

## **BIBLIOGRAPHY**

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## **ABSTRACT**

The study was conducted in Bontoc Mountain Province from October 2009 to January 2010. The respondents were the broadcasters of DWFR, Radyo ng Bayan Bontoc.

The study determined the number of plugs aired at DWFR, Radyo ng Bayan Bontoc; characterized the developmental plugs aired in terms of treatment, subject matter, length, frequency, source and producer; classified the contents of the developmental plugs; described the process of producing the plugs; and determined the reasons and importance in airing radio plugs in the station.

The findings showed that DWFR, Radyo ng Bayan Bontoc aired 26 developmental plugs from October to December 2010. Different treatments were used in conveying messages and the subject matter of the plugs dwelled on different issues that affect the society and development. The contents of the plugs were mostly about health and nutrition. There are different ways in the production of plugs and the station has their

own way of producing plugs. The station gives importance to the needs of their listeners in terms of development information.

The recommendations derived from the study were: the station should continue to produce and air developmental plugs that cater the information needs of its listeners using treatments that can easily catch up their interest and the station may want to consider producing more local plugs to be played side by side with the plugs produced by the national agencies and research divisions.



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## INTRODUCTION

### Rationale

Radio is one of the cheapest and easiest medium of communication (Gomez, 1975). Through radio, you can reach and can deliver developmental information to different types of audiences like rich or poor, young and old, literate or illiterate. It can also reach rural areas that have no electricity.

According to Gomez (1975), studies conducted in the Philippines and other developing countries have shown that radio is the preferred medium of mass communication because people can listen to it while working; it is easier to listen to radio than to read newspapers and magazines; there is lack of reading materials, or even if reading materials are available, people cannot read; and radio is more easily understood, more entertaining and more personal.

Developmental plugs are made up of short catchy messages of anywhere from 15 to 90 seconds. They are designed to deliver information, inspiration or instruction to the listeners in a short time as possible. They are effective conveyors of quick messages (Tabing and Osalla, 2001).

Tabing and Osalla (2001) further stated that these materials are interspersed like commercial advertisements in a program and between programs, and as intermission for long-winded segments or in program breaks. Their themes can range from civic to social, political, religious, agricultural, health, environmental, economic, and even moral.

In Bontoc, Mountain Province, DWFR, Radyo ng Bayan, Bontoc had its first broadcast in May 25, 1995. It has a broadcasting power of one kilowatt and a member of



the Kapisanan ng mga Brodkaster ng Pilipinas. It serves as one of the main source of information of the people in Mountain Province.

DWFR Radyo ng Bayan, Bontoc being under Philippine Broadcasting Service has one vision that according to the official website of the PBS, as one, single government broadcasting organization that would not be an echo device for the government, or much less, for any one man, but would instead dedicate itself to the service of the people through honest, balanced, and meaningful broadcasting.

Since Radyo ng Bayan, Bontoc is one of the main source of information in the province and a KBP member, the study wanted to know if it maximizes the use of plugs and had the potential for development to be drawn from sharing information, knowledge and skills within the province.

#### Statement of the Problem

The study aimed to evaluate the developmental plugs aired at Radyo ng Bayan, Bontoc.

Specifically, the study answered the following questions:

1. How many developmental plugs were aired from October to December 2009?
2. What are the characteristics of the developmental plug aired in terms of treatment, subject matter, length, frequency, source and producer?
3. What are the contents of the developmental plugs?
4. How do they produce the plugs?
5. What are the reasons and importance in airing radio plugs in the station?



### Objectives of the Study

The study had the following objectives:

1. to determine the number of plugs aired from October to December 2009;
2. to characterize the developmental plugs aired in terms of treatment, subject matter, length , frequency, source and producer;
3. to classify the contents of the developmental plugs;
4. to describe the process of producing the plugs;
5. to determine the reasons and importance in airing radio plugs in the station.

### Importance of the Study

The findings of this study are expected to give insights to radio stations and development communicators about the use of plugs in conveying messages. Also, it will serve as a basis for Development Communication students who will conduct further studies regarding on the ways on how to promote development.

### Scope and Limitation of the Study

The study focused on the assessment of developmental plugs in the station thus it did not include any information about the employees of the station. Also it did not have anything to do with the listeners of the station.

It focused on the number of plugs aired from October to December 2009, characteristics of developmental plugs they air; contents, its process in production; duration of developmental plugs and frequency of airing; reasons of the station in airing plugs and importance of these in the station.





It covered the developmental radio plugs aired in the station from October to December 2009.



## REVIEW OF LITERATURE

### Community Broadcasting

The evolution of radio broadcasting has been a phenomenon all over the world. It plays important role in disseminating information and in influencing the society. The use of broadcasting has been recognized as a powerful instrument in creating awareness as cited from Nuyles (1979) as cited by Arroyo (2008).

Musanshi, (2004) defined community broadcasting as easy to operate, low cost, reaches all members of the community in their own languages and, as a local, grass-root media, it maximizes the potential for development to be drawn from sharing information, knowledge and skills within the community.

### Community Broadcasting in the Philippines

In the history of Radio Broadcasting in 1922, a Mrs. Redgrave, an American, began test broadcasting from Nichols air field with a five-watt transmitter. This would put her ahead of Henry Hermann who began test broadcasts from three stations in June 1922 (Enriquez, 2001). Lent's (1978) as cited by Enriquez (2001) collection of histories of broadcasting in Asia shows that Philippine radio was probably the earliest in Asia, ahead of Chinese radio by at least six months and at least as early as, if not earlier than, New Zealand radio.

The first radio station outside of Manila was KZRC (Radio Cebu), a one-kilowatt experimental station in Cebu City (Lent, 1973 as cited by Enriquez, 2001).

Enriquez added that much of the programming was patterned after American



broadcasting and was indeed run by Americans. At first, sponsors did not directly advertise their products but mentioned only their names as sponsor of particular shows, or titled the shows after their product, for example Klim Musical Quiz or The Listerine Amateur Hour. Among the early pioneers, Francisco "Koko" Trinidad is regarded by broadcasters and broadcast teachers and students of the past three decades as the father of Philippine broadcasting.

Early regulation of broadcasting was begun in 1931 when the colonial government (of the USA) began realizing the business potential of radio, and thus passed the Radio Control Law creating the regulatory body Radio Control Board. The board examined applications for licenses to operate radio, allocated band frequencies, and conducted inspections for the office of the Secretary of Commerce and Industry. The current regulatory body is the Kapisanan ng mga Brodkasters ng Pilipinas (KBP, 2005).

### Role of Radio Stations on Development Communication

According to the KBP Radio Code under the Support to Development and Nationalism, all stations shall contribute to national development and shall promote the educational, cultural, social and economic upliftment of the people. Radio programs shall augment and supplement the educational and cultural influences of the home, school, religious institutions and government.

A radio station shall broadcast development communication messages and/or public service announcements under existing valid agreements.

There are three types of development communication messages and public service announcements that may take the form of the following:



- a. Government information messages;
- b. KBP initiated campaigns; and
- c. Station produced public service announcements (PSA's).

One way of supporting development is for every radio station to be required to broadcast at least one minute and 30 seconds of development messages and/or of public service announcements every clock hour. In the absence of developmental plugs from government agencies, the station should produce its own 30-second plugs for airing in the station (KBP Radio Code, 2005).

#### Developmental Radio Plug

Schramm (1964) as cited by Arroyo (2008) said, “in order to take part in national development, people must be properly informed about social changes and issues happening around them. They must feel the need for such changes and become aware of how such changes can be brought about.”

Developmental radio plugs are brief and repetitive broadcasts in different forms used to impart information to educate target listeners (Coldevin, 1987 as cited by Tabangcura, 2007).

Radio plugs are pre-recorded and is repeated several times in a day.

Development efforts anchored on the strength of radio advertising has been proven over time. In Ecuador for example, a one-minute advertising spot on the prevention of goiter, repeated several times a day over a one-year period, increased the percentage of households using salt from 5 to 95 percent. And in Congo during the late 1970s when the staple food crop, cassava was threatened by a disease, warnings were



broadcast by FAO supported rural radio project that the crop should be harvested immediately. Although women traditionally harvest the crop, because of the crisis, the government urged men to lend a hand. For the first time in memory, men and women work together to bring in the crop, “because the radio said so”(Qurre, 1987 cited by Tabangcura, 2007).

### Subject Matter of Developmental Plugs Aired on Radio

*Issue on environment.* An environmental issue is the negative aspects of human activity on the biophysical environment. There are different types of issues like climate change, pollution, environmental degradation and resource depletion (Anonymous, 1990). One of the greatest challenges facing humanity is climate change according to the United Nations Environment Programme or UNEP. And there are major impacts on the different sectors of the society like agriculture, forestry and ecosystems; water resources; human health and industry, settlements and society caused by temperature change, heat waves, heavy precipitation events, drought, cyclones and storm surges and sea level rise (UNEP, n. d.).

*Issue on poverty.* Primary Health Care Organization defines poverty as a state of want in relation to a social standard. This suggests an absolute notion of poverty that says that every person is entitled to a minimum level of well-being, regardless of how affluent others may be (PHCO, n. d.).

PHCO further stated that poverty is a self-reproducing economic and social process whose solution requires an appreciation of its major causes and the resolve to address these causes in a concerted way. The most common reason for being poor in the



Philippines is the inability to obtain an adequate return from one's labor services, which is the most important economic resource in the possession of the poor. Where people depend primarily on the sale of their labor services for their income, the absence or lack of employment opportunities is a principal cause of poverty. A second major cause of poverty is the inequality in the distribution of wealth and access to resources.

It also includes issues on health and nutrition, agriculture, taxes, and electricity.

### Treatment of Plugs

According to Tabing and Osalla (2001), plugs may be presented in various forms like mini- drama, straight announcement, endorsement, testimonial, collage, montage and vox pops, dialogue and jingle. Narration is plainly reading the message. Drama involves two to three characters to play the different roles in the story. Jingle is a message set into a lively tune.

In the study of Antero (2003), the treatments applied on the different plugs aired in the AM stations in Baguio City were narration, drama, and jingle.

### Developmental Plugs Production

Antero's study (2003), found out that there was no single procedure to follow in producing plugs. Accordingly, there are many factors that would determine what procedure to follow like for instance DZWX station manager described two ways of producing plugs. One way of doing it is first, the advertiser who wants to air plugs for his development programs will get in touch with an advertising agency to schedule a story conference wherein the advertiser tells what messages need to be put across and the



advertising agency prepares a proposal containing the script, background music and other incidentals. The proposal will then be evaluated and a sample plug will be created for the approval of the advertiser and final copies will be produced for delivery if approved.

Still according to DZWX station manager Pablo Mercado (2002) as cited by Antero (2003), another arrangement is a package deal between the advertiser and the advertising agency where the latter is tasked to contact various networks as outlet for the plugs.

DZEQ plugs as explained by the acting station manager are produced when the advertiser contacts DZEQ and then the station requires the advertiser to come up with a script or they would request the station to make the script. After that, recording will follow and then a plug is made followed by the actual airing (Antero, 2003).

#### Reasons and Importance in Airing Radio Plugs in a Station

DZEQ Station Manager Alejandro Amadeo said in the study of Antero (2003) that they air plugs because plugs are very important component of a local radio program as they add color to the programming and at the same time give knowledge to the listeners. On the other side, DZWX also reasoned out that they air plugs to give importance to the public and to comply with KBP requirements of airing at least 90 seconds of developmental plugs in each clock hour.



## METHODOLOGY

### Locale and Time of the Study

The study was conducted at DWFR, Radyo Ng Bayan, Bontoc. It is located in Bontoc, the capital town of Mountain Province (Fig. 1). Bontoc is also the center of provincial services and administration and a sub-center for trade and industry. It is also a bustling metropolis of trade and education in the province (Chaokas, 2005).

Mountain Province recognizes the power of media. As a far-flung province, it has been isolated from immediate information for so long. The mountaineers were always behind the news since their sources of information to what is happening around the globe were newspapers that were available only in the afternoon upon the arrival of buses from Baguio City (DWFR, Radyo ng Bayan, Bontoc).

Through the collective efforts of the local, provincial and national governments, DWFR Radyo ng Bayan, Bontoc was finally born in May 25, 1995.

It was then a partnership between the provincial government and the Philippine Broadcasting Service. The PBS provided all the broadcast equipment while the provincial government provided the manpower, office space and the other needed services.

DWFR Radyo ng Bayan, Bontoc is one of the main source of information of the people of Mountain Province aside from national and local newspapers and televisions. It is also one of the few radio stations and the most well-known station in the province.

The study was conducted on January to March 2010.





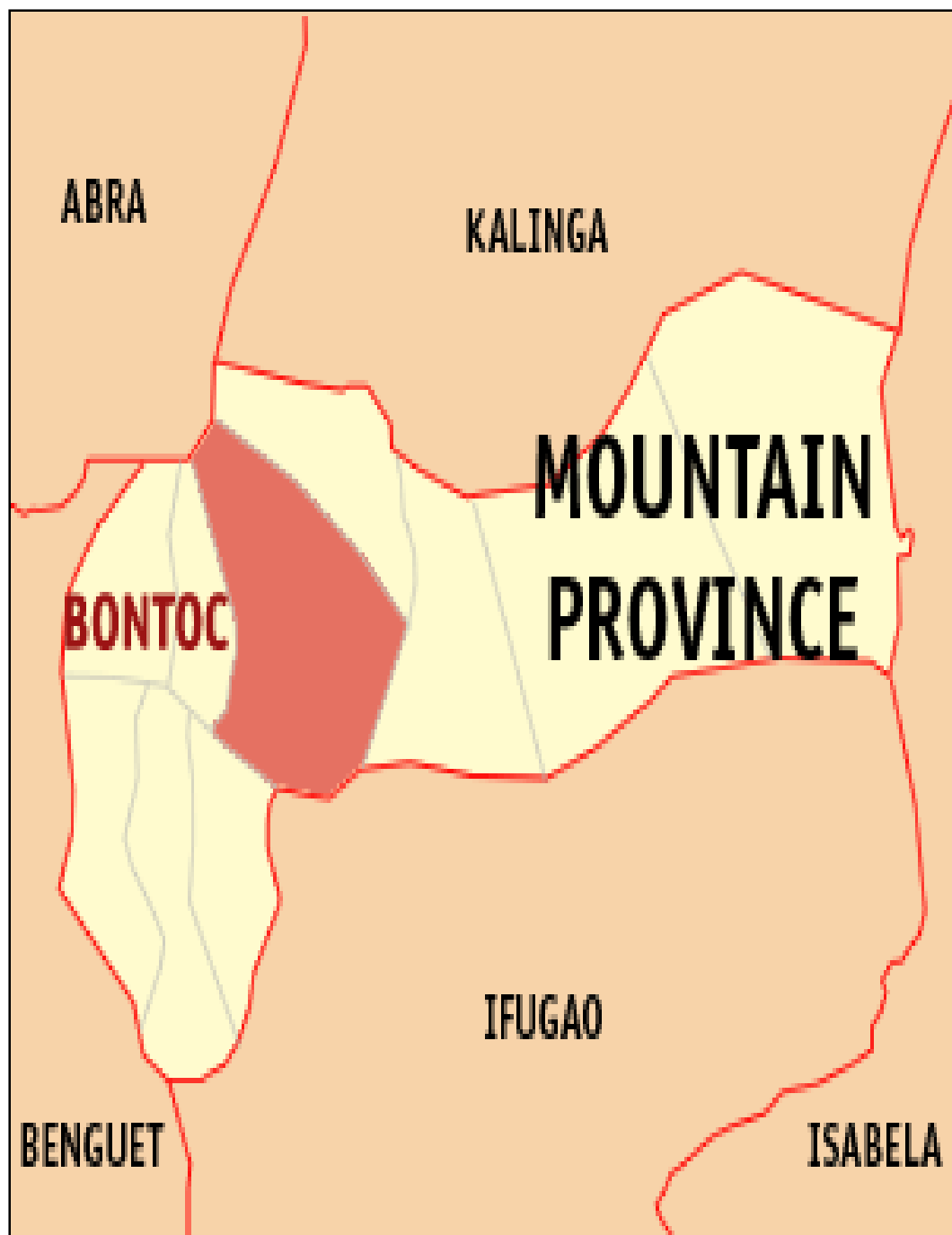


Figure 1. Map of Bontoc Mountain Province showing the locale of the study



### Respondents of the Study

The information needed in this study were gathered from the broadcasters of DWFR, Radyo ng Bayan, Bontoc.

### Data Collection

The data was gathered using interview schedule. Other information were taken from the station logs of the station. The developmental plugs were recorded and transcribed for analysis.

### Data Gathered

The data gathered were the characterization of the developmental plugs aired in terms of number, treatment, subject matter, source, length and producer; classification of the contents of developmental plugs and the process of producing the plugs; determination of the frequency of airing; reasons of the station in airing plugs, and the importance of developmental plugs in the station. The study included the developmental plugs aired from October to December 2009.

### Data Analysis

The data collected were tabulated and analyzed with the use of percentage, frequency and ranking, and for other parts, narrative description were applied.



## RESULTS AND DISCUSSION

### Number of plugs aired from October to December 2009

Table 1 shows the total number of plugs aired in DWFR, Radyo ng Bayan Bontoc from October to December 2009. There were 26 plugs aired from October to December 2009.

According to Dona Balio, the station manager of DWFR, Radyo ng Bayan Bontoc, only 26 plugs were aired during the given period due to the rehabilitation of transmitter tower on December 14, 2009 that caused the station to temporarily stop its airing. One reason also is plugs were only aired during week days.

### Characteristics of Developmental Plugs Aired

*Treatment.* Table 2 shows the treatments applied in the plugs aired. The treatments applied on the different plugs were straight narration, testimonial, vox pop, jingle, dialogue and collage and these are defined by Tabing and Osalla (2001) as follows. Straight narration is plainly regarding the message. Vox pop is a voice of a regular member of society expressing an opinion from his/ her personal point of view while jingle is a message set into a lively tune. Testimonial is a statement in support of particular truth, fact or claim. Collage is an assembly of unrelated voices focusing on an issue. Dialogue is presented through a conversation between two characters.

Out of 26 plugs aired, there were two plugs in the form of jingle, dialogue, and collage.



Table 1. Total number of plugs aired in DWFR, Radyo ng Bayan Bontoc from October to December 2009

MONTH	NO. OF PLUGS AIRED
October	10
November	10
December	6
Total	26

Table 2. Treatments applied in the plugs aired

TREATMENT	NO. OF PLUGS AIRED	PERCENTAGE %
Straight Narration	14	54
Testimonial	3	11
Vox pop	3	11
Jingle	2	8
Dialogue	2	8
Collage	2	8
Total	26	100

Straight narration is the most used treatment in the plugs with 54%. It is the same in Antero's (2003) study in terms of treatments where straight narration was the most used treatment.

*Subject matter.* Table 3 shows the subject matter of the developmental plugs aired. The subject matter of the developmental plugs were health and nutrition, poverty, natural resources, peace and order, agriculture, and economics.



Almost half of the total number were about health and nutrition which has a percentage of 46% or a total of twelve plugs. Meanwhile, agriculture and economics has only one plug aired each. The rest were about natural resources, peace and order, and employment.

*Message source.* As shown in Table 4, the messages of the developmental plugs came from different government agencies like Provincial Health Unit (PHU), Arroyo Administration, Department of Labor and Employment (DOLE), Department of Agriculture (DA), Department of Public Works and Highways, Development Communication Students of Benguet State University (BSDC- BSU), United Nations Population Fund (UNFPA), PBS- Research Division, and PAG- IBIG Agency. Twenty plugs are from UNFPA, Arroyo Administration, PBS- Research Division and PAG- IBIG Fund.

Table 4 shows that more than half of the aired plugs in the station were national plugs with a total number of 20 and 6 plugs are from the different local government agencies.

This shows that the station uses the types of development communication which are in the form of government information and KBP initiated campaigns.

Also, results show that there were more national plugs aired in the station during the study period.

*Producer.* The plugs were produced by DWFR Radyo ng Bayan Bontoc, BSU- DevCom, Pag- ibig Fund and PBS- Research Division. DWFR Radyo ng Bayan Bontoc was able to produce only 6 plugs during the study period. These plugs are the Botika ng



Table 3. Subject matter of the developmental plugs aired

SUBJECT MATTER	NO. OF PLUGS	PERCENTAGE %
Health and Nutrition	12	46
Natural resources	6	23
Peace and Order	4	15
Employment	2	8
Agriculture	1	4
Economics	1	4
<b>Total</b>	<b>26</b>	<b>100</b>

Table 4. Message sources of the developmental plugs aired

TYPE	MESSAGE SOURCES	NO. OF PLUGS
Local plugs	DOLE, PHU, DA, DPWH, and BSDC- BSU	6
National plugs	UNFPA, Arroyo Administration, PBS- Research Division, and Pag- ibig Fund	20
<b>Total</b>		<b>26</b>

Barangay, Teenage Pregnancy, Out of school youth servicing towards economic Recovery, Tulong Pangkabuhayan, Halsema Hi- way Rehabilitation, and Anti- terrorism plug.

This shows that the station uses and conforms to the KBP Radio Code (2005) which states that there are three types of development communication messages and public service announcements that may take in the form of Government information



messages, KBP initiated campaigns, and station produced public service announcements (PSA's).

*Length of developmental plugs aired.* Table 5 shows the length of the plugs. As shown in Table 4, the length of the developmental plugs aired ranged from 37 seconds to 3 minutes.

There were four plugs that were 37 seconds to 1 minute long, nineteen plugs that are 1 minute and 1 second to 2 minutes long, and there were three plugs that have a length of 2 minutes and 1 second to 3 minutes long.

The shortest plug was the Kaayusan at Kapayapaan which is 37 seconds long while the longest plug is the Mga dapat gawin para makaiwas sa aksidente sa motorsiklo which has a length of 2 minutes and seven seconds.

The length of most of the plugs contradicts Tabing and Osalla's (2001) description of plug which says that developmental plugs are anywhere from 15 to 90 seconds.

#### Frequency of airing of the plugs from October to December

Table 6 shows the frequency of airing of the plugs from October to December 2009. For the Dagling Kaalaman plugs from PBS research division, which are all Tagalog, half of them were aired during the month of October and half were aired in the month of November until December. For the local plugs, they were aired five times a day. From October to December 2009, the local plugs were aired one hundred sixty times while the national plugs were aired fifty four times.



Table 5. Length of the developmental plugs aired from October to December

LENGTH	NO. OF PLUGS AIRED
0: 37 sec.- 1 min.	4
1:01 min.- 2:00 min.	19
2:01 min.- 3 min.	3
<b>Total</b>	<b>26</b>

Table 6. Frequency of airing of the plugs from October to December, 2009

TYPE	NO. OF PLUGS AIRED	NUMBER OF TIMES AIRED/ DAY	TOTAL NUMBER OF DAYS AIRED	TOTAL NUMBER OF TIMES AIRED
Local	6	5	32	160
National	20	2	27	54
<b>Total</b>	<b>26</b>	<b>7</b>	<b>59</b>	<b>214</b>

#### Classification of the Contents of the Developmental Plugs

The Philippine Broadcasting Service where DWFR Radyo ng Bayan Bontoc belonged had one vision which stated that as one, single government broadcasting organization that would not be an echo device for the government, or much less, for any one man, but would instead dedicate itself to the service of the people through honest, balanced and meaningful broadcasting. This explains why DWFR developmental plugs were about significant information that can help in the daily lives of the people.

This supports the statement of Schramm (1964) that “in order to take part in national development, people must be properly informed about social changes and issues





happening around them and they must feel the need for such changes and become aware of how such changes can be brought about”.

*Health and Nutrition.* There were 12 plugs aired about health and nutrition. One of them is the anti- drug jingle entitled “Pangarap Huwag Sirain.” This plug is about the bad effects of drugs to everyone’s future and it encourages those who are already using drugs to rise up and start again with a new life. Below is the plug on Health and Nutrition

# 1 (Pangarap Huwag Sirain, Jingle):

O kabataan, nasaan ka?  
Sa makamundong tawag, ika’y nawawala  
Napariwara at napalayo,  
Dahil lang sa droga, saan ka tutungo?

Pakinggan ang sarili, pagsumamo ng dibdib  
Pangarap huwag sirain, nang dahil lang sa droga  
Walang makakamit, kapatid, kaibigan  
Sa pagkakadapay ika’y tumayo

Narito kami, tutulong sa iyo  
Sa kamay nami’y nararamdaman mo  
Pakinggan ang sarili pagsumamo ng dibdib  
Pangarap huwag sirain  
Nang dahil lang sa droga  
Walang makakamit. Kapatid, kaibigan  
Sa pagkakadapa’y ika’y tumayo.

Another one is the plug entitled “Gamot laban sa Paninigarilyo”. This plug talks about a medicine for smokers. This medicine called barineclein tract rate helps lessen the interest of the smokers to smoke and likewise lessen the symptoms of nicotine withdrawal which is usually the reasons of smokers why they cannot quit smoking. It also talked about the possible effect of the contents of the cigarette in the body like it can cause cancer. Below is the plug on Health and Nutrition # 2 (Gamot laban sa paninigarilyo, dialogue):



VOICE 1: Dagling kaalaman...mga kunting butil na impormasyon buhat sa PBS- Research Division.

VOICE 2: Gamot laban sa paninigarilyo, narito na. Ang paninigarilyo ay hindi lang isang uri ng pamumuhay o lifestyle. Itinuturing na ito bilang isang medical na kondisyon na may kaakibat na pisikal at sikolohikal na addiction sa nicotine. Kaya, hindi sapat ang will power lamang o kagustuhan na tumigil sa paninigarilyo. Para tulungan ang mga smoker na tigilan ang paninigarilyo, isang gamot ang nilikha, ang barineclein tract rate at nasa Pilipinas na ito. Ang barineclein tract rate ay isang compound na kumakabit sa mga receptor sa utak at binabawasan ang pagnanais ng tao na manigarilyo at ang mga symptoms ng nicotine withdrawal na siyang kadalasang dahilan ng pagsuko ng mga naninigarilyo na tigilan ito. Ang sigarilyo ay may nicotine at tar at may dalawang daan at limampung kemikal na sanhi ng cancer.

VOICE 3: Talaga palang masama sa kalusugan ang paninigarilyo. Mabuti na lamang at may nalikhang gamot para tulungan ang mga taong nais tigilan na ang paninigarilyo.

VOICE 2: Isang kunting butil mula sa PBS- Research Division.

The other plugs that talked about health and nutrition are the “Mga aso, kailangang pabakunahan laban sa rabies”; “Kakulangan sa Magnesium, sanhi ng mabilis na pagtanda”; “Mag-ingat sa sunog”; “Dental x-rays nakakatulong magdetect ng osteoporosis”; “Pangangagat ng mga maliliit, normal”; “Pag aktibo ang mga Magulang, aktibo rin ang mga anak”; “Kailangang Kontrolin Ng mga Nagkaka- edad na lalake ang pag- inom ng alak”; “Bigyan ng Prioridad sa Sanitation Projects”; “Teenage Pregnancy”; “Pangarap Huwag Sirain”; and “Botika ng Barangay”.

*Employment.* There were two plugs aired about employment and these are: Out of school youth servicing towards economic recovery, and Tulong Pangkabuhayan.

The OYSTER or the Out of School Youth Servicing Towards Economic Recovery of Comprehensive Livelihood and Emergency Employment Program plug is a testimonial



and a woman testifies the help brought by the program in their family. Shown below is the Plug on Employment # 1 (OYSTER, testimonial):

VOICE 1: Comprehensive Livelihood and Emergency Employment Program, maysa kadagiti programa ni Presidente Gloria Macapagal Arroyo a naipatungpal ditoy Mountain Province babaen kadagiti nadumaduma nga ahensya. Maysa a benepesyaryo ti CLEEP nga makuna nga OYSTER (Out of School Youth Servicing Towards Economic Recovery) ti Department of Public Works and Highways ket ni Mrs. Ascuncion Tuoc a taga Bontoc. Intay denggen nu anya ti naitulong daytoy nga programa kenkuana ken iti pamilyana.

VOICE 2: Dackel ti tulong na ta kasla kenyak nga maymaysa nga mangpakpakan kadagiti annak ko. Ken maysa, dagita annak ko nga agis iskwela, dackel nga agpayso ti tulong na kenyak ta adda ti bassit nga gastos ko kenyada kasla dagita college nga napan nagiskwela ijay sabali nga barrio, ada ti pagpliti da kasjay. Ken adda la metlang kanen mi ta awan pangalaan mi ti kanen mi nu haanak nga sinumrek ditoy.

*Natural Resources.* Environmental plugs aired in DWFR from October to December were Kapaligiran, Environment Protection, Halsema Hi- way Rehabilitation, Mga Hakbang upang Mabawasan ang mga Plastic Bags, Seaweed- Panlaban sa Global Warming and Ang masamang epekto ng global warming sa mundo

Kapaligiran is in the form of jingle and it promotes the preservation of the environment today.

Below is the sample plug on natural resources # 1 (Kapaligiran, Jingle):

Magmula ng matanaw mo  
Kapaligirang ipinagkaloob sa iyo  
Kapiling ang mga ibon  
Ang tumubong mga puno  
Lagaslas ng tubig naririnig mo

Cho.  
Huwag na sanang sirain pa  
Huwag na sanang putulin pa  
Tama na, sobra na



Hiling nila ay dinggin mo sana

Sa ating kapit- bisig  
 Dampi ng gubat ating maririnig  
 Isigaw mo pinoy, tayo ang pag- asa  
 Upang maligtas ang kapaligirang kayganda  
 Cho.  
 Huwag na sanang sirain pa  
 Huwag na sanang putulin pa  
 Tama na, sobra na  
 Hiling nila ay dinggin mo sana

*Agriculture.* The plug about agriculture is the “Ilang solusyon para magkaroon ng sapat na supply ng bigas ang mga Pilipino”. This plug gives some recommendations on how to have enough rice supply in the Philippines.

VOICE 1: Dagling kaalaman...mga kunting butil mula sa PBS- Research Division.

VOICE 2: Ilang Solusyon para magkaroon ng sapat na supply ng bigas ang mga Pilipino. Sa gitna ng sinasabing krisis sa bigas ngayon, inihayag ni Dr. Ted Mendoza, isang Agriculture expert at crop Proffesor sa UP Los Banos College of Agriculture na magkakaroon pa rin ng sapat na supply ng bigas para sa mga Pilipino. Ang mga sumusunod ang mga rekomendadong solusyon ni Dr. Mendoza. Pagpapadami ng ani sa bawat unit area, pagpapalawak sa mga lugar na may irigasyon, at pagkain na iba pang pagkunan ng calories kasama na ang mais, kamoteng kahoy at patatas. Isang kunting butil mula sa PBS- Research Division.

Below is the plug on Agriculture # 1 (Ilang solusyon para magkaroon ng sapat na supply ng bigas ang mga Pilipino, narration):

*Peace and Order.* There were four plugs that talked about peace and order and these are: Mga dapat gawin para makaiwas sa Aksidente sa Motorsiklo, Domestic Violence Against Women, Kaayusan at Kapayapaan, and Anti- terror.



Domestic violence against women is a plug that reveals the things that abused women can possibly experience from their husbands or vice versa and it encourages the victims of Domestic Violence against Women to fight and stop the said violence.

Below is a sample script for Peace and Order plug # 1 (Domestic Violence against Women, collage):

VOICE 1: Sipsipaten daka kadi ti asawam wenno partner mo?

VOICE 2: Dandanugen daka kadi?

VOICE 1: Pungpunguten?

VOICE 2: Barbarsakan daka kadi iti aniaman a banag?

VOICE 1: Ilunlunod daka kadi iti publiko?

VOICE 2: Ibabain daka iti sanganan dagiti tattao?

VOICE 1: Pilpiliten daka kadi a maki denna kenkuana wenno iti makuna nga rape?

VOICE 2: Saan a agited ti kuarta para iti kasapulam ken ti pamilyam?

VOICE 1: Pagbalbalinen daka kadi nga tagabo?  
Ti domestic violence ket panag- abuso iti pisikal, sexual, psychological, emotional, ken economic iti maysa nga tao iti asawana wenno partner na.

VOICE 2: Nu makapadpadas kadagitoy nga panag- abuso, saan nga agulimek!  
Agsao ka. Ti domestic violence ket saan laeng a pangpribado nga isyu.  
Ti Violence Against Women ket maysa nga human right violation.  
Dadaelena ti karbengan ken prinsipyo dagiti kababaihan.

VOICE 1: Labanan ken lapdan ti violence against women.

VOICE 2: Daytoy nga palagip ket indanun kadakayo ti United Nation Population Fund wenno UNFPA ken daytoy nga istasyon.

*Economics.* Pag- ibig housing loan is the only plug aired about economics. It talks about a housing loan with low interest rate that can help poor people have their own houses (see



sample below).

Plug on Economics # 1 (Pag- ibig housing loan, dialogue):

VOICE 1: Mare balita ko lilipat na daw kayo ng bahay a.

VOICE 2: Oo mare, nakapaghousing loan kasi kami sa pag- ibig.

VOICE 1: Mabuti pa kayo, siguro malaki ang itinaas ng suweldo ni pare.

VOICE 2: Naku hindi, mababa na kasi ang interest rates ngayon ng pag- ibig kaya abot kaya na namin ang monthly amortizations. Mas mura pa nga kaysa mangupahan.

VOICE 1: Kami nga, tataas na naman ang aming renta e.

VOICE 2: Kaya maghousing loan na rin kayo sa pag- ibig, di ba Kabayan?

VOICE 3: Tama! Sa pag- ibig fund six percent na lamang ang interest rate ng housing loan na ngayon ay hanggang 400 thousand pesos na, at 7 percent naman hanggang 750 thousand pesos, na babayaran sa loob ng tatlumpong taon. Kaya bakit ka mangungupahan pa, kaya mo namang magkabahay na.

### The Process of Production of Plugs

According to Dona Balio, the station manager of DWFR Radyo ng Bayan Bontoc, national plugs like Dagling Kaalaman are produced by the Philippine Broadcasting Service and are forwarded to the station for airing. But for local plugs, there are different procedures in producing plugs depending on what kind of plug to be produced and they have their own way of producing their plugs.

It agrees to the study of Antero (2003), that there is no single procedure to follow in producing plugs.

The way of producing plugs in the station is first, the subject matter should be identified likewise the target audience. Also, the appropriate message to package should



also be identified followed by interviews and researches. After gathering the information needed, the preparation of script and sound effects will follow and then recording will be done followed by mixing the sound effects and the recorded messages. Editing will then follow and then they will submit to the station manager for approval. If approved, airing of the plug will follow but if not approved, re- editing will be done by the producer and upon approval of the plug, then it will be aired. The process of producing plugs in DWFR, Radyo ng Bayan Bontoc is shown in Figure 2.

### Reasons and Importance of Airing Plugs

According to DWFR Radyo ng Bayan broadcasters, they air plugs to advocate a program like the “Anti- terrorism plug” and “Kaayusan at Kapayapaan”, for public awareness like the plug “Halsema high- way rehabilitation”, for advertisement like the plug “Botika ng Barangay”, to disseminate vital information to the people like the “Pangarap Huwag Sirain”, “Teenage Pregnancy”, and “Violence Against Women”, to involve the community in government programs, for public knowledge like the plug “Ang masamang epekto ng global warming sa mundo” and to promote an event, an idea or a product. Also, one reason of airing plugs according to Dona Balio, station manager of DWFR Radyo ng Bayan, is to inform the people of the accomplishments of the government because people seldom hear about government projects and programs from private and commercial stations.



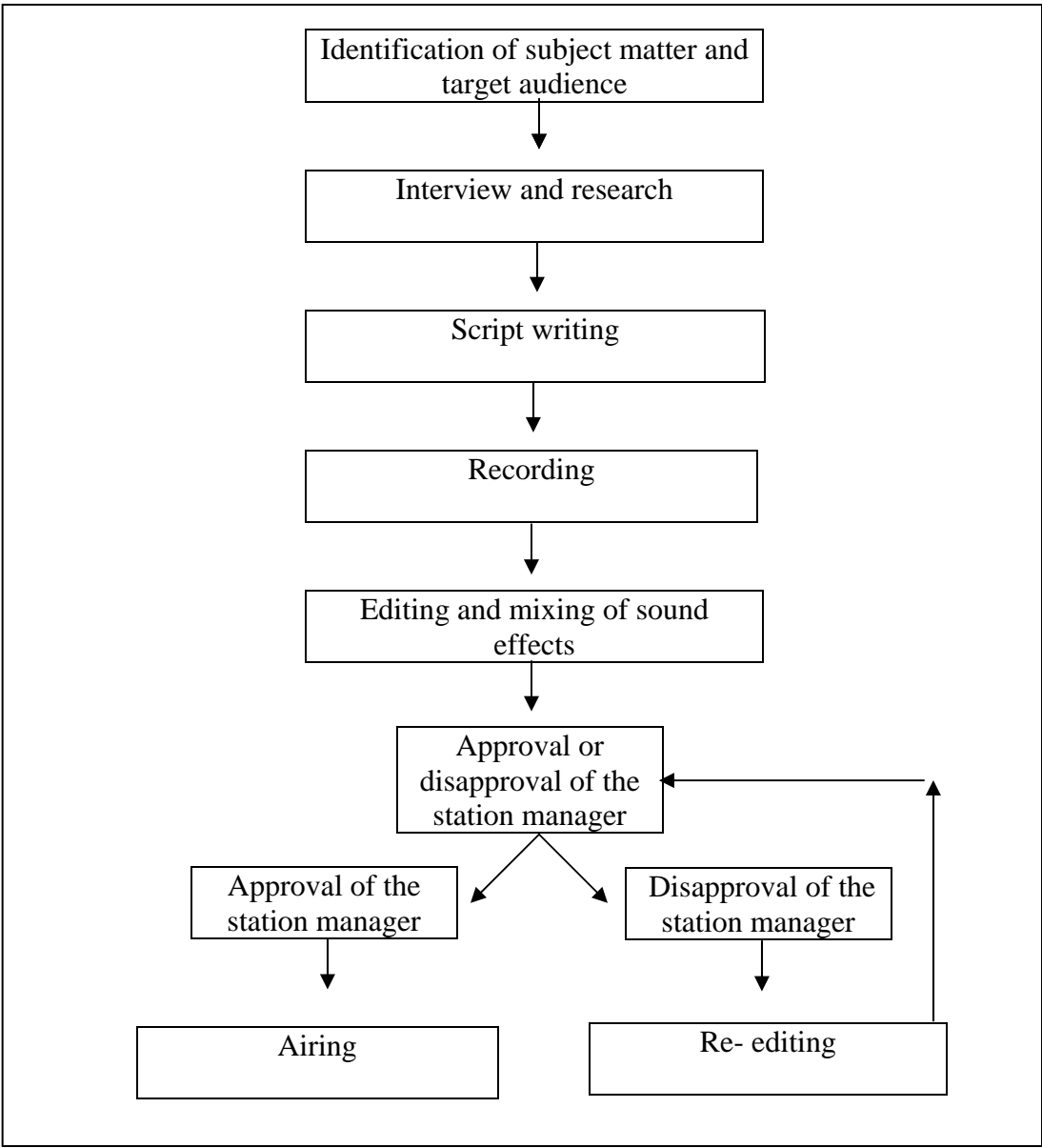


Figure 2. Process of producing developmental plugs in DWFR, Radyo ng Bayan





## SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

### Summary

The study was conducted to answer the following objectives: to determine the number of plugs aired in DWFR, Radyo ng Bayan Bontoc from October to December 2009; to characterize the developmental plugs aired in terms of treatment, subject matter, length, frequency, source and producer; to classify the contents of the developmental plugs; to describe the process of producing the plugs; and to determine the reasons and importance in airing radio plugs in the station.

DWFR, Radyo ng Bayan Bontoc was able to air 26 plugs starting from October to December 2009.

The plugs aired at DWFR, Radyo ng Bayan Bontoc were characterized according to treatment, subject matter, length, frequency, source and producer. Findings of the study shows that there are 6 treatments applied in the developmental plugs aired and these are straight narration, jingle, dialogue, collage, vox pop and testimonial. The subject matter of the aired plugs were about health and nutrition, natural resources, peace and order, employment, agriculture, and economics. The frequency of airing per day ranged from one to five times.

There is no single procedure to follow in producing plugs. It depends on what kind of information you want to impart to your audience and the station has their own way of producing their plugs.

The contents of the plugs are developmental in nature. DWFR, Radyo ng Bayan Bontoc airs plugs for the reason of advocating a program, for public awareness,



for advertisement, to disseminate vital information to the people, to involve the community in government programs, for public knowledge and to promote an event, a product or an idea.

### Conclusions

From the result of the study, the following conclusions were drawn:

1. The DWFR, Radyo ng Bayan Bontoc station aired several developmental plugs from October to December 2009 both national and local plugs.

2. Different treatments were used in conveying messages and the subject matter of the plugs did not dwell on only one issue that affects the society and development.

3. The contents of the plugs were mostly about health and nutrition.

4. There are different ways in the production of plugs and the station has their own way of producing plugs.

5. The station gives importance to the needs of their listeners in terms of development information.

### Recommendations

The following are recommended as based on the result of the study:

1. The station should continue to produce and air developmental plugs that cater the information needs of its listeners using treatments that can easily catch up their interest.

2. The station may want to consider producing more local plugs to be played side by side with the plugs produced by the national agencies and research divisions.



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**APPENDICES**

**APPENDIX A**

**Guide Questions**

Name: \_\_\_\_\_  
Position: \_\_\_\_\_

1. What are the processes you use in making the plugs being aired in the station?

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2. What are the reasons and importance of airing radio plugs in your station?

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APPENDIX B

Coding Sheet

1. What are the characteristics of the plugs aired in terms of number, treatment, subject matter, length, source and producer and classification of the plugs?

TITLE	SUBJECT MATTER	TREATMENT	LENGTH	FREQUENCY OF AIRING/ DAY	CLASSIFICATION	PRODUCER/ CONTRIBUTOR



## APPENDIX C

## Characteristics of the Developmental Plugs

Title	Treatment	Subject matter	Source	Producer
1. Botika ng Barangay	Testimonial	Health	Provincial Health Unit (PHU)	DWFR, radio ng bayan, Bontoc
2. Pangarap Huwag Sirain	Jingle	Health	DevCom stud	BSU-DevCom
3. Teenage Pregnancy	Narration	Health and Nutrition	United Nations Population Fund	DWFR, radio ng bayan
4. Bigyan ng Prioridad sa Sanitation Projects	Narration	Health and Nutrition	PBS- Research Division	PBS- Research Division
5. Kailangang Kontrolin Ng mga Nagkaka- edad na lalake ang pag-inom ng alak	Narration	Health and Nutrition	PBS- Research Division	PBS- Research Division
6. Pag aktibo ang mga Magulang, aktibo rin ang mga anak	Vox pop	Health and Nutrition	PBS- Research Division	PBS- Research Division
7. Pangangagat ng mga maliliit, normal	Narration	Health	PBS- Research Division	PBS- Research Division
8. Gamot laban sa Paninigarilyo	Dialogue	Health and Nutrition	PBS- Research Division	PBS- Research Division
9. Dental x- rays nakakatulong magdetect ng osteoporosis	Narration	Health	PBS- Research Division	PBS- Research Division



Title	Treatment	Subject Matter	Source	Producer
10. Mag-ingat sa sunog	Narration	Health	PBS- Research Division	PBS- Research Division
11. Kakulangan sa Magnesium, sanhi ng mabilis na pagtanda	Narration	Health	PBS- Research Division	PBS- Research Division
12. Mga aso, kailangang pabakunahan laban sa rabies	Narration	Health	PBS- Research Division	PBS- Research Division
13. Out of school youth servicing towards economic recovery	Testimonial	Employment	Arroyo Administration	DWFR, radio ng bayan
14. Tulong Pangkabuhayan	Testimonial	Employment	Department of Labor and Employment	DWFR, radio ng bayan
15. Kapaligiran	Jingle	Natural resources	DevCom Stud	BSU- DevCom
16. Environment Protection	Narration	Natural resources	DevCom Stud	BSU- DevCom
17. Halsema Hi- way Rehabilitation	Vox pop	Natural resources	DPWH	DWFR, radio ng bayan
18. Mga Hakbang upang Mabawasan ang mga Plastic Bags	Narration	Natural resources	PBS- Research Division	PBS- Research Division
19. Seaweed- Panlaban sa Global Warming	Narration	Natural resources	PBS- Research Division	PBS- Research Division



Title	Treatment	Subject Matter	Source	Producer
20. Ang masamang epekto ng global warming sa mundo	Narration	Natural resources	PBS- Research Division	PBS- Research Division
21. Anti- terrorism	Montage	Peace and order	Arroyo Administration	DWFR, radio ng bayan
22. Kaayusan at Kapayapaan	Vox pop	Peace and Order	Arroyo Administration	National Government
23. Violence Against Women	Montage	Peace and Order	United Nations Population Fund	United Nations Population Fund
24. Mga dapat gawin para makaiwas sa aksidente sa motorsiklo	Narration	Peace and order	PBS- Research Division	PBS- Research Division
25. Ilang solusyon para magkaroon ng sapat na supply ng bigas ang mga Pilipino	Narration	Agriculture	PBS- Research Division	PBS- Research Division
26. Pag- ibig Housing Loan	Dialogue	Economics	Pag- ibig Fund	Pag- ibig Fund





## APPENDIX D

## Length and Frequency of Airing

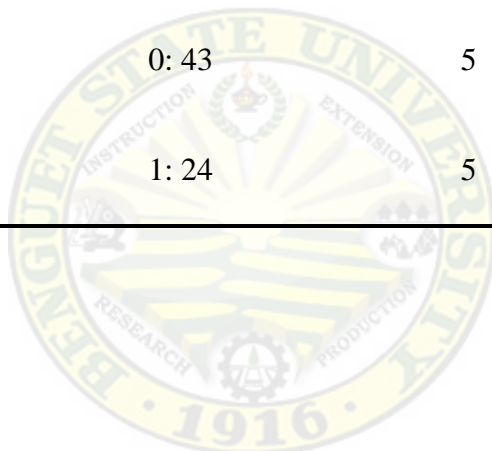
Title	Length	Number of times aired/day	Total no. of times aired
1. Ang masamang epekto ng global warming sa mundo	2: 01	1	22
2. Anti- terrorism	0:50	5	150
3. Bigyan ng Prioridad sa Sanitation Projects	2: 06	1	21
4. Botika ng Barangay	0: 54	5	150
5. Dental x- rays nakakatulong magdetect ng osteoporosis	1: 56	1	21
6. Environment Protection	1: 11	5	150
7. Gamot laban sa Paninigarilyo	1: 49	1	22
8. Halsema Hi- way Rehabilitation	1: 31	1	43
9. Ilang solusyon para magkaroon ng sapat na supply ng bigas ang mga Pilipino	1: 22	1	21
10. Kakulangan sa Magnesium, sanhi ng mabilis na pagtanda	1: 42	1	21



Title	Length	Number of times aired/day	Total no. of times aired
11. Kaayusan at Kapayapaan	0: 37	5	150
12. Kailangang Kontrolin Ng mga Nagkaka- edad na lalake ang pag-inom ng alak	1: 29	1	21
13. Kapaligiran	1: 23	5	150
14. Mag- ingat sa sunog	1: 23	1	22
15. Mga aso, kailangang pabakunahan laban sa rabies	1: 44	1	21
16. Mga dapat gawin para makaiwas sa aksidente sa motorsiklo	2: 07	1	21
17. Mga Hakbang upang Mabawasan ang mga Plastic Bags	1: 32	1	22
18. Out of school youth servicing towards economic recovery	1: 05	5	150
19. Pag aktibo ang mga Magulang, aktibo rin ang mga anak	1: 17	1	22
20. Pangangagat ng mga maliliit, normal	1: 22	1	22



Title	Length	Number of times aired/day	Total no. of times aired
21. Pangarap Huwag Sirain	1: 32	5	150
22. Pag- ibig Housing Loan	1: 02	1	22
23. Seaweed- Panlaban sa Global Warming	2:00	1	22
24. Teenage Pregnancy	1: 22	5	150
25. Tulong Pangkabuhayan	0: 43	5	150
26. Violence Against Women	1: 24	5	150



## APPENDIX E

## Transcriptions of the Developmental Plugs

## Plug on Natural Resources # 2 (Straight Narration)

## ANG MASAMANG EPEKTO NG GLOBAL WARMING

VOICE 1: Dagling kaalaman...mga kunting butil mula sa PBS- Research Division.

VOICE 2: Ang global warming o pag- init ng mundo ay epekto ng naipong greenhouse gas tulad ng carbon dioxide, methane at water vapor sa atmosphere. Ang green house gases ay tila salamin na nagtutuon ng heat radiation sa planetang earth. Mas maraming greenhouse gases, mas matinding init ang bumabalik sa mundo. Delikado ito dahil matutunaw ang ice o yelo sa mga poles ng mundo at tataas ang libel ng dagat. Lalamunin nito ang mga bansa at bayan na nasa sea level o below sea level. Pinangangambahan na thirty percent na mga buhay o specie sa mundo ay maaaring mawala pag ang temperature ay tataas ng hanggang 4.5 degrees fahrenheit. Hanggang sa 70% naman ang mawawalang buhay sa mundo kapag tumaas ang temperature ng hanggang 6.3 degrees. Para sa bansang Pilipinas naman na may 7,100 islands at ang kalahati ng mga bayang matatagpuang malapit sa dagat, ang pagtaas ng sea level ay magdudulot ng panganib sa ating mga kababayan. Ang kahahantungan nito ay massive dislocation o paglikas ng mga taong apektado at ibayong kahirapan sa ating ekonomiya. Isang kunting butil mula sa PBS- research division.

## Plug on Peace and Order # 2 (Straight Narration)

## ANTI- TERROR PLUG

VOICE 1: Umani ngayon ng papuri ang Pilipinas mula sa global community sa mga hakbang ng bansa sa pagsugpo sa terorismo. Ayon sa United States department, kinilala ang patuloy na pagkampanya ng Pilipinas sa pangunguna ni Gloria Macapagal Arroyo sa suporta ni Gilbert Teodoro ay nagbunga ng pagkakawasak ng tinaguriang terrorist safe haven sa Sulu at Gitnang Mindanao. Pinasalamatan ng pamahalaang Pilipino ang tulong ng America at ibang bansa sa Anti- terror campaign.

VOICE 2: Tagumpay laban sa terorismo, tagumpay ng sambayanang Pilipino.



VOICE 1: Walang humpay ang pagtugis ng mga sundalo at alagad ng batas. Dahil dito, walang magawa kundi magtago at tumalilis ang mga terroristang sina Umar Patek ng Jemai Islamia at mga bandidong Abusayaff.

VOICE 2: Kapag may kapayapaan, may kaunlaran.

Plug on Health and Nutrition # 7 (Straight Narration)

#### BIGYAN NG PRIORIDAD ANG SANITATION PROJECTS

VOICE 1: Dagling kaalaman...mga kunting butil mula sa PBS- Research Division.

VOICE 2: Hinikayat ni Health Secretary Francisco Doque the third ang local government officials na bigyan ng prioridad ang sanitation projects. Ito ay matapos matanggap ang mga ulat na may tatlumpo't isang Pilipino ang namamatay araw araw sanhi ng Diarrhea dahil sa mahinang uri ng sanitasyon. Ang Diarrhea ang nangungunang sanhi ng pagkamatay ng mga bata sa nakalipas na dalawampung taon. Kung mapaparami lamang ang bilang ng malinis na palikuran at supply ng malinis na tubig, bababa ang child mortality rates at mababawasan ang kaso ng malnutrisyon at impeksyon. Kayat' hinamon ni secretary Doque ang local government units at iba pang opisyal na magkaisang isulong ang sustainable water and sanitation programs. Bilang tulong sa kampanyang ito, inilunsad kamakailan ng DOH ang pagdiriwang ng International Year of Sanitation bilang pagsunod sa deklarasyon ng United Nations General Assembly. Bilang bahagi ng programa, magkakaroon ang DOH ng search o paghahanap para sa barangay with the best sanitation practices in terms of water supply, provision of sanitary toilet facilities at iba pang initiatibo para sa kalinisan ng kapaligiran. Isang kunting butil mula sa PBS- research division.

Plug on Health and Nutrition # 3 (Testimonial)

#### BOTIKA NG BARANGAY

VOICE 1: Adu ti maragsakan ditoy mountain province iti kaada ti botika ng Barangay gapu ta babaen ditoy makagatang dan iti nalakat presyo ken de- kalidad nga agas. Iti nasurok a sangagasut a barangays iti probinsiya, walo pulo ket walo ditoy ti adaan iti botika ng barangays. Sigun kenni Donita Cobcobo iti Lanao, Bontoc, dackel naitulong ti BNB kencuana.

VOICE 2: Dackel ti maitulong na agsipud ta grud kagedwan ti presyo iti agas



a magatang ijay botika ng barangay nu iti pharmacia. Isukapay ti diskwento nga diyay a maigatang ti dadumma a kasapulan. Mabalin pay ay mautang nu talaga a kasapulan ta ammon ti umili ti agilako.

#### Plug on Health and Nutrition # 12 (Straight Narration)

##### Dental X- RAYS

VOICE 1: Dagling kaalaman...mga kunting butil mula sa PBS- Research Division.

VOICE 2: Dental x- rays, nakakatulong magdetect ng osteoporosis? Isang bagong computer program na sumusuri sa dental x- rays ang maaaring pinakasimple at murang paraan para malaman kung ang isang tao ay may sakit na osteoporosis. Natuklasan ng isang grupo ng researchers mula sa Britain na ang dinevelop nilang software program ay maaaring matunton ng ilang palatandaan ng bumababang bone density sa pamamagitan ng dental x- rays ng lower jaw o panga, na maaaring isang hudyat ng osteoporosis. Ang mga kinakitaan naman ng pagninipis ng buto ng panga ay maaaring irefer sa uri ng osteoporosis testing na mataas ang singil. Sinuri ang ilang kababaihan na may edad sa pagitan ng apatnaput lima at pitompo. Lahat sila'y isinailalim sa DXA pati na rin ang panoramic dental x- rays na ipinakita ang boung panga. Sa pamamagitan ng DXA tests, may isandaan apatnapung kababaihan ang kinakitaan ng osteoporosis sa hip o balakang, at spine o gulugod. Samanatala, higit sa kalahati ng bilang na ito ang napick- up ng dental x- rays. Isang kunting- butil mula sa PBS- research division.

#### Plug on Natural Resources # 3 (Straight Narration)

##### ENVIRONMENT PROTECTION

VOICE 1: Nature is our life.  
Nature gives its best.  
From mossy forest down to it's  
free flowing water.  
We must harness its own potentials  
and care for the nature's life giving  
gifts because; they can be at their worst.



## Plug on Health and Nutrition # 2 (Dialogue)

### GAMOT LABAN SA PANINIGARILYO

VOICE 1: Dagling kaalaman...mga kuntil butil na impormasyon buhat sa PBS- Research Division.

VOICE 2: Gamot laban sa paninigarilyo, narito na. Ang paninigarilyo ay hindi lang isang uri ng pamumuhay o lifestyle. Itinuturing na ito bilang isang medical na kondisyon na may kaakibat na pisikal at sikolohikal na addiction sa nicotine. Kaya, hindi sapat ang will power lamang o kagustuhan na tumigil sa paninigarilyo. Para tulungan ang mga smoker na tigilan ang paninigarilyo, isang gamot ang nilikha, ang barineclein tract rate at nasa Pilipinas na ito. Ang barineclein tract rate ay isang compound na kumakabit sa mga receptor sa utak at binabawasan ang pagnanais ng tao na manigarilyo at ang mga symptoms ng nicotine withdrawal na siyang kadalasang dahilan ng pagsuko ng mga paninigarilyo na tigilan ito. Ang sigarilyo ay may nicotine at tar at may dalawang daan at limampung kemikal na sanhi ng cancer.

VOICE 3: Talaga palang masama sa kalusugan ang paninigarilyo. Mabuti na lamang at may nalikhang gamot para tulungan ang mga taong nais tigilan na ang paninigarilyo.

VOICE 2: Isang kuntil butil mula sa PBS- Research Division.

### HALSEMA HIGH WAY REHABILITATION

VOICE 1: Manamnama ti panagdur- as ti Probinsiya Montanosa iti kaadaan ti rehabilitasyon ti Halsema High way. Daytoy ti kapanunutan dagiti niribu nga umili ti Probinsiya apaman malpas ti makuna a SONA Road project ni Presidente Gloria Macapagal Arroyo. Sigun kenni Engineer Romualdo Solang, maysa a benepesyaryo ti proyekto, ti kalsada ket isut kangrunaan a mangyeg progreso iti maysa a lugar. Umay pay kunana ti adu a klase dagiti negosyo nga isut maipaay to iti pagsapulan ti umili. Maysa pay a pagsayaatan ti panakapapintas ti Halsema high way ket lumag- an to ti panagbiyahe tayo a commuters ken nalaka met ti panaka ibiyahe dagiti produkto iti mannalon.

VOICE 2: Ti laeng impact na ton daytoy ket ti convenience tayo nga commuters, pabasitenna ti oras tayo nga agbiyahe ken mangipayangyang ti produkto tayo. Ti transportation ket isu ti maysa a major nga factor iti progreso iti ili. Dackel nga bendisyon daytoy ta iti turay ni Presidente Arroyo, ket inikkana datayo ti



daytoy SONA Project na. Daytoy ket dackel nga gatad ket agyaman tayo unay nga iti daytoy nga tiempo ket maadaan tayo iti kasta a development. Para kenyak ket daytoy road improvement ket isu ti maysa a major nga mang improve kadatayo physically ken culturally ket iyog na kadatayo iti progreso.

Plug on Agriculture # 1 (Straight Narration)

**ILANG SOLUSYON PARA MAGKAROON NG SAPAT NA SUPPLY NG BIGAS  
ANG MGA PILIPINO**

VOICE 1: Dagling kaalaman...mga kunting butil mula sa PBS- Research Division.

VOICE 2: Ilang Solusyon para magkaroon ng sapat na supply ng bigas ang mga Pilipino. Sa gitna ng sinasabing krisis sa bigas ngayon, inihayag ni Dr. Ted Mendoza, isang Agriculture expert at crop Professor sa UP Los Banos College of Agriculture na magkakaroon pa rin ng sapat na supply ng bigas para sa mga Pilipino. Ang mga sumusunod ang mga rekomendadong solusyon ni Dr. Mendoza. Pagpapadami ng ani sa bawat unit area, pagpapalawak sa mga lugar na may irigasyon, at pagkain na iba pang pagkunan ng calories kasama na ang mais, kamoteng kahoy at patatas. Isang kunting butil mula sa PBS- Research Division.

Plug on Health and Nutrition # 10 (Straight Narration)

**KAKULANGAN SA MAGNESIUM, SANHI NG MABILIS NA PAGTANDA**

VOICE 1: Dagling kaalaman...mga kunting butil mula sa PBS- Research Division.

VOICE 2: Kakulangan sa magnesium, sanhi ng mabilis na pagtanda. Alam ba ninyo na ang kakulangan sa magnesium ay nagpapabilis ng pagtanda sa human cells o cellula ng tao? Ang magnesium ay mahalaga sa mahigit isandaang biochemical reaction sa katawan. Nakakatulong ito sa pagmintina ng Gawain ng kalamnan, kasukasan, nagpapatatag ng tibok ng puso, at nagpapalakas ng mga buto. Ngunit ayon sa pag-aaral, mahigit sa isang kalahati ng populasyon ng Amerika ang may kakulangan sa Magnesium na nagiging dahilan ng pagtaas ng kanilang tsansa na magkasakit ng cardiovascular disease, hypertension, diabetes, osteoporosis, at ibang mga cancer. Ang mga pagkaing mayaman sa magnesium ay ang mga maberdeng gulay at unrefined grains.





VOICE 3: Ang pinoy kaya, kulang din sa magnesium? Isang kunting- butil mula PBS- research division.

Plug on Peace and Order # 4 (Vox pop)

#### KAAYUSAN AT KAPAYAPAAAN

VOICE 1: It's in the interest of all Filipinos, Muslims and Christians to end the violence as held as part of our country back.

VOICE 2: Isa lang malay ko. Ito po si Quennie Padilla kasama ang aking amang si Robin ay nananawagan, iba't iba man ang relihiyon magkakaisa po tayo na ang katarungan ay magdudulot ng kaayusan. Ang kaayusan ay magbubunga ng kapayapaan. Bigyan po natin ng daan ang kapayapaan upang kaunlaran ay makamtan.

Plug on Health and Nutrition # 5 (Straight Narration)

#### KAILANGANG KONTROLIN NG MGA NAGKAKA- EDAD NA LALAKI ANG PAG- INOM NG ALAK

VOICE 1: Dagling kaalaman...mga kunting butil mula sa PBS- Research Division.

VOICE 2: Kailangang Kontrolin ng mga Nagkaka- edad na lalaki ang pag- inom ng Alak. Bakit nga ba kailangang kontrolin ng mga nagkaka- edad na lalaki ang pag- inom ng alak. Ayon sa pag- aaral, hindi tulad ng mga bata pang kalalakihan, ang mga lalaking nasa edad singkwenta pataas na umiinom ng alak kahit katamtaman lamang, ay tumataas ang tiyan saka magkaroon ng altapresyon. Sa mga lalaking nasa edad na beinte hanggang trenta o kwarenta, tanging ang mga heavy drinkers lamang o sobrang uminom ng alak ang nagkakaroon ng altapresyon. Lumalabas sa pag- aaral na ang blood pressure ng mga lalaking may edad na ay mas sensitibo sa epekto ng alak sa kanilang katawan. Isang kunting buti mula sa PBS- research division.

Plug on Natural Resources # 6 (Jingle)

#### KAPALIGIRAN

Magmula ng matanaw mo  
Kapaligirang ipinagkaloob sa iyo  
Kapiling ang mga ibon  
Ang tumubong mga puno  
Lagaslas ng tubig naririnig mo



Cho.  
 Huwag na sanang sirain pa  
 Huwag na sanang putulin pa  
 Tama na, sobra na  
 Hiling nila ay dinggin mo sana

Sa ating kapit- bisig  
 Dampi ng gubat ating maririnig  
 Isigaw mo pinoy, tayo ang pag- asa  
 Upang maligtas ang kapaligirang kayganda

Cho.  
 Huwag na sanang sirain pa  
 Huwag na sanang putulin pa  
 Tama na, sobra na  
 Hiling nila ay dinggin mo sana

Plug on Health and Nutrition # 9 (Straight Narration)

#### MAG- INGAT SA SUNOG

- VOICE 1: Dagling kaalaman...mga kunting butil mula sa PBS- Research Division.
- VOICE 2: Mag- ingat sa sunog. Narito ang mga dapat gawin kung magkakaroon ng sunog sa inyong kapaligiran. Maging kalmante at iwasan ang magpanic. Tumawag sa 117. Sumigaw tayo at gumawa ng ingay na tatawag ng atensyon sa inyong mga kapitbahay upang malaman nila na may nangyayaring sunog. Ang paglanghap ng usok ay nangungunang dahilan ng kamatayan sa sunog. Kung kaya't kung hindi maiiwasan ang paglanghap ng usok, kaagad na umalis sa lugar na pinangyayarihan ng sunog. Huwag ng mag- alala sa kahihinatnan ng itsura ng mga kagamitan basta lang makaligtas lamang sa sunog. Isang kunting- butil mula sa PBS- research division.

Plug on Health and Nutrition # 8 (Straight Narration)

#### MGA ASO, KAILANGANG PABAKUNAHAN LABAN SA RABIES

- VOICE 1: Dagling kaalaman...mga kunting butil mula sa PBS- Research Division.
- VOICE 2: Tinatayang dalawang daan hanggang limandaang tao ang namamatay sa virus ng rabies kada taon ayon sa datos ng Department of Health. Ang rabies ay isang nakakamatay na viral



disease na sumisira sa nervous system ng tao at hayop. Umaabot sa isandaan tatlumput limang libo hanggang isandaan apatnaput limang libo na insidente ng kagat ng hayop ang naitatala kada taon at siyamnapung porsiyento ng mga kasong ito ay kagat ng mga aso. Kaya hinikayat ng Department of Health ang mga may-ari ng aso na pabakunahan laban sa rabies ang kanilang mga aso para sila ay maging ligtas pati ang kanilang mga komunidad. Maliban ditto, ang hindi pagpapabakuna ng aso ay paglabag sa anti rabies act of 2007 at may karampatang parusa.

VOICE 3: Kaya mga Dog owners, pabakunahan na ninyo ang inyong mga aso.

VOICE 2: Isang kunting- butil mula sa PBS- research division.

Plug on Peace and Order # 1 (Straight Narration)

#### MGA DAPAT GAWIN PARA MAKAIWAS SA AKSIDENTE SA MOTORSIKLO

VOICE 1: Dagling kaalaman...mga kunting butil mula sa PBS- Research Division.

VOICE 2: Mga dapat gawin para makaiwas sa aksidente sa motorsiklo. Ang aksidente sa motorsiklo ang pangalawang pinakamaraming aksidente sa kalsada sa Metro Manila. Ito ay ayon sa Land Transportation Office. Maliban sa dumami ng tatlong beses ang bilang ng mga motorsiklo sa loob ng sampung taon, dahil mura ang sasakyang ito, hindi rin nag-iingat ang mga driver ng motorsiklo. Para makaiwas sa aksidente, ito ang ilan sa dapat sundin ng mga motorista. Una, dapat magsout ng matibay na helmet, huwag isipin ang presyo ng helmet dahil priceless naman ang buhay. Kung may aksidente man, malaki ang pag-asa ng driver na mabawasan ang sugat o mabuhay kung nakasout ng maayos ng helmet. Pangalawa, magsout pa ng karagdagang proteksyon tulad ng elbow pads, knee pads at gloves. Kahit pawisan ang kamay ng driver, magiging mahigpit pa rin ang hawak nito sa handle ng motorsiklo kapag nakasout ng gloves. Pangatlo, huwag bumiyahang kapag malakas ang ulan dahil madulas ang kalsada at hindi nakikita ng driver ang daan.

VOICE 3: Ayan mga mamang motor cycle driver, dapat ninyong sundin ang mga alituntuning ito para makaiwas sa aksidente.

VOICE 2: Isang kunting bulti mula sa PBS- research division.



Plug on Natural Resources # 4 (Straight Narration)

MGA HAKBANG UPANG MABAWASAN ANG PLASTIC BAGS

VOICE 1: Dagling kaalaman...mga kunting butil mula sa PBS- Research Division.

VOICE 2: Mga hakbang upang mabawasan ang plastic bags. Ipinapatupad na ng ibang bansa ang mga hakbang upang mabawasan ang paggamit ng mga plastic bags. Ip agbabawal na sa boung China ang plastic shopping bags simula sa June 1, 2008. Sa San Fransisco USA ay ipinagbawal na rin itong gamitin sa mga tindahan mula pa noong taong 2007. Ipinapatupad rin ang paggamit ng mga recyclable at biodegradable na mga supot. Dito sa Pilipinas, ang mga ilang malalaking tindahan tulad ng National Bookstore, Shoe Mart at Shop Wise ay nagsusulong ng paggamit ng reusable bags. Paggamit ng basket at bayong ating isulong upang sa kapaligiran, tayo ay makatulong. Isang kunting- butil mula sa PBS- research division.

Plug on Health and Nutrition # 6 (Vox pop)

PAG AKTIBO ANG MGA MAGULANG, AKTIBO RIN ANG MGA ANAK

VOICE 1: Dagling kaalaman...mga kunting butil mula sa PBS- Research Division.

VOICE 2: Pag aktibo ang mga magulang, aktibo rin ang mga anak. Kapag physically active ang mga magulang, naengganyo ring gumaya ang kanilang mga anak. Ito'y ayon sa pag- aaral sa mahigit sa limang libong kabataan na nasa sampu hanggang labing isang taong gulang. Tinuturuan ng mga aktibong magulang ng halimbawa na maging aktibo ang kanilang mga anak upang maiwasan ang mga sakit tulad ng obesity o katabaan, cardiovascular condition o sakit sa puso, at diabetes na maaaring sanhi ng tinatawag na couch potato o hindi aktibong pamumuhay.

Plug on Health and Nutrition # 11 (Straight Narration)

PANGANGAGAT NG MGA BATANG MALILIIT, NORMAL

VOICE 1: Dagling kaalaman...mga kunting butil mula sa PBS- Research Division.

VOICE 2: Pangangagat ng mga batang maliliit, normal. Normal sa mga batang maliliit na mangagat ng mga ibang bata o mismo ng kanyang mga magulang. Ayon sa pag- aaral, karaniwang



nangangagat ang mga batang ito kapag sila ay frustrated o may gusto silang bagay o gawin ngunit hindi nila makuha o magawa. Kapag nakakagat ng igang bata ang iyong anak, ipaliwanag sa kanya sa pamamagitan ng salita, aksyon, o facial expression na ito'y hindi niya dapat gawin dahil ito ay nakakasakit. Pero kapag lagi ng nangyayari ito at nagiging agresibo na ang inyong anak sa pagkagat sa ibang bata, dalhin na siya sa kanyang pediatrician. Isang kunting butil mula sa PBS- research division.

#### Plug on Health and Nutrition # 1 (Jingle)

##### PANGARAP HUWAG SIRAIN

O kabataan, nasaan ka?  
Sa makamundong tawag, ika'y nawawala  
Napariwara at napalayo,  
Dahil lang sa droga, saan ka tutungo?

Pakinggan ang sarili, pagsumamo ng dibdib  
Pangarap huwag sirain, nang dahil lang sa droga  
Walang makakamit, kapatid, kaibigan  
Sa pagkakadapay ika'y tumayo

Narito kami, tutulong sa iyo  
Sa kamay nami'y nararamdaman mo  
Pakinggan ang sarili pagsumamo ng dibdib  
Pangarap huwag sirain  
Nang dahil lang sa droga  
Walang makakamit. Kapatid, kaibigan  
Sa pagkakadapa'y ika'y tumayo.

#### Plug on Economics # 1 (Dialogue)

##### PAG- IBIG FUND

VOICE 1: Mare balita ko lilipat na daw kayo ng bahay a.

VOICE 2: Oo mare, nakapaghousing loan kasi kami sa pag- ibig.

VOICE 1: Mabuti pa kayo, siguro malaki ang itinaas ng suweldo ni pare.

VOICE 2: Naku hindi, mababa na kasi ang interest rates ngayon ng pag- ibig kaya abot kaya na namin ang monthly amortizations. Mas mura pa nga kaysa mangupahan.

VOICE 1: Kami nga, tataas na naman ang aming renta e.



VOICE 2: Kaya maghousing loan na rin kayo sa pag- ibig, di ba Kabayan?

VOICE 3: Tama. Sa pag- ibig fund six percent na lamang ang interest rate ng housing loan na ngayon ay hanggang 400 thousand pesos na, at 7 percent naman hanggang 750 thousand pesos, na babayaran sa loob ng tatlumpong taon. Kaya bakit ka mangungupahan pa, kaya mo namang magkabahay na.

Plug on Employment # 2 (Tetimonial)

### OUT OF SCHOOL YOUTH SERVICING TOWARDS ECONOMIC RECOVERY

VOICE 1: Comprehensive Livelihood and Emergency Employment Program, maysa kadagiti programa ni Presidente Gloria Macapagal Arroyo a naipatungpal ditoy Mountain Province babaen kadagiti nadumaduma nga ahensya. Maysa a benepesyaryo ti CLEEP nga makuna nga OYSTER (Out of School Youth Servicing Towards Economic Recovery) ti Department of Public Works and Highways ket ni Mrs. Ascuncion Tuoc a taga Bontoc. Intay denggen nu anya ti naitulong daytoy nga programa kenkuana ken iti familyana.

VOICE 2: Dackel ti tulong na ta kasla kenyak nga maymaysa nga mangpapakpan kadagiti annak ko. Ken maysa, dagita annak ko nga agis iskwela, dackel nga agpayso ti tulong na kenyak ta adda ti bassit nga gastos ko kenyada kasla dagita college nga napan nagiskwela ijay sabali nga barrio, ada ti pagpliti da kasjay. Ken adda la metlang kanen mi ta awan pangalaan mi ti kanen mi nu haanak nga sinumrek ditoy.

Plug on Natural Resources # 1 (Straight Narration)

### SEAWEED, PANLABAN SA GLOBAL WARMING?

VOICE 1: Dagling kaalaman...mga kunting butil mula sa PBS- Research Division.

VOICE 2: Seaweed, panlaban sa global warming? Madulas at kulay berde, ang seaweed at algae ay ilan sa mga halamang dagat. Isang grupo ng mga siyentipeko ang nagsabing ang mga halamang ito ay maaaring maging matinding panlaban sa global warming. Ito ay dahil sa nasisipsip ng seaweed at algae ang carbon dioxide mula sa atmospera tulad ng ginagawa ng rain forest. Ang seaweed research ay isang bahagi ng malawakang hakbang upang matukoy kung gaano kadami ang nasisipsip ng mga halaman mula sa atmospera.



Ito ay nang sa ganoon, makaisip ng paraan para lalo pang mapaibayo ito sa pamamagitan ng deforestation at iba pang paraan. Ang seaweed at algae ay itinuturing na carbon sinks at lubhang mahalaga sa pagkokontrol ng green house gases na siyang nagpapanatili ng init sa atmospera na siya naming nagiging sanhi ng global warming. Ayon sa seaweed scientists, habang nakatoun sa gubat ang paghahanap ng carbon sinks, dapat ding daw tingnan ang karagatan kung saan walong milyong tolenada ng seaweed at algae ang itinanim bawat taon. Isang kunting butil mula sa PBS-research division.

#### Plug on Employment # 1 (Testimonial)

##### TULONG PANGKABUHAYAN

VOICE 1: Tarigagay ti gobyerno nga addat pagtrabahuan ti umili. Ditoy Bontoc, inpatungpal ti Department of Labor and Employment ti tupad wenno Tulong Pangkabuhayan para sa mga displaced workers. Maysa a benepesyaryo ditoy ket ni Henry Sakoy iti Samoki Bontoc. Kayat na nga iyibkas ti panagyaman na kenni Presidente Gloria Macapagal Arroyo.

VOICE 2: Salamat launay madamme Presidente Arroyo iti programam nga agtupad nga inkay inbingay ditoy Mt. Prov ta natulongam dakami nga awan trabaho na. Salamat Apo.

#### Plug on Peace and Order # 3 (Straight Narration)

##### DOMESTIC VIOLENCE AGAINST WOMEN

VOICE 1: Sipsipaten daka kadi ti asawam wenno partner mo?

VOICE 2: Dandanugen daka kadi?

VOICE 1: Pungpunguten?

VOICE 2: Barbarsakan daka kadi iti aniaman a banag?

VOICE 1: Ilunlunod daka kadi iti publiko?

VOICE 2: Ibabain daka iti sanguanan dagiti tattao?

VOICE 1: Pilpiliten daka kadi a maki denna kenkuana wenno iti makuna nga rape?

VOICE 2: Saan a agited ti kuarta para iti kasapulam ken ti pamilyam?



VOICE 1: Pagbalbalinen daka kadi nga tagabo?

Ti domestic violence ket panag- abuso iti pisikal, sexual, psychological, emotional, ken economic iti maysa nga tao iti asawana wenno partner na.

VOICE 2: Nu makapadpadas kadagitoy nga panag- abuso, saan nga agulimek!

Agsao ka. Ti domestic violence ket saan laeng a pangpribado nga isyu. Ti Violence Against Women ket maysa nga human right violation. Dadaelena ti karbengan ken prinsipyo dagiti kababaihan.

VOICE 1: Labanan ken lapdan ti violence against women.

VOICE 2: Daytoy nga palagip ket indanun kadakayo ti United Nation Population Fund wenno UNFPA ken daytoy nga istasyon.

