

BIBLIOGRAPHY

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ABSTRACT

The study was conducted to evaluate *Radyo Agrikultura*, an agricultural radio program of DZWT. It aimed to identify the socio-demographic profile of the farmer respondents; determine the farmers' preferred topics of *Radyo Agrikultura*; determine the farmers' perceptions on the *Radyo Agrikultura* regarding terms used, time slot, topics, length of the program and information delivery; determine information from the *Radyo Agrikultura* that are useful to the farmers; enumerate the recommendations of farmers for the improvement of the *Radyo Agrikultura* regarding the language, timeslot, length of the program and delivery of information; and determine how the station decides on the format, production process, scheduling of topics, gathering and management of feedback of the program and the monitoring activities.

Two sets of guide question were used during the interview schedule, one for the farmer respondents and one for the anchorperson of the program who served as key informant.

Many respondents were old. Both males and females listened to the program. They spoke Kankana-ey and planted highland vegetables and rice. The farmers preferred



to listen to the program which is for information and for entertainment. The farmers were satisfied with the program. Price monitoring, rice production and good agricultural practices were relevant to the livelihood of the farmers. Regarding the decision making of the program, it is the station management who still decides the format of a program.

With the results, it is therefore recommended that since price monitoring was the most preferred and most useful to the farmers, it should be continued and timeslot, info delivery, topics and length of the program should be maintained. Suggestions of farmers may also be considered by the station management for the improvement of the program.



INTRODUCTION

Rationale

The Philippines is an agricultural country. It has four sub-sectors in agriculture: farming, fisheries, livestock, and forestry. The main agricultural crops are rice, corn, coconut, sugarcane, bananas, pineapple, coffee, mangoes, and abaca.

Agriculture carries an important role to daily lives of people. In the country, most citizens still live in the rural areas and support themselves through agriculture.

Despite the fact that most of the land area is being used for agriculture, it is not enough to support the food for the country. According to Castillo (1980), cited by Dy (1987), based on a maximum cost of food basket, it is estimated that about 70% of Filipino families are poor, but farmers, farm laborers, and fishermen, registered the highest incidence of poverty among all occupational groups. Given this situation, development communication has to deliver messages that will enable them to rise from the socio-demographic crisis (Dy, 1987). There is a need for further research and proper deliverance of information in order to meet development challenges.

One of the strategies that are being used for sustaining agricultural growth is through communication services. Communication plays a vital role in the development of society. Among the communication channels that are being used for information deliverance is radio.

Radio is a mass medium of communication that can reach a large number of people at one time. Among its advantage is, it is available and affordable even in remote areas or in rural places.

Rural broadcasting system in the country dates back to 1946 when station KZRH,



now DZRH, started to broadcast a farm program in cooperation with the Department of Agriculture and Industry. For a long time, this was the only radio program directed primarily at the rural audience for disseminating agricultural information (Community Broadcasting Staff, 1979).

Radio has always had a special place in the lives of farmers. Because of rural life, entertainment and information brought by radio are very special to them. Weather forecast and agricultural reports are essential to every farmer (Balio, 2004). Though there are communication tools that are more advance such as TV and Internet, radio remains to be the source of information of farmers because radio signal has the strongest signal that can reach a remote place.

As a community radio, DZWT performs the information function, education, and entertainment. It is supportive on the activities of different agencies concerned with development. Furthermore, the radio station is more on informing agricultural matters to rural people. Thus, DZWT included in its regular program an Agricultural radio program, the *Radyo Agrikultura*.

Radyo Agrikultura was formerly known as “Boses Ti Farmers” radio program of DZWT. “Boses Ti Farmers” was then hosted by Dominador Dongla. In an interview with Ms Langpawan she said that when Dominador Dongla resigned and left the station, “Boses Ti Farmers” was changed to *Radyo Agrikultura* in February 2011. She was asked by the station to host the program. Langpawan added that, “Boses Ti Farmers” only focused to the farmers of Benguet but when it was changed to *Radyo Agrikultura*, the scope of the program was expanded to the farmers in the six provinces of the Cordillera. The program tackles topics that concerns with the needs of the farmers in the six provinces of Cordillera.



Radyo Agrikultura is a radio program where issues in Agriculture are discussed in order to inform and enlighten its listeners. *Radyo Agrikultura* joins forces with Department of Agriculture and other agencies that deal on agriculture for the program. All programs implemented by DA-CAR is being aired and discussed over on *Radyo Agrikultura* including price monitoring from the La Trinidad Vegetable Trading Post. This radio program plays an important role not only in the dissemination of agricultural information to the farmers of its covered places in CAR but also serves as an entertainment.

In the Cordillera, specifically at Sabangan, Mountain Province, agriculture is one of the sources of income. However, farmers may have problems in increasing their production or harvest, income, and improving post harvest practices. There is a need therefore for the farmers to be abreast with today's knowledge, technology, and facilities on vegetable production.

Being indigenous mountain dwellers, farmers of this place sustain themselves agriculturally, and they started by their own method of farming based within the limits of their resources until radio was introduced. Based on observation, radio is their source of information regarding agriculture. Thus, this study aims to evaluate *Radyo Agrikultura* listened to by the farmers in the place.

Statement of the Problem

This study aimed to evaluate *Radyo Agrikultura*. Specifically, it answered the following:

1. What is the socio-demographic profile of the farmer respondents?
2. What are the preferred topics of the farmers aired by *Radyo Agrikultura*?



3. What are the farmers' perceptions on *Radyo Agrikultura* regarding the terms used, time slot, length, topics and delivery of information of the program?
3. What information from the *Radyo Agrikultura* are useful to the farmers?
5. What are the suggestions of farmers for the improvement of the agricultural radio program regarding the language, timeslot, length and delivery of information?
6. How do the management decide on the format, production process, scheduling of topics, gathering and management of feedback of the program, and the monitoring activities.

Objectives of the Study

The general objective of the study is to evaluate *Radyo Agrikultura*. Specifically, it aimed to:

1. identify the socio-demographic profile of the farmer respondents;
2. determine the farmers' preferred topics of *Radyo Agrikultura*;
3. determine the farmers' perceptions on the *Radyo Agrikultura* regarding terms used, time slot, length of the program, topics and information delivery ;
4. determine information from the *Radyo Agrikultura* that are useful to the farmers;
5. enumerate the recommendations of farmers for the improvement of the *Radyo Agrikultura* regarding the language, timeslot, length of the program and delivery of information; and
6. determine how the station decides on the format, production process, scheduling of topics, gathering and management of feedback of the program and the monitoring activities.



Importance of the Study

The importance of the study rest primarily on its potential contribution to radio broadcasting. It may hopefully give the researchers, announcers, and information officers both in public and private offices an idea on how to improve radio broadcast programs that cater the needs of farmers specifically those who are living in agricultural areas like Mountain Province and other areas in the Cordillera region.

The information gathered may help in planning broadcast programs of DZWT and other radio stations.

Scope and Limitation

The study was limited to Radyo Agricultura aired from 6:00PM to 8:00PM every Mondays to Fridays respectively over DZWT 540 KHz, Mountain Province Broadcasting Corporation.

The study focused on the socio-demographic profile of the farmer respondent, the preferred contents of Radyo Agricultura; the perceptions of farmers on the terms used, timeslot, length and delivery of information of the program; the information useful to the respondents; recommendations of farmers for the improvement of the agricultural radio program regarding the language, timeslot, length and delivery of information of the program; and the how the station decides on the format, production process, scheduling of topics, gathering and management of feedback and the monitoring activities.

The study was limited to the topics of *Radyo Agrikultura* aired from Febuary 2011 to November 2011.



REVIEW OF LITERATURE

The concept of development and communication is inexorably linked. Communication assist in development of societies: it provides new skills, link various sectors of society in collective drive towards development, and mobilizes citizens to take part in nation building (Tuazon, 1980). Thus, information dissemination must be strengthened to improve the conditions of communities as well as the life of people.

Preferred Contents of Radio Programs

Mass communication serves as a chief reporter on researches and other information related to agriculture such as farming technologies, practices as well as programs and projects of the government that could help farmers increase their agricultural productivity (Balio, 2004). Thus information that must be delivered should be developmental.

There were studies showing the information preferences on radio programs that were conducted in the province of Benguet and in Mountain Province.

In La Trinidad, Benguet, listeners preferred radio programs with the leading topics such as strawberry production, controlling pest and diseases, vegetable and cut flower production (Gonzales, 2005).

In Mountain Province, specifically in the four barangays of Bontoc, Mountain Province, Waglison (2010) found out that listeners preferred local news reports that concerns with public service. This supported with the study of Bacolong (2004) where listeners in Baguio City were more interested in information programs that were related to their needs and interests.



In another study, Balio (2004) found out that most respondents in Mountain Province preferred programs, projects and activities of the Department of agriculture, LGU agriculture offices, and National Food Authority including the establishment of demonstration farms, role of Department of Agriculture in waste management, and the Government Hybrid Rice Program. On the same study, other content preferences were the preparations of compost fertilizers, ginger, papaya extracts, control of snails and slugs in ground vegetation, and livestock practices.

Tuazon (1980) pointed out the need to consider the government as a partner in development rather than as a fountain of eternal goods and services.

Perceptions

Terms used in radio broadcasting. Terms used is a very important consideration in radio broadcasting most especially in rural areas.

Balio (2004) found out in her study that almost all of the respondents perceived that the terms used in the radio programs of DWFR, Radyo ng Bayan Bontoc regarding the topics on agriculture was simple or easy to understand. Few respondents said that the terms used in the radio programs were highly technical.

Velasco (2000) as cited by Balio (2004) stated that technological advances produced in scientific words needed to be explained in simple terms for lay users, otherwise this work goes to waste.

Time slot. Waglison (2010) found on her study that residents in selected barangays of Bontoc, Mountain Province claimed that the time allotted for the program corresponds with their free time which was during lunch time, so they listened to DWFR while they were eating.



In addition, Pocdo (2003) found that 90% of the respondents in Pacso, Kabayan, Benguet said that the time slot was appropriate for the BSU-on-the Air program; 6% claimed that the program was too late, and only 4% claimed that it was too early.

Also in the study of Buyagan (2003), farmers in Tabaan Sur, Tuba, Benguet claimed that the timeslot of DA-Charm-On-Thei Air was appropriate. According to the interviews to the farmers it is appropriate because they were preparing their things in going to their farms and so they were able to listen to the program.

But in Barangay Alno, La Trinidad, Benguet farmers claimed that the timeslot of Voice of America (VOA) news program in Magic 99.9 Country FM was too late. According to their interviews, during the time of this program which is 9:00AM to 11:00AM, they were in their work so they did not listen well to the program (Linggoden, 2004).

Topics. In the Voice Of America (VOA) news programs of Magic 99.9 Country FM, almost all respondents of Barangay Alno, La Trinidad, Benguet mentioned that the topics of the program was informative because they gained knowledge on the events around the world and it also gives detailed international news (Linggoden, 2004).

It was also found out in Pacso, Kabayan, Benguet that BSU-On-The-Air program that the topics were informative practical, and it can be applied in their locality. Findings showed that multiple response of the respondents was an indicator that topics are helpful to their farming activities and also on improving their livelihood (Pocdo, 2003).

Information delivery. Some host of programs of DWFR *Radyo ng Bayan Bontoc* was ranked as good in delivering the message. Respondents claimed that the host used words that were easy to understood (Dawigwey, 2004).



In the study of Linggoden (2004), respondents claimed that the host of Voice of America (VOA) news program delivered message in a fast way (80.43%), 63% told that the voice of the host was not good because most of the pronunciation was slang which made the respondents confused. This finding showed that delivery of information affected the listeners so they did not understand some of the topics of the program. *Length of the program.* According to Dawigüey (2004), 80% of her respondents in Bontoc, Mountain Province claimed that the length of the radio programs in DWFR were appropriate. Eight percent of the respondents mentioned that the length of the programs that tackles agriculture was too short while few (6%) said that it was too long. And in Barangay Alno, La Trinidad, Benguet, results showed that the respondents did not want too long news because there was a possibility that they will get bored.

Information Useful to Farmers

According to the study of Waglison (2004), respondents in Bontoc, Mountain Province needed more information on health and nutrition which include rice production, fruit and vegetable production, ornamental production, inland fish production and animal production. Dawigüey (2004) and Balio (2004) had similar results wherein the information which were useful to the respondents were more on rice production and vegetable production since most of them were engaged in farming works.

Suggestions of Listeners

The leading suggestions of listeners in Bontoc, Mountain Province towards the programs of DWFR were on enriching the programs with more issues on health and nutrition, agriculture, community issues, and prices of goods and commodities (Dawigüey,



2004). In addition, from the study of Waglison (2010), respondents from the same place suggested that repetition of topics should be avoided especially when it was already mentioned in the earlier programs. They also suggested that topics should be aired on time since most of the news aired were old. Simple words should be used so that people of all level can grasp. They also suggested that the newscasters should make the delivery style more alive. Furthermore, they suggested more topics on environment issues and Protection of Women and Children.

On the Voice of America (VOA) news program, people of Barangay Alno, La Trinidad, Benguet suggested that VOA news should be translated in simpler terms, and the anchorperson should deliver message in a simple style so listeners can understand (Linggoden, 2004).

Program Format

Writer-producers of a development radio program must bear in mind the preferences of their audience. They should know that what information the audience prefers (Balio, 2004).

There are different types of radio programs such as musical program, talk program, news program, magazine program, and variety program. Musical program generally aims to entertain. Second is talk program, this is preferred by adults audiences who have knowledge of and interest in the subject since this type of program lacks variety, the broadcasting must compensate for it by making it informative, interesting, amusing and humorous (Balio, 2004). The third is news program. News program uses direct, concise, and told with simple words. Fourth is the magazine program which contains a variety of either related or unrelated items or segments that are linked together by narration, music,



or sounds effects Lastly is the variety program. The term “variety show” implies a combination of more elements of entertainment and arts, It has a combination of various types of performances and techniques (Community Broadcasting Staff, 1979).

Production Process

Program production includes planning the program which includes planning of subject matter, format, concreteness, and variety; gathering and organizing the materials; and the actual production which includes making of scripts, assembling of resources, directing and editing (Community Broadcasting Staff, 1979).

Scheduling of Topics

Another important consideration in program planning especially for technical programs is subject matter coverage and time allotment for the resource speakers and the topic. The radio producer should determine the extent and scope of the subject matter content, its length and limitation. How long will be the topics on air and how many days in a week will it take on air (Community Broadcasting Staff, 1979).

Gathering of Feedback

Feedback is one of the more reliable means of gauging the reactions of listeners. In radio and television, the speaker has no immediate feedback from his audience. In such cases, the cycle of communication is not complete until letters, postcards, telephone calls or programs ratings provide some understanding as to the reaction of the audience. Agencies cooperating with the radio station can gauge the audience feedback, too. They should be encouraged to inform the station of whatever feedback they gather from their contacts in the rural areas (Community Broadcasting Staff, 1979).



METHODOLOGY

Locale and Time of the Study

The study was conducted in Baguio City (Figure.1) and in Data, Sabangan, Mountain Province (Figure.2). The study was conducted in Baguio City where DZWT is located. Also the study was conducted in Data, Sabangan, Mountain Province where the farmer respondents are residing.

Barangay Data is one of the fifteen barangays of Sabangan. It is located at the boundary between Sagada and Sabangan and is seven kilometers from the national road. It has an area of 670 hectares and a total population of 803 and total number of 175 households.

Creeks and mountain ridges indicate boundaries of Barangay Data. It has pronounced dry and wet season. Heavy rain is on the month of August.

In terms of income, rice and vegetable farming is where most people take their profit.

Base on the observation of the researcher, Barangay Data was chosen as the area of study because it was observed that majority of the people use radio as main source of information regarding farming. The area was also selected because it was observed that DZWT is the AM station listened to by the people, though there is one AM station in the province, according to Dona Kawis-Balio, broadcaster of DWFR-Bontoc, the frequent “off the air” of the station is due to obsolete and pro-to-lightning transmitter.

The study was conducted on December 2011 to January 2012.



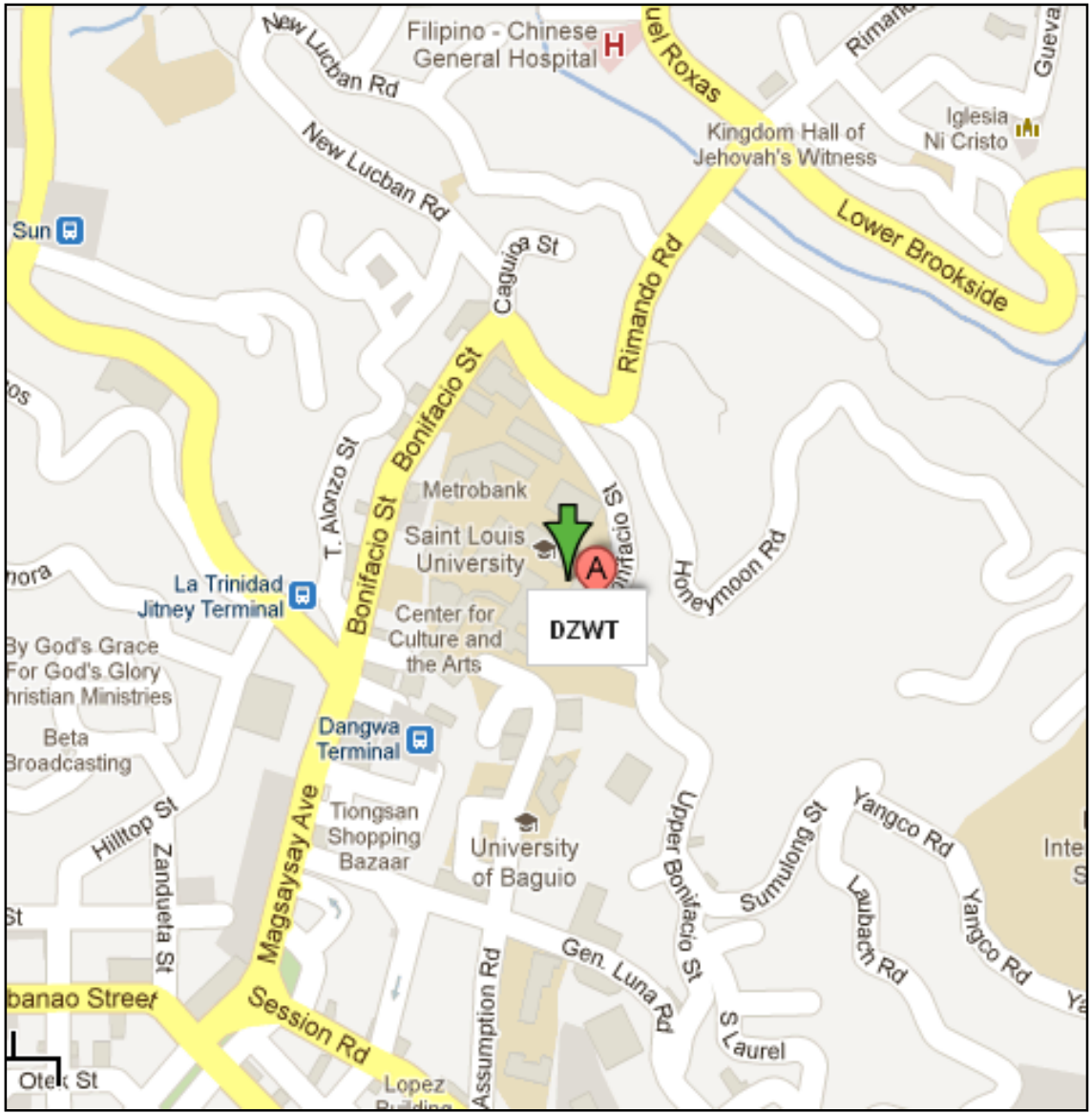


Figure 1. Map of Baguio City showing the locale of study





Figure 2. Map of Mountain Province showing the locale of study

Respondents of the Study

The respondents of this study were Mary Langpawan, the host/anchorperson of *Radyo Agrikultura* who served as key informant, and 40 farmers of Barangay Data, Sabangan, Mountain Province. The 40 farmers were chosen purposively. They were chosen using the following criteria: (a) must be using radio as source of information regarding agriculture; and (b) must be listening to *Radyo Agrikultura*.

Data Collection

Data from the key informant was gathered through key informant interview using guide questions and data from the farmer respondents were gathered through interview schedule using guide questions. On the actual interview with the farmers, the questions were translated into the dialect used by the community to facilitate understanding between researcher and respondents.

Data Gathered

The data gathered were socio-demographic profile of the respondents, preferred content of the agriculture-related radio program by the farmers, the perceptions of farmers on the language, timeslot, anchor person, and length of the program; the information useful to the respondents; suggestions of farmers for the improvement of the agricultural radio programs; and the decision making of the station regarding the format, production process, scheduling of topics, gathering and managing of feedback and the monitoring activities.

Data Analysis

All information gathered were consolidated, tabulated, presented, and analyzed using descriptive statistics such as frequency count, ranks, and percentages. The frequency count was used to determine the number of respondents who responded to a certain item. Rank was used to indicate the order of frequencies.



RESULTS AND DISCUSSION

Socio-demographic Profile of the Respondents

Table 1 shows the socio-demographic profile of the respondents. The profile includes the age, sex, civil status, dialect, educational attainment, number of children, and the crops they planted.

Age. As shown in Table 1, many of the respondents' age ranged from 60 and above (27.5%), followed by respondents with the age ranging from 20-29 (22.5%). The rest were 30-39 years old and 40-49, and few respondents at the bracket of 50-59 years.

The findings imply that older respondents were more active in farming works. Next were the youngest respondents within the given age bracket (20-29 years old) were engaged in farming compared to the respondents within 30 to 50 years of age. Interviews with them showed that the young respondents relied on farming as their source of livelihood because they cannot find jobs in other sectors. On the other hand, the older respondents who were aged 60 and above said that they had no choice but to do farming because they were too old to work in other sectors and because they lacked the needed education for jobs. Among respondents who belonged to the age bracket of 30 to 39 and 40 to 49, they preferred to choose other work aside from farming because they have enough strength and skills to do other jobs.

Sex. The number of females (50%) was the same as males (50%). The findings indicated that both females and males were listening to *Radyo Agrikultura* of DZWT Radio *Totoo*. In the interviews, it was found out that both females and males were engaged in farming thus they both seek information regarding agriculture through radio, and other channels of communication.



Table 1. Socio-demographic profile of the respondents

PROFILE	FREQUENCY (N=40)	PERCENTAGE (%)	RANK
Age			
20-29	9	22.5	2
30-39	7	17.5	3.5
40-49	7	17.5	3.5
50-59	6	15.0	5
60 and above	11	27.5	1
Total	40	100	
Sex			
Female	20	50.0	1.5
Male	20	50.0	1.5
Total	40	100	
Civil Status			
Married	27	67.5	1
Single	6	15.0	2
Widower	5	12.5	3
Separated	2	5.0	4
Total	40	100	
Dialect			
Kankana-ey	40	100	1.0
Total	40	100	
Educational Attainment			
College	14	35.0	1
Vocational	2	5.0	5
Secondary	12	30.0	2
Elementary	6	15.0	3.5
Never attended school	6	15.0	3.5
Total	40	100	
Number of Children			
None	6	15.0	4
1-2	10	25.0	2.5
3-4	11	27.5	1
5-6	3	7.5	5
7 and above	10	25.0	2.5
Total	40	100	

Civil status. There were 67.5% of the respondents who were married. Fifteen percent were single, followed by widowers, 12.5%; and the rest were separated. According to the respondents, married individuals had to work hard to provide for their



family. On the other hand, single respondents had no other choice but to do farming and help their parents because they cannot find other jobs outside.

Dialect. All of the respondents spoke Kankana-ey, the native language of most people in Mountain Province. Nevertheless, results of interviews revealed that although they speak in their mother tongue or dialect, they comprehend and speak in Iloco.

Educational attainment. Many of the respondents (35%) reached college level, followed by the secondary level which was 30%. While 15% reached elementary level and another 15% have not undergone schooling. The rest attended vocational school where they finished Basic Automotive Mechanics.

The respondents revealed that those who have reached college, secondary, and vocational schools can easily understand information aired over *Radyo Agrikultura*. Most even have adopted the practices from the radio program. On the other hand, respondents who have reached elementary and those who have not attended school have comprehension difficulty in the words used during discussion of the topics. They said that such terms must be translated in Iloco. Nevertheless, they claimed that the program taught them some new agriculture practices, and some agriculture tips were likewise applied to their farms.

Number of children. As shown in Table 1, many of the respondents had three to four children followed by one to two children and seven children. Some had four to five children and few have five to six children. Some had no children because they were still single.

Crops planted. Table 2 shows the distribution of respondents in terms of the crops they planted. The major crops planted by the respondents were highland vegetables (90%) followed by rice (80%). Beans, highland tamato, bellpepper, cabbage, Chinese cabbage,



and pechay were the highland vegetables they planted. Next to rice were legumes (67.5%) which includes peanut, black beans white beans and other dried beans. Followed by root crops (65%) such as camote, cassava, gabi, ginger and potato. They also planted fruits (37.5%) which include banana, papaya and pineapple. There were 14% respondents who planted lowland vegetables such as eggplant. Another 14% respondents planted fruit trees which includes citrus and coffee. Some also planted corn and sugarcane.

In interviews with them they said that the kinds of crops grown in a certain area depend on the climate of the place and the location of the land area. They also explained that rice was one of their main crop because there were more rice fields in the place than

Table 2. Crops planted by the respondents

CROPS PLANTED	FREQUENCY (n)	PERCENTAGE (%)	RANK
Highland vegetables	36	90.0	1
Rice	32	80.0	2
Legumes	27	67.5	3
Root crops	26	65.0	4
Fruits	15	37.5	5
Lowland vegetables	14	35.0	6.5
Fruit trees	14	35.0	6.5
Corn	9	22.5	8
Sugarcane	2	5.0	9

*Multiple responses

swidden farms, so sometimes farmers drain the water on their rice fields so they can plant vegetables while waiting again for the next planting season of rice. They added that



because they also needed an extra income so they plant vegetables like they do in the Benguet Province purposely for trading.

Respondents' Preferred Contents of *Radyo Agrikultura*

Table 3 shows the distribution of respondents according to the preferred contents of *Radyo Agrikultura*. The contents of the said program include price monitoring, fish farming, organic agriculture, composting, livestock, good agricultural practices or agriculture tips, production of variety of plants, some programs of DA-CAR, and music.

The preferred contents follow a descending order were price monitoring good agricultural practices or agriculture tips, music, livestock and poultry, organic agriculture, composting, fish farming, production of plant varieties, and DA-CAR programs.

Price monitoring. Price monitoring was the most preferred content of the respondents. It was found out that respondents who preferred price monitoring were those who planted highland vegetables such as cabbage, beans, tomato, bell pepper, and others which were purposely for selling. In interviews with them, they said that price monitoring was very important because it helps in their decision making during near harvest and decision making whether to bring to the La Trinidad trading post or to the town market.

Good agricultural practices/ agricultural tips. Maintaining and restoring soil organic content was important to the respondents. In an interview with them, they said that good agricultural practices were important to them because they want to restore the unproductive lands that were damaged by the use of artificial fertilizers. Under good agricultural practices, the topics they preferred were maintaining and restoring soil



Table 3. Respondents' preferred contents of *Radyo Agrikultura*

CONTENT	FREQUENCY(n)	PERCENTAGE (%)	RANK
Price monitoring	25	62.5	1
Good agricultural practices/Agriculture Tips	24	60.0	2.5
Music	24	60.0	2.5
Livestock	22	55.0	3
Organic agriculture	20	50.0	4
Composting	18	45.0	5
Fish farming	17	42.5	6
Production of plant varieties	11	27.5	7
DA-CAR programs	8	20.0	8

organic content, upland vegetable farming, reducing soil erosion, proper application of fertilizer, intercropping, green manuring, farm sanitation, backyard gardening and practice of crop rotation.

Music. More than half of the farmers (60%) preferred music as a content of the program aside from contents regarding agriculture. This is an indication that including music in a program is also important to the farmers. According to them, music is important because it served as their entertainment after a whole day work. In addition, the respondents said that they preferred country songs and local songs.

Livestock and poultry. Fifty five percent of the respondents preferred livestock and poultry. This is expected since the respondents were hog and poultry raisers.

This implies that respondents were interested and mostly engaged in chicken production and hog raising aside from farming. Topics under this were tips on chicken



production, hog raising, hog diseases, hog feeding, chicken duck raising, how to raise native chicken, and upgrading the breed of native chicken.

Organic agriculture. Half of the respondents preferred organic agriculture. In interviews they said that they were more on topic about organic farming because they do not apply artificial fertilizers. Aside from the introduction of organic farming and its advantages, were the topics on sustainable agriculture, discussion on the standards of certified organic and how to certify organic products.

Composting. There were 45% respondents who preferred composting. Respondents said that listening to radio about composting improved their knowledge and traditional way of composting. Introduction of compost, how to use and make compost, advantages, and use of pig and chicken manure as fertilizers were topics they preferred.

Fish farming. There were 42.5 % respondents who preferred fish farming. Under fish farming, the most preferred topic was the fish culture especially tilapia culture.

Many respondents revealed that some respondents had backyard fishpond where they raise tilapia that was from the Municipal Agriculture Office.

Production of plant varieties. Majority of the respondents preferred rice production. Other content preferences were the fruit trees production, root crops production, and the short term vegetable farming. Least preferred was the strawberry production. Most respondents preferred rice production in terms of the production of plant varieties because according to them, they need more information about rice to improve their traditional varieties and to have a greater harvest.

As an overall result, farmers' content preferences have differences and similarities. Farmers who were engaged in planting purposely for the market mostly preferred price



monitoring and other topics related to vegetables while those farmers do farming purposely for consumption preferred organic agriculture. Interviews with the farmers revealed that what they preferred most were the topics applicable/adoptable and were of great help to their farming activities.

Perceptions of the Respondents

Table 4 presents the perception of respondents regarding the words used, timeslot, topics, information delivery, and the length of the program.

Words used. The table shows that majority of the respondents (75%) claimed that the words used in the program was simple. Twenty five percent of the respondents claimed that it was technical.

It was observed that among the 75% who claimed that the words used were simple, most have attended college or high school. While those belonged to the 25% have not attended school so they experienced difficulty in understanding some terms. The language used in the program was Ilocano, however, English and some technical words or terms were not avoided but some were explained in Ilocano or Kankana-ey.

Timeslot. Majority (76.5%) of the respondents perceived that the timeslot of *Radyo Agrikultura*, which is 6:00 to 8:00 PM, was appropriate to the farmers. The rest (35%) perceived that it was not appropriate. The respondents revealed that the timeslot was appropriate because during the time of the program is their resting hours. Some even claimed that it was appropriate because while resting and doing other chores, they listened to the program.

On the other hand, those who perceived that it was not appropriate said that during that time, they would rather sleep because of tiredness.



Table 4. Perceptions of respondents

PERCEPTION	FREQUENCY (N=40)	PERCENTAGE (%)
Words used		
Simple	30	75.0
Technical	10	25.0
Total	40	100
Timeslot		
Appropriate	27	67.5
Not appropriate	13	32.5
Total	40	100
Length		
Sufficient	25	62.5
Too long	13	32.5
Not sufficient	2	5.0
Total	40	100
Topics		
Useful	40	100
Total	40	100
Information delivery		
Easy to understand	38	95.0
Difficult to understand	2	5.0
Total	40	100

They added that while they listened to radio, they fall asleep easily.

Length of the program. More than half of the respondents claimed that in terms of the length of the programs, it was sufficient for them. There were 32.3% who claimed that it was too long. Few (5%) answered that it was not sufficient.

Majority claimed that it was sufficient because in two hours, they were able to get the full details of the topics they preferred. On the other hand, there were respondents who claimed that it was too long so they mostly listened for the first hour of the program.

Based on the age of the respondents, it was observed that most who claimed that the length was sufficient belonged to the age bracket of 20 to 49, while those who claimed that it was too long belonged to the age bracket of 50 and above. This is an indication that the old respondents may have a short listening capacity so they either get bored or fall



asleep in the middle of the program. Because of short listening capacity, they missed other information.

Topic. All respondents perceived that the topics were useful. When they were asked for their reason, they said that the topics were useful because most information from the program were applicable on their farms. Some reasoned that aside from the knowledge gained, the topics also helped in decision making of the farmers in terms of selling their production. Others also claimed that the topics helped in finding solutions to problems encountered in their field and in improving traditional practices into new practices.

Information delivery by the host. Almost all respondents (95%) claimed that in terms of information delivery, it was easy to understand. Only 5% claimed that it was difficult to understand.

The respondents revealed that the host was very good in delivering the message. Some have even said that though there were technical terms still it was easy to understand because aside from delivering in a convincing and smart deliverance, the host was good in translating technical terminologies into a simple term through giving examples.

In an interview to Langpawan, she told that she had been a host of different programs not only on radio but outside radio such as seminars, and trainings for many years so she had the idea on how to deliver information to the farmers that they would be able to understand such topics. So when she was asked to host *Radyo Agrikultura*, she applied all these ideas she learned from her past experiences. She added that, since one of the objectives of the program was to cater all the farmers in the Cordillera, the literate or illiterate farmers, it is her job to do her best to make them all understand the topics.



Useful Information to Respondents from *Radyo Agrikultura*

Table 5 shows that the most useful information to the farmers was the price monitoring, followed by the rice production and the good agricultural practices, livestock, organic agriculture, composting, pet raising and coffee growing.

Based on interviews with them, these topics were important to them because they were applicable to their garden, rice fields, piggery, poultry and fishpond. Price monitoring was useful to them when harvest time was near because it served as guide or basis.

Table 5. Useful information to respondents from Radyo Agrikultura

TOPIC	FREQUENCY (n)	PERCENTAGE (%)	RANK
Price monitoring	21	52.5	1
Rice production	20	50.0	2.5
Good agricultural practices	20	50.0	2.5
Livestock & poultry	18	45.0	4
Organic agriculture	13	32.5	5
Fish culture	10	25.0	6
Composting	4	10.0	7
Pet raising	3	7.5	8
Coffee growing	2	5.0	9

*multiple responses

A farmer told that when he heard that the price cabbage was only three pesos per kilogram, he did not brought it at the La Trinidad Trading post, rather at Bontoc Public Market.

Some also answered that they applied the information to have a good harvest, have a healthy and productive poultry and piggery. Others also answered that they apply good



agriculture practices to protect their land from damage such as soil erosion, loss of soil nutrients and others.

Recommendation of the Respondents in the Program

Table 6 presents the recommendation of the farmer respondents regarding the language, timeslot, length, delivery of information, and the recommended topics.

Language. There were 35% of the respondents who recommended Kankanaey as a language for discussion. There were 5% respondents who recommended Filipino.

Results showed that respondents who did not enter school recommended Kankanaey as the medium for discussion. Though they understood Iloco, they also suggested the use of Kankana-ey will be used for discussion. The rest who did not recommend said that Ilocano was good enough for them.

Timeslot. There were respondents who recommended timeslot during day time. Thirty five percent recommended early in the morning (5:00 to 6:00 AM or 6:00 to 7:00 AM) as timeslot followed by 5:00 to 7:00 AM which was recommended by 12.5% respondents. They also recommended during lunch time. Ten percent recommended from 12:00 to 2:00 PM followed by 12:00 to 1:00 which was recommended by 7.5%. Twenty six respondents only say that the others did not recommend any timeslot because the timeslot was appropriate for them.



Table 6. Recommendations of the respondents in the program

RECOMMENDATIONS	FREQUENCY (N=40)	PERCENTAGE (%)
Language		
Kankana-ey	14	35.0
Filipino (Tagalog)	2	5.0
Timeslot		
6:00-7:00AM	7	17.5
5:00-6:00AM	7	17.5
5:00-7:00AM	5	12.5
12:00-1:00PM	4	10.0
12:00-2:00PM	3	7.5
Delivery of information		
Make it slower	1	2.5
Length		
1 and half hours	12	30.0
1 hour	6	16.0
Topics		
Rice production	14	35.0
Pest and disease management	11	27.5
Tips on highland veg. farming	8	20.0
Fertilizer and farm supply price monitoring	6	15.0
Animal health care and management	4	10.0
Fruit trees and fiber plant production	3	7.5



According to them, they preferred lunch break because while they ate and rested, they listened to radio before proceeding to their farms. Some recommended a morning schedule so that they also do morning chores like cooking for breakfast, so that in the evening they will watch television.

Length of the program. Thirty percent of the respondents recommended that one hour would be better for them because they still had many things to do than to spend two hours in listening to radio. Sixteen percent recommended one hour and a half is enough.

Delivery of information. Almost all of the respondents said that the delivery was good so there was no need for them to recommend. An old respondent said that the host should make it slower for she was old and she had difficulty in catching up.

Topics. There were 6 topics suggested by the farmers. Many recommended tips on rice production (35%), followed by pest and disease management (27.5%). Then followed by tips on highland vegetable farming (20%). The rest respondents also recommended fertilizer and farm supply price monitoring (15%), animal health care and management (10%), and fruit trees and fiber plant production (7.5%)

Respondents claimed that they needed more topics about rice since almost all respondents were engaged in rice farming. In addition the respondents said that they were having difficulty in pest management especially the golden kohol.

Decision Making of the Station

Format. Since Radyo Agrikultura is a station program, regarding its format, it was the decision of the management of Mountain Province Broadcasting Corporation (MPBC) DZWT-Radyo Totoo with the program host.

The radio format of Radyo Agrikultura was a magazine program. Interviews,



plugs, and music were included in the said program. Within a week there is a format they follow. On Mondays the topic focused on high value crops and development programs of the Department of Agriculture. Every Tuesdays the topics focused on livestock and poultry. For Wednesday the topic focused on healthy lifestyle about the importance of vegetables. On Thursdays, topics were any concern and requests from municipalities and barangays. Then on Fridays, a recap of all the subject matters are tackled within the week.

There was also a sequence they follow in a day showed in a rundown sheet below. The program begins with greetings to all the intended audience. Next is the introduction of the main topics followed by the discussion of sub topics including the situations of the concerned places where topics are suited or applicable. Then followed by airing interviews from the fields concerning the present topics. Followed by airing of the

Table 7. Sample rundown sheet of *Radyo Agrikultura*

SEQUENCE OF CONTENT	TREATMENT	LENGTH (MIN)
Greetings	Live	1:00
Introduction of the main topic	Live	10:00
Sub topic 1	Live	5:00
Plug	Recorded	2:00
MSC1	Taped	4:00
Sub topic 2	Live	15:00
Commercial	Taped	4:00
MSC2	Taped	3:00
Sub topic 3	Live	15:00
Commercial	Taped	5:00
MSC3	Taped	4:00
Subtopic 4	Live	15:00
Commercial	Taped	3:00
Sub topic 5	Live	15:00
Plug	Recorded	1:30



MSC4	Taped	3:00
Interviews from field	Recorded	7:00
Vegetable prices	Live	8:00
Closing	Live	30 seconds

vegetable prices from La Trinidad trading post. Commercial breaks are every fifteen minutes followed by music such as country songs and local songs.

According to the host of the program, they have chosen this program format so that they will be able not only to cater to the information needs of the intended audience but also to reach out to their concerns and requests so they do field interviews.

Topic. In terms of the decision making regarding the topics of the program, it was up to the anchorperson or the host of the program. When asked how she decided on the topics to be aired, she said that, it depends on what fits the present situation or topic relevant in the community or society, or if there was a current campaign on agriculture just like organic farming campaign.

Production process. When the anchorperson decided on the subject matter, next was research about the topic. She did this by reading, internet search and most of all, personal interview with the resource person concerned with the topic since the program did not do live interviews on the program. When the information was processed, it was time now to prepare all the materials for the actual production such as the equipment (tapes, microphones, recording device) and the program material (processed information, music, sound effects).

Actual production includes directing that involves planning and control of talent and equipment during broadcast. After recording was the editing to get the program time right, and cutting out portions which are irrelevant to the subject matter.



Scheduling of topics. Scheduling of topics was done depending on what was the present need or campaign for the month. Every topic was scheduled in a week. For example, for organic agriculture which has many subtopics, the sub topics were divided per day. Scheduling also depended on how long a certain topic will take.

Gathering feedback on the program. The anchorperson got feedback through personal interviews to farmers. Sometimes during field visits there were request from the farmers. The host researched for their concerns and requests. Then these requests were aired during Thursdays where it was allotted for the concerns and requests of the farmers.

Managing of feedback on the program. They manage feedback by considering their request, suggestions and recommendations. If they suggested for topics, they grouped it according to its categories and include it on the schedules every Thursday.

Monitoring activities. They do monitoring when they go on field for research about a certain topic. They usually monitored through interviews to the farmers about their activities if they do or practice the tips discussed in the program. At the same time they gathered feedback.



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