lumikha at lahat ng kanyang lalang ang siyang tanging perpekto sa sanlibutan.

Pinagpala ang malulupit, ang matitigas ang puso at walang pakialam sa mundo, dahil sa kaibuturan ng kanilang ulirat, pinili nilang ipagpalibhan ang kanilang paglaya, upang ang iba’y maliwanagan sa kanilang halimbawa.

Pinagpala ang mga taong sa kanilang paulit-ulit na pagkakamali’y nagdudulot sa atin ng ibayong pagtitiis, dahil nagsisilbi silang mga guro natin na
naghahandog sa atin ng mahalaga nilang oras upang matutuwan natin ang mga aral ng buhay.


Pinagpala ang mga taong hinahamon tayong magngitngit, iyong pinipilit tayong magalit hanggang sa tayo’y mamuhi, dahil pinupuwersa nila tayong ilabas ang kinikimkim na pagtatatwa sa ating sarili, na siyang bumabagabag sa atin, mistulang umaalingawngaw na sama ng loob na pilit naghahatid bahagi ng ating loob; at upang tayo’y makalaya, marapat at matuwid na hubdin natin ang kahangalan at pagkapalalong moral.

Pinagpala ang mga taong animo’y walang kabuhay-buhay, at lalo na iyong mga walang masulingan, iyong may mabibigat na kapansanan, paralisado, nasa coma o wala sa sarili, at hindi makagalaw, dahil inihahatid nila sa atin ang isang mensahe na naglahong parang bula sa panahon ng kaguluhan, silakbo at kalituhan, na upang maging karapatdapat tayo sa pag-ibig ng Diyos, hindi natin kailangang magpunan ang gawin ang anumang bagay kung para lang may makamtam, kundi simple tayong MAGING.
Pinagpala tayong lahat, kahit anupaman ang ating kalagayan at kinasasadlakan, dahil kaya nating piliing maalala ang ating tunay na kalikasan, ang ating kinapanganakang pagpapala, ang ating walang hanggang grasya o karangalan, sa anumang panahon, saanmang lugar at sa lahat ng pagkakataon, at para maging maligaya tayo sa ating sariling Kaisahan sa Kanya!

**DESIDERATA.**
Go placidly amid the noise and haste, and remember what peace there may be in silence. As far as possible without surrender be on good terms with all persons. Speak your truth quietly and clearly; and listen to others, even the dull and the ignorant; they, too, have their story. Avoid loud and aggressive persons, they are vexations to the spirit. If you compare yourself with others, you may become vain and bitter; for always there will be greater and lesser persons than yourself. Enjoy your achievements as well as your plans. Keep interested in your own career, however humble; it is a real possession in the changing fortunes of time. Exercise caution in your business affairs; for the world is full of trickery. But let this not blind you to what virtue there is; many persons strive for high ideals; and everywhere life is full of heroism. Be yourself.
Especially, do not feign affection.
Neither be cynical about love;
for in the face of all aridity and disenchntment
it is as perennial as the grass.
Take kindly the counsel of the years,
gracefully surrendering the things of youth.
Nurture strength of spirit to shield you in sudden
misfortune.
But do not distress yourself with dark imaginings.
Many fears are born of fatigue and loneliness.
Beyond a wholesome discipline,
be gentle with yourself.
You are a child of the universe,
no less than the trees and the stars;
you have a right to be here.
And whether or not it is clear to you,
no doubt the universe is unfolding as it should.
Therefore, be at peace with God,
whatever you conceive Him to be,
and whatever your labors and aspirations,
in the noisy confusion of life keep peace with your
soul.
With all its sham, drudgery, and broken dreams,
it is still a beautiful world.
Be cheerful.
Strive to be happy.
-Max Ehrmann, Desiderata, 1952

The Press for Help Project, with all its past, current
and future inspirations, will emerge as the new
proactive philanthropy.

AFTERTHOUGHT.
The Press for Help Project shall be funded by individual and institutional sources, both local and foreign, in the form of gifts, donations, contributions, bequests, endowments and special media events projects in partnership with likeminded, likehearted and likespirited corporate and cooperative entities.