

## **BIBLIOGRAPHY**

CHAVEZ, BLESSING CENEL C. APRIL 2011. Promote Original Pilipino Music: Baguio City Radio Stations' Compliance to Executive Order No. 255, Benguet State University, La Trinidad, Benguet.

Adviser: Anna Liza Basquial Wakat, MDC.

## **ABSTRACT**

The study was conducted to determine the compliance of Baguio City radio stations's compliance to Executive Order No. 255.

Specifically, it aimed to Determine the profile of the top program from the top three radio stations in Baguio City; Determine the compliance of the three radio stations to the Executive Order No. 255; Find out the ways on how they implement and monitor their compliance to the Executive Order No. 255; and Identify the challenges that they have encountered during their implementation of the Executive Order No. 255.

The researcher used preliminary survey to determine the top three radio stations for the study. Interview schedule was also used for the gathering of information from the key informants. A coding sheet was also used for the program monitoring of the top three radio stations.

Descriptive analysis was used to interpret the data gathered. It was found out that Magic 99.9 country does not comply to Executive Order No. 255 while 95.1 Love Radio and 103.9 I!FM complied to Executive Order No. 255.

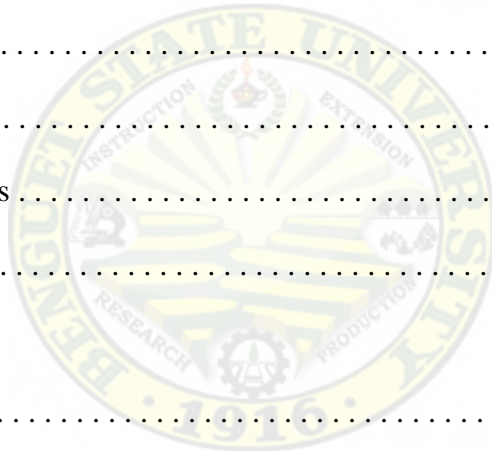
Therefore, it is important for radio stations to use effective implementation and monitoring strategies so that they could comply to Executive Order No. 255. The National Telecommunications Commission (NTC) should also think of ways on how to address the radio stations that could not comply to the said executive order.



## TABLE OF CONTENTS

	Page
Bibliography .....	i
Abstract .....	i
Table of Contents .....	iii
INTRODUCTION .....	1
Rationale .....	1
Statement of the Problem .....	3
Objectives of the Study .....	3
Importance of the Study .....	4
Scope and Limitations .....	4
REVIEW OF LITERATURE .....	5
Original Pinoy Music .....	5
Executive Order No. 255 .....	6
KBP Radio Code .....	7
METHODOLOGY .....	9
Locale and Time of Study .....	9
Respondents of the Study .....	9
Data Gathered .....	9
Data Collection .....	10
Data Analysis .....	10

RESULTS AND DISCUSSION .....	12
Profile of The Top Three Radio Stations .....	12
Compliance of The Top Three Radio Stations to Executive Order No. 255 .....	14
Implementation and Monitoring Of Executive Order No. 255 .....	19
Challenges Encountered during the Implementation of Executive Order No. 255 .....	21
SUMMARY, CONCLUSIONS AND RECOMMENDATION .....	23
Summary .....	23
Conclusions .....	24
Recommendations .....	25
LITERATURE CITED .....	26
APPENDICES	
A .....	27
B .....	28



## INTRODUCTION

### Rationale

Nowadays, with the existence of Korean Pop Songs and other genres of music, the youth's attention is diverted from OPM to other genres of music. This was seen especially with radio stations that has musical format programs. This situation was also seen here in Benguet. The listeners preferred to listen and request songs from the Korean Pop genre, pop songs and Rhythm and Blues with the western styles and sung by famous artists from other countries. Moreover, this situation was seen on the weekly countdown charts of most requested songs of the different radio stations and the songs that had the highest rankings in the countdowns were songs that could be Korean Pop Songs and other genres of music from other countries.

According to the President Benigno Simeon Aquino III, music could really be inviting and if a person is down and hopeless, the situation could be brought back to life that one can again hope, dream and move forward through music. To promote and uplift the Original Pinoy Music, on August 14, 2010, President Benigno Simeon Aquino III directed the Department of Transportation and Communications (DOTC) and the National Telecommunications Commission (NTC) to fully implement Executive Order No. 255, issued on July 25, 1987 by former President Corazon Aquino, requiring all radio stations to broadcast a minimum of four original Filipino musical compositions every hour. The President Aquino disclosed his order to the NTC that it review compliance with Executive Order No. 255 and see to its strict implementation to officers of the Organisasyon ng Pilipinong Mang-aawit on August 14, 2010, Friday afternoon.



The Executive Order No. 255 was requiring all radio stations with musical formats programs to broadcast at least four Original Pilipino Music compositions in every clockhour and for other purposes. Wherein, “Original Pilipino Musical Composition” shall refer to any musical composition created by a Filipino, whether the lyrics be in Filipino, English or any language or dialect.

In 1987, the former President Corazon Aquino issued Executive Order No. 255 which requires all radio station with musical formats to play four original Filipino compositions every clockhour. There would be a fine of P100 for each violation and suspension or cancellation of the radio station’s Certificate of Registration for repeated violations.

According to the KBP Radio Code 1999 Revised Edition, All Radio Stations shall actively promote the growth and development of Filipino music. Radio stations were encouraged to schedule OPM’s in accordance with existing provision of law and the KBP rules and regulations (4 OPM’s every clockhour).

The difference between the KBP Radio Code and the Executive Order No. 255 was that the KBP Radio Code is only implemented to their members while the Executive Order No. 255 was implemented to all radio stations in the Philippines.

In Baguio City, there was a total of 11 FM radio stations. Among these stations, IFM 1.3.9, Love Radio 95.1 and Magic 99.9 Country Music were the radio stations that students mostly listen to.

It was then important to check if these radio stations complied with the executive order, hence this study.



### Statement of the Problem

Generally, this study would check if the radio stations complied with Executive Order No. 255. Specifically, this study answered the following questions:

1. What was the profile of the top three radio station in Baguio City?
2. Did these radio stations comply with the Executive Order No. 255?
3. How did the radio stations monitor and implement their compliance to the Executive order No. 255?
4. What were the challenges in their implementation of the Executive Order No. 255?

### Objectives of the Study

This study aimed to determine the compliance of the radio stations in Baguio City. Specifically, this study aimed to:

1. Determine the profile of the top program from the top three radio stations in Baguio City;
2. Determine the compliance of the three radio stations to the Executive Order No. 255;
3. Find out the ways on how they implement and monitor their compliance to the Executive Order No. 255; and
4. Identify the challenges that they have encountered during their implementation of the Executive Order No. 255.



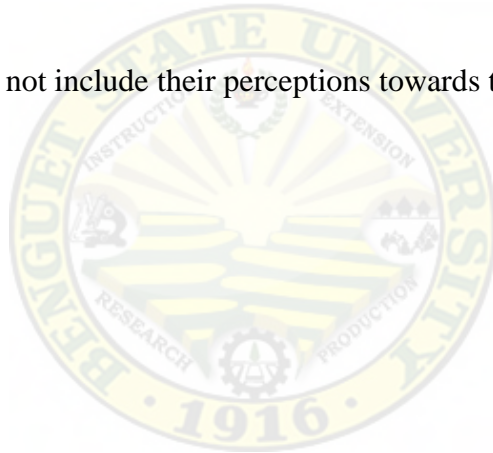
### Importance of the Study

This study aimed to determine the profile of the top radio programs of the top three radio stations in Baguio City. This study would also serve as an evaluation or report to check if the radio stations really complied with the Executive Order No. 255.

### Scope and Limitations

The study focused on the top three radio programs of the top three radio stations in Baguio City. This study determined their compliance to the Executive Order No. 255, their profile and the challenges that they have encountered in implementing the Executive Order.

The study did not include their perceptions towards the Executive Order No. 255.





## REVIEW OF LITERATURE

### Original Pinoy Music

Original works by Filipino artists is usually referred to as Original Pilipino Music” or OPM. Many songs and music artists of the Philippines usually use tagalog and English for the lyrics of their songs. Thus, if you listen to any local FM station, it would not surprise to hear OPM songs with English lyrics and titles. OPM now refers to any type of Original Philippine Music created in the Philippines or composed by individuals of Philippine extraction, regardless of location at the time when it was composed. The lyrics in fact, maybe any language although most of these are written either in Tagalog, English or “taglish” (Izra, 2008).

In the passage of time as well as development of many diverse and alternative musical styles in the Philippines, however, the term OPM now refers to any type of Original Philippine Music. OPM started to become very popular in the 1970s and the mid 1990s by commercial Filipino Pop Artists like Ryan Cayabyab, Sharon Cuneta, Kuh Ledesma, Zsa Zsa Padilla, Martin Nievera, Gary Valenciano, Basil Valdez, Rey Valera, Regine Velasquez, Ogie Alcasid, Jaya, Lani Misalucha, Lea Salonga, Jano Gibbs and The APO Hiking Society (Izra, 2008).

One of the organizations that support Orginal Pilipino Music is the Organisasyon ng Pilipinong Mangaawit or OPM. Included in their missions are advocating policies for the growth of music industry, continuing promotion for the Filipinos' patronage of local singers and original Pilipino musical compositions, cause the Philippine Government to issue policies under a framework that would nourish the growth of the music industry as



a whole, cause all sectors to adhere to policies and support the growth of the music industry (OPM, Undated)

### Executive Order No. 255

Executive Order No. 255 is requiring all radio stations with musical format programs to broadcast a minimum of four Original Pilipino Musical Compositions in every clockhour and for other purposes. Whereas, radio programs with musical formats allot very limited playing time to original Pilipino music. This will also ensure the growth of the local music industry the airplay of original Pilipino music in our radio stations must be increased. This executive Order will also promote and popularize the nation's historical and cultural heritage and resources, as well as artistic creations and to give patronage to arts and letters. Any franchise holder or operator of a radio station which fails to broadcast the minimum number of original Pilipino musical compositions in every clockhour of a program with a musical format shall be fined in the amount of P100.00 per violation. The National Telecommunications Commission may, after due hearing, suspend or cancel the Certificate of Registration and Authority to operate of any radio station in the event of repeated violations of this Executive Order or its implementing rules and regulations (Anonymous, 1987).

Despite a clamor from Filipino artists, EO 255, however, was not fully implemented during the succeeding administrations of former Presidents Fidel V. Ramos, Joseph "Erap" Estrada, and Gloria Macapagal Arroyo. Aquino granted the request of the Filipino artists led by his friend, multi-talented Ogie Alcasid, for the playing of OPM songs in radio stations. He also pledged that his government would strengthen the campaign on the protection of intellectual property rights, particularly the fight against



illegal downloading of music via the internet. He noted that OPM songs contribute 4.25 percent to the country's Gross Domestic Product. The President thanked the music industry which, he said, has been at the forefront of promoting the country's arts and culture and uplifting the hopes and dreams of every Filipino. Speaking during the oath-taking ceremonies of the Organisasyon ng Pilipinong Mang-aawit officers and board of trustees in Malacañang Friday, Aquino directed the National Telecommunications Commission (NTC), which has jurisdiction over radio stations in the country, to enforce his late mother's Executive Order No. 255 that mandates the playing of Original Pilipino Music (OPM) songs in radio stations. In 1987, then President Corazon C. Aquino issued EO No. 255 which requires radio stations with musical format programs nationwide to broadcast a minimum of four original Filipino musical compositions in every clock hour. The directive imposes a fine of P100 for each violation and suspension or cancellation of the radio station's Certificate of Registration for repeated violations (Ruiz, 2010).

#### KBP Radio Code

The KBP is the Kapisanan ng mga Brodkaster ng Pilipinas (Association of Broadcasters of the Philippines), the foremost broadcast media organization in the country, composed of owners and operators of radio and television stations (Regular Members) and the radio and television stations themselves (Associate Members). The organization was organized to elevate professional and ethical standards in the Philippine Broadcasting, promote social responsibility in broadcasting, work for the advancement of the broadcast industry and protect the rights and interests of broadcasters, seminars and conferences (KBP, n.d.).



The KBP Radio Code 1999 Revised Edition is implemented only to the KBP Members. Under their code for music, it is stated that all stations shall actively promote the growth and development of Filipino Music. Radio stations are encouraged to schedule OPM's in accordance with existing provision of law and the KBP rules and regulations (4 OPM's every clockhour) (KBP, n.d.).



## **METHODOLOGY**

### Locale and Time of Study

The study was conducted in Baguio City (Figure 1). There is a total of 15 FM radio station in Baguio City. These radio stations coverage is Baguio City and Northern Luzon. The top three radio stations were chosen. The three stations were Magic 99.9 Country, 95.1 Love Radio and 103.9 I!FM Baguio City. The top three radio stations were determined through a preliminary survey that was conducted among students.

### Respondents of the Study

A preliminary survey was conducted for the study. The respondents of the preliminary survey were the students of Benguet State University. The students were chosen through accidental sampling. The respondents were the students were students of Benguet State University who were around the grounds of the area when the researcher went around the campus.

There were a total of 60 respondents for the preliminary survey. The students were listeners of radio programs from Baguio City radio stations. They identified a radio station that they listened to.

There were three key informants. The key informants were the three radio station managers of the top three radio stations in Baguio City from the result of a preliminary survey. The monitoring officer of National Telecommunications Commission for Executive Order No. 255 was also included as key informants of the study.





Figure 1. Map of Benguet showing the locale of the study



### Data Gathered

During the preliminary survey, the data gathered were the top three radio stations.

The data that was gathered during the key informant interview were the radio stations' profile and the challenges that they have encountered during their implementation and monitoring of their compliance to the Executive Order No. 255. Program monitoring was used to gather the information regarding their compliance to Executive Order No. 255.

### Data Collection

Interview schedule was used to gather the information from the key informants. A program monitoring of the top three radio stations was conducted. A coding sheet for program monitoring was used.

A preliminary survey was also conducted to determine the top three radio stations for the study.

### Data Analysis

The data collected was analyzed through descriptive analysis.



## RESULTS AND DISCUSSION

### Profile of the Top Three Radio Stations

*Magic 99.9 Country.* Magic 99.9 country or DZWR-FM 99.9 was owned and operated by Mountain Province Broadcasting Corporation. The frequency was 99.9 mHz. Their coverage area is Baguio City, Benguet, Pangasinan, Ilocos Sur, Ilocos Norte, Nueva Vizcaya, Zambales and Cagayan de Oro. The program format was Music like Country music, Folk, Acoustic, Rock, Religious songs and also includes countdown. The station operates 16 hours daily from six o'clock in the morning until ten o'clock in the evening. The station manager was Rev. Fr. Paul Basilio and Atty. Erick Donn Ignacio was the FM supervisor.

The Mountain Province Broadcasting Corporation was put up in 1966. They first operated on a 250 watts on FM 99.9 with the call letter DZWR but soon changed to AM because of the primary purpose was to reach the hinterlands for the mountain provinces. Their transmitter was located at a mountain top in Beckel, La Trinidad, Benguet allowing the station to provide a clear signal to all of their coverage area. In 1977, DZWR-FM, the first FM station in Baguio City became operational with a power of 1,000 kilowatts with a music and news format. In May 1995, the Missionaries of the Immaculate Heart of Mary (CICM) turned over their operations to the Vicariat of Baguio-Benguet. That same year, DZWR better known as Magic 99.9 introduced folk, rock and country music which became the hottest station in town. Magic 99.9 country was the only FM station that has a country music format in Northern Luzon. Today, Golden Popular Love Songs of 80's onwards was also included in their playlists. The Magic 99.9 Country strictly followed a





Country Music format. Magic 99.9 country was the only 100% country music station in the Philippines.

*95.1 Love Radio.* Love Radio (DWMB 95.1) was owned and operated by Manila Broadcasting Company (MBC) and J. F. Q. Resources Inc. The call letters were DWMB and the frequency was 95.1. Their operating output was 5,000 watts and operate 24 hours a day. The station also caters to both national and local advertisers. The transmitter was located at Skyrise Hotel, Dominican road, Lourdes Grotto, Baguio City. The station booth was also located at the same address. Love Radio Baguio City was managed by Mr. Rene Sales. Love Radio Baguio City was first heard on August 8,1992. Back then, they played mainstream pop, late turned to easy listening music like love songs, slow rock and Rhythm and Blues music.

*103.9 I!fm.* I!FM Baguio City is owned and operated by Radio Mindanao Network Inc. or Radyo Mo Nationwide (RMN). It was the largest radio network in the Philippines with 60 company-owned AM and FM radio stations located around the Philippines. Radyo Mo Nationwide is the slogan of the network. The network's first radio station was DXCC in Cagayan de Oro in Mindanao on August 28, 1952. RMN was founded by Henry Canoy.

In 1978, RMN's major expansion program was launched which included the upgrading of the technical facilities of existing stations and the establishment of additional AM and FM stations. Among the stations that were added to the roster of RMN stations were stations in Cagayan de Oro, Davao, Cebu and Metro Manila. DWHB-FM in Baguio City opened in 1980 and now called I!FM.



The call letters is DWHB and the frequency is 103.9. I!FM. the station was located at the Laperal Building, Session Road, Baguio City.

Compliance of the Top Three Radio Stations with  
Executive Order No. 255

Table 1 shows the number of OPM song that were played by Magic 99.9 Country from December 10, 2010 to January 28, 2011. Since the station followed a strict country music format, they seldom played or did not play OPM music in a clock hour. From December 10, 2010 to January 28, 2011 during the times monitored, the station played a maximum of 2 OPM songs per hour and there were times that no OPM songs that were played during an hour.

They played one or two OPMs once in a while which were songs of local bands or local artists in the province. Most of the OPM songs that were played were songs of Kinoboyan Band and other local country music artists. The lyrics of these OPM songs that were played were in English, Kankana-ey, Ibaloi and some were in Ilokano. Some of the songs that were played were rock or alternative music. Most of the songs that were played were country love songs. Other songs played were slow rock music.

Though the station played one or two OPM songs per hour, still they did not comply with the executive order which mandates that four OPM songs should be played per clock hour.



Table 1. Number of OPM songs played by Magic 99.9 from December 10, 2010 to January 28, 2011

DATE	TIME	NUMBER OF OPM SONGS PLAYED	REMARKS
December 10	5:00-6:00 PM	1	Did not Comply
	6:00-7:00 PM	1	Did not Comply
15	6:00-7:00 PM	0	Did not Comply
	7:00-8:00 PM	0	Did not Comply
20	5:00-6:00 PM	2	Did not Comply
	6:00-7:00 PM	2	Did not Comply
22	6:30-7:00 PM	1	Did not Comply
	7:30-9:00 PM	1	Did not Comply
28	7:00-8:00 PM	2	Did not Comply
	8:00-9:00 PM	2	Did not Comply
30	6:00-7:00 PM	2	Did not Comply
	7:00-8:00 PM	2	Did not Comply
January 4	7:00-8:00 PM	1	Did not Comply
	8:00-9:00 PM	1	Did not Comply
6	7:00-8:00 PM	1	Did not Comply
	8:00-9:00 PM	1	Did not Comply
11	6:00-7:00 PM	1	Did not Comply
	7:00-8:00 PM	1	Did not Comply
17	6:00-7:00 PM	1	Did not Comply
	7:00-8:00 PM	1	Did not Comply

95.1 Love Radio and 103.9 I!FM both complied with the Executive Order No. 255. They both played more than 4 OPM songs per clock hour. They also play songs which were “maka-masa”.

Table 2 shows the number of OPM songs that were played by 95.1 Love Radio from December 7, 2010 to January 27, 2011. The station played OPM pop songs, love songs with Christmas songs during the holiday season. Most of these Christmas songs were from the 80’s. There were pop songs from the 80’s and the latest love songs. Aside from that, rock music mostly by famous pinoy rock bands like 6cyclemind, Spongecola and Parokya ni Edgar. The table shows that Love Radio played 4-6 OPM songs per hour. These songs included Pinoy Rock, pop songs, rhythm and blues and love songs. Most of



Table 2. Number of OPM songs that were played by 95.1 Love Radio from December 7, 2010 to January 27, 2011

DATE	TIME	NUMBER OF OPM SONGS PLAYED	REMARKS
December 7	7:00-8:00 PM	4	Complied
	8:00-9:00 PM	4	Complied
9	6:00-7:00 PM	6	Complied
	7:00-8:00 PM	6	Complied
13	7:00-8:00 PM	6	Complied
	8:00-9:00 PM	6	Complied
14	6:00-7:00 PM	4	Complied
	7:00-8:00 PM	4	Complied
17	1:00-2:00 PM	6	Complied
	2:00-3:00 PM	6	Complied
23	6:00-7:00 PM	4	Complied
	7:00-8:00 PM	4	Complied
31	8:00-9:30 PM	6	Complied
January 3	7:00-8:00 PM	4	Complied
	8:00-9:00 PM	4	Complied
7	7:00-8:00 PM	4	Complied
	8:00-9:00 PM	4	Complied
13	7:00-8:00 PM	6	Complied
	8:00-9:00 PM	6	Complied
15	4:00-5:00 PM	4	Complied
	5:00-6:00 PM	4	Complied
19	5:00-6:00 PM	6	Complied
	6:00-7:00 PM	6	Complied
24	6:00-7:00 PM	6	Complied
	7:00-8:00 PM	6	Complied
	8:00-9:00 PM	6	Complied
27	7:00-8:00 PM	5	Complied
	8:00-9:00 PM	5	Complied

the love songs are in Filipino by Toni Gonzaga, Aiza Seguerra, Ogie Alcasid, Regine Velasquez, Sarah Geronimo, Charice Pempengco and other famous solo artists. the rhythm and blues songs have English lyrics. The Pinoy rock songs were mostly by Parokya ni Edgar, Spongecola, 6cyclemind and other Pinoy Rock Bands. According to



the station manager, Mr. Rene Sales, all of their programs at Love Radio complied with the Executive Order No. 255. This was because they supported OPM artists or bands

Table 3 shows the number of OPM song that were played by 103.9 I!FM from December 6, 2010 to January 26, 2011. The station played the latest OPM songs. Since the playlist of all their programs came from the main office, the station complied to the executive order. Some of the songs played were by Jovit Baldivino and the latest alternative rock music. During the first 30 minutes of the programs, 5 OPM songs were played already. Tagalized songs which were songs that was translated to Tagalog were also played. There were also some revivals of the songs. The station played, rap, love songs, pop songs, Pinoy rock and Rhythm and Blues music. The table showed that the station played 5-9 OPM songs per hour. Their playlist per program was dominated by OPM songs. These songs were the latest OPM songs from Love songs to Pinoy Rock to Rap and Rhythm and Blues songs.

The Tagalized songs were the famous songs by foreign artists wherein the lyrics of the foreign songs were translated to Tagalog and performed by a Filipino artist. The Tagalized songs were given Pinoy twist by the Filipino artist. Most of these Tagalized songs were performed by Toni Gonzaga and Miss Ganda. They also played rap songs performed by Gloc9 and other famous rap artists.

The Pinoy rock songs were mostly by 6cyclemind, Parokya ni Edgar, Itchyworms and other famous Pinoy Rock Bands. The revivals were songs of Janno Gibbs and Gary Valenciano way back from the 80's. Some of the artists that did the revival of these songs were Toni Gonzaga, Christian Bautista Sarah Geronimo.



Table 3. Number of OPM songs played by 103.9 I!FM from December 6, 2010 to January 26, 2011

DATE	TIME	NUMBER OF OPM SONGS PLAYED	REMARKS
December 6	7:30-9:00 PM	5	Complied
8	7:00-8:00 PM	8	Complied
	8:00-9:00 PM	8	Complied
16	7:00-8:00 PM	9	Complied
	8:00-9:00 PM	9	Complied
21	6:00-7:00 PM	9	Complied
	7:00-8:00 PM	9	Complied
27	7:00-8:00 PM	6	Complied
	8:00-9:00 PM	6	Complied
29	5:00-6:00 PM	8	Complied
	6:00-7:00 PM	8	Complied
	7:00-8:00 PM	8	Complied
January 5	6:00-7:00 PM	9	Complied
	7:00-8:00 PM	9	Complied
	8:00-9:00 PM	9	Complied
10	7:00-8:00 PM	8	Complied
	8:00-9:00 PM	8	Complied
12	7:00-8:00 PM	9	Complied
	8:00-9:00 PM	9	Complied
14	6:00-7:00 PM	9	Complied
	7:00-8:00 PM	9	Complied
16	1:00-2:00 PM	7	Complied
	2:00-3:00 PM	7	Complied
18	5:00-6:00 PM	7	Complied
	6:00-7:00 PM	7	Complied
20	6:00-7:00 PM	6	Complied
	7:00-8:00 PM	6	Complied
	8:00-9:00 PM	6	Complied
26	7:00-8:00 PM	6	Complied
	8:00-9:00 PM	6	Complied

Among the three stations that were monitored during this study, Magic 99.9 Country was the only station that did not comply with the Executive Order No. 255 because they followed a strict country music format in all of their programs. Magic 99.9 Country is the only 100% country music station in the country.



### Implementation and Monitoring of Executive Order No. 255

According to the FM Supervisor of Magic 99.9 Country, Atty. Erick Donn Ignacio, since they followed a strict country format, it was hard to comply with the executive order. Still they included one or two OPM songs in their playlist during their programs. He said that the National Telecommunications Commission or NTC monitored the implementation of the Executive Order No. 255. They sent tally sheets to the station for the staff of the station to monitor or count the OPM songs that they played in an hour. If the station did not comply with the Executive Order, they will receive a letter which warns the station and reminds them to comply with the Executive Order. If the station still did not comply after receiving the letter which warns their station, the NTC will decide whether they will be penalized.

While this is the situation of Magic 99.9 Country, 95.1 Love Radio and 103.9 IIFM both have strategies regarding their implementation of the said executive order. Both are using the strategies that are being used by their mother stations in Manila.

According to the station manager of 95.1 Love Radio, Mr. Rene Sales, they used Audiologger in monitoring implementing Executive Order No. 255. Audiologger was a program that saves all of their playlist within six months. This program saved all of their playlists from all of the programs of the station. On the first day after the 6<sup>th</sup> month, all of the playlists that was saved during the six months will be automatically deleted. They used Audiologger since sometimes there was a random check that is done by the NTC. According to Sales, a random check was done by NTC to see if they complied with the Executive Order. Sales said that during these random checks, the use of Audiologger was a great help to the station. He also said that if a program did not comply with the



Executive Order, that station will receive the warning and reminder to comply with the said Executive Order. If ever that station still did not comply with the Executive Order that was the time wherein NTC will decide whether to penalize the station or not. When asked how long the NTC will monitor before a certain station was given warning, he said that there will be six months before the station will receive the letter that warns them and reminds them to comply with the Executive Order No. 255.

According to the station manager of I!Fm Baguio City, Mr. Nathaniel A. Nemil, all of their programs complied with the Executive Order No. 255. The implementation and monitoring of the station was done by their head office in Manila. All of the playlist that they used in their programs come from their head office in Manila. Nemil added that, their playlist come from their head office and had gone through a “Quality Control” to make sure that they complied with the Executive Order No. 255.

In the implementation and monitoring of Executive Order No, 255, 95.1 Love Radio and 103.9 I!FM were the stations that had an effective implementation and monitoring of the executive order. Magic 99.9 country had difficulty in implementing since they followed strict country format. 95.1 Love Radio used Audiologger while 103.9 I!FM had their playlists from their head office to ensure that they implement and monitor their compliance to Executive Order No. 255.

According to Eng. Alberto Ayao-ao, the National Telecommunication Commission (NTC) uses a Radio Receiver which is wide band that could receive AM and FM radio signals. This is used to monitor a radio station’s compliance to Executive Order No. 255. A monitoring officer records the number of OPM songs played in an hour to a official logbook. The logbook contains the recorded number of OPM songs played in an hour by





a radio station. Every hour, the monitoring officer records the number of OPM songs played in an hour on the Logbook. If a radio station violates the executive order, they will receive a notice and if they still do not comply with the executive order it will lead to an administrative case and be penalized. Apparently, according to Eng. Alberto Ayao-ao, the NTC- CAR does not have a Legal Officer yet so no notice was sent to those who violate the executive order.

According to Victor Valdenor, Monitoring Officer of NTC, the radio stations that could not comply were Magic 99.9 Country, 97.5 Love Radio Network and 96.7 K-Lite. The radio stations that could comply were, 95.1 Love Radio, 103.9 I!FM, 95.9 DWBG, 92.7 Campus Radio and 103.1 MOR.

#### Challenges Encountered during the Implementation of Executive Order No. 255

The FM Supervisor of Magic 99.9 Country Atty. Erick Donn Ignacio said that it was a challenge for them because it was hard to look for Country music in the Philippines that will fit their programs. He said that there was country music in the Philippines, but it is also hard to find the right quality of country music that they could play. He also said that it was too risky if they will comply with the Executive Order wherein they have to play four OPM songs in a clock hour. They cannot find the right OPM country music for their programs, hence, if they will comply to Executive Order No. 255, it will be a mismatch to their programs.

When asked about the challenges that they encountered in the implementation of the Executive Order No. 255, the station manager of 95.1 Love Radio said that they supported OPM songs and artists so it was easy for them to play OPM songs. Since the



station was supporting the Executive Order, they did not experience difficulty in implementing it. He added that they played songs that were “maka-masa” and what the general public would like to listen to.

Regarding challenges in implementing and monitoring their compliance, the station manager of 103.9 I!FM said that there was no intensive challenge that they encountered. This was because their catered audience was “Masa”. They played songs that the general public could listen to. Another thing was that their playlist already came from their head office which was why they were sure that they played the right music and that their playlist complied with the Executive Order No.255. They did not just play OPM songs that were in English or Tagalog but also Ilokano songs.

Regarding the challenge that they encountered during the implementation and monitoring of Executive Order No. 255, Magic 99.9 Country was the only station that experienced difficulty. The challenge was that they followed a strict format which limited them from playing OPM songs. On the other hand, 95.1 Love Radio and 103.9 I!FM did not experience intensive challenge since they supported OPM songs and local artists.



## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### Summary

This study was conducted to determine the profile of the top program from the top three radio stations; determine the adherence of the three programs to the Executive Order No. 255; Find out the ways on how they implement and monitor their compliance to Executive Order No. 255; and Identify the challenges that they have encountered during their implementation of Executive Order No. 255.

This study was conducted in La Trinidad, Benguet from December 2010 to February 2011. A total of 41 days of program monitoring wherein there were 13 days for Magic 99.9 Country, 14 days for 95.1 Love Radio and 14 days for 103.9 I!FM. A coding sheet was used to tabulate the station's adherence to Executive Order No. 255. Key Informant Interview was also done to gather information regarding the stations, implementation and monitoring and the challenges that they have encountered in implementing the Executive Order No. 255.

Magic 99.9 country or DZWR 99.9 was the only station in the Philippines that was 100% country music station owned and operated by Mountain Province Broadcasting Corporation. They strictly followed a format which was country music. Love Radio Baguio City operates 24 hours and owned by Manila Broadcasting Company (MBC) and J.F.Q Resources Inc. I!FM Baguio City was owned and operated by the largest radio network in the Philippines which is Radio Mindanao Network.

Magic 99.9 Country did not comply with the Executive Order No. 255 due to reasons like they followed a strict format and that they played their listeners' requested



songs. On the other hand, 95.1 Love Radio and 103.9 I!FM complied with Executive Order No. 255.

Radio stations used tally sheets, Audiologger and other means of monitoring so that they could comply with Executive Order No. 255 which only proves that they would really follow the Executive Order and also support our OPM songs and artists. Radio stations prefer playing music that the general public or “masa” will listen to.

The challenge that Magic 99.9 country encountered was following a strict format wherein they find it hard to look for music with good quality for them to include in their playlists.

### Conclusion

Based on the result of the study, the following conclusions were derived:

1. Magic 99.9 Country cannot comply with Executive Order No. 255 since they follow a strict format. On the other hand, the programs of 95.1 Love Radio and 103.9 I!FM complied with Executive Order No. 255
2. The National Telecommunications Commission (NTC) monitors the compliance of Executive Order No. 255 through distribution of tally sheets to the radio stations, conducts visits to the stations for monitoring their compliance and monitors through the radio receiver and records on their logbook.
3. There are strategies which can be used by the stations such as the Audiologger. Their playlist comes from their mother station in Manila which had gone through a quality check of their playlist to ensure their compliance to the executive order.



4. Following a strict country format was a challenge that was encountered which limits the radio stations from complying with Executive Order No. 255.

### Recommendations

From the conclusions, the following are recommended:

1. Since Magic 99.9 Country follows a strict format, they should still comply with the executive order and try to play Country songs by our local artists. Love Radio and I!fm should continue to comply with the Executive Order.

2. The National Telecommunications Commission should think of how they can address radio stations like Magic 99.9 Country if they will not be able to comply with the Executive Order No. 255.

3. Radio stations should use effective monitoring strategies like the Audiologger so that they could keep track of the playlists that they use and ensure their compliance to Executive Order No. 255.

4. Another study should be conducted to check if other radio stations comply with Executive Order No. 255.



## LITERATURE CITED

- ANONYMOUS, 1987. Executive Order No. 255 Requiring All Radio Stations to With Musical Format Programs to Broadcast a Minimum of Four Original Pilipino Musical Compositions in every clockhour and in Other Purposes. Retrieved on September 12, 2010, from [http://www.lawphil.net/executive/execord/eo1987/eo\\_255\\_1987.html](http://www.lawphil.net/executive/execord/eo1987/eo_255_1987.html)
- IZRA, I. 2008. Indigenous Pinoy Musical Styles. Retrieved September 13, 2010 from <http://www.music-philippines.com/8/>
- KAPISANAN NG MGA BRODKASTER NG PILIPINAS, n.d. What is KBP?. Retrieved September 12, 2010. <http://www.kbp.org/about-kbp>
- ORGANISASYON NG PILIPINONG MANGAAWIT (OPM) n.d. Retrieved October 20, 2010, from <http://www.opm.org.ph/about.html>
- RUIZ, JC. 2010. Aquino wants more of Filipino Music on Radio. Retrieved October 20, 2010, from <http://www.mb.com.ph/articles/272301/noynoy-calls-hourly-play-original-pilipino-music-over-all-radio-stations>



APPENDIX A

Benguet State University  
College of Agriculture  
Department of Development Communication

For Key Informant Interview:

Interview Schedule Instrument for the Research: Intensifying Original Pilipino Music: the Radio Stations Compliance to Executive Order No. 255.

Radio Station: \_\_\_\_\_

1. Do all of your radio programs adhere with the Executive Order No. 255?

YES \_\_\_\_\_

If yes, how do you implement and monitor your radio program's compliance with the Executive Order No.255?

NO \_\_\_\_\_

State Reasons:

What are the challenges that you encountered in implementing and monitoring of the Executive Order No. 255?



APPENDIX B

Coding Sheet for Program Monitoring

Benguet State University  
College of Agriculture  
Department of Development Communication

Program:

Date:

Day and Time:

Adherence: Number of OPM songs played per hour	Remarks

