

BIBLIOGRAPHY

OPLAS, MERVALYN G. APRIL 2012: *The Landscape of Three La Trinidad-based Community Newspapers*. Benguet State University, La Trinidad, Benguet.

Adviser: Gretchen Shagami C. Mangahas, MDC

ABSTRACT

Community newspapers play a vital role in the society. The choice of stories they publish and their presentation of such are essential things to be considered so that they may be able to create an impact and address the needs and problems in the community. Thus, this study was conducted.

The study was conducted to analyze the development stories published by three, out of the four, La Trinidad-based community newspapers; these are the Cordillera Today, Mountain Beat News and Perlas ng Pilipinas. All issues (31) published by each community newspaper from January to July 2012 were subjected to content analysis. Furthermore, the general profile, editorial and production flow and the business profile of each community newspaper were narrated.

Findings of the study indicate that the three community newspapers are published weekly. They are all tabloid size with eight pages and with circulation of 2,000 copies.

The newspapers were put up mainly for business and their years of operation ranged from three to eleven years old. The latest to be established was the Mountain Beat News



and the oldest was the Cordillera Today. They are all privately and individually owned. Meanwhile, all three community newspapers mainly use English in article writing.

Furthermore, their selling price ranges from 6 Php to 10 Php and their advertising rate is 180 Php per column inch except that Cordillera Today's advertising rate for its La Trinidad advertisers is 160 Php per column inch. They are all distributed to newsstands except that Cordillera Today also sells through subscription.

All community newspapers publish development stories with topics on agriculture, education, economics, environment, health and nutrition, science and technology and social services. Moreover, all community newspapers gave importance to stories on environment which was the most controversial topic during the dates of publication.

The stories were frequently treated as straight news and are oftentimes published in the inside pages whether in the upper part or lower part of the pages. Other treatments such as opinion, news feature and feature were least used.

Written mostly by contributors, except for Cordillera Today where most of the published development stories were written by the staff, most of the news came from traditional sources which are government officials and offices.

Mountain Beat News published the most number of development articles while Perlas ng Pilipinas published the least number of development articles. On the other hand, Cordillera Today ranked first in terms of space allocation, followed by Mountain Beat News then Perlas ng Pilipinas.

Based on the abovementioned findings, the researcher concluded that the three community newspapers are individually owned as most community newspapers in the



country and are established mainly for business purposes; all three community newspapers follow the beat because of the fact that they gave importance to issues on environment which was the controversial concern during the time of publication; there was enough space allocated for development stories in the community newspapers; most development articles were treated as straight news and least were treated as opinion, feature and news feature and most writers of the community newspapers still rely on traditional sources in writing development articles.

It was further recommended that other fields of development such as agriculture, as it is the main source of livelihood in the locality, be reported by the community newspapers; writers may consider other treatments like news feature and feature in writing development stories to probe more on the details that matter but are oftentimes overlooked; publications may consider adding pages to their community newspapers to give space for longer and in-depth stories such as news feature and feature articles; writers may also consider other news sources such as farmers, laborers, and cause-oriented groups when seeking for facts for their articles; and, lastly, a study on the challenges faced by Baguio and La Trinidad media men on writing development stories may be made to assess the factors that affect their willingness or reluctance in writing development stories.



INTRODUCTION

Rationale

The Cordillera, as one of the identified underdeveloped regions in the Philippines, needs an efficient tool to bring about development.

The University of the Philippines-Los Baños Development study team (1991) declared that poverty incidence, defined as the percentage of households below poverty threshold, has been consistently higher in rural areas.

The municipality of La Trinidad, being a rural area, (a mainly residential area but some farming is carried on) needs to be developed in many aspects. Despite being the capital town of Benguet because of its advancement in development (which is attributed to its proximity to the City of Baguio), there still are places in La Trinidad that need attention when it comes to development.

Barangays Balili, Betag and Pico which are located at the very center of the municipality have problems on cleanliness such as waste disposal, clogged canals and odorous urine and feces in the canals. Other barangays such as parts of Shilan, parts of Wangal, parts of Beckel, Lubas, Bineng, Puguis, Bahong, Alno and Alapang are experiencing difficulty in terms of transportation, some in communication facilities and health facilities.

It can be construed therefore that even the commercial center of the municipality may be seen as developed in terms of industries, there are other aspects that need to be



given attention such as sanitation. On the other hand, the rural areas still need the attention of development-oriented institutes.

There may be a number of ways to do this and media is seen as one of the most effective tools to attain development.

The newspaper has an important role for development. Through the years, despite advances in technology, newspapers still exist to date because of the fact that they are the most processed source of information, thus, making them reliable to the information conscious public.

Community press provides the (information) bridge among rural communities where seventy (70) percent of the population dwells (Ramirez, 1989). In this context, community newspapers have a vital role in community development. This role is not merely to inform the public about development programs and other related issues, but most importantly to persuade and mobilize the populace to long and act for the achievement of development in all aspects.

According to the Philippine Information Agency- CAR, there are fifteen (15) community newspapers existing in Baguio and Benguet. These are the Baguio Midland Courier, Baguio Sunstar Daily, Baguio Reporter, Zigzag Weekly, Cordillera Today, Northern Philippine Times, Pulso ng Bayan, Northern Dispatch (Nordis), High Plains Journal, The Junction, Perlas ng Pilipinas, Upnorth Tribune, Baguio Chronicle and Mountain Beat News.

Four of these are based in La Trinidad, the only town in Benguet where community newspaper editorial offices are found. These are the Northern Philippine Times, Cordillera



Today, Mountain Beat News and Perlas ng Pilipinas. The Northern Philippine Times is circulated in the Cordillera Region, Ilocos Province and in Baguio City. On the other hand, Cordillera Today is circulated Cordillera-wide while Mountain Beat News and Perlas ng Pilipinas are circulated in Baguio and Benguet.

A content analysis of these newspapers will provide an overview of the extent of the La Trinidad-based community newspapers' coverage of development stories and will identify the developmental concerns that are prioritized.

Moreover, a documentation of the landscape of these publications was generated from the study. These community newspapers can make an impact in the municipality if their content and the presentation of such address the needs, interests and problems of people in the area.

Statement of the Problem

The study aimed to come up with an analysis of the development stories published by three La Trinidad-based community newspapers.

Specifically, it aimed to answer the following questions:

1. What is the landscape of each community newspaper?
2. What development stories are most frequently reported on?
3. How much space is allotted for development stories?
4. What are the most frequent treatment and placement given to these stories?
5. What are the sources of news in the articles?
6. What are the similarities and differences of the La Trinidad-based community newspapers in terms of development stories published?



Objectives of the Study

Generally, the study aimed to analyze the development stories published by three community newspapers based in La Trinidad.

Specifically, it aimed to:

1. chronicle the landscape of the three La Trinidad-based community newspapers;
2. identify the field of development most frequently covered by the stories;
3. determine how much space is allocated for development stories;
4. determine the most frequent treatment and placement given to development stories;
5. identify the frequent sources of news in the articles; and,
6. compare the content of these community newspapers in terms of development stories they publish.

Importance of the Study

The results of this study may serve as reference for La Trinidad-based community newspaper staff, and any other interested publications, in incorporating development stories in the sections of their publication.

This study may also provide awareness for print journalists or publications about the frequency of development stories included in their publications. In effect, it will give a better perspective on how community newspapers should present and treat development stories.

Further, it also aimed to serve as reference for Development Journalism students or other students who will be doing researches of similar topics.



Scope and Limitation of the Study

The study probed on the development stories published on January to July, 2012 by three community newspapers based in La Trinidad.

The study focused on the landscape of these community newspapers and the analysis of the frequency of published development stories; their treatment, placement, space allocation and sources of news.



REVIEW OF LITERATURE

Community Newspaper

Community newspapers boomed in the Philippines because it was seen as a significant component in the total communication system, along with other media systems that may be found in the country (Asian Institute of Journalism, 1983). AIJ discussed that community newspapers started when some journalists noticed the urbanrural bias in information dissemination. It (AIJ) argued that the urban population is exposed to more information carried by more developed communication systems while the country side is deprived of valuable information due to limited media structure. It further emphasized that though small communities or rural sectors are reached by the “big media”, a closer look tells that the impact is hardly felt because the contents of the “big media” do not totally reflect rural needs, interests and problems.

AIJ accepts the fact that a newspaper cannot take the place of an extension agent or a community development manager, but it can motivate people to take action.

Currently, a typical Philippine community newspaper is an eight page weekly, in tabloid format, with a circulation of 2, 500 and printed in newsprint by offset (Maslog, 1993). Maslog elaborated that the dominant language used by today’s community newspapers is English, although some are combining it with their local languages such as Tagalog, Ilocano, Cebuano Visayan or Hiligaynon.



Content Analysis

The fundamental requirement of a good newspaper is quality of content (Ramirez, 1989). Content analysis of newspapers has been done time and again. These studies tried to investigate on the same aspects as article and content treatments, placement, space allocation and information or news sources.

Content analysis is a research method aimed at recording the salient features of texts using a uniform system of categories (Franklin, *et al.*, 2005). These authors expounded that content analysts design and employ categories which are directed towards producing (usually quantitative) data in response to specific research questions or hypotheses. These data, according to them, are then used to summarize and describe any patterns in the texts.

Berelson (1952) outlined four requirements of content analysis: “*Objectivity*. It stipulates that the categories of analysis should be defined so precisely that different analysts could apply them to the same body of content and secure the same results.

System. It contains two different meanings. In the first place, it states that all of the relevant content is to be analyzed in terms of all the relevant categories...The second meaning of system is that analysis must be designed to secure data relevant to a scientific problem or hypothesis.

Quantification. It is the single characteristic on which all the definitions agree...of primary importance in content analysis is the extent to which categories appear in the



content...In most applications of content analysis, numerical frequencies have been assigned to the occurrence of analytic categories.

Actual Content. It should be the object of the objective and systematic quantification. Content analysis is ordinarily limited to the manifest content of the communication and is not normally done directly in terms of the latent intentions which the content may express nor the latent responses which it may elicit. Strictly speaking, content analysis proceeds in terms of what-is said, and not in terms of why-the content is like that.”

Franklin, *et al.* (2005) explains that the methodology underpinning this research method makes several assumptions. These are the assumptions that: 1) there is a relationship between communicative intent and content. The motivations of the communicators are reflected in their outputs; 2) the analyst’s record of the ‘manifest content’ of the selected texts is valid or the content which the analyst is counting (or recording) is the content which all other readers recognize; 3) the counting of content should be meaningful. The frequency of appearance is an important aspect in communication, or that it matters that certain themes or actors or words are present in reporting more frequently than others.

Development

Seers (1969) as cited by the Asian Institute of Journalism (1983) said that the word development is mainly associated to raising the quality of life of the masses in developing countries and reducing the incidence of poverty, low literacy, unemployment and social inequality. Cruz (2010) enumerated specific issues and concerns that a development communicator has to write about. He presented the issues specified by the Press



Foundation of Asia (PFA) which are: 1) Agriculture; 2) Aviation; 3) The City; 4) Crime; 5) Defense; 6) Energy; 7) Government plans, budgets, housing, 8) Industry; 9) Manpower; 10) Multinational Organizations; 10) Public Health; 11) Shipping; 12) Weather; 13) Aid, trade and foreign investments.

Furthermore, the UPLB Development Study Team (1991) specified areas that need to be developed in rural communities in the Philippines. These are agriculture, economy, education, health and nutrition, science and technology, environment and social services given by the government and non-government organizations.

With these specified areas in need of development, it was noted in the study “Development Reporting by Five Community Newspapers” that the community newspapers studied are not much concerned on issues on agriculture and science and technology that are most needed in the locality (Colting, 2001).

Development Writing

Quebral (1971) defined development writing as a kind of writing useful to the people’s development effort. She added that development writing is “factual and timely; interesting to attract people’s attention; and useful to promoting development.” Development writing has a mission-oriented stand for the less privileged members of the society (Asian Institute of Journalism, 1983).

Jamias (1991) expounded on the concept of development writing and its characteristics. He explained that development writing is “purposive communication.” He clarified that it is “purposeful sharing of information to bring about desirable change” in the social, economic, political and cultural aspects.



He presented the characteristics of development writing. These are: 1) it is not a pure presentation of information. It devises a way to make the information useful in enhancing the well-being of an individual as well as the community, nation and other collectivity; 2) it is written in a way understandable to the masses; 3) it is honest writing; 4) it inquires into, analyzes and reports on the problems of the people and society and to promote solutions; and 5) Presenting “information with a consequence to development”.

Lachica (1973), as cited by Jamias (1991) said “The story of the decade, perhaps of the century, is not getting the exposure it deserves.” This, explains Jamias, is why development journalism (or writing specifically) puts emphasis on those topics or subject matters relevant to national development which the conventional press used to ignore.

Development reporting is interested not only in the news content (messages on nutrition, agriculture, energy, ecology) but also on the process of gathering, processing, presenting and disseminating the news (Asian Institute of Journalism, 1983).

There are four parts of gathering, processing, presenting and disseminating information, namely, article treatment, news sources, article placement and space allotment.

Article treatment. As used by previous researchers, article treatment is how the story was written either as: straight news (event-centered), news feature (processcentered), opinion, editorial and feature.

According to Malinao (2005), straight news reporting is event-centered. It is usually about a recent happening, which is generally unrelated to other situations. He added that



interpretative reporting, on the other hand, is process-centered, being a presentation of conditions or situations in society that are related in broad context over time.

Using different terms, Anderson and Itule (1987) discussed hard news (straight news) and soft news (news feature). They explained that hard news events such as killings, city council meetings, speeches by leading government officials, are timely and reported almost automatically by most newspapers, radio stations and television outlets. Conversely, soft news such as luncheon to honor a retiring school custodian or a car wash by fourth-graders to raise money for a classmate with a cancer, usually are not considered immediately important or timely to a wide audience.

Process-reporting (process-centered) follows the cause and effect formula (Asia Institute of Journalism, 1983). AIJ explained that a process-oriented reporter should be conscious of how events have been shaped and how these events affect the other aspects of social, economic and political life.

News sources. In development writing, information and news are different. Jamias (1991) equated news to facts- the x's in the mass communication model of Westley and Mclean. He explained that these are the persons, objects and events perceived by the reporter through seeing, hearing, smelling, tasting and touching. On the other hand, he explained that information is transformed data and knowledge which have meaning for decision-making or problem-solving. He added that information is the communicable form of knowledge that has some significance for meeting a purpose.

Malinao (2005) identified two types of news sources: the traditional and nontraditional. According to him, traditional news sources are the public officials: the President, the department secretaries; members of Congress; members of the judiciary from



the Supreme Court to the lower courts and other government officials. The other news sources (non-traditional) according to Malinao are: private groups and financial institutions, cause-oriented groups and university officials.

In a content analysis on tourism articles done by Bulalin (2006), it was revealed that traditional sources are preferred by these Baguio-based community newspapers over non-traditional sources. The same result was deduced in the study of Olod (2010) which is “Content Analysis on Regional Autonomy Articles Published in Baguio Midland Courier.”

Ward (2002) enumerated six (6) sources of news. These are the following:

“Eyes and ears. Journalists must be both observant and curious. They should find it impossible to walk past a hole in the road without looking to see what is in it. They can also rely on the eyes and ears of the others to provide tipoffs to potential news.

Individual sources. These are people who know what the journalist wants to know. They have information expertise and contacts opinions that can be quoted.

Press releases. They should be approached with extreme caution, but not complete cynicism.

“Other media”. Journalists may scour competing media for ideas, nuggets of information, even complete stories, which they can investigate further. “Other media” is probably the biggest source of news for journalists to develop, which is okay as long as it does not become their only source of news.

Newsroom diary. This is a list of forthcoming events, follow-ups, anniversaries and other events that may be covered.”



Burns (2002) discussed the need to evaluate news sources. She said that journalists rely heavily on human sources (people) for information and quotes, however, they are often less rigorous when assessing physical sources (secondary sources such as books and other printed materials) than they are in assessing human ones. She mentioned that a journalist conducting an interview is always aware that a news source may be actively manipulating the information presented.

She then gave tips on how to evaluate physical sources. She said that an evaluator needs to be satisfied that the source is accurate because information contained in a book, for example, is not necessarily accurate. According to her, any other influences on sources must be identified and be considered and journalists should always consider the date of publication in assessing the currency of information.

Article placement. The main purpose of a publication design is to communicate, to help move readers easily and efficiently through the page (Evans, 1973). He elaborated that editors who design and lay-out pages are responsible for telling readers which stories are most important.

Kovach and Rosenstiel (2001) wrote that there are three aims of a page design. These are: 1) to attract the eye of a potential reader, 2) to signpost various items and signal their relevant importance and, 3) to give a newspaper a recognizable visual character.

Giles and Hodgson (1996) explained that the biggest headline (lead story) on a page is found at the top and its size and prominence indicate that this is the most important. The second biggest (half lead), or second most prominent, they explain, indicates the second most important story. The remaining stories with headlines at the top of the page are called 'tops'. The lead story, the half lead and the various tops (stories at the top) fill the main



area of the page. There will still be left a few small places to fill, mostly in the bottom half. Here, the stories of least importance are placed.

The relative importance of the items to be included in a newspaper page must come from the person primarily responsible for the message, whether the author of a book or a play, the editor or his appointed deputy (Borden & Bowles, 2000).

Space allotment. There should be a relationship between the length of text and the newspaper's judgment on the importance of the news (Evans, 1973). He further explained that the biggest headline at the top of the page and the longest text should signal to the reader the most important report. There may be exceptions to this rule according to him. He specified that there are instances an important lead is submitted late and is rushed in with only a few paragraphs. However, he emphasized that the general rule is that the longer the text, the bigger the headline, so that a "journalistic judgment"(length of text) marches harmoniously with a "design projection" (weight and position of headline).

Anderson and Itule (1987) expounded that the number of column inches available for news (news hole) varies in different publications from day to day. There are days when the pages are "wide-open"(where there are comparatively few advertisements and scores column inches available for news) and days when the pages are "tight"(if comparatively little space is available for news). When pages are wide open, stories of borderline importance might be published. When pages are tight, stories that would be published on a day when even average space is available simply cannot be worked into the news hole.



Operational Definition of Terms

Health and/or nutrition. The health and/or nutrition advisories, health and/or nutrition tips and health and/or nutrition-related information.

Economy. Employment opportunities, issues on financial alleviation of the community.

Culture. Indigenous knowledge, systems and practices, traditions, festivities, cultural history, beliefs, arts and ethnic conflicts.

Education. Education facilities, programs, tuition issues and other education-related issues.

Agriculture. Issues on arable land, crop and animal production, crop and animal protection, farming systems, issues on food sufficiency and other related topics.

Science and Technology. New inventions and discoveries, newly acquired technology and newly discovered knowledge.

Environment. Environmental degradation, movements and programs on the protection of environment, environmental disasters and other environmentally-related issues.

Social Services. The social services provided by government and non-government organizations such as social security, housing, livelihood programs and other programs addressing poverty.



METHODOLOGY

Locale and Time of the Study

The study was conducted in La Trinidad, the capital town of the province of Benguet (Fig.1). It is relatively the most developed municipality because it is near the city of Baguio.

La Trinidad is located 256 kilometers north of Metro Manila. It is bounded on the north by the municipality of Tublay, on the south by the city of Baguio, on the west by the municipalities of Sablan and Tuba, Benguet.

Furthermore, it is the only municipality in Benguet where editorial offices of community newspapers are based. Issues published by three of the La Trinidad-based community newspapers from January to July 2012 were analyzed.

Respondents of the Study

The key informants of the study were publishers and/or editors/staff of the three La Trinidad-based community newspapers.

Subjects of the Study

There had been five community newspapers in 2011. These were the Northlandia Midweek News, Cordillera Today, Northern Philippine Times, Perlas ng Pilipinas and Mountain Beat News. However, Northlandia Midweek News ceased its operation in 2011. The rest continued their operation to date. Out of these four La Trinidad-based community newspapers, three were subjected to content analysis on their development



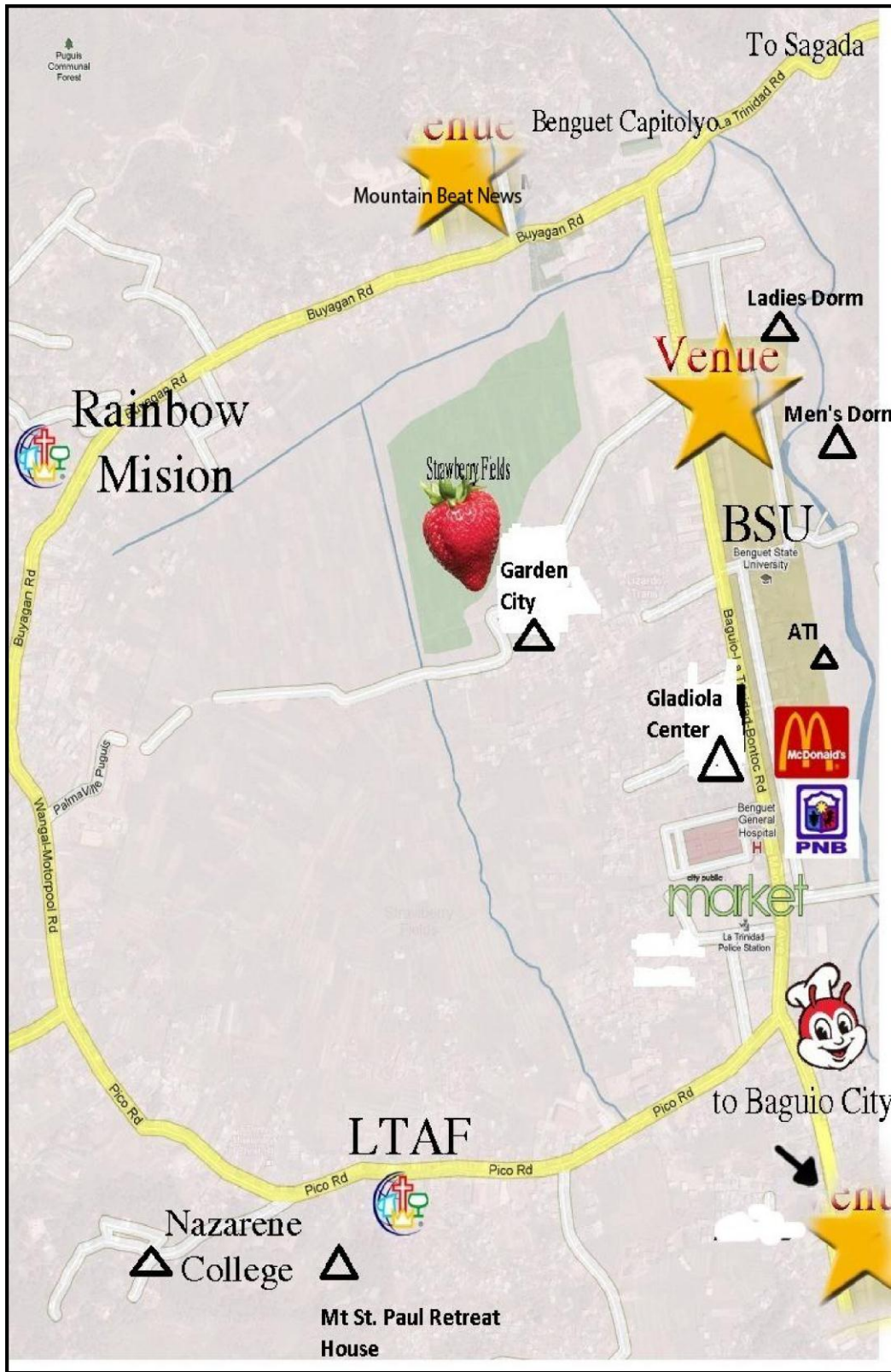


Figure 1. Map of the Area of Study



stories. These are the Mountain Beat News, Cordillera Today and Perlas ng Pilipinas. The researcher wanted to include Northern Philippine Times, however, the Editor-in-Chief of the paper did not allow any kind of study to be done on the newspaper mentioned.

Data Collection Methods

The researcher conducted an interview with the publishers and/or editors/staff of the three community newspapers to get their profiles.

On the other hand, thirty-one issues (all issues published from January to July) from each newspaper were content analyzed.

To come up with the analysis, the frequency of the development stories published, their treatment, placement, space allocation, sources of news and writers were counted and tabulated using coding sheets.

Also, photos of the editorial offices- their signages or banners are taken for documentation.

Data Gathered

The data gathered from the newspaper publishers and/or editors and staff were the landscape of the community newspapers. Under this were the general profile, editorial and production flow and the business profile.



Other data gathered from the published community newspapers were dominant sources of news, frequency of development stories published according to the field of development reported on, the article treatment and their placement and space allocation.

Data Analysis

The profile of each of the community newspapers was narrated. On the other hand, the development stories contained in the 31 issues (January- July, 2012) of the selected community newspapers were tabulated and analyzed using frequency counts and percentages with the aid of coding sheets.

The development stories were analyzed basing on categories presented by different authors. Article treatment was based on Malinao's (2005) straight news and news feature and Anderson and Itule's (1987) hard news and soft news. The editorial, opinion and feature treatment were based on Olod's (2010) study "Content Analysis on Regional Autonomy Articles Published in Baguio Midland Courier".

Moreover, the News Sources were based on Malinao's (2005) traditional and nontraditional news sources. On the other hand, the Space Allotment was analyzed by computing the number of column inches as Evans (1973) and Anderson and Itule (1987) explained. Furthermore, the importance of a story as judged by its placement was based on Evans (1973) and Giles and Hodgson's (1996) justification.



RESULTS AND DISCUSSIONS

Profile of the Community Newspapers

Cordillera Today

General profile. The Cordillera Today is a 12 x 18-inch community newspaper that has been circulating for 11 years since its establishment in 2001 with its editorial office located in Aspulan Compound, Km.3, La Trinidad, Benguet.

It is individually owned by Attorney Raul M. Molintas is published by Chabron Enterprises, a printing press not owned by the newspaper. It has been put up mainly for business.

Its published articles are mainly written in English.

Editorial and production management flow. The paper's Editor-in-Chief is Attorney Raul Molintas, former Governor of Benguet. The Associate Editor and lay-out artist is Pigeon M. Lobien. Aside from the Editor-in-Chief and Associate Editor, there are



Figure 2. Office of Cordillera Today at Aspulan Compound, Km3 La Trinidad, Benguet
five staff writers of the publication. They are Ace Alegre, Karlo Marko Altomonte, Lyn

Ramo, Malou Guieb and Bani Asbucan. Jerry Collado and Arthur Bayas, members of the circulation and support group, are responsible for the circulation of the newspaper.

The staff and contributing writers submit their articles to the Associate Editor during Fridays through e-mail. This is because the staff members are not working in their office and the Associate Editor works in his own office. Their office at Aspulan Compound only serves as a place where unsold newspapers are stored. The associate editor edits, re-angles and changes headlines when needed. After which, the editor-in-chief does the final editing. The lay-out is done by the associate editor.

The softcopy of the paper is then brought to Chabron Enterprises for printing which is expected to be done on Sunday Morning. The circulation manager and support group distribute the newspapers to newsstands and subscribers.

The only policy it follows is that articles should strive to avoid biases.

Business profile. Cordillera Today circulates 2,000 copies every week. The copies are distributed in newsstands and through subscription. Each copy is sold at P10.00.

It accepts advertisements from business establishments, business men, government agencies, non-government organizations. It also publishes legal notices. Advertisements and legal notices are paid at P 160 per column inch for individuals and institutions from La Trinidad, while P180.00 is collected from advertisers in Baguio City.



The Mountain Beat News



Figure 3. Office of the Mountain Beat News in Eastern, Buyagan

General profile. The Mountain Beat News is an eight-page, 12 x 16 community newspaper. It is a 3 year-old publication that started its operation in 2009 making it the youngest circulating newspaper in Baguio and Benguet, together with the Baguio Chronicle.

It is individually owned by Imelda C. Zambrano. Moreover, the editorial office is located at Eastern Buyagan, La Trinidad, Benguet.

Its articles are mainly written in English. The publisher owns the Manila-based printing press it uses.

Editorial and production management flow. Mountain Beat has three staff members. They are Imelda Col-coli Zambrano, Editor-in-Chief and Publisher, Crisbeth L. Zambrano, Account Executive and Annie Lorie Col-coli, Circulation Manager. The publication does not have staff writers, thus, the articles they publish are those which PIA, PIO and freelancers submit.

The Editor-in-Chief, Imelda C. Zambrano chooses articles to be published from what the Philippine Information Agency, Public Information Officers and contributors submit through e-mail. The articles are chosen based on their novelty but, according to Zambrano, they should not be prone to libel. She revises the headlines to make them different from other publications where the same articles were submitted. The articles are then given to a Unique Printing Press' staff for lay-outing. The softcopy is sent to Manila (by bus) on Saturdays for printing. The printed copies are then shipped to La Trinidad early Sunday mornings for distribution by the circulation manager to newsstands.

The newspaper follows a policy that the stories published should not be controversial and prone to libel.

Business profile. The Mountain Beat News circulates 2,000 copies every week through distribution in newsstands. Copies are sold at P7.00 each.

It accepts advertisements and legal notices from business establishments, government agencies, non-government organizations and individuals.

Advertisements and legal notices are charged at P 180 per column inch.



Perlas ng Pilipinas



Figure 4. Office of Perlas ng Pilipinas at the D & L Bldg. Km6, La Trinidad

General profile. Perlas ng Pilipinas is an eight-page, 12 x 14 community newspaper circulated around Baguio and Benguet. Furthermore, it has been operating for four years (2008-2013).

It is owned by Imelda C. Zambrano, the Publisher and Editor-in-Chief of Mountain Beat News, and is managed by Marites B. Lopez.

Its receiving office is located at the D & L building, Km 6 La Trinidad but its editorial office is the same with the Mountain Beat News' editorial office in Eastern Buyagan.

Its articles are written mainly in English. *Editorial and production management flow.* Perlas ng Pilipinas has four staff members. They are Marites B. Lopez, Managing Editor, Olivia A. Balancia, Executive Assistant to the Publisher, Aloha P. Ducusin and Jun P. Torres, staff members.



Having the same publisher as Mountain Beat News, the editorial and production flow of Perlas ng Pilipinas is the same with Mountain Beat News. The difference is that the managing editor, Marites Lopez, chooses and revises headlines of stories from contributors, PIA and PIO. The executive assistant to the publisher and two staff members do not write. Their work is on the production of the publication, advertisements and legal notices.

Business profile. Perlas ng Pilipinas circulates 2,000 copies every week through distribution to newsstands. Each copy is sold at P 6.00.

Advertisements and legal notices are accepted from individuals, business establishments, government offices and non-government organizations. Advertisers are charged P 180.00 per column inch.

General Landscape of the Community Newspapers

Table 1 indicates that the three community newspapers are published weekly. They are all tabloid size with eight pages. This proves that Maslog's statement (1993), that a typical Philippine community newspaper is an eight page weekly and tabloid size, is true to La Trinidad-based community newspapers.

Furthermore, the newspapers were put up mainly for business. Their years of operation ranged from three to eleven years old. Mountain Beat News was the latest to operate. It started its operation in 2009. Perlas ng Pilipinas started its operation in 2008, and Cordillera Today has been operating since 2001 making it the oldest running newspaper among the three.



Moreover, all of the community newspapers are privately and individually owned like most community newspapers in the country (Maslog, 1993). Meanwhile, all newspapers use English as the main language in writing their articles.

Baguio City, Benguet Province, Kalinga and Ifugao were constantly covered in the stories published by the newspapers. Though Kalinga and Ifugao are covered, the newspapers are circulated only in Baguio City and La Trinidad; except for Cordillera

Today which is circulated Cordillera-wide.

Table 1. General profile of the three La Trinidad-based community newspapers

	Mountain Beat News	Cordillera Today	Perlas ng Pilipinas
Year of establishment	2009	2001	2008
Reasons of putting up the publication	business	business	business
Size	tabloid (12x16)	tabloid (12x18)	tabloid (12x14)
Type of ownership	Private (sole ownership)	Private (sole ownership)	Private (sole ownership)
Number of pages	8 pages	8 pages	8 pages
Frequency of circulation	weekly	weekly	weekly



Printing press used	Owned	not owned	Owned
Main language used	English	English	English
Editorial Board	Editor-in-Chief: Imelda C. Zambrano	Editor-in-Chief: Raul Mencio Molintas	Managing Editor: Marites B. Lopez

Table 1 ... continued

	Account Executive: Crisbeth L. Zambrano Circulation Manager: Annie Lorie Col-coli	Associate Editor: Pigeon M. Lobien Correspondents and contributing writers: Ace Alegre, Karlo Marko Altomonte, Lyn Ramo, Malou Guieb, Bani Asbucan Circulation and support group: Gerry Collado and Arthur Bayas	Executive Assistant to the Publisher: Olivia A. Balancia Staff: Aloha P. Ducusin, Jun P. Torres
Publisher	Imelda C. Zambrano	Chabron Enterprises	Imelda C. Zambrano
Contact Number	09285053018	09167044498	09165759956
Office address	AC-121 Eastern, Buyagan, Poblacion, La Trinidad	Aspulan Compound, Km.3 La Trinidad	2 nd floor, D & L Building, Km.6 La Trinidad

Table 2 shows that all three community newspapers have a circulation of 2,000 copies. Their selling price ranges from 6 Php to 10 Php and are all distributed to newsstands except that Cordillera Today also sell through subscription. Furthermore, their advertising rate is



180 Php per column inch except that Cordillera Today's advertising rate for its La Trinidad advertisers is 160 Php per column inch.

Content Analysis of the Community Newspapers

As shown in Table 3, there was a total of 515 development stories gathered from the three community newspapers. Mountain Beat News had the most development stories (37.48%) followed by Cordillera Today (34.17%). Perlas ng Pilipinas had the least number (28.35%) of development stories.

Table 2. Business Profile of the three La Trinidad-based community newspapers

	Mountain Beat News	Cordillera Today	Perlas ng Pilipinas
Circulation	2,000	2,000	2,000
Strategies employed in selling	Distribution to newsstands	Distribution to newsstands Subscription	Distribution to newsstands
Selling price/copy	7 Php	10 Php	6 Php
Advertisers	business establishments, government agencies, nongovernment organizations and individuals	business establishments, business men, government agencies, nongovernment organizations	business establishments, government agencies, nongovernment organizations and individuals
Advertising rate	180 Php/ col.inch	160 Php/col.inch-La Trinidad advertisers 180 Php/col.inchBaguio City advertisers	180/col.inch

Table 3. Number of Development Stories Published per Community Newspaper in La



Trinidad (January to July 2012)

Name of newspaper	Number of stories	%	Rank
Mountain Beat News	193	37.48	1
Cordillera Today	176	34.17	2
Perlas ng Pilipinas	146	28.35	3
TOTAL	515	100	

Type of Development Stories and Space Allocation

Cordillera Today. As shown in Table 4, Cordillera Today published 176 development stories. One-hundred stories (56.82%) were written on environment, followed by health and nutrition with nineteen stories (10.8%), seventeen (9.66%) on culture, sixteen (9.09%) on education, eight (4.55%) on economics, six (3.41%) on both science and technology and social services and four (2.27%) stories were written on agriculture.

Similarly, environment ranked first (61.49%) in terms of space allocation, followed by health and nutrition (13.56%). However, education was given more space allocation (7.74%), though it has lower number of stories compared to culture (7.06%). They are followed by economics (3.36%), science and technology (3.17%) and social services (2.14%). The least space was allocated to agriculture stories (1.49%).

Among the seven areas that need development in the Philippine communities as UPLB Development Team (1991) identified, the publication gave much importance to



environment. Environmental stories outnumbered all the other development stories joined together and it took more than half of the space allocated for development stories.

The possible factor, aside from the numerous environmental disasters and environmental issues that sprang in January to July 2012, is that the regular columnists Karlo Marko Altomonte and March Fianza are environmental activists.

Mountain Beat News. It can be seen in Table 5 that three out of ten (29.02%) of the development stories in Mountain Beat News were on environment followed by social services (19.17%) and economics (10.89%). Fewer stories were published on education

Table 4. Type and Space Allocation of Development Stories in Cordillera Today (January to July 2012)

Story	No. of Stories	%	Rank	Space allocation (cm ²)	%	Rank
Environment	100	56.82	1	242, 430.5	61.49	1
H & N	19	10.8	2	53, 445.2	13.56	2
Culture	17	9.66	3	27, 837.8	7.06	4
Education	16	9.09	4	30, 513.3	7.74	3
Economics	8	4.55	5	13, 241.8	3.36	5
S & T	6	3.41	6.5	12, 505.3	3.17	6
Social Services	6	3.41	6.5	8,427.3	2.14	7
Agriculture	4	2.27	8	5, 878.6	1.49	8
TOTAL	176	100		394, 279.8	100	

(9.84%), agriculture (9.84%), health and nutrition (8.81%), and culture (7.77%). Only 9 stories (4.67%) were published on science and technology. Environment ranked first in



terms of space allocation (30.7%) followed by social services (16.78%). Lesser space was allotted to economics (11.37%), agriculture (9.97%), health and nutrition (9.6%), culture (8.95%) and education (8.45%). Science and technology had the least allotted space (4.18%).

Evidently, environment was given more importance based on its number and space allocation. The articles were noticed to be issues on garbage and SM's issue on earthballing of 182 trees in Luneta Hill which were controversial issues during the time of publication of the issues studied.

It was further noticed that social services was the second highest most written type of development story because many of the articles published were press releases from government offices.

Table 5. Type of Development Stories and Space Allocation in Mountain Beat News (January to July 2012)

Story	No. of Stories	%	Rank	Space allocation (cm ²)	%	Rank
Environment	56	29.02	1	120, 123	30.7	1
Social Services	37	19.17	2	65,664.5	16.78	2
Economics	21	10.89	3	44, 506.5	11.37	3
Agriculture	19	9.84	4.5	38, 993.5	9.97	4
Education	19	9.84	4.5	33, 066	8.45	7
H & N	17	8.81	6	37, 553	9.6	5
Culture	15	7.77	7	35, 014.5	8.95	7
S & T	9	4.67	8	16, 366	4.18	8
TOTAL	193	100		391, 287	100	



Perlas ng Pilipinas. As shown in Table 6, three out of ten (30.82%) stories were written on environment followed by social services (23.97%). Fewer stories were written on education (13.70%), economics (10.96%), culture (8.22), health and nutrition (7.53%) and science and technology (2.74%). Only three stories (2.05%) were written on agriculture.

Similarly, environment ranked first in terms of space allocation (31.24%) followed by social services (21.13%). Education ranked third (12.49%) followed by economics (10.8%). Culture which was fifth in number ranked sixth in space (10.286%), contrary to health and nutrition which ranked fifth in space (10.287%) though it ranked sixth in number. The least space allocation was on S & T and agriculture, with 2.34% and 1.43% written stories, respectively.

Table 6. Type of Development Stories and Space Allocation in *Perlas ng Pilipinas* (January to July 2012)

Story	No. of Stories	%	Rank	Space allocation (cm ²)	%	Rank
Environment	45	30.82	1	98,940	31.24	1
Social Services	35	23.97	2	66,914.5	21.13	2
Education	20	13.70	3	39,563.5	12.49	3
Economics	16	10.96	4	34,194	10.8	4
H & N	11	7.53	6	32,579.5	10.287	5
Culture	12	8.22	5	32,577.5	10.286	6
S & T	4	2.74	7	7,401	2.34	7
Agriculture	3	2.05	8	4,527	1.43	8
TOTAL	146	100		316,697	100	



Treatment

Cordillera Today. It can be seen in Table 7 that almost half of the development stories (43.18%) were written in straight news, followed by opinion (30.68%). Thirtyseven (21.02%) were written in news feature form, seven stories (3.98%) were written as editorial while the least were written in feature form (1.14%). Thirty-eight of the stories written as straight news were on environment. Also, the highest number of stories written by opinion writers, with a number of 36, is on environment.

Anderson and Itule (1987) states that straight news (hard news) are considered immediately important compared to soft news (news feature). This is reflected in the newspaper with its higher number of straight news compared to news feature.

Mountain Beat News. As shown in Table 8, nine out of ten stories (90.67%) were treated as straight news. The rest were treated as news feature (4.15%), editorial (3.63%)

Table 7. Treatment of Development Stories in Cordillera Today (January to July 2012)

Story	Straight News	Opinion	News Feature	Editorial	Feature	Total
Environment	38	36	21	5	0	100
Health and nutrition	1	16	1	1	0	19
Culture	11	1	4	0	1	17
Education	8	1	6	0	1	16
Economics	6	0	1	1	0	8
Social Services	4	0	2	0	0	6
S and T	4	0	2	0	0	6
Agriculture	4	0	0	0	0	4
TOTAL	76	54	37	7	2	176
%	43.18	30.68	21.02	3.98	1.14	100
Rank	1	2	3	4	5	



and opinion (1.55%). Fifty two of the stories written as straight news were on environment and thirty five were on social services. It was noticed that almost all of the stories were written as straight news. The probable cause was because the writers of PIA, PIO and contributors had to make adjustments for their articles to be published taking into account the fact that newspapers value space.

Perlas ng Pilipinas. It can be seen in Table 9 that most (91.1%) of the development stories were written as straight news. The rest were written as editorial (4.79%), opinion (2.74%) and news feature (1.37%).

Table 8. Treatment of Development Stories in Mountain Beat News (January to July 2012)

Story	Straight News	News Feature	Editorial	Opinion	Total
Environment	52	1	1	2	56
Social Services	35	0	1	1	37
Economics	19	1	1	0	21
Agriculture	17	2	0	0	19
Education	18	1	0	0	19
Health and Nutrition	13	1	3	0	17
Culture	12	2	1	0	15
S & T	9	0	0	0	9
TOTAL	175	8	7	3	193
%	90.67	4.15	3.63	1.55	100
Rank	1	2	3	4	

Forty-four environmental stories were written as straight news followed by social services with thirty. Agriculture and science and technology had only four and three stories, respectively. Each of the environment, health and nutrition, culture and social services had



one story written as opinion. Three stories on social services were written as editorial. One each in economic and social services was written as news feature.

Sources of Development Stories

Cordillera Today. As shown in Table 10, the staff members of *Cordillera Today* wrote ninety-four (53.41%) of the development stories. Sixty of these were on environment. Thirty-nine (22.16%) of the stories were written by contributors. The rest were from the Public Information Office (14.77%) and Philippine Information Agency (9.66%).

Table 9. Treatment of Development Stories in *Perlas ng Pilipinas* (January to July 2012)

Story	Straight News	Editorial	Opinion	News feature	Total
Environment	44	0	1	0	45
Social Services	30	3	1	1	35
Education	19	1	0	0	20
Economics	14	1	0	1	16
Culture	11	0	1	0	12
H & N	8	2	1	0	11
S and T	4	0	0	0	4
Agriculture	3	0	0	0	3
TOTAL	133	7	4	2	146
%	91.1	4.79	2.74	1.37	100
Rank	1	2	3	4	

Table 10. Sources of Development Stories in *Cordillera Today* (January to July 2012)

Story	Staff	Contributor	PIA	PIO	Total



Environment	60	21	13	6	100
H & N	8	2	2	5	17
Education	5	5	4	2	16
Economics	2	4	1	1	8
Social					
Services	2	2	2	0	6
S and T	2	1	2	1	6
Agriculture	0	2	0	2	4
TOTAL	94	39	26	17	176
%	53.41	22.16	14.77	9.66	100
Rank	1	2	3	4	

Mountain Beat News. It can be seen in Table 11 that four out of ten (40.41%) of the development stories were written by contributors followed by PIO (36.27%) and PIA (17.62%). The staff of *Mountain Beat News* contributed only eight articles (4.15%) out of the 193. Three of the articles were unattributed.

Only eight out of 193 articles were written by the Editor-in-Chief, who is the only staff who writes among the three staff members. These stories were all editorial articles. Having only one staff who writes was definitely the reason why articles contributed by the staff had the least number.

Table 11. Sources of Development Stories in *Mountain Beat News* (January to July 2012)

Story	Contributor	PIO	PIA	Staff	Unattributed	Total
Environment	21	30	4	1	0	56
SS	16	12	7	2	0	37
Economics	6	6	8	1	0	21
Agriculture	12	3	3	0	1	19



Education	9	4	4	0	2	19
H & N	5	6	3	3	0	17
Culture	4	5	5	1	0	15
S and T	5	4	0	0	0	9
TOTAL	78	70	34	8	3	193
%	40.41	36.27	17.62	4.18	0	100
Rank	1	2	3	4	5	

Perlas ng Pilipinas. As shown in Table 12, four out of ten (37.67%) of the development stories were written by contributors followed by Public Information Offices (33.56%). Twenty-four (16.44%) of the stories were from PIA. Only 17 (11.64%) of the stories were written by the staff. One story was not attributed.

Most of the stories on environment (23) were written by Public Information Officers. Fifteen on education were written by contributors.

Sources of News

Cordillera Today. It can be observed in Table 13 that most of the news in the development stories were from government officials (31.63%). This was followed by other sources like documents, books and Private Institutions (28.06%). Forty-two of the sources were attributed to government offices while the rest were credited to Nontraditional sources of news (Cause-oriented groups, Laborers and Colleges and Universities). No news was attributed to Youth groups.

Majority of the news on environmental stories were from government officials.



Table 12. Sources of Development Stories in Perlas ng Pilipinas (January to July 2012)

Story	Contributor	PIO	PIA	Staff	Unattributed	Total
Environment	17	23	4	1	0	45
SS	11	11	7	5	1	35
Education	15	3	2	0	0	20
Economics	5	4	2	4	0	18
Culture	4	5	2	1	0	12
H & N	1	1	4	5	0	11
ST	1	2	1	0	0	4
Agriculture	1	0	2	0	0	3
TOTAL	55	49	24	17	1	146
%	37.67	33.56	16.44	11.64	0.68	100
Rank	1	2	3	4	5	

Table 13. Sources of News in Cordillera Today (January to July 2012)

Story	Traditional	Others	Traditional	Non-traditional			Total	%
	GOfl		GOfc	C	OG	CU		
Environment	39	30	19	19	3	5	115	58.67
H & N	3	15	2	1	0	0	21	10.71
Culture	6	3	5	4	0	0	18	9.18
Education	3	3	6	1	4	0	17	8.67
Economics	4	0	4	0	0	0	8	4.08
Social Services	2	1	4	0	0	0	7	3.57
S & T	3	3	0	0	0	0	6	3.06
Agriculture	2	0	2	0	0	0	4	2.04
TOTAL	62	55	42	25	7	5	196	100
%	31.63	28.06	21.43	12.76	3.57	2.55	100	
Rank	1	2	3	4	5	6		



Legend: GOfl- Government officials CU- Colleges and Universities
 GOfc- Government offices L- Labor Groups
 COG- Cause-oriented Groups YG- Youth Groups

Mountain Beat News. It can be seen in Table 14 that five out of ten (50.97%) of the news sources were from government offices followed by government officials (22.33%). Twenty-six (12.62%) of the sources were out of the defined traditional and non-traditional sources such as documents, books and private institutes. The rest of the sources were Cause-oriented Groups (8.25%), Labor Groups and Colleges and Universities (2.43%). Only two (0.97%) were from Youth Groups.

Twenty-six stories on social services were attributed to government offices while twenty-four on environment were attributed to government officials.

Table 14. Sources of News in Mountain Beat News (January to July 2012)

<u>Story</u>	<u>Traditional</u>		<u>Others</u>	<u>Non-traditional</u>				<u>Total</u>	<u>%</u>
	GOfc	GOfl		COG	CU	L	YG		
Environment	19	24	6	6	0	2	1	58	28.16
SS	26	3	4	4	0	0	1	38	18.45
Economics	11	6	3	1	0	1	0	22	10.68
Education	10	2	4	0	5	0	0	21	10.19
Agriculture	12	2	3	0	0	2	0	19	9.22
H & N	14	2	2	1	0	0	0	19	9.22
Culture	6	4	3	5	0	0	0	18	8.74
S & T	7	3	1	0	0	0	0	11	5.34
TOTAL	105	46	26	17	5	5	2	206	100
%	50.97	22.33	12.62	8.25	2.43	2.43	0.97	100	
Rank	1	2	3	4	5.5	5.5	6	7	



Legend: GOfl- Government officials CU- Colleges and Universities
 GOfc- Government offices L- Labor Groups
 COG- Cause-oriented Groups YG- Youth Groups

Perlas ng Pilipinas. As shown in Table 15, most sources of news were traditional sources. Almost half (49.74%) were attributed to government offices followed by government officials (24.61%). Twenty-two (11.52%) of the stories were attributed to other sources aside from the defined traditional and non-traditional sources. The rest were attributed to non-traditional sources: cause-oriented groups (8.9%), colleges and universities (2.62%), laborers (1.57%), youth groups (1.05%).

Table 15. Sources of News in the Development Stories in *Perlas ng Pilipinas* (January to July 2012)

Story	Traditional		Others	Non-traditional				Total	%
	GOfc	GOfl		COG	CU	L	YG		
Environment	18	25	6	6	0	2	1	58	30.37
SS	27	3	4	4	0	0	1	39	20.42
Economics	11	6	3	1	0	1	0	22	11.52
Education	9	2	4	0	5	0	0	20	10.47
H & N	15	2	2	1	0	0	0	20	10.47
Culture	5	4	2	5	0	0	0	16	8.38
S & T	7	3	1	0	0	0	0	11	5.78
Agriculture	3	2	0	0	0	0	0	5	2.62
TOTAL	95	47	22	17	5	3	2	191	100
%	49.74	24.61	11.51	8.9	2.62	1.57	1.05	100	
Rank	1	2	3	4	5	6	7		

Legend: GOfl- Government officials CU- Colleges and Universities
 GOfc- Government offices L- Labor Groups
 COG- Cause-oriented Groups YG- Youth Groups



Article Placement

Cordillera Today. As shown in Table 16, most of the development stories (46.02) were found on the upper part of the inside pages. This was followed by development stories printed on the lower inside pages (27.8%). Sixteen of the environmental stories were found in the upper front and nineteen on the lower front. No development story was found on the

Story	IU	IL	FL	FU	Total
Environment	41	24	19	16	100
H & N	5	13	1	0	19
Culture	7	5	3	2	17
Education	13	2	0	1	16
Economics	4	2	2	0	8
S and T	4	2	0	0	6
SS	4	1	1	0	6
Agriculture	3	0	1	0	4
TOTAL	81	49	27	19	176
%	46.02	27.84	15.34	10.1	100
Rank	1	2	3	4	

back pages.

Being on top is one indicator of importance of a story according to Giles and Hodgson (1996). With this, it can be concluded that *Cordillera Today* gives importance to development stories having most of them printed on the upper part of the inside pages.

Table 16. Article Placement of Development Stories in *Cordillera Today* (January to July 2012)

Legend: IU- Upper Inside page FL- Lower Front page BU- Upper Back
 IL- Lower Inside page FU- Upper Front page BL- Lower Back



Mountain Beat News. It can be observed in Table 17 that more than half (52.33%) of the development stories were printed on the lower inside pages of the newspaper. Two out of ten (18.13%) were printed on the upper inside pages. The front page was dominated by stories on environment, with eight out of nineteen on the upper front and fifteen out of twenty-two on the lower front page.

Printing most of the development stories on the lower inside implied that they were not given much importance since being on top of the page is an indicator of a story's importance (Giles and Hodgson, 1996).

Table 17. Article Placement of Development Stories in Mountain Beat News (January to July 2012)

Story	IL	IU	FL	FU	BU	BL	Total	
Environment		16	8	15	8	8	1	56
SS		27	8	0	1	0	1	37
Economics		14	3	1	2	1	0	21
Agriculture		11	4	2	1	1	0	19
Education		15	1	0	2	1	0	19
H & N		8	6	1	0	2	0	17
Culture		5	4	2	3	1	0	15
S & T		5	1	1	2	0	0	9
TOTAL		101	35	22	19	14	2	193
%		52.33	18.13	11.4	9.84	7.25	1.04	100
Rank		1	2	3	4	5	6	

Legend: IU- Upper Inside page FL- Lower Front page BU- Upper Back
 IL- Lower Inside page FU- Upper Front page BL- Lower Back



Perlas ng Pilipinas. As shown in Table 18, sixty-eight (46.58%) stories were printed on the lower inside pages of the newspaper followed by upper inside pages where thirty-one stories (21.23%) were printed. The front page was dominated by stories on environment: nine were printed on the upper front and eight were printed on the lower front page. Culture stories followed environment stories in terms of placement on the front page (6), education and social services (3) and economics (2). The rest were printed on the back page of the newspaper.

Comparative Analysis of the Three Community Newspapers

Number of published development stories and space allocation. As shown in Table 19, there were 515 development stories published by the three community newspapers from January to July 2012. The Mountain Beat News topped the list (37.48%) despite being the

Table 18. Article Placement of Development Stories in *Perlas ng Pilipinas* (January to July 2012)

Story	IL	IU	FU	FL	BL	BU	Total
Environment	14	9	9	8	3	2	45
SS	24	7	1	2	0	1	35
Education	12	4	1	2	1	0	20
Economics	3	4	2	0	5	2	16
Culture	4	2	6	0	0	0	12
H & N	7	3	0	0	1	0	11
S & T	2	1	0	0	1	0	4
Agriculture	2	1	0	0	0	0	3
TOTAL	68	31	19	12	11	5	146
%	46.58	21.23	13.01	8.22	7.53	3.42	100
Rank	1	2	3	4	5	6	



Legend: IU- Upper Inside page FL- Lower Front page BU- Upper Back
 IL- Lower Inside page FU- Upper Front page BL- Lower Back

latest to operate among the three. It was followed by Cordillera Today (34.17%), the oldest established community newspaper among the three.

Cordillera Today allotted the largest space (35.77%) for development stories despite being second to Mountain Beat News in terms of numbers of stories published. This was followed by Mountain Beat News (35.5%) then, Perlas ng Pilipinas which allotted the least space (28.73%).

It was observed that the space allocation for development stories of Cordillera Today and Mountain Beat News has only 0.27% difference. On the other hand, the switch on rank of the Cordillera Today and Mountain Beat News was attributed to the number of opinion and news feature-which were lengthy by nature- that were published in Cordillera Today.

Table 19. Number of Stories Published per Community Newspaper in La Trinidad and their Space Allocation (January to July 2012)

Name of newspaper	No. of stories	Rank	Space allocation(cm ²)	%	Rank
Cordillera Today	176	2	394, 279.8	35.77	1
The Mountain Beat News	193	1	391, 287	35.55	2
Perlas ng Pilipinas	146	3	316, 697	28.73	3
TOTAL	515		1, 102, 263. 8	100	



Type of Development Stories. It can be seen in Table 20 that of the eight types of development stories, all three community newspapers published most stories on environment (37.48%). In Mountain Beat News and Perlas ng Pilipinas, the stories on environment were followed by stories on social services. On the other hand, Cordillera Today published more Health and Nutrition stories following stories on environment.

Fewer stories were written on education, culture and economics. Cordillera Today and Perlas ng Pilipinas published the least on agriculture while Mountain Beat News published the least on science and technology.

This shows that the community newspapers were more concerned on environmental issues and social services. There was a lukewarm attention given to education, culture and economics. Agriculture, which is said to be the backbone of the country's economy, and science and technology were given the least attention. The probable reason could be because of the environmental disasters that the region faced concurrently during the time-frame. After which, the issue on the earthballing of 182 trees by SM in Luneta Hill became a taut issue. Adding to these were the garbage problems that had been haunting Baguio City for years. Hence, issues on environment were mostly discussed.

The rare publication of agriculture and science and technology stories was found out to be the same in the study "Development Reporting of Five Community Newspapers" by Colting in 2001.



Table 20. Type of Development Stories Published by Three Community Newspapers in La Trinidad (January to July 2012)

Story	MB News	Cordi Today	Perlas ng Pilipinas	Total %	Rank
Environment	56	100	45	201	39.03 1
SS	37	6	35	78	15.15 2
Education	19	16	20	55	10.68 3
H & N	17	19	11	47	9.13 4
Economics	21	8	16	45	8.74 5
Culture	15	17	12	44	8.54 6
Agriculture	19	4	3	26	5.05 7
S & T	9	6	4	19	3.69 8
TOTAL	193	176	146	515	100
%	37.48	34.17	28.35	100	
Rank	1	2	3		

Treatment of Development Stories. It can be observed in Table 21 that most (74.56%) of the development stories published in all three community newspapers were written as straight news. Almost all of the development stories in Mountain Beat News and Perlas ng Pilipinas were written as straight news. On the other hand, stories written as opinion (54) trail closely the stories written as straight news (76) in Cordillera Today. MB News and Perlas ng Pilipinas did not have any article written in feature form.

Similarly, Cordillera Today had only two feature stories.

It was further observed that writers from PIA, PIO and the contributors write almost all of their articles as straight news. It was observed in the analyzed newspaper issues that writers from PIA, PIO and the freelancers treats almost all of their stories as straight news. Malinao (2005) explains that straight news reporting is event-centered and is usually



concise. The biggest consideration could be the space that newspapers can allot for their stories; the shorter their story, the greater possibility that it will be published.

The MB News	175	3	8	7	0	Table 21.
Cordi Today	76	54	37	7	2	
Perlas ng Pilipinas	133	4	2	7	2	
TOTAL	384	61	47	21	2	
%	74.56	11.84	9.13	4.08	0.39	
Rank	1	2	3	4	5	

Treatment of Development Stories of Three Community Newspapers in La Trinidad (January to July 2012)

Newspaper	SN	Opinion	NF	Editorial	Feature

Sources of Development Stories. It can be seen in Table 22 that the development articles published by both Mountain Beat News and Perlas ng Pilipinas were from contributors followed by Public Information Officers, then Philippine Information Agency. The staff of the two newspapers had the least article written. This was contrary to Cordillera Today where the staff had the most articles published, followed by contributors, then PIO and PIA.



The reason why staff of Perlas ng Pilipinas and Mountain Beat News wrote the least article was they do not have staff writers. All stories they published, aside from their editorial, came from PIO, PIA and contributors. In contrary, Cordillera Today has five staff writers aside from the editor-in-chief and associate editor.

Table 22. Sources of Development Stories of Three Community Newspapers in La Trinidad (January to July 2012)

Newspaper	Contributor	PIO	Staff	PIA	Unattributed	Total
The MB News	78	70	8	34	3	193
Cordi Today	39	26	94	17	1	176
Perlas ng Pilipinas	55	49	17	24	4	146
TOTAL	172	145	119	75	4	515
%	33.4	28.16	23.11	14.56	0.78	100
Rank	1	2	3	4	5	

Sources of News. As shown in Table 23, sources of news in the articles published in Mountain Beat News and Perlas ng Pilipinas were mainly traditional coming from government officials and government offices. Few of the information also came from other sources such as private institution, books, documents and personal experiences and observations. Conversely, though Cordillera Today's top source were government officials, with sixty-two, it was closely followed by other sources out of the defined traditional and non-traditional sources, with fifty-five. All three community papers' development stories though had few of the news that came from the non-traditional sources such as cause-oriented groups, youth groups, laborers and colleges and universities.



The same result was deduced from the study of Bulalin (2006) and Olod (2010). Traditional sources are preferred by the Baguio-based community newspapers they studied.

Upon scrutiny, the activities and issues reported by the writers were focused on government offices and government officials. It was also observed that the articles written oftentimes had only one source of news which were the government officials and offices setting aside the opinion of the masses. This defies one of the principles of development writing that Jamias (1991) enumerated, which is, “development writing inquires into, analyzes and reports on the problems of the people and society to promote solutions.”

Table 23. Sources of news of the development stories of three community newspapers in La Trinidad (January to July 2012)

Newspaper	Traditional		Others	Non-traditional			Total	
	GOfc	GOfl		COG	CU	L		YG
The MB News	105	46	26	17	5	5	2	206
Cordi Today	42	62	55	25	7	5	0	196
Perlas ng Pilipinas	95	47	22	17	5	3	2	191
TOTAL	242	155	103	59	17	13	4	593
%	40.81	26.14	17.37	9.95	2.87	2.19	0.67	
Rank	1	2	3	4	5	6	7	



Placement. It can be seen in Table 24 that most of the development stories were printed on the lower inside pages of Mountain Beat News and Perlas ng Pilipinas followed by the upper inside pages. Contrary to this, Cordillera Today printed most of its development stories on the upper inside pages followed by lower inside pages. All three placed fewer articles on the front pages. Cordillera Today and Mountain Beat News printed more development articles on the lower front page than on the upper front page. In contrast, Perlas ng Pilipinas printed more development articles on the upper front page than on the lower front page. Cordillera Today did not print any development story on the back page while Mountain Beat News and Perlas ng Pilipinas placed a few articles on the back page.

Table 24. Placement of the development stories of three community newspapers in La Trinidad (January to July 2012)

Newspaper	IL	IU	FL	FU	BU	BL	Total
The MB News	101	35	22	19	2	14	193
Cordi Today	49	81	27	19	0	0	176
Perlas ng Pilipinas	68	31	12	19	5	11	146
TOTAL	218	147	61	57	7	25	515
%	42.33	28.54	11.84	11.08	1.36	1.29	
Rank	1	2	3	4	5	6	

Legend: IU- Upper Inside page FL- Lower Front page BU- Upper Back
 IL- Lower Inside page FU- Upper Front page BL- Lower Back



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

Community newspapers are considered to have significant roles in the development of a community. A content analysis of these newspapers helps determine whether or not the expected roles they are supposed to accomplish are realized. Furthermore, the background of these newspapers helps in the deduction of certain motivations why they publish the stories in certain quantity, why they allot a more or lesser space for certain stories, why they treat most of their stories in a certain manner and why most of the stories they publish come from certain groups or individuals.

The study was done to analyze the stories published by three out of four community newspapers based in La Trinidad. These are the Mountain Beat News, Cordillera Today and Perlas ng Pilipinas. The researcher chose the newspapers depending on the willingness of the owners/publishers/editors for their newspapers to be studied. Specifically, the study aimed to narrate the general profile, editorial and production flow and business profile of each community newspaper, identify the field of development most frequently covered by the stories, determine how much space is allocated for development stories, determine the most frequent treatment and placement of these stories, identify the frequent sources of news in the articles and compare the content of these newspapers.

La Trinidad was chosen as the locale of the study because it is the only municipality in Benguet which has editorial offices.



To obtain information on the landscape of each community newspaper, interviews with the editors/publishers or staff knowledgeable of the newspapers' background were conducted.

Copies of the newspapers published from January to July 2012 were acquired from each editorial office and were analyzed. The dominant sources of news, frequency of development stories published according to the field of development reported on, the article treatment and their placement and space allocation were examined using frequency counts and percentages with the aid of code sheet materials.

Results of the study showed that Mountain Beat News published the most development stories followed by Cordillera Today. Perlas ng Pilipinas published the least development stories.

On the other hand, Cordillera Today provided the most space allotment for development stories followed by Mountain Beat News, then Perlas ng Pilipinas. All three of the community newspapers studied treats most of the development stories as straight news. Similarly, they all focused on environment in most of the stories they published. Science and technology and agriculture are the least prioritized stories.

Moreover, most of the development stories published in Cordillera Today were printed on the upper inside pages. Conversely, Mountain Beat News and Perlas ng Pilipinas allotted the lower inside pages for most of the development stories they published.

In addition, it was found out that the community newspapers were established mainly for business purposes. Furthermore, these newspapers had been existing from three



to eleven years. It was further uncovered that MB News and Perlas ng Pilipinas have the same publisher and that these newspapers do not have staff writers.

Conclusions

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

1. the three community newspapers are individually owned like most community newspapers in the country;
2. issues about environment remains to be the common development story covered by local community newspapers as evidently shown in the study;
3. there is enough space allocated for development stories in the community newspapers analyzed;
4. Straight News is the most common angle in writing development stories by the three publications; and,
5. most writers of the community newspapers still rely on traditional sources in writing development articles.

Recommendations

Based on the results of the study, the following recommendations were drawn:

1. other fields of development such as agriculture, as it is the main source of livelihood in the locality, be reported also by the community newspapers;



2. writers may consider other treatments like news feature and feature in writing development stories to probe more on the details that matter but are oftentimes overlooked;

3. writers may also consider other news sources such as farmers, laborers, and cause-oriented groups when seeking for facts for their articles; and,

4. lastly, a study on the challenges faced by Baguio and La Trinidad media men on writing development stories may be made to assess the factors that affect their willingness or reluctance in writing development stories.



LITERATURE CITED

- ANDERSON, D. A. & B. D. ITULE. 1987. News Writing and Reporting for Today's Media. New York: Random House, Inc. Pp. 5-9
- ASIAN INSTITUTE OF JOURNALISM. 1983. A Course Guide in Development Journalism. Manila, Philippines. Pp. 78-97.
- BERELSON, B. 1952. Content Analysis in Communication Research. In Berelson, B and Janowitz, M. (eds) (1966), Reader in Public Opinion and Communication. New York: Free Press. P. 215.
- BORDEN D.L. & D.A. BOWLES. 2000. Creative Editing (3rd ed.). Wadsworth: Thomson Learning. Pp. 303-305.
- BULALIN, S. P. 2006. Content Analysis of Tourism Articles in Two Selected Baguio-based Community Newspapers. Benguet: Department of Development Communication, Benguet State University. Unpublished manuscript. P. 24.
- BURNS, L. S. 2002. Understanding Journalism. Great Britain: The Cromwell Press Ltd. Pp. 95-97.
- COLTING, G.M. 2001. Development Reporting by Five Community Newspapers. Laguna: College of Development Communication, University of the Philippines Los Baños. Unpublished manuscript. P. 32.
- CRUZ, C.J. 2010. Campus Journalism and School Paper Advising. Manila, Philippines: Rex Bookstore, Inc. P. 191.
- EVANS, H. 1973. Editing and Design. London: William Heineman Ltd. Pp. 95-98.
- FRANKLIN, B., M. HAMER, M. HANNAH, M. KINSEY & J. RICHARDSON. 2005. Key Concepts in Journalism Studies. London: SAGE Publications. P. 52.
- GILES, V. & F.W. HODGSON. 1996. Creative Newspaper Design. In F.W. Hodgson (Ed.) Modern Newspaper Practice. Oxford: Focal Press. Pp. 73-75.
- JAMIAS, J.F. 1991. Writing for Development. Los Baños, Philippines: College of Agriculture, University of the Philippines. Pp. 4-6.
- KOVACH, B. & T. ROSENSTIEL. 2001. Journalism's Loyalty. New York: Three Rivers Press. Pp. 224-225.
- MALINAO, A.L. 2005. Campus and Community Journalism Handbook. Mandaluyong City: National Bookstore. Pp. 195-200.



MASLOG, C.C. 1993. *The Rise and Fall of Community Newspapers*. Manila: Philippine Press Institute. P. 5.

OLOD, M.S. 2010. *Content Analysis on Regional Autonomy Articles Published in Baguio Midland Courier*. Benguet: Department of Development Communication, Benguet State University. Unpublished manuscript. P. 23.

RAMIREZ, J. 1989. *Philippine Journalism Handbook* (3rd ed.). Mandaluyong City: National Bookstore, Inc. P. 26.

QUEBRAL, N.C. 1971. *Development Communication*. In J. Jamias (Ed.) *Readings in Development Communication*. LosBaños, Philippines: Department of Development Communication, College of Agriculture, University of the Philippines. Pp. 1-3.

UPLB DEVELOPMENT STUDY TEAM. 1991. *Philippine Rural Development: Problems, Issues and Directions*. Los Baños, Philippines: University of the Philippines. Pp. 3-5.

WARD, M. 2002. *Journalism Online*. Great Britain: Elsevier Science Ltd. P. 42.

