

JHMC Board of Directors (Profile)

ATTY. RUDOLPH STEVE E. JULARBAL

Vice-Chairperson of JHMC

Member of the JHMC Board of Directors

NOT holding more than five (5) positions in GOCCs and publicly-listed companies

Age: 68, Filipino

Date of First Appointment: June 01, 2020

Atty. Rudolph Steve E. Jularbal earned his Bachelor of Laws degree from the University of the Philippines, Diliman, Quezon City in 1979 and was admitted to the Philippine Bar in 1980. Earlier, he obtained degrees in Business Management and Marketing from the Saint Louis University in Baguio City. In 1990, he obtained a Certificate from the Philippine Trust Institute, Makati City.

Atty. Jularbal has a well-earned impressive experience in the broadcast and telecommunications industries, among which are his current positions as a Member of the Board of Directors and Corporate Secretary, General Counsel and Head of the Regulatory Compliance Group of the Manila Broadcasting Company and its affiliates, while concurrently holding the position of Vice President of AM Operations and Station Manager of DZRH-Manila. He, likewise, holds the position of General Counsel and Spokesperson of the Kapisanan ng mga Brodkaster ng Pilipinas (KBP) where he served various terms as Member of its Board of Trustees; and sits as the General Counsel of the Ad Standards Council (ASC) and led in codifying its Advertising Standards.

The employment history of Atty. Jularbal shows notable positions he held as Vice President for Legal, Nextel Communications Philippines, Inc. (NCPI), a subsidiary of Nextel International, in 1999 to 2001, while also appointed as the Anti-Corrupt Practices Performance Officer. He also concurrently held the position of Head of Carrier Relations & Revenue Assurance. Prior to this, he was employed with the Fred J. Elizalde Group of Companies (1987 to 1999) where he held various concurrent positions in the affiliates and subsidiaries of the company, namely Vice President for FM Operations in charge of the administration of more than 150 FM radio stations all over the Philippines; President of Star Parks Corporation and Vice President of Sunshine Inn Corp., the affiliates that own and operated the amusement park business and the tourist resort business, respectively, of FJE Group of companies. He was also the Corporate Secretary of the subsidiary and affiliate corporations.

Other professional activities of Atty. Jularbal included conducting lectures on Ethical Practices in the Broadcast Industry and in academic institutions as part of the advocacy programs of the KBP; Honorary Membership in the Committee for the Special Protection of Children under the

Department of Justice and assisted in formulating the “Guide to Media Practitioners in Coverages involving Children” launched in 2008. He also assisted the National Telecommunications Commission in formulating the Rules and Regulations for the migration to digital television broadcast in the Philippines as well as for digital FM broadcast. He was a Member of various Technical Working Groups in Congress in the formulation of laws particularly on Anti-Pornography, Libel and other media-related laws.

Part of Atty. Jularbal’s work experience was as instructor of Commercial Laws at the Saint Louis University, College of Commerce from 1981 to 1987.

Atty. Jularbal is married and has two (2) children.