

BIBLIOGRAPHY

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ABSTRACT

The study was conducted to determine the preferences and perceptions of Bontoc residents on news and public affairs programs of DWFR-Radyo ng Bayan Bontoc. It aimed to characterize the listeners of news and public affairs of the station, rank the news and public affairs programs that the listeners preferred, identify the programs and languages preferred by the listeners, identify the reasons in listening to the programs, determine the frequency and length of listening, determine the perceptions of the listeners toward the programs, determine the information needs of the respondents, and identify the suggestions of the listeners for the improvement of news and public affairs program of the radio station.

An interview schedule was used to gather the needed information from the 50 respondents who listened to news and public affairs programs of DWFR-Radyo ng Bayan Bontoc.

Finding shows that most of the respondents preferred the programs, *Ifaag yo Ifaag mi*, Damag 972, Government on line and Serbisyo Publiko. The respondents also preferred Ilokano as the medium in airing the programs.

The respondents claimed that they listen to these programs since it airs recent news and public issues and the topics aired are developmental, educational and informational.

Some of the respondents also claimed that Radyo peryodiko, PIA tongtongan, DILG-on-the-air, and Capitol hour are the top four least helpful programs. There reasons include repetition of topics that they already know, signal is not clear, words used are too technical and some were not concern with the topics aired. The rest claimed that they do not listen to the programs.

The respondents also need more information on health and nutrition, which includes sanitation and family planning, on education and on agriculture, which includes rice production, fruit and vegetable production, ornamental production, inland fish production and animal production.

The respondents suggested that repetition of topics should be avoided especially when it was already mentioned in the earlier programs. They also suggested that topics should be aired on time since most of the news aired were old news. Simple words should also be used so that people of all level can grasp.

They also suggested that some newscasters should make the delivery style of the news more alive by diverting the boring parts of the program, more topics on environmental issues and protection of women and children, and there should be more programs related to the youth in order for them to listen more to the programs aired.

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INTRODUCTION

Rationale of the Study

Mass media saturates the industrialized world. The television, the newspaper, and the radio are just a few of the media channels that delivers advertisements, information, entertainment, news, opinions, music, persuasion, and other forms of communication daily.

Media not only report the news but also create the news by deciding what to report from the millions of things that happened that particular day. All of the decisions add up to the audience view of the world.

According to the radio code of the Kapisanan ng mga Brodkaster ng Pilipinas, the competitive advantage of radio, having the widest reach and thus has the capability of influencing the most number of audiences shall be handled with caution especially in news reportage and discussion of public issues. Although at best news shall be investigative and probing, it shall be accurate in its facts, seeing to it that it does not violate the constitutional rights of anyone. Rather it shall present fair and shall strive to present both sides of an issue, and ready to rectify an error immediately.

Public affairs programs shall strive to contribute to national development and shall aim at articulating as broad a spectrum of opinions as possible. In addition, it shall present public issues free from personal bias, prejudice, inaccurate and misleading information.

In Bontoc, Mountain Province, DWFR Radyo ng Bayan has at least thirty-two programs which are classified under news, lecture, documentary, musical and



lecture/discussion. It airs from six in the morning to eight in the evening for weekdays and airs from six in the morning to six in the afternoon for Saturdays and Sundays.

DWFR Radyo ng Bayan Bontoc has a broadcasting power of one- kilowatt and covers the eight municipalities of Mountain Province which are Besao, Bontoc, Sadanga, Sagada, Sabangan, Tadian, and some parts of Bauko and Barlig.

The study was conducted to assess the preferences and perceptions of the listeners of news and public affairs programs aired on Radyo ng Bayan Bontoc. It aims to find out if the residents of Bontoc patronize the news and public affairs programs aired on the station and to determine whether or not the intended listeners are being benefited with the programs.

It is further expected that this study will aid the station in monitoring and evaluating their programs, hence its weaknesses and strengths will be known. It is necessary to know if its objectives are being attained or not and thus serve as guide in the improvement of the programs.

Statement of the Problem

The research proposal is intended for the following questions:

1. What are the socio-demographic characteristics of the listeners?
2. What news and public affairs programs aired on Radyo ng Bayan-Bontoc do the listeners patronize?
3. What are the programs and languages preferred by the listeners?
4. What are the reasons of the listeners in listening to the programs?
5. How often and how long do they listen?



6. What are the perceptions of the listeners on the programs?
7. What are the information needs of the listeners?
8. What are the suggestions of the listeners for the improvement of news and public affairs program of the radio station?

Objectives of the Study

The study aimed to:

1. Characterize the listeners of news and public affairs of the station;
2. Rank the news and public affairs programs that the listeners preferred;
3. Identify the programs and languages preferred by the listeners;
4. Identify the reasons in listening to the programs;
5. Determine the frequency and length of listening;
6. Determine the perceptions of the listeners toward the programs;
7. Determine the information needs of the respondents; and
8. Identify the suggestions of the listeners for the improvement of news and public affairs program of the radio station.

Importance of the Study

The result of the study may provide information to the radio broadcasters of Radyo ng Bayan Bontoc for the improvement of the programs.

More over, research results may be used by the radio station in monitoring and evaluating their programs.

It can also be used as reference by the students and researchers in communication.

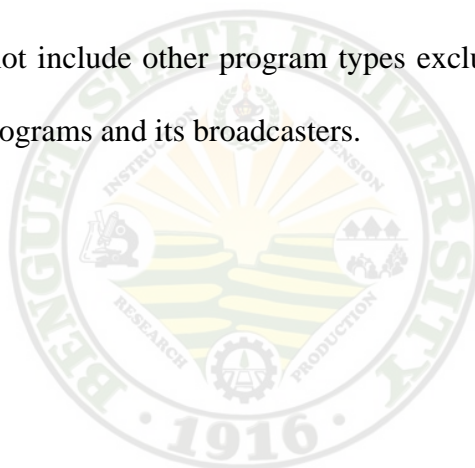


Scope and Limitation

The study covered four barangays of Bontoc namely; Bontoc Ili, Caluttit, Poblacion, and Samoki.

The research focused on the news and public affairs programs of Radyo ng Bayan Bontoc, the programs that the listeners patronize, the listeners of news and public affairs of the station, the programs and languages preferred by the listeners, the reasons in listening to the programs, frequency and length of listening, perceptions towards the programs, and suggestions for the improvement of news and public affairs programs of the station.

The research did not include other program types excluding the listener's attitude towards the station, its programs and its broadcasters.



REVIEW OF LITERATURE

Types of Radio Programs

The radio program types are classified as sports news (sports commentary, live broadcasts) , news and information program types (news, documentaries, business & finance, traffic, nature, science & technology), art/cultural programs (classical music, jazz/blues, theater, musicals, opera), women-oriented programs (fashion, cooking, home decoration), and entertainment programs like music and dramas (Soong, 2001).

According to Songco, (1988) the various types of programs are classified into *educational* (and non-formal), *informational* and entertainment. Formal educational programs refer to the radio programs integrated with in the regular school from the primary grade to the university. Non-formal educational on the other hand includes programs designed for training and learning experiences pertaining to the technical or vocational work and to good citizenship. An informational program is intended to develop and encourage public awareness and to disseminate information related to development. Programs designed to entertain listeners are under entertainment category.

In Bontoc, Mountain province, DWFR Radyo ng Bayan has at least thirty-two programs which are classified under news, lecture, documentary, musical and lecture/discussion. Eleven of these programs were under news and public affairs which were One Morning Show, Government On Line, PIA Tongtongan, Capitol Hour, Radyo Peryodiko, Damag Probinsya ken Rehiyon, Damag 972 (972 News), Serbisyo Publiko, Ifaag Yo, Ifaag Mi, DILG-On-The-Air and Good Evening Cordillera (Balio, 2009).



Characteristics of the Listeners

Dumapis (2005) found out that in Bontoc, Mountain Province, majority (69.23 %) of the listener-respondents belonged to the 21-40 age bracket, the youngest being 18 and the oldest, 49. There were more males and there were also more married respondents.

On the other hand, the findings of Dawigwey (2004) indicated that majority (74%) of the listeners of Radyo ng Bayan Bontoc belonged to the age bracket 15-25; 65% of were female, all had formal education; 70% of the respondents were unemployed. Those who were employed were laborers and government employees, and the unemployed were housewives and students.

Fifty percent of the listener-respondents of Radyo Natin in the three barangays of Mankayan fell under the age bracket of 21-40; there were more female respondents (68%) than male (32%). Majority (52%) was married, and almost all of the respondents had formal education (Anno, 2003).

Radio Program Preferences

The top five programs preferred by the listeners of Bontoc, Mountain province were: Ifaag yo Ifaag mi (34%); Damdamag (30%); Damdamag alas Dose (20%); Gabay Pang-agrikultura (16%); and Bantay ng Bayan (14%). These programs were aired from six in the morning to twelve in the afternoon (Dawigwey, 2004).

Balanggoy (2004) stated that 56% of the respondents preferred drama; 26% entertainment; and 22% educational program. In the same study, it was found out that there is a difference in program preferences between males and females. Among the males prefer drama as their first, entertainment, second, and educational program, third.



Females on the other hand, prefer drama as their first choice; educational program, second; and entertainment, third.

Anno (2003) stated that those aged 20 or younger preferred entertainment to informational and educational program. The same is true for those who were 41 to 60 years old. Those who were 21-40 years old preferred informational programs only.

Bacolong (2004) said that the audiences are more interested in information program that are related to its needs and interest.

Reasons for Listening

Dumapis (2005) in her study stated that majority (69.23%) of her respondents claimed that they wanted to know what their political leaders were doing. The other reasons were that they wanted to know what the different government agencies were doing, to know what is going on in the world and to be entertained.

Similarly, Dawigwey (2004) reported that majority (96%) of the respondents listened to the programs of Radyo ng Bayan because it gives information about the events around them, while the rest listened for entertainment.

Perception

Perception involves all the way of becoming aware of things, people, happenings or ideas. Judgments involve all the ways of coming to conclusions about what has been perceived. If people differ systematically in what they perceive and in how they reach conclusions then it is only reasonable for them to differ correspondingly in their interest, reactions, values, motivations and skills (Myers, 1998).



In addition, Pocdo (2003) found out that 90% of the respondents in Pacso, Kabayan, Benguet said that the time of airing is appropriate for the program; 6% claimed that the program is too late; and only 4% claimed that the time of airing is too early. In the same study, 94% of the respondents claimed that the topics aired were helpful and 64% claimed that it was not helpful.

Information Needs

Maslog (1988) said that the rural women, men, and children vary in information needs according to their occupation, residence, sex, roles, interests, and problems.

In Pacso, Kabayan, 78% of the farmers needed health issues, 68% on animal raising and 38% on food processing (Pocdo, 2003).

According to Paulino (2003), radio listeners in Palina, Kibungan, Benguet needed information on news and public service announcement, 58%; agriculture 24%; and livelihood 18%.

Balanggoy (2003) found out that the respondents of Pandayan, Tadian, Mountain Province needed information on controlling pest and diseases, vegetable production, health, environmental issues, science and technology, animal production and nutrition and orchard production.



METHODOLOGY

Locale and Time of the Study

The study was conducted in Bontoc, Mountain Province (Figure 1).

Bontoc is situated at the center of the province, along the Cordillera Mountains of Northern Philippines. It is the capital municipality of Mountain Province. According to the latest census, it has a population of 24,798 people in 5,035 households.

Bontoc has sixteen barangays. The study was conducted mainly in four barangays of Bontoc namely; Bontoc Ili, Caluttit, Poblacion and Samoki.

DWFR Radyo ng Bayan Bontoc has a broadcasting power of one- kilowatt and covers the eight municipalities of Mountain Province which are Besao, Bontoc, Sadanga, Sagada, Sabangan, Tadian, and some parts of Bauko and Barlig.

News and public affairs programmes constitute the bulk of Philippine Broadcasting Service (PBS) transmission. Emphasis is placed on programme content that promotes public awareness of official government activities, presidential addresses, Senate and House proceedings, and national events.

The area was chosen since it is where Radyo ng Bayan is located.

The study was conducted from December 2009 to January 2010.

Respondents of the Study

There were 50 respondents who were listeners of the news and public affairs program of Radyo ng Bayan Bontoc. They were purposively chosen based on the following criteria:





Figure 1. Map of Mountain Province showing the location of the study



*must own a radio

*must be listening to news and public affairs programs of Radyo ng Bayan

*must be 18 years old and above

Respondents were from government agencies and from community members which were housewives, farmers, students, store owners, and others.

Data Collection

An interview schedule was used to gather information from the listener-respondents of news and public affairs programs aired on Radyo ng Bayan Bontoc.

Data Gathered

The data gathered were the news and public affairs programs aired on Radyo ng Bayan Bontoc, characteristics of the listeners, programs and languages preferred by the listeners, reasons in listening to the programs, frequency and length of listening, perceptions towards the programs, information needs of the respondents and the suggestions for the improvement of news and public affairs programs of the radio station.

Data Analysis

All information from the respondents were tabulated, analyzed, and interpreted using frequency counts and percentages.



RESULTS AND DISCUSSION

Socio-demographic Profile of the Respondents

Fifty (50) residents of the four barangays of Bontoc, Mountain Province who listened to news and public affairs programs of DWFR Radyo ng Bayan were purposively chosen as the respondents of the study.

Table 1 shows the socio-demographic profile of the respondents.

Among the 50 respondents, 40% belonged to the age bracket of 18-27, 24% to the age bracket of 28-37 and only 8% belong to the age bracket of 68-77.

As to the sex, it shows that 54% were female and 46% were male. For civil status, 46% of the respondents were married, 44% were single while 10% were separated and or widowed.

In terms of educational attainment, results show that (50%) reached college level; 36% were college graduates and 14% finished high school. Findings mean that the respondents attended formal education.

For occupation, 46% were employed; 30% unemployed; and 24% self-employed. The self-employed were storekeepers, tricycle drivers, and farmers while those who were employed were the government employees and the unemployed were the students and housekeepers.

The findings imply that the respondents who listened to news and public affairs programs of DWFR Radyo ng Bayan Bontoc were of different age brackets, have different educational attainment and have varied sources of income.



Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS	FREQUENCY N=50	PERCENTAGE
Age		
18-27	20	40
28-37	12	24
38-47	8	16
48-67	6	12
68-77	4	8
TOTAL	50	100
Sex		
Female	27	54
Male	23	46
TOTAL	50	100
Civil status		
Single	22	44
Married	23	46
Others (separated, widow, etc)	5	10
TOTAL	50	100
Educational attainment		
High school level	7	14
College level	25	50
College graduate	18	36
TOTAL	50	100
Occupation		
Employed	15	30
Unemployed	23	46
Self-employed	12	24
TOTAL	50	100



Program Preferences

Table 2 shows the program preferences of the respondents. *“Ifaag yo ifaag mi”* ranked number one as the respondents’ preference among the news and public affairs programs of DWFR Radyo ng Bayan Bontoc. This program airs local news reports and includes interviews with local officials, LGU and national line agencies’ heads/employees and concerned citizens.

Twenty six percent of the respondents chose Damag 972 that airs a rundown of news of the day (local, regional, national, business, foreign, sports news and weather updates).

Government on line and Serbisyo Publiko which features various programs, projects and activities of LGUs, national line agencies and other programs of the administration and public service announcements ranked third with a percentage of 24%.

This finding is similar to the study of Dawigwey (2004) where in *“Ifaag yo ifaag mi”* ranked number one as the respondent’s preference among the programs of DWFR Bontoc.

It also conformed with the study of Bacolong (2004) that the listeners are more interested in information programs that are related to their needs and interests.

Language Preferences of the Listeners

Table 3 shows the language preferences of the respondents.

As shown in Table 3, 36% of the respondents preferred Ilokano to be the medium in delivering the programs. Thirty-two percent claimed that they preferred English, most were government employee-respondents while twenty-eight percent claimed that they



preferred Tagalog. Programs aired by Radyo ng Bayan-Bontoc were broadcasted in Ilokano.

This finding was similar to the study of Dawigwey (2004) that most of the residents of Central Bontoc preferred Ilokano to be the medium in delivering the programs.

Table 2. Radio program preferences among listeners of DWFR Radyo ng Bayan-Bontoc

PROGRAMS	FREQUENCY N==50	PERCENTAGE	RANK
Ifaag Yo Ifaag Mi	15	30	1
Damag 972	13	26	2
Government On Line	12	24	3.5
Serbisyo Publiko	12	24	3.5
One Morning Show	11	22	5
Damag Probinsya ken Rehiyon	10	20	6
Good Evening Cordillera	9	18	7
Capitol Hour	8	16	8
DILG-on-the-air	5	10	9.3
PIA Tongtongan	5	10	9.3
Radyo Peryodiko	5	10	9.3

*multiple responses



Table 3. Respondents' preferred language for the news and public affairs programs of DWFR Radyo ng Bayan –Bontoc

LANGUAGE	NO. OF RESPONDENTS	PERCENTAGE
Ilokano	18	36
English	17	34
Tagalog	14	28
Kankanaey	9	18

*multiple responses

Listenership Profile of the Respondents

Reasons for listening. Table 4 presents the reasons of the respondents in listening to the news and public affairs programs of DWFR Radyo ng Bayan Bontoc. The leading reasons were: good source of information (34%) which includes local, regional, national, business, and foreign, sports news, and weather updates; and correspond with respondents' usual free time during lunch break and in the morning (28%). Other reasons include topics were interesting, topics were accurate and the programs were wholesome.

Similarly, Dawigwey (2004) reported that majority (96%) of the respondents listened to the programs of Radyo ng Bayan because it gives information about the events around them.

Duration of listening. Table 5 presents the length of listening of the respondents. Among the 50 respondents, 36% listened for an hour, 32% listened less than an hour, 10% listened for two hours, 8% listened for three hours and 14% listened for four hours.

Results show that the respondents do not want too long news since they were used to listening to short news.



Frequency of listening. Table 6 presents that among the 50 respondents, 44% listened if time permits since most of the respondents listened during lunch break and in the morning. Twenty two percent claimed that they listened everyday, 10% once a week and 8% twice a week.

From the interviews, most of the respondents mentioned that during the airing of the programs (10am -5 pm) they were on their work (for those employed), or school (for students) and they cannot listen to these programs.

One respondent claimed that he only listened once in a while on news and public affairs since the local news aired on the station was just a repetition of what he already know which he acquired first from a conversation with some of the community members.

Table 4. Respondents' reasons for listening to news and public affairs programs of DWFR Radyo ng Bayan-Bontoc

REASONS	FREQUENCY N=50	PERCENTAGE
Good source of information	17	34
Program correspond to their free time	14	28
Topics were interesting	7	14
Topics were accurate	7	14
Wholesome programs	3	6

*Multiple responses



Table 5. Length of listening among the respondents

LENGTH	NUMBER	PERCENTAGE
Less than an hour	16	32
1 hour	18	36
2 hours	6	10
3 hours	4	8
4 hours	7	14
TOTAL	50	100

*Multiple responses

Table 6. Frequency of listening among the respondents

FREQUENCY OF LISTENING	NUMBER	PERCENTAGE
Listen if time permits	27	54
Everyday	14	28
Once a week	5	10
Twice a week	4	8
TOTAL	50	100

*Multiple responses



Perceptions Towards the News and Public Affairs
Programs of DWFR Radyo ng Bayan-Bontoc

Table 7 shows the perceptions of the respondents towards the news and public affairs programs of DWFR Radyo ng Bayan-Bontoc. Among the 50 respondents, 30% of claimed that “*Ifaag yo ifaag mi*” ranked number one as the most helpful program among the eleven news and public affairs program of the station. Most of the respondents claimed that the programs’ time of airing corresponds with their free time to listen to news and this was during lunch time.

It was followed by the program “Damag 972” which runs down news of the day and aired in the morning and another in the evening as second in rank, while “Government on Line” and “Serbisyo Publiko” tied for the third rank. These programs were also being aired in the morning.

One Morning Show ranked fourth followed by Damag Probinsya ken Rehiyon, Good Evening Cordillera, Capitol Hour, DILG-on- the -Air, PIA Tongtongan, and Radyo Peryodiko. Respondents claimed that they ranked these programs as least helpful since they are not concerned with the topics aired.

Table 8 shows the reasons of the listeners as to why they chose the above programs as the most helpful to them. Among the 50 respondents, 48% claimed that they listened to these particular programs because it airs recent news and public issues, 28% said that the topics aired are informative and gives detailed news, and the other reasons stated were topics aired are developmental and educational.



Table 7. Respondents ranking of the news and public affairs programs of DWFR Radyo ng Bayan-Bontoc

PROGRAMS	FREQUENCY N=50	PERCENTAGE	RANK
Ifaag yo ifaag mi	15	30	1
Damag 972	13	26	2
Government on line	12	24	3.5
Serbisyo publiko	12	24	3.5
One morning show	11	22	5
Damag probinsya ken Rehiyon	10	20	6
Good Evening Cordillera	9	18	7
Capitol hour	8	16	8
DILG-on-the-air	6	12	9.5
PIA Tongtongan	6	12	9.5
Radyo Peryodiko	3	6	11

*Multiple responses

Radyo Peryodiko was the least helpful followed by PIA Tongtongan and DILG - on- the -air. As to the reasons of the respondents for ranking these programs as least helpful, 36% claimed that topics they already know were always repeated, 34% claimed



Table 8. Respondents' reasons for ranking the news and public affairs

REASONS	FREQUENCY N=50	PERCENTAGE
For helpful programs		
Airs recent news and public issues	19	48
Topics aired are informative	14	28
Topics aired are developmental	7	14
Topics aired are educational	7	14
Introduces new technologies	1	2
For least helpful programs		
Topics aired are always repeated	18	36
Station is not clear	17	34
Words used are too technical	4	8
Not concern with the topics aired	4	8
Do not listen to the particular program	4	8

*Multiple responses

that station was not clear, 8% said that words used were too technical and were not concern with the topics aired and 4% claimed that they do not listen to the programs.



Information Needs

Table 9 shows the information needs of the respondents. Forty four percent of the respondents claimed that they needed information on health and nutrition, which includes sanitation, medical updates and family planning. Thirty-eight percent claimed that they needed information on agriculture, which includes rice production, fruit and vegetable production, ornamental production, inland fish production and animal production. Other information needs includes education, social welfare programs and services available, housing and home management, recreational services, employment and how to impart values to children.

This finding is similar to the results of Dawigwey (2004) that the number one information needs in the central part of Bontoc is on health and nutrition followed by agriculture.

Table 9. Information needs of the respondents of Bontoc, Mountain Province

INFORMATION NEEDS	FREQUENCY N=50	PERCENTAGE
Health and nutrition	22	44
Agriculture	19	38
Education	19	38
Social welfare programs and Services available	18	36
Employment	11	22
Housing and home management	11	22
Recreational services	4	8
How to impart values to children	4	8

*multiple responses



Suggestions of the Respondents on the Topics Aired

The suggestions of the respondents on the topics aired are presented in Table 10.

The respondents claimed that the following suggestions should be considered:

Avoid repetition of topics. The respondents suggested that repetition of topics should be avoided especially when it was already mentioned in the earlier programs.

Topics should be aired on time. They also suggested that topics should be aired on time since most of the news aired were old news. Simple words should also be used so that people of all level can grasp.

More information on the protection of women and children. Most of the government employee-respondents specifically the PNP officers suggested that there should be more news and public affairs on environmental issues and protection of women and children since they are more concerned with these issues.

More training to newscasters. Some of the respondents suggested that some of the hosts of Radyo ng Bayan should undergo more training in broadcasting for the improvement of news and public affairs programs of the station.

Explain further the topic. It was also suggested that the newscasters should explain further the topic and make the delivery of the news more alive by diverting the boring parts of the program.

More programs related to youth activities. The student-respondents suggested that there should be more programs related to the youth in order for them to listen more to the programs of the radio station.



Table 10. Suggestion of the respondents on the improvement of the programs

SUGGESTIONS	RANK
Avoid repetition of topics	1
Topics should be aired on time	2
Use simple words for easy understanding	3
More information on environmental issues	4
More information on the protection of women and children	5
Explain further the topic	6
More training to newscasters	7
Make the delivery style of the news more alive	8
More programs related to youth activities	9
*multiple responses	



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted to characterize the listeners of news and public affairs programs of the station, rank the news and public affairs programs that the listeners preferred, identify the programs and languages preferred by the listeners, identify the reasons in listening to the programs, determine the frequency and length of listening, determine the perceptions of the listeners toward the programs, determine the information needs of the respondents and identify the suggestions of the listeners for the improvement of news and public affairs program of the radio station.

An interview schedule was used to gather the needed data. The respondents of the study were the residents of the four barangays of Bontoc namely; Bontoc Ili, Caluttit, Poblacion and Samoki. A sample of 50 respondents was chosen using purposive sampling method.

Most of the respondents preferred the programs, *Ifaag yo Ifaag mi*, Damag 972, Government on line and Serbisyo Publiko. The respondents also preferred Ilokano as the medium in airing the programs.

The respondents claimed that they listen to these programs since it airs recent news and public issues, gives detailed news, and the topics aired were developmental, educational and informational.

Some of the respondents also claimed that Radyo peryodiko, PIA tongtongan, DILG-on-the-Air, and Capitol hour were the top four least helpful programs. Their reasons included repetition of topics that they already knew, signal was not clear, words



used were too technical and some were not concern with the topics aired. The rest claimed that they do not listen to the programs.

The respondents also needed more information on health and nutrition, which included sanitation and family planning, on education and on agriculture, which included rice production, fruit and vegetable production, ornamental production, inland fish production and animal production.

The respondents suggested that repetition of topics should be avoided especially when it was already mentioned in the earlier programs. They also suggested that topics should be aired on time since most of the news aired were old news. Simple words should also be used so that people of all level can grasp.

They also suggested that some newscasters should make the delivery style of the news more alive by diverting the boring parts of the program, more topics on environmental issues and protection of women and children, and there should be more programs related to the youth in order for them to listen more to the programs aired.

Conclusions

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

1. The most preferred program of the listeners of news and public affairs programs of Radyo ng Bayan Bontoc was *Ifaag yo Ifaag mi* which aired local news reports, government programs, and PSAs.
2. The most preferred language is *Ilokano*.
3. The most preferred time of listening to radio news programs by the respondents where in the morning and in between breaks and most of them favored short news over



lengthy ones.

4. The most needed information by the respondents were on health and nutrition, education and agriculture.

5. The respondents have various comments and suggestions for the improvement of news and public affairs programs of DWFR Radyo ng Bayan-Bontoc.

Recommendations

Based on the conclusions, the following recommendations were formulated.

1. The station should conduct more surveys to assess the perceptions of the listeners and to increase their awareness about the news and public affairs programs of the station.

2. The station should continue broadcasting news and public affairs in Ilokano.

3. The station should look into the possibility of reinventing the time and length of the news and public affairs programs of the station to meet the respondents' time preferences.

4. The station should enrich more their programs with topics on health and nutrition, education and agriculture to meet the information needs of the respondents.



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APPENDIX A

INTERVIEW SCHEDULE

PREFERENCES AND PERCEPTIONS OF BONTOC RESIDENTS ON NEWS AND PUBLIC AFFAIRS PROGRAMS OF DWFR-RADYO NG BAYAN BONTOC

Barangay: _____

A. Socio-demographic characteristics of the respondents

1. Name: (Optional) _____
2. Age: _____
3. Sex: _____
4. Civil status: _____ Single _____ Married _____ Others
5. Occupation: _____ Farmer _____ Housekeeper
_____ Student _____ Government Employee (What profession?)
_____ Others (pls. specify) _____
6. Educational Attainment:
_____ Elementary level _____ College level
_____ High school level _____ College graduate, Course _____
_____ Others (pls. specify) _____

B. Preferences

1. What programs do you listen to?

- | | |
|-----------------------------------|-------------------------------|
| _____ One Morning Show | _____ Damag 972(972 News) |
| _____ Government On Line | _____ Serbisyo Publiko |
| _____ PIA Tongtongan | _____ Ifaag Yo Ifaag Mi |
| _____ Capitol Hour | _____ DILG-on-the-air |
| _____ Radyo Peryodiko | _____ Good Evening Cordillera |
| _____ Damag Probinsya ken Rehiyon | |

2. What programs do you prefer?

(Please rank your preferences with 1 as the most preferred)



- | | |
|--|--|
| <input type="checkbox"/> One Morning Show | <input type="checkbox"/> Damag 972(972 News) |
| <input type="checkbox"/> Government On Line | <input type="checkbox"/> Serbisyo Publiko |
| <input type="checkbox"/> PIA Tongtongan | <input type="checkbox"/> Ifaag Yo Ifaag Mi |
| <input type="checkbox"/> Capitol Hour | <input type="checkbox"/> DILG-on-the-air |
| <input type="checkbox"/> Radyo Peryodiko | <input type="checkbox"/> Good Evening Cordillera |
| <input type="checkbox"/> Damag Probinsya ken Rehiyon | |

Why? _____.

4. What language/languages do you prefer to listen?

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> English | <input type="checkbox"/> Kankana ey |
| <input type="checkbox"/> Ilokano | <input type="checkbox"/> Tagalog |
| <input type="checkbox"/> others (pls. specify) _____ | |

C. Reasons for listening

1. Why do you listen to the programs?

- | | |
|--|--|
| <input type="checkbox"/> Clear signal | <input type="checkbox"/> Good in disseminating information |
| <input type="checkbox"/> Fast access of news | <input type="checkbox"/> Wholesome programs |
| <input type="checkbox"/> Fair in news delivery | <input type="checkbox"/> News clearly understand |
| <input type="checkbox"/> Others (pls. specify) _____ | |

D. Frequency and Length of Listening

1. How long do you listen to News and Public Affairs programs?

- | | |
|--|--|
| <input type="checkbox"/> less than an hour | <input type="checkbox"/> 1 hour |
| <input type="checkbox"/> 2 hours | <input type="checkbox"/> 3 hours |
| <input type="checkbox"/> 4 hours | <input type="checkbox"/> the whole program |

2. How often do you listen?

- | | |
|--|---|
| <input type="checkbox"/> I listen if I have time | <input type="checkbox"/> everyday |
| <input type="checkbox"/> once a week | <input type="checkbox"/> two times a week |
| <input type="checkbox"/> others (pls. specify) _____ | |

E. Perceptions

1. What programs do you think is helpful to you?

Why?

☐ it airs recent news and public issues



- ☐ it introduces new technologies in farming
- ☐ topics aired are informative to the general public
- ☐ topics aired are educational
- ☐ others (pls. specify) _____

2. What programs do you think are not helpful to you?

Why?

- ☐ topics aired are always repeated
- ☐ words used are too technical
- ☐ others (pls. specify) _____

3. What is/are your perceived benefits in listening to the programs?

- ☐ it gives information and updates within the locality
- ☐ it provides updates and concern on government issues
- ☐ others (pls. specify) _____

F. Information Needs

1. What topics do you need to be aired?

- ☐ A. Health and nutrition
 - ☐ Nutrition
 - ☐ Sanitation/Garbage disposal
 - ☐ Family planning services
- ☐ B. Agriculture
 - ☐ Rice production
 - ☐ Vegetable Production
 - ☐ Ornamental production
 - ☐ Fruit production
 - ☐ Inland fish production
 - ☐ Animal raising/Production
- ☐ C. Education
- ☐ D. Social welfare programs and services available
- ☐ E. Housing and home management
- ☐ F. Recreational services
- ☐ G. Employment
- ☐ others (pls. specify) _____



G. Suggestions/Comments

a. What do you suggest about the topics aired?

b. Any comments about the news and public affairs program?

THANK YOU!!!!!!!!!!



APPENDIX B

Benguet State University
COLLEGE OF AGRICULTURE
Department of Development Communication
La Trinidad, Benguet

January 22, 2010

FRANKLIN C. ODSEY
Municipal Mayor
Bontoc, Mountain Province

Sir:

Greetings!

I am a fourth year student of Benguet State University taking up BS in Development Communication majoring in Community Broadcasting under the College of Agriculture.

As part of the requirements of this degree, I am currently conducting my undergraduate thesis entitled, "PREFERENCES AND PERCEPTIONS OF BONTOC RESIDENTS ON NEWS AND PUBLIC AFFAIRES PROGRAMS OF RADYO NG BAYAN BONTOC."

In this regard, please allow me to conduct an interview schedule among the residents in the barangays of Bontoc Ili, Caluttit, Poblacion and Samoki. Rest assured that the information to be gathered will be used for academic purpose only.

Thank you and God bless.

Truly yours,

Rhodora Baucas Waglison
Researcher

Noted:

Anna Liza B. Wakat
Adviser, Advisory Committee
And Department Chairperson



APPENDIX C

PHILIPPINE BROADCASTING SERVICE
 DWFR RADYO NG BAYAN
 Bontoc, Mountain Province
PROGRAM FORMAT
 February-December 2009

MONDAYS-FRIDAYS

TIME	PROGRAM TITLE	PROGRAM DESCRIPTION	ANCHORPERSON/S
6:00-8:00 a.m.	ONE MORNING SHOW	<ul style="list-style-type: none"> Hook-up to NBN/DZRB 	STANDBY ANNOUNCERS: LUZVIMINDA FESWAY & CEASAR BOGUEN
8:00-8:15 a.m.	DAMAG 972 (972 News)	<ul style="list-style-type: none"> It airs a rundown of news of the day (local, regional, national, business, foreign, sports news, and weather updates) 	DONALYN KAWIS-BALIO
8:15-9:00 a.m. DTI HOUR (FRIDAYS)	GOVERNMENT ON LINE	<ul style="list-style-type: none"> It features the priority & special programs of Her Excellency President Gloria Macapagal-Arroyo such as the CLEEP/Social Marketing, Investment /Buy Filipino, Climate Change/Environment, Anti-Drug Campaign, Mindanao Peace, Fairness in Media, and BEAT THE ODD Various programs, projects, and activities of LGUs, national line agencies and other programs of the administration. Interviews with concerned government employees and heads of offices, local officials and NGOs; and PSAs 	MR. JOEL FAGSAO -DTI HOUR (FRIDAYS)
9:00-10:00 a.m.	SERBISYO PUBLIKO	<ul style="list-style-type: none"> Features the programs/projects of the administration, LGUs, and National Government Agencies 	ZEFORA BOSONGAN & APOLLO PADAEN (TANDEM)



		<ul style="list-style-type: none"> • Features impact of the administration's programs/projects, and other programs, projects and activities of the government to intended beneficiaries • Interviews with concerned government offices/LGUs/organizations. • Public Service Announcements 	
10:00-11:00 a.m.	NARAGSAK A PAGTAENGAN (A Happy Home)	<ul style="list-style-type: none"> • It features information relative to home management, family, gender and development issues, youth and senior citizens concerns, & health issues. • It also features the ill effects of drug addiction/abuse among the youths, students, family, and to the community • Interviews with doctors, health workers, and other concerned agencies and individuals/families; and PSAs. • It promotes wholesome families and communities. 	LUZVIMINDA FESWAY DONALYN KAWIS- BALIO (MONDAYS)
11:00-12:00 a.m.	PIA TONGTONGAN (PIA ON THE AIR)	<ul style="list-style-type: none"> • It discusses/disseminates government- related issues, PIA dispatch, daily grid, national & local press releases of the government • Interviews with national government agencies'/local government units' officials and employees, and PSAs. • Features special programs/projects and priority programs of PGMA 	PIA STAFF
12:00-12:15 p.m.	DAMAG 972 (972 News)	<ul style="list-style-type: none"> • It airs a rundown of news of the day (local, regional, national, business, foreign, sports news, and weather updates 	CEASAR BOGUEN ZEFORA BOSONGAN - FRIDAYS
12:30-1:00 p.m.	IFAAG-YO, IFAAG MI (Inform Us, We Will Share/Disseminate)	<ul style="list-style-type: none"> • local news reports /issues • Interviews with local officials, LGU and national line agencies' heads/employees, and concerned citizens • On-the -street interviews ; Government programs; and PSAs. 	CEASAR BOGUEN ZEFORA BOSONGAN - FRIDAYS



Wednesdays	CAPITOL HOUR	<ul style="list-style-type: none"> • Focuses on the different programs, projects, and activities of the provincial government, as well as programs/projects of the administration being implemented in the province • Interviews with provincial government officials, department heads and employees. It also features the on-goings of the Sangguniang Panlalawigan. 	CEASAR BOGUEN /OFFICE OF THE MEDIA AFFAIRS OF THE PROVINCIAL GOVERNMENT
Thursdays	DILG -ON-THE AIR	<ul style="list-style-type: none"> • Tackles issues relative to local governance. It informs the community of pertinent issues affecting them and the local government units. It disseminates DILG programs, projects, activities and memoranda of the department. 	DILG STAFF/CEASAR BOGUEN
1:00-2:00 p.m.	KUMPLETOS REKADOS	<ul style="list-style-type: none"> • Features local songs, poems, jokes, riddles, and the like. • It airs requests and dedication/greetings from listeners 	ZEFORA BOSONGAN CEASAR BOGUEN (WEDNESDAYS AND THURSDAYS)
2:00-3:00 p.m.	SALUDSOD KEN SUNGBAT (Question & Answer)	<ul style="list-style-type: none"> • features positive Filipino values, culture and arts interspersed with songs related to the program/topic • Answers questions on issues related to culture, arts and positive Filipino values. Entertains queries from the listening public related to such issues. 	CEASAR BOGUEN LUZ FESWAY - FRIDAYS
3:00-4:00 p.m.	RADYO MAGASIN	<ul style="list-style-type: none"> • News features/updates on lifestyle and health, success stories, sports, interviews and PSAs. • Features programs/campaigns of the administration related to environment/climate change, investment/buy Filipino, and anti-drug campaign with interviews with concerned government agencies • Public Service Announcements 	ARLENE FAGYAN ZEFORA BOSONGAN - MONDAYS



4:00-5:00 p.m.	RADYO PERYODIKO	<ul style="list-style-type: none"> • Interviews with various government agencies relative to the special projects/priority programs of the administration • Features latest news updates in national, foreign, business, foreign, sports, and government programs • local/regional news reports • Live/recorded field reports from other announcers/reporters 	LUZ FESWAY DONALYN KAWIS-BALIO - (MONDAYS)
5:00-6:00 p.m.	BAYANIHAN	<ul style="list-style-type: none"> • It features issues in agriculture, livelihood programs, and poverty alleviation related programs and projects of the government • Interviews with concerned government agencies 	ARLENE FAGYAN APOLLO PADAEN - MONDAYS
6:00-6:15 p.m.	DZRB NEWS/ DAMAG 972 (972 News)	<ul style="list-style-type: none"> • It airs a rundown of news of the day (local, regional, national, business, foreign, sports news, and weather updates 	HOOK-UP TO DZRB/APOLLO PADAEN
6:15- 7:00 p.m.	GOOD EVENING CORDILLERA	<ul style="list-style-type: none"> • local /regional issues • LGUs updates • It features the priority & special programs of President Gloria Macapagal-Arroyo such as the CLEEP/Social Marketing, Investment /Buy Filipino, Climate Change/Environment, Anti-Drug Campaign, Mindanao Peace, & Fairness in Media, and BEAT THE ODD • Other Government programs/projects and activities • Public Service Announcements 	APOLLO PADAEN

Note: Presidential coverage/s, Malacañang Press Briefings, Hourly news and major news are being hooked-up thru DZRB via internet.



SATURDAY PROGRAM

February - December 2009

TIME	PROGRAM TITLE	PROGRAM DESCRIPTION	ANCHORPERSON/S
6:00-7:00 a.m.	DAMAG PROBINSIYA KEN REHIYON (Provincial and Regional News)	<ul style="list-style-type: none"> • It disseminates issues on provincial and regional level. • Current events • PSAs 	ZEFORA BOSONGAN
7:00-8:00 a.m.	MORAL RECOVERY PROGRAM	<ul style="list-style-type: none"> • Disseminates issues/information related to moral values • Features issues on the evil effects of illegal drugs; & protection and preservation of the Environment 	MRP-VFCI/ ZEFORA BOSONGAN
8:00-9:00 a.m.	RNB MORNING SOUNDS & INFORMATION	<ul style="list-style-type: none"> • Musical program • News updates/news features 	ZEFORA BOSONGAN
9:00-10:00 a.m.	MUSIC EXTRAVAGANZA &	<ul style="list-style-type: none"> • Musical program • News updates/feature news • PSAs 	ARLENE FAGYAN
10:00-11:00 a.m.	BITS OF INFORMATION PART 1		
11:00-12:00 a.m.	TINIG NG KABATAAN	<ul style="list-style-type: none"> • Features issues that help uplift moral values and development of the youths. • Activities of youths 	LUZVIMINDA FESWAY
12:00-1:00 p.m.	DAMAG ITI LAWAS (Summary of Local News for the Week)	<ul style="list-style-type: none"> • A rundown of news events happened during the week 	
1:00-2:00 p.m.	KUMPLETOS REKADOS	<ul style="list-style-type: none"> • Features local songs, poems, and jokes, riddles, and the like. • It airs requests and dedication/greetings from listeners 	ZEFORA BOSONGAN



2:00-3:00 p.m.	CHRISTIAN MUSIC ON RADIO & INFORMATION	<ul style="list-style-type: none"> • Airs gospel songs • Shares inspirational messages 	LUZVIMINDA FESWAY
3:00-4:00 p.m.			
4:00-5:00 p.m.	MUSIC EXTRAVAGANZA & BITS OF INFORMATION PART 11	<ul style="list-style-type: none"> • Musical program • News updates/feature news • PSAs 	ARLENE FAGYAN
5:00-6:00 p.m.			

SUNDAY PROGRAM
February-December 2009

TIME	PROGRAM TITLE	PROGRAM DESCRIPTION	ANCHORPERSON/S
6:00-7:00 a.m.	RNB MORNING SOUNDS & INFORMATION	<ul style="list-style-type: none"> • Musical program • News updates/news features 	ZEFORA BOSONGAN
7:00-8:00 a.m.	MORAL RECOVERY PROGRAM	<ul style="list-style-type: none"> • Disseminates issues/information related to moral values 	MRP-VFCI/ ZEFORA BOSONGAN
8:00-9:00 a.m.	RNB MORNING SOUNDS & INFORMATION	<ul style="list-style-type: none"> • Musical program • News updates/news features 	ZEFORA BOSONGAN
9:00-10:00 a.m.	MUSIC MAESTRO PART 1	<ul style="list-style-type: none"> • Musical Program • Entertains requests and dedications • PSAs 	CEASAR BOGUEN
10:00-11:00 a.m.			
11:00-12:00 a.m.	RNB MORNING SOUNDS & INFORMATION	<ul style="list-style-type: none"> • Musical program • News updates/news features 	ZEFORA BOSONGAN
12:00-1:00 p.m.	MUSIC MAESTRO	<ul style="list-style-type: none"> • Musical Program 	CEASAR BOGUEN



1:00-2:00 p.m.	PART 11	<ul style="list-style-type: none"> Entertains requests and dedications & PSAs 	
2:00-3:00 p.m.	MUSICAL VARIETY & INFORMATION	<ul style="list-style-type: none"> Musical program News updates/news features, and PSAs 	APOLLO PADAEN
3:00-4:00 p.m.			
4:00-5:00 p.m.			
5:00-6:00 p.m.			

