

BIBLIOGRAPHY

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ABSTRACT

The study was conducted to determine the radio program preferences and perception on 104.7 FM Radyo Sagada in Sagada, Mt. Province. The specific objectives are to determine the socio-demographic profile of the respondents, determine the respondents' reason in listening to the programs, determine the frequency and length of exposure of the listeners in listening to Radyo Sagada, determine the most liked programs of Radyo Sagada, identify the listeners' language and program preferences, determine the perceptions of the listeners towards the program and the broadcaster, identify the information needs of the listeners aside from the information being aired and identify the comments and suggestions of the listeners for the improvement of Radyo Sagada.

The data were gathered with the use of interview schedule. There were 60 respondents. Many of the respondents belonged to the age range of 21-30 years old, majority was female and many of them were married.



Majority of the respondents finished college level and almost all of them came from the Kankana-ey tribe and most of them were farmers.

More than one half of the respondents listened to the station daily in three to four hours especially the musical programs. The top three programs that the respondents most liked were “*Day-eng id Cordillera*”, Music Program and Folk and Rock Music programs. For the preferences, in terms of news programs, most of the respondents preferred midday news. In terms of musical programs, most of the respondents claimed that they preferred “*Day-eng id Cordillera*” which is the same with the most liked program. Also for the development programs, “*Kalin di Umili*” program ranked first. Lastly for the spiritual programs, most of the respondents preferred the Christianity Worldwide program and “*Timek ti Namnama*”. Most of the respondents preferred mix language to be used by the broadcaster as a medium in delivering their messages.

For the comments, many respondents said that the broadcasters used easy to understand words, good in delivering the message and jolly in speaking. Only few said the broadcasters talked too slowly, used technical words, talked fast. Respondents also suggested that the program hosts must be jolly and use simple words, make and edit script, repeat important information and practice pronunciation.

Respondents claimed that they listen to the radio station because it is entertaining, informative and educating. Most of the respondents were listening to the radio programs while resting, doing household chores, working at the farm or while selling at their stores. It is concluded that the programs of Radyo Sagada catered to all regardless of age, sex, educational, background, civil status, tribal affiliation and source of livelihood.



Programs appropriately contextualized to the preference of its listeners have high listenership as proven in the study. Musical programs are still the preferred type of programming for FM stations like Radyo Sagada

It is recommended that the program hosts may continue using mix language to be easily understood by the listeners. Radyo Sagada may also consider the comments and suggestions of the respondents. Development programs related to agriculture, health, environment and politics may be continued and prioritized since they are the mostly preferred topics based on the listeners information needs.



INTRODUCTION

Rationale

Radio is one form of mass media that is being usually used by an individual because it provides different programs that address the information needs in agriculture, health, weather condition, current news, business news, music and many more.

Community Radio is defined by Karina Barker (2008) as one that operates in the community, for the community, about the community and by the community. She also added that community radio is not for profit, instead, it has community ownership and control and has community participation. It can also be a powerful tool for addressing social concerns and promoting social change in a community.

In Sagada, Mountain Province, 104.7 FM Radyo Sagada, a community radio station was successfully launched on November 11, 2011 under the franchise of National Council of Churches in the Philippines. The radio equipment were donated by MIVA, a Switzerland based funding agency of Transportation and Communication, while the financial needs of the station is being funded by Catholic Bishops of Germany.

Radyo Sagada aims to provide information to the community on issues and concerns regarding environment, health, education, agriculture and spiritual aspect. Also, it aims to provide a people to people exchange of information with a range of content and analysis relevant to the needs and interests of the community and to the society as a whole; to promote culture and language of the community; and to provide relevant and sensitive entertainment to all sectors of the community.



At present, aside from the international, national and local news that they are airing, Radyo Sagada has programs for culture, agriculture, health, spiritual and musical programs. They also play developmental plugs about culture, environment and health.

The station opens at 8:00 in the morning until 7:00 in the evening.

Jaime “Tigan-o” Dugao, one of the Board of Directors of Radyo Sagada emphasized in an interview that Sagada proved once more its leadership for the people’s communication rights. Meanwhile, Mary Carling, the station manager urges I-Sagada and all Cordilleran to claim the community radio as theirs. The station welcomes anyone who wishes to broadcast on Radyo Sagada, because it is owned, managed and operated by the people. At present, the station programs are being anchored by one regular staff, five part time and volunteers. The signal can be reached in most of the municipalities of Mountain Province and nearby provinces like in some parts of Benguet, Kalinga, Apayao, Ifugao, La Union, Ilocos Sur, Isabela and Nueva Viscaya.

There is a need to study the listener’s program preferences and perceptions for the improvement of Radyo Sagada as a whole since it was newly established. The result of the study could be used by the staff as a guide in planning, structuring and broadcasting their programs.



Statement of the Problem

This study sought to identify the radio preferences and perceptions of listeners on

104.7 FM Radyo Sagada. Specifically, it answered the following questions:

1. What are the socio-demographic characteristics of listeners?
2. What are the reasons in listening to the programs?
3. What is the frequency and length of exposure of the listeners in listening to

Radyo Sagada?

4. What are the most liked programs of Radyo Sagada?
5. What are the listeners' language and program preferences?
6. What are the perceptions of the listeners toward the programs?
7. What are the information needs of the listeners aside from the information being aired in the programs?
8. What are the comments and suggestions of the listeners for the improvement of the broadcasters and the programs of 104.7 Radyo Sagada?

Objectives of the Study

This study aimed to know the radio program preferences and perceptions of listeners on 104.7 FM Radyo Sagada at Sagada, Mt. Province, specifically it aimed to:

1. determine the socio-demographic profile of the respondents;
2. determine the respondents' reason in listening to the programs;
3. determine the frequency and length of exposure of the listeners in listening to



Radyo Sagada;

4. determine the most liked programs of Radyo Sagada;
5. identify the listeners' language and program preferences;
6. determine the perceptions of the listeners towards the program and the broadcaster; and,
7. identify the information needs of the listeners aside from the information being aired in the programs;
8. identify the comments and suggestions of the listeners for the improvement of the broadcasters and the programs of Radyo Sagada.

Importance of the Study

The study emphasized on the importance of information for the development of the community. Also, the result may be used by the radio station in improving or adding programs that address the needs of the community.

It is also important that the participatory individuals from the community of

Sagada will realize the importance of their involvement in the planning and evaluation. Also, the community will appreciate the advantage or impact of having a community radio station.

The study may also serve as a reference for related upcoming studies.



Scope and Limitation of the Study

The study covered the radio program preferences and perceptions of listeners on 104.7 Radyo Sagada FM. Part of the study is to seek information that is needed by the listeners.

The study was conducted from December 2012- January 2013 and the respondents is limited to 60 respondents who are aging from 15 to 65 years old who are listening to the programs of 104.7 Radyo Sagada FM from the community of Sagada, Mt. Province and 10 broadcasters from Radyo Sagada, a total of 70 respondents.

However, the study will not include the staff of the radio station as my respondents. It will concentrate mainly in the community.



REVIEW OF LITERATURE

Socio-demographic Profile

It is very important to study the characteristics of the community or the listeners to determine their role in the community radio and will help determine the program suitable to the listener's age, sex, race, educational background and many more.

In the study of Balanggoy (2003) about the radio programs and station preferences of AM Band Listeners in Pandayan, Tadian, Mt. Province, most of her respondents belonged to three age brackets. These were 15-20, 21-30 and 31-40. Only 16% belonged to 51-60 age group. Majority (60%) of the respondents were females who do work not only in their houses but also in the farm. Majority of the respondents (80%) were married; and only 20% were single. Among the 50 respondents, majority (52%) of the respondents were farmers, 24% were housekeepers; 20% were students; and 4% were government employees. Regarding their educational attainment, 42% of the respondents reached high school level; 28% reached elementary level; and 30% reached college level. All respondents had formal education.

However, in the study of Juan (2012) in Madaymen, Kibungan, Benguet listeners of „*Gangsan Di Tawid*” radio program were male (70%) and females were 30% only. As to civil status, majority (60%) of the respondents was single and 40% were married. In the educational background of the respondents, results show that 40% among the respondents reached high school level, 30% have been to College level, 25% went to elementary level while 5% said to have non-formal education. Also, most of them were



Kankana-ey with only one Ilocano. On the other hand, majority of the respondents were farmers and 25% were paid laborers. Also, there were 30% respondents who were students.

Reasons in Listening

In the study of Balanggoy (2003), half of the respondents (50%) said that their favorite station has the strong signal than others; and 21 (42%) said that it has entertainment. 20 (40%) said that the information that they aired is useful/relevant; and only 4% said that their favorite announcer is working in that station.

Greenberg (1978) as cited by Anno (2003) lists seven reasons for watching television that would pertain to other forms of mass communication such as radio: for pastime, for enjoyment, for companionship, for arousal, for learning, for relaxation, and as a source of refuge.

Dawiguey (2004) stated in her study on “Radio Program Preferences and Perceptions of Listeners on Radio ng Bayan-Bontoc, in Five Barangays in Bontoc, Mountain Province” that majority of the respondents claimed that they listen to the programs because it gives information about the events around them, while the rest listened to the program for entertainment.

Frequency and Length of Exposure

In the study of Aboen (2007) of the mass media habits of the farmers of Barangay Dalipey, Bakun and in Barangay Poblacion, Kibungan, Benguet, majority of the respondents (74.2%) listened to the radio everyday. It showed that less than 20% of



respondent listened to the radio once a week and less than 20% listened to the radio once a month. The findings showed that the radio was used on a regular basis since the farmers can carry it to their work and they said that they can work while listening to it. For the duration, a total of 10 or 24.67% of the respondents listened to the radio for more than four hours in one sitting. They said that they spent those hours for listening to news in the morning and in the evening. The rest were for drama and music.

Most Listened Programs

In United States, the total listenership for terrestrial radio in the year 2005 was 230 million. Sirius XM Radio has a base of 18.5 million subscribers as of 2009. American Top 40 attracts over 20 million listeners per week. Rush Limbaugh's show has been the number one commercial talk show since at least 1991 when record keeping began. "NPR's Morning Edition and All Things Considered" were the two most popular news programs. The highest rated local talk program was "John and Ken" in Los Angeles. (Anonymous, 2009)

Preferences

Preference is said to be the choice based on such a view. In the study of Balting (2007), the result showed that the respondents listened to the radio station based on the type of music being aired. According to them, they enjoyed listening to country and vernacular songs that can easily relate their life with it compared to the other kind of music being played in the station.

Barker and Gaut (2000) emphasized that listening habits and preferences don't develop in the same ways for all people. Some people preferred to hear from only credible sources,



others want to be entertained, some focus on the other person's needs, and others want a speaker to get to the point as quickly as possible. Listening preferences develop over lifetime as a function of socialization and reinforcement patterns.

Preferred Language

In the study of Dawigwey (2004), most of the respondents preferred Ilocano to be the medium in delivering the program. Farmer-respondents claimed that they preferred Kankana-eywhile most student-respondents (30%) claimed that they preferred English.

Programs aired by Radyong Bayan-Bontoc were broadcast in Ilocano.

Perceptions

From the UNESCO handbook authored by Fraser and Estrada (2001), the people's views and opinions are important for strengthening democratic practice and for arriving at a cooperative approach to community development.

In the study of Juan (2012) regarding the perceptions of listeners in Barangay Madaymen, Kibungan, Benguet to "Gangsan di Tawid" program were beneficial to them since the topics aired were informative and educational. This was attested by 18 of the respondents. As emphasized in the previous result, through the topics being tackled, the respondents claimed that they gained knowledge for listening, they learn some indigenous practices they were not aware of and the program answers provided to their questions they do not understand. The remaining two said the topics were able to help the future generation to know and learn their own culture and tradition.



From the study of Dinggo (2005), the perception on the content of the commentary programs of the two AM stations in Baguio City, the manner of pronunciation showed that with the total of 25 respondents, 76% stated that the commentators of DZWX has appropriate pronunciation and 8% said that the pronunciation was not appropriate. This finding implied that the DZWT and DZWX commentators has appropriate has pronunciation. In manner of speaking, among the 25 respondents for each station, all of the respondents stated that the commentators in DZWT were fair in delivering their comments as compared to DZWX that it has 96% fair and 4% rude. This showed that the commentators of the two AM stations in Baguio City were fair in manner of speaking. Also, in manner of organization of the topic aired. All of the respondents said that the two stations have organized topic aired for each of their program. This finding implied that the commentary programs of DZWX and DZWT has organized topic aired. For the objectivity, all of the respondents said that DZWX commentators delivered their comments fair (100%) compared to DZWT which had 96% fair. It showed in these findings that the DZWX and DZWT commentators were objective in delivering their comments. Meanwhile, in the length of the program, among the 25 respondents of DZWX, 88% of the respondents mentioned that is just enough for the programs and 4% said that it is too long. For DZWT, 80% stated that it is just for their programs and 20% mentioned that it is too short. These findings showed that the two AM stations covered in the study have just enough length of commentary programs.

Information Needs of the Respondents

In the study of Bantasan (2003), the farmers in Kasibu, Nueva Viscaya stated that they need information on health (66 %); and (46 %) needed farm technology and fertilizer



application programs to be aired over the radio. Forty four (44%) needs livelihood programs and 40% needed price-monitoring program. Only one (2%) needed information on showbiz.

Listeners of Barangay Pacso, Kabayan, Benguet needed health issues (78%); 68% for animal raising; and 38% for food processing. (Pocdo, 2003)

Dawigwey (2004) stated that in five Barangays in Bontoc, Mountain Province, some (28 %) claimed that they need information on health and nutrition such as family planning. Twenty-two percent (22%) claimed that they needed information on agriculture such as rice and animal production since some of the respondents were farmers. The rest of the respondents claimed that they needed community issues as well as the prices of goods and commodities.

Most of the radio listeners at Pandayan, Tadian, Mountain Province needed information on controlling pest and diseases, vegetable production, environmental issues, science and technology, animal production, health and nutrition, and orchard production (Balanggoy, 2003).

Aside from the information needs in agriculture, Sawasi (2008) pointed out that the leading information needs of students at Atok National high School-Annex were academic information, current events (crimes and politics), weather condition and public service announcements.

Comments and Suggestions



It was emphasized by Fraser and Estrada (2001) that community radio stations normally receives considerable numbers of letters and/or telephone calls from listeners. This process is very useful to the station personnel, and the audience should therefore being encouraged. In Barangay Madaymen, Kibungan, Benguet, the respondents of Juan (2012) requested that the program should include business matters like the present economy, prices of goods and commodities; good agricultural practices; more Igorot culture-Benguet and Mt. Province; news update and local stories or stories of the community. All of the respondents suggested that the program should continue to be aired.

The respondents“ suggested that the DZWX commentators should avoid too many expressions and jokes; discuss the first topic properly before moving on to the next topic, not too serious in delivering their comments, avoid unnecessary mannerisms and lastly they should make commercials shorter. Suggestions also for the improvement of the DZWT commentary programs and to the commentators were; they should add formats, more topics and comments; they should open their commentary programs open to suggestions and they should always put emphasis that were stressed on the topic being discussed. Dinggo (2005)

In the study of Palayen (2007) on the perceptions of Baculongan Sur Vegetable Farmers on “*Boses ti Farmers*” Program, the respondents commented on the program time slot was fine for them while a few (12%) suggested that it would be aired in the morning, few (4%) still suggested in the afternoon for them to listen regularly while working in the fields. Also, majority (72%) of the listeners suggested that the topics were needed to be repeated when requested. Few (40%) suggested that the host should limit reading text messages



while discussion is going on, few (40%) still suggested that, the host should talk moderately. Also some of them claimed that the host needed to use layman's term in some words which were too technical for them to understand.



METHODOLOGY

Locale and Time of the Study

The study was conducted at Sagada, Mt. Province (Figure 1 & 2). Sagada is a 5th class municipality in the Province of Mountain Province. It is located 149 kilometers north of Baguio City within a cool highland mountainous zone. At present, the Municipal Health Office of Sagada recorded 11, 757 total population or 2, 399 households. The municipality is popularly known because of the “hanging coffins”, a traditional way of burying people before. The tourists could spend their time in trekking, exploring caves and waterfalls, spelunking, bonfires, picnics, rappelling, visiting historical sites, nature hikes, and participating in tribal celebrations. It is dominantly mountainous in nature and has 19 barangays namely: Aguid, Ambasing, Angkileng, Antadao, Balugan, Bangaan,

Dagdag, Demang, Fidelisan, Kilong, Madongo, Patay, Pide, Nacagang, Suyo, Taccong, Tanulong, Tetepan Norte and Tetepan Sur.

Sagada, Mt. Province was chosen as the locale of the study because most of the people listen to the programs of Radyo Sagada aside from they were the main community who helped in putting up the station.

The study was conducted last December 2012.

Respondents of the Study

The study had 60 respondents: 20 respondents in north zone, 20 in central zone and 20 in south zone. North zone encloses Aguid, Antadao, Bangaan, Fidelisan, Madongo, Pide, Tanulong, Tetepan Norte and Tetepan Sur while Patay, Demang and Dagdag belong



to central zone. Also, south zone are Ambasing, Angkileng, Balugan, Kilong, Nacagang, Suyo and Taccong. The respondents were chosen using purposive quota sampling and they were aging from 15 to 65, listener of Radyo Sagada, and a resident of Sagada, Mt. Province.

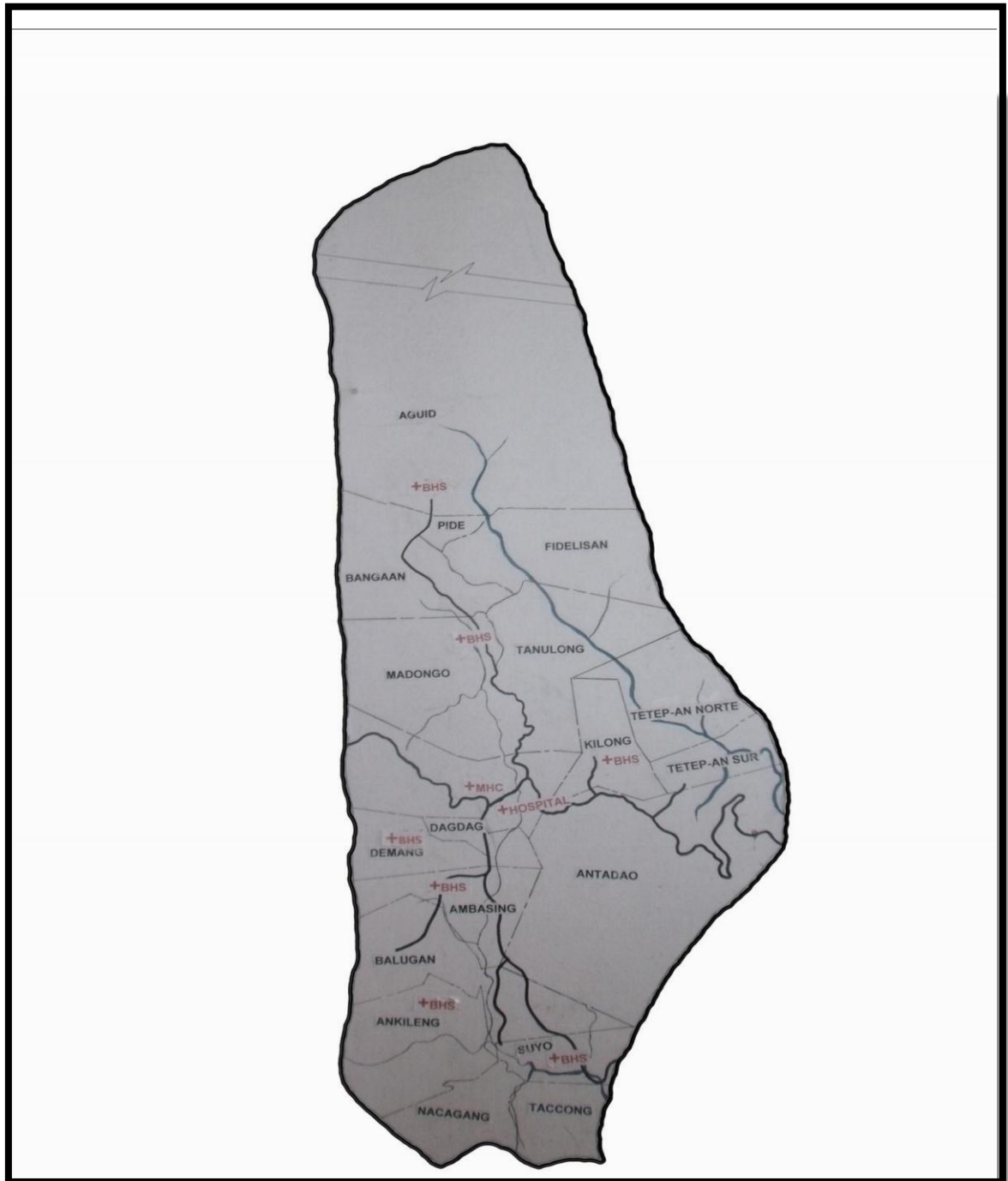


Figure 2. Map of Sagada, Mt. Province showing the locale of the study





Figure 1 . Map of Cordillera Administrative Region showing Mt. Province as the locale of the study

Data Collection

The researcher used interview schedule. Questions were explained and personally translated for the respondents to avoid hesitations and difficulty in answering the questions.

Data to be Gathered

The data gathered was the socio-demographic profile of the respondents, the reasons in listening to Radyo Sagada, the frequency and length of exposure of listeners, the most liked programs, the program preferences and languages preferred by the listeners, the perceptions of the listeners towards the program and the broadcaster, the information needs of the listeners, the comments and suggestions of the listeners for the improvement of the broadcasters and the programs of Radyo Sagada.

Data Analysis

The data gathered from the respondents was tabulated and analyzed using percentages, frequency counts and ranking.



RESULTS AND DISCUSSIONS

Profile of the Respondents

Table 1 shows the respondents' demographic profile. More than one-fourth (33%) of the respondents belonged to the age range of 21-30 but there were 31.67% coming from 15-20 age bracket. Only one (1.67%) among them belonged to the age range of 61-65. This indicates that the programs of Radyo Sagada cater to all age groups. Majority (56.67%) of the respondents were female; and 29 (48.33%) were married.

In terms of educational attainment, 29 (48.33%) of the respondents finished college level, 26.67% finished secondary level, 18.33% finished elementary level, 5% for post graduate and only 1.67% had no formal education. This means that not all of the respondents had formal education but majority were literate.

Since most of the respondents have a higher leaning especially that most of the respondents finished high school and college level there is a greater possibility that the respondents may understand easily the topics being discussed.

Almost all of the respondents came from the tribe of Kankana-ey (93.33%) while Iloco and Applai tribes had 3.33% each.

In terms of source of livelihood, 36.67% of the respondents were farming and there were 25% who were not working. They were either students or housewives. The rest were business owners, government workers, a driver and an animal breeder. This implies that the listeners of Radyo Sagada have different characteristics and that Radyo Sagada caters to people from different walks of life.



Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS		FREQUENCY (n=60)	PERCENTAGE (%)
Age			
	15-20	19	31.67
	21-30	20	33.33
	31-40	12	20.00
	41-50	5	8.33
	51-60	3	5.00
	61-65	1	1.67
Total		60	100
Sex			
	Female	34	56.67
	Male	26	43.33
Total		60	100
Civil Status			
	Married	29	48.33
	Single	27	45.00
	Widower	3	5.00
	<u>Separated</u>	<u>1</u>	<u>1.67</u>
Total		60	100
Educational Attainment			
	Elementary	11	18.33
	Secondary	16	26.67
	College	29	48.33
	Post Graduate	3	5.00
	No Formal Education	1	1.67
Total		60	100
Tribal Affiliation			
	Kankana-ey	56	93.33
	Iloco	2	3.33
	Applai	2	3.33
Total		60	100
Source of Livelihood			
	Farming	22	36.67
	None	15	25.00
	Laborer	11	18.33
	Business	6	10.00
	Government Worker	3	5.00
	Driving	2	3.33
	Animal Production	1	1.67
Total		60	100



Reasons for Listening to Radyo Sagada

Table 2 shows the reasons of respondents in listening to the radio station. In terms of the reason in listening, most (78.33%) of the respondents claimed that they listen to the programs of Radyo Sagada because it is entertaining. This shows that Radyo Sagada maintain its primary purpose which is “*Mentutyaan ya Menliwliwaan*”, meaning a consensus and for entertainment. However, one respondent (1.67%) said that he listened to Radyo Sagada because it is the only available signal in his residence.

This is quite similar to the study of Dawiguey (2004) in her study on “Radio Program Preferences and Perceptions of Listeners on Radio ng Bayan-Bontoc, in Five Barangays in Bontoc, Mountain Province” wherein majority of the respondents claimed that they listen to the programs because it gives information about the events around them, while the rest listened to the program for entertainment.

Frequency and Length of Exposure

Frequency. Table 3 shows the respondents’ frequency and length exposure in Sagada, Mt. Province. In terms of frequency and length of exposure of the respondents, 26 (43.33%) listened to the programs daily. These findings showed that the radio was used on a regular basis since it was observed that laborers like the carpenters were listening while working. For the sari-sari store owners, they said that they were listening while selling. Sixteen (26.67%) listened to the station twice a week while 8 (13.33%) listened once in a week. According to them, they were not listening to Radyo Sagada regularly because they were studying or a government worker. They can just spend those hours for listening to news in the morning and in the evening.



This listening habit of the respondents is quite similar to the study of Aboen (2007) where majority (74.2%) of the respondents in Barangay Dalipey, Bakun and in Barangay Poblacion, Kibungan, Benguet listened to the radio everyday.

Length of exposure. Table 4 shows the length of exposure of the respondents in listening to the programs of Radyo Sagada. Only half (30%) of the respondents listened to the radio station for three to four hours. However, there were 5% who listened for less than 1 hour only because they were either studying or government worker. According to them, they just have time to listen at 6:00-7:00 am or 6:00-8:00 pm. Those who listened to the programs for 14-15 hours were laborers like carpenters and store owners. This shows that only few listened to the programs since more than one fourth only listened to the programs daily and half of the respondents listened for three to four hours.

Table 2. Reason for listening to Radyo Sagada

REASON	FREQUENCY n=60	PERCENTAGE (%)	RANK
To be entertained	47	78.33	1
To be informed	28	46.67	2
To be educated	26	43.33	3
Only available signal	1	1.67	5

* Multiple response



Table 3. Respondents' frequency of listening to Radyo Sagada

FREQUENCY	NUMBER n=60	PERCENTAGE (%)	RANK
Daily	26	43.33	1
Twice a week	16	26.67	2
Once a week	8	13.33	3
Thrice a week	4	6.67	4
Once a month	2	3.33	5.33
Twice a month	2	3.33	5.33
No answer	2	3.33	5.33
Total	60	100	

Table 4. Respondents' length of exposure to Radyo Sagada

EXPOSURE	FREQUENCY (n=60)	PERCENTAGE (%)	RANK
Less than 1 hour	3	5.00	5
1-2 hours	16	26.67	2
3-4 hours	18	30.00	1
5-6 hours	10	16.67	4
7-8 hours	11	18.33	3
14-15 hours	1	1.67	6.5
No answer	1	1.67	6.5
Total	60	100	



Most Liked Programs

Table 5 shows the most liked programs of the respondents. More than half (33.33%) of the respondents listened to “*Day-eng id Cordillera*”, being anchored by Lumban and Sim Cataran every 3:00-5:00 in the afternoon of Monday and Thursday. This was followed by the Music Program (25%) of Gina Dizon, Brenda Fuchay and Belen Piluden every 8:00-9:00 in the evening of Tuesday, Friday and Sunday. Also, the Folk and Rock Music Program ranked third and it is being anchored by Belen Piluden every 2:00 to 3:00 in the afternoon of Tuesday and Friday.

It can be noted that 78.33% of the respondents listened to Radyo Sagada to be entertained so it was not surprising that the top three most liked programs were musical programs.

Table 5. Most liked programs by the respondents

PROGRAM	FREQUENCY (n=60)	PERCENTAGE (%)	RANK
Day-eng id Cordillera	20	33.33	1
Music	15	25.00	2
Folk and Rock Music	6	10.00	3
Morning News	5	8.33	4.5
Midday News	5	8.33	4.5
Basta Love Songs	4	6.67	7.33
OPM	4	6.67	7.33
Igorot Music	4	6.67	7.33
Ilaw ni Kristo	3	5.00	9.5
Gag-ay di Umili	3	5.00	9.5

* Multiple response



This supports the respondents' reason in listening to Radyo which is for them to be entertained. However, morning news and midday news programs (8.33%) show high percentage than the other programs. This shows that some were interested still to listen to the news programs not only for music.

Table 6 shows the radio plugs of Radyo Sagada. The radio station has two plugs; it talks about the preservation of the environment and promotion of regional autonomy. Table 7 shows the development programs of Radyo Sagada. The programs under the development programs of Radyo Sagada talks about health, agriculture, education, and social issues.

Table 8 shows the musical programs of Radyo Sagada. These are musical programs wherein listeners can greet their love ones, they can also request any music composed by Igorot singers or adaptations of western music but interpreted in the local, western folk rock and OPM.

Table 9 shows the spiritual/ religious programs of Radyo Sagada. It is a religious program for bible reading and interpretation with religious music. Most of the programs were being aired every Sunday.

Table 10 shows the news programs of Radyo Sagada. The news was being derived from the local, national and international events.



Language and Program Preferences

Preferred language. Table 11 shows the preferred language of the respondent. Half (50%) of the respondents preferred mix language to be used by the program host/s or broadcaster. According to the respondents, mix language pertains to the different languages or dialects like Kankana-ey, Iloco, Filipino and English for them to understand easily on what the broadcaster is saying. However, most of the students and professionals respondents preferred English while most the elementary and high school graduate preferred Kankana-ey.

Radyo Sagada uses different languages in broadcasting like English, Iloco, Kankana-ey and Filipino.

This contradicts the study of Dawigwey (2004) on the radio preferences and perceptions of listeners on Radyong Bayan in Bontoc, Mt. Province since her respondents“ preferred Iloco as the medium in delivering the message.

Table 11. Language preferences of the respondents

LANGUAGE	NUMBER (n=60)	PERCENTAGE (%)	RANK
Mix language	30	50.00	1
Kankana-ey	12	20.00	2
English	10	16.67	3
No answer	4	6.67	4
Ilocano	2	3.33	5.5
Tagalog	2	3.33	5.5
Total	60	100	



Preferred programs. The programs were classified into five categories and approved by Mary Carling, the station manager of Radyo Sagada. They were News Program, Development Program, Musical Program, Religious/Spiritual Program and Development Plugs.

Table 12 shows the news program preferences of the respondents. For the news programs, midday news ranked first (53%), followed by evening news (48%), morning news (45%), opening program (40%), and the news review (2%). Table 13 shows the developmental preferences of the respondents.

In terms of the development programs, “*Kalin di Umili*” ranked first with 48.33%. It was originally intended to cover issues and concerns of the community as expressed by the ordinary people. This program was being anchored by Hilda Telan every 8:00 to 9:00 in the morning of Thursday. It was followed by “*Gag-ay di Umili*” and Provincial Report Program with 41.67% each. The “*Gag-ay di Umili*” program is a commentary on LGU and other political matters. It is being anchored by Gina Dizon every Wednesday from 9:00 to 10:00 in the morning while the Provincial Report Program is an update on the programs and projects of the provincial government. It is being anchored by Gina Dizon every Tuesday from 10:00 to 11:00 in the morning.

Also, it shows that 25 (41.67%) of the respondents were listening to the Police Report program of Gina Dizon every Tuesday. It is a program for crime reports and police actions/ inaction.

Table 14 shows the musical program preferences of the respondents.



For the musical programs, majority (73.33%) of the respondents preferred “*Dayeng id Cordillera*”. This is a request and dedication musical program on popular Cordillera country folk songs as adopted by Cordilleran musicians; in the local languages of the Cordillera. It is anchored by Lumban Bawaan and Sim Cataran from 1:00 to 3:00 in the afternoon of Monday and Thursday.

Table 12. News program preferences of the respondents

PROGRAM	FREQUENCY (n=60)	PERCENTAGE (%)	RANK
Midday News	32	53.33	1
Evening News	29	48.33	2
Morning News	27	45.00	3
Opening Program	24	40.00	4
News Review	12	2.00	5

* Multiple response

Igorot Music program also shows high percentage of preferences (71.67%). This musical program plays songs of any original composition of Igorot singers and adapted western music but interpreted in the local language.

The Folk and Rock music program also shows high percentage of preferences. It has 63.33% and they play western folk rock, mostly the old favorites. It is being anchored by Belen Piluden every 2:00 to 3:00 in the afternoon of Tuesday and Friday.



Perceptions of the Respondents

Radio programs. Table 17 shows the perceptions of the respondents. Almost (95%) all of the respondents responded that the programs of Radyo Sagada were beneficial because according to them they gain knowledge or information and entertainment from the news, development program, music and plugs. Only one respondent (1.67%) said that it was not beneficial.

In terms of the length of the program, 48 (80%) respondents said that it was appropriate. However, seven respondents said that it was too short and only four (6.67%) claimed that it was too long.

Program hosts. Table 18 shows the perceptions of the respondents on the performance of the hosts.

To the program hosts, only 48.33% said that the program host uses easy to understand words and 46.67% said that the program hosts were good in delivering the message and jolly in speaking.

The top three perceptions on the hosts of the programs were positive. However, some of the respondents said that some of the hosts talked too slow (15%), talk fast (5%), uses technical words (11.67%) and boring (3.33%)

Information Needs

Health. Table 19 shows the information needs of the respondents on health.



Respondents claimed that they need information on first aid (45%), family planning (41.67%), smoking (36.67%), dengue (28.33%), rabies (28.33%), fever (25%), sanitation (5%), sex education (5%) and AIDS (1.67%).

Agriculture. Table 20 shows the information needs of the respondents on agriculture. Respondents especially the farmers claimed that they need information in vegetable production (53.33%), animal production (45%), rice production (40%), and coffee production (33.33%). Twenty five (25%) requested to the station that they will air the price of vegetables and basic commodities.

There is a higher percentage on information regarding agriculture compared to the other information needs because most of the respondents are farmers and they need information regarding rice production, vegetable production and animal production.

Cooking tips. Table 21 shows the information needs of the respondents on cooking tips. Respondents especially the female claimed that they need information on how to bake cake (16.67%), how to cook chicken curry (10%), how to prepare regular viand (5%), how to bake bread (1.67%) and how to cook “*Pinikpikan*”.

Others. Table 22 shows the other information needs of the respondents. Respondents said that they need information on weather update (75%) especially during rainy season. Twenty six (43.33%) said that they need issues on politics. Only few high school students needs topics on the history of Cordillera and in economics (1.67%) specifically the law of demand and supply. One (1.67%) respondent also requested that the radio station should always remind the curfew hours to the listeners during night.



Comments of Respondents to Radyo Sagada

Table 23 shows the comments of the respondents the radio station as a whole. Less than half (31.67%) of the respondents said that it is good but some also said that the station still lack facilities (15%), too much dead air (18.33). One (1.67%) respondent also said that Radyo Sagada needed improvement especially in terms of pronunciation and in manner of delivering the news. Moreover, one respondent (1.67%) commented that the station

Suggestions of the Respondents for Radyo Sagada Program

Table 24 shows the suggestions of the listeners.

Time of airing. More than one fourth of the respondents (18.33%) suggested that the opening must start earlier than 7:00 in the morning.

Some of the respondents suggested for earlier opening because they were leaving their house earlier than 7:00 am since this respondents were government worker and students.

Length of the program. Few respondents (13.33%) suggested that they must add time for the musical program. According to them, the music were playing were entertaining. However, 5% said that the time per program were appropriate.

To the broadcaster. Respondents suggested that the program host/s must be jolly and use simple words (38.33%), avoid dead airs and repeat important information (35%), and, talk in moderate speed (33.33%), nineteen (31.67%) said that the hosts must practice their pronunciation. Also, one (1.67%) respondent said that they must edit the news before airing.



The respondents suggested these because according to them some of the respondents“ uses technical words that can“t be understood especially those respondents who have low educational background. They also suggested that they must avoid dead airs especially in the news programs. Some also suggested that the hosts must practice their pronunciation because according to them their were terms being mispronounced which is embarrassing to the listeners.

This shows that Radyo Sagada as a whole still needs improvement for the benefit of the listeners and the station itself especially that it is new operated.



SUMMARY, CONCLUSION AND RECOMMENDATIONS

Summary

The study was conducted at Sagada, Mt. Province to characterize the respondents, determine the frequency and length of exposure of the listeners in listening to Radyo

Sagada; determine the most listened programs of Radyo Sagada; identify the listeners' language and program preferences; identify the perceptions of the listeners towards the program and the broadcaster; identify the information needs of the listeners aside from the information being aired in the programs; and, identify the comments and suggestions of the listeners for the improvement of the broadcasters and the programs of Radyo Sagada.

Interview schedule was used in gathering data from the respondents. The 60 respondents were chosen through purposive sampling.

Many of the respondents belonged to the age range of 21-30 years old, majority were female and among them were married.

In terms of educational attainment, majority of the respondents finished college level and almost all of them came from the tribe of Kankana-ey tribe and most of the respondents were farmers.

More than one half of the respondents listened to the station daily in three to four hours especially the musical programs.

The top three programs that the respondents most liked were "*Day-eng id Cordillera*", Music Program and Folk and Rock Music programs.



For the preferences, in terms of news programs, most of the respondents preferred midday news. In terms of musical programs, most of the respondents claimed that they preferred “*Day-eng id Cordillera*” which is the same with the most liked program. Also for the development programs, “*Kalin di Umili*” program ranked first. Lastly for the spiritual programs, most of the respondents preferred the Christianity Worldwide program and “*Timek ti Namnama*”.

Most of the respondents preferred mix language to be used by the broadcaster as a medium in delivering their messages.

For the comments, many respondents said that the broadcasters use easy to understand words, good in delivering the message and jolly in speaking. Only few said the broadcasters talked too slowly, uses technical words, talk fast. Respondents also suggested that the program hosts must be jolly and use simple words, make and edit script, repeat important information and practice pronunciation.

Respondents claimed that they listen to the radio station because it is entertaining, informative and educating. Most of the respondents were listening to the radio programs while resting, doing household chores, working at the farm or while selling at their stores.



Conclusions

Based on the findings of the study, the following conclusions are derived:

1. The programs of Radyo Sagada cater to all kinds of listeners regardless of age, sex, educational background, civil status, tribal affiliation and source of livelihood.
2. Programs appropriately contextualized to the preference of its listeners have high listenership as proven in the study.
3. Musical programs are still the preferred type of programming for FM stations like Radyo Sagada.

Recommendations

1. The program hosts may continue using mix language to be easily understood by the listeners.
2. Radyo Sagada may consider the comments and suggestions of the respondents.
3. Development programs related to agriculture, health, environment and politics may be continued and prioritized since they are the mostly preferred topics based on the listeners information needs.



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