

IMAP Quezon City, Philippines and Partners Call for Media Integrity

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International Media Association for Peace (IMAP) Philippines



Quezon City, Philippines - The International Media Association for Peace (IMAP) Philippines, in partnership with PEACE PRO Inc., marked its first anniversary with an inspiring celebration that brought together media professionals, chaplain state counselors, educators, tribal leaders, and partner organizations. The event served as a unified call for moral and spiritual values education across the nation.



Held in Quezon City on December 10, 2025, the milestone gathering underscored the expanding role of media practitioners and chaplain counselors in shaping a culture of peace, integrity, and responsible communication in the Philippines. Participants emphasized that in an era of misinformation and societal

division, the country needs leaders who uphold truth, compassion, and ethical standards.

IMAP Philippines reaffirmed its commitment to elevating media standards and promoting values-driven leadership in all sectors of society. The organization highlighted its mission to strengthen responsible journalism, empower community leaders, and support initiatives that foster unity, moral renewal, and national transformation. A highlight of the program was a recorded message by experienced educator Dr. Robert Kittel.



Fifteen dignitaries - academics, religious leaders, NGO representatives, media professionals and government officials - were presented with UPF's prestigious Ambassador for Peace award.

IMAP's newly appointed vice president and former assistant secretary of the Philippine Communications Office, Hon. Mario Fetalino, delivered an encouraging message. He expressed optimism about the future of values-driven and ethically grounded media, saying the nation is ready for a new generation of communicators who uphold truth, integrity, and public service.



He pointed to the presence of regional directors from PEACE PRO who, he said, were not merely administrators but recognized community leaders who embody moral leadership, public service, and grassroots credibility. The collaboration between IMAP and PEACE PRO, he said, creates a powerful synergy that blends media expertise with community leadership, spiritual values, and a shared commitment to national transformation.



PEACE PRO vice president for legal affairs, Ms. Candelaria Rivas, also delivered a compelling message. Known for her unwavering support for indigenous communities and her commitment to justice, Ms. Rivas emphasized that the nation's healing must begin with a moral and spiritual mission grounded in a unified faith in God. She reminded the audience that the Philippines, despite its challenges, remains a nation with a deep spiritual heritage. She stressed that true transformation cannot be achieved by policy alone, but by a collective return to righteousness, integrity, and compassion.

Board member of the Philippines Charity Sweepstakes Office and renowned Filipino music icon Madam Imelda Papin delivered a heartfelt message, declaring that the Philippines urgently needs peacemakers who will lead the nation in righteousness and moral courage. She highlighted the importance of cultural identity and patriotism as she promoted her stirring anthem, "Pilipino Tayo," a song she believes can awaken the spirit of unity among Filipinos. She emphasized that music has the power to heal divisions, inspire hope, and remind Filipinos of their shared identity and destiny.

SHARE Foundation vice president, Ms. Anne Barite Calara, emphasized that the strength of a nation begins with the strength of its families. She stressed that every Filipino family deserves a physical, emotional, and spiritual home. She explained that a home is not merely a structure, but a place where values are formed, character is shaped, and hope is nurtured. She pointed out that the absence of a stable home environment often leads to brokenness, vulnerability, and cycles of poverty that affect entire communities.

Ms. Calara has long been involved in programs that support vulnerable families, provide shelter assistance, and uplift communities. Her call for stronger families resonated deeply with attendees, and served as a reminder that nation building is not only the work of institutions - it is the work of every home, every parent, and every community leader committed to righteousness and unity.