

BIBLIOGRAPHY

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ABSTRACT

The study was conducted in a rural community, Baculongan Sur Buguias Benguet to assess the perceptions on the program aired of DZWT “*Boses ti farmers*”. It aimed to characterize the respondents of the program, enumerate the reasons for listening, list the information gained by the listeners, determine the perceptions of the respondents on the program, classify and rank the information needed by the respondents, and enumerate their suggestions and comments for the improvement of the program.

An interview schedule was used to gather data through purposive sampling.

The listeners of “*Boses ti Farmers*” came from different age brackets and all had attended formal education. The respondents listen to the program because of its educating topic with regards to farming techniques. Few of them were able to know the status of Benguet vegetable in the world market since the program broadcast local and national news about it. The most needed information of the respondents was more on practical agricultural topics, animal production especially on swine production, Health and nutrition that tackles handling of pesticides and ornamental production that includes topics on cut flowers.

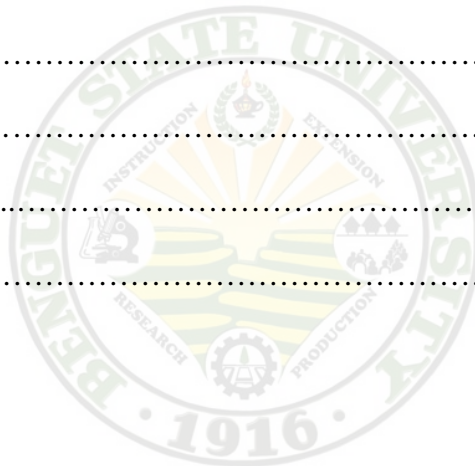
It is therefore recommended that the program should be continued since it informs the respondents. The program should enrich with topics that are practical. The host should also repeat topics when requested by the listeners.



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INTRODUCTION

Rationale

Agriculture has been the traditional source of employment for most of the people in Benguet. Most farmers are into vegetable production.

In 2002, smuggling and importation of vegetables affected our highland vegetable production. Big capitals turned to bankruptcy, which dismayed the farmers. Since then, the only remedy is to make our vegetables competitive in the world market. Hence, they need information, which may help them improve production, post harvest and marketing of their produce.

In disseminating such information, radio is a public influence becoming more and more involved with the affairs of the local communities. Like newspapers, radio is also a conveyer of current and general information.

Radio programs are inclined toward one or the other or two objectives: to convey information and to entertain.

“*Boses ti farmers*” is a program airing information services for farming. Its concerns are regarding the situation of vegetable farming and development being done by concerned organizations in uplifting the vegetable industry of Benguet. Mr. Dominador Dongla, Marketing Inspector of La Trinidad Vegetable Trading Post (LTVTP), hosts “*Boses ti farmers*” and most of his resource speakers are from the College of Agriculture, Benguet State University.

The 2002 vegetable smuggling and importation motivated the establishment of “*Boses ti Farmers*”. The program aims to give enough information for farmers, so that



they will be informed of latest appropriate farming technologies. It is aired in DZWT every 6:30 pm- 8:00 pm, Mondays to Fridays.

Statement of the Problem

The study aimed to know the profile of the listeners and their perceptions toward the program “*Boses ti Farmers*”.

Specifically, this study aimed to answer the following:

1. What are the socio-demographic characteristics of the respondents?
2. What are their reasons for listening to the program?
3. What are the information gained from the program?
4. What are the perceptions of the respondents on the program?
5. What are their suggestions and comments for the improvement of “*Boses ti Farmers*”?
6. What are the information needs of the respondents?

Objectives of the Study

The objectives of the study are the following:

1. characterize the respondents of the program;
2. enumerate their reasons of listening to the program;
3. enumerate the information gained from the program;
4. determine the perceptions of the respondents on the program;
5. enumerate their suggestions and comments for the improvement of the program “*Boses ti Farmers*”, and



6. identify the information needs of the respondents.

Importance of the Study

The result of the study can serve as reference for “Boses ti Farmers” host to determine if the radio program is effectively and sufficiently imparting information to vegetable farmers. Moreover, it will guide the “Boses ti Farmers” host in revising the radio program according to the needs of the respondents and to influence farmer’s decision in improving their farming practices.

Scope and Limitations of the Study

The study was conducted in a rural community, Baculongan Sur, Buguias, Benguet. Since vegetable farming is the main livelihood in this baranggay, the respondents were the farmers who own a radio and listen to “*Boses ti Farmers*” program.

The information gathered were limited to the profile of the respondents, their reasons for listening to the program, the information they gained from the program, the perceptions of the respondents on the program, their suggestions and comments for the improvement of the program “*Boses ti Farmers*” and the information needed by the respondents.

It did not include the listeners’ knowledge level and content analysis of the radio program.



REVIEW OF LITERATURE

Profile of the Listeners

Panares (1988) reported that at least out of five Filipinos (84 %) aged 15 and above listen to the radio for about 3 hours a day, five to six days a week. This would mean that about 24 million Filipinos comprise the use of radio audience. Radio listening is more of a daytime activity rather than an evening past time. Listeners listen at least two hours in the daytime and only an hour and a half in the evening. The possible explanation for this could be the shift form radio to television at night in the urban areas and the fact that many folks go to bed earlier than the urban dwellers.

Consolacion (1978), as cited by Banggalit (1994), claimed that farmers listen to their favorite radio program while working to their field anytime of the day as they are picking fruits, removing weeds, cultivating, controlling pest and diseases, sorting gardening and packaging products.

In Bontoc Mt. Province, majority (74%) belonged to age bracket 15-25 while 14% belonged to the age bracket of 46-55. Among 50 respondents, 64% of them were female. All the respondents had formal education with 68 % reaching college level and 10% reached elementary level. Regarding their occupation, 70 % of the respondents were unemployed (this includes the housewives and the students). Those who were employed were laborers and government employees and the self-employed (Dawiguey, 2004).



Reasons for Listening

Farmers in Legaoan, Buguias, Benguet listens to BSU school-on-the-air because it gives helpful tips in farming (66.6%) and aired topics are interesting (23.3%). (Atiwag 1999) farmers in Benguet claimed that radio is the most convenient source of entertainment and news most especially in their marketing practices (Kimpaoy, 2001).

In the study of Buyagan (2003), majority, (98 %) of the listeners of DA- CHARM on the air, from Tabaan Sur, Tuba listened to the program to gain additional knowledge, and get information on household management. Twenty percent (20%) listened to the program because topics help people to achieve better living.

Libag (2003) showed that 91.11% of her respondents in Kapangan, Benguet said that radio programs inform and 88.88% said it entertains. Few (19) % claimed that the radio program served as their clock; encouraged them to work harder especially if the program aired vegetable prices that are high, thus making their work lighter. Others say they just listen to learn songs, to let visitors know that someone is in the house if the radio is on, to know the prices of vegetables and the weather forecast. Some also claimed that they listen to radio programs because they served as reminders and enabled them to control their temper if they could not sleep.

Majority (50%) of the respondents in Pandayan, Tadian Mt Province because of station's clear signal, while 42% claimed it as an entertainment. Few (40%) said that topics aired are relevant or useful.



Information Gained

Apilado (1981) stated that 24% said, radio gives educational information. He found out that the farmers claimed that radio broadcast is reliable sources of local news and events.

Jamias (1967) as cited by Alicda (1996) stated that, radio provides technical information to improve the individual farming and house making enterprise.

Information Needs

Listeners in Bontoc Mountain Province showed that 28 % needed information on health and nutrition such as family planning. Only 22 % needed topics on agriculture like rice and animal production. Since some of the respondents were farmers, so they needed vegetable prices to be aired. The rest of the respondents wanted to know community issues, as well as the prices of goods and commodities, (Dawigwey 2004).

Majority (64.06%) of the respondents in Mankayan, Benguet claimed that they need information on community issues so that they will be aware on the happening in their community; 62.50% needed topics on health and nutrition like medical updates, curative measures for diseases; 30.67%, agriculture especially on farming tips, swine productions and current issues, (Anno 2003).

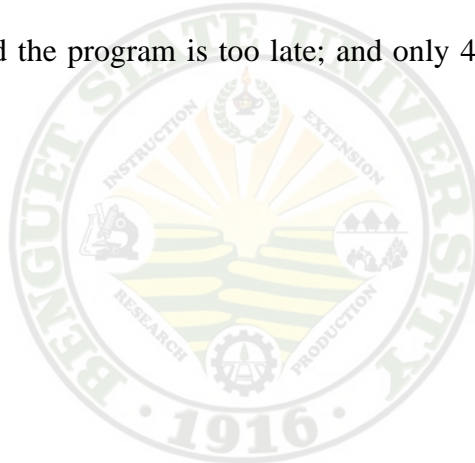
In Pandayan, Tadian Mt.Province, 38% of the respondents needed information on controlling pest and diseases, few (32%) needed information on vegetable production. Some of the respondents needed topics on science and technology, animal production and environmental issues, (Balanggoy 2003).



Perceptions

Pocdo (2003) stated that 64% in Pacso, Kabayan, Benguet said that the time of airing of the program BSU on the Air is appropriate, 22% claimed that the time of airing is too early, and 14% too late. In the same study, 98 % of the respondents claimed that the topics aired were helpful and only 2% claimed that it was not beneficial.

Majority (94%) of the Listeners of DA- Charm on the air in Tabaan Sur, Tuba claimed that the topics aired in th program were helpful to their farming activities and 6% claimed that the topics were not helpful. In the same study, perceptions of the respondents towards the time of airing, majority (90%) said that time is appropriate fore the program, 6% claimed the program is too late; and only 4% claimed that the time of airing is too early.



METHODOLOGY

Locale and Time of the Study.

The study was conducted at Baculongan Sur, Buguias Benguet. Baculongan Sur is one among the fourteen barangays of the municipality of Buguias (Figure.1).

Barangay Baculongan Sur has thirteen sitios (Figure.2). It has its own basic community needs like an elementary school, two separate primary schools, baranggay health clinic, four places of worship, baranggay hall, and a multi-purpose cooperative. In 2000, electricity was installed in all sitios.

Vegetable farming is the main source of livelihood in this barangay. Among the crops planted are potato, cabbage, carrots, and Chinese pechay.

Although Baculongan Sur is 88 kilometers away from Baguio City, the information center of Benguet, it can be reached by DZWT wavelength, hence, it was chosen as the setting of the study. Likewise, radio is the main source of information in the area.

Kankanaey is the main tribe of the place and one fourth of the total population are natives of Tinoc, Ifugao.

The study was conducted in November 2006 to February 2007.



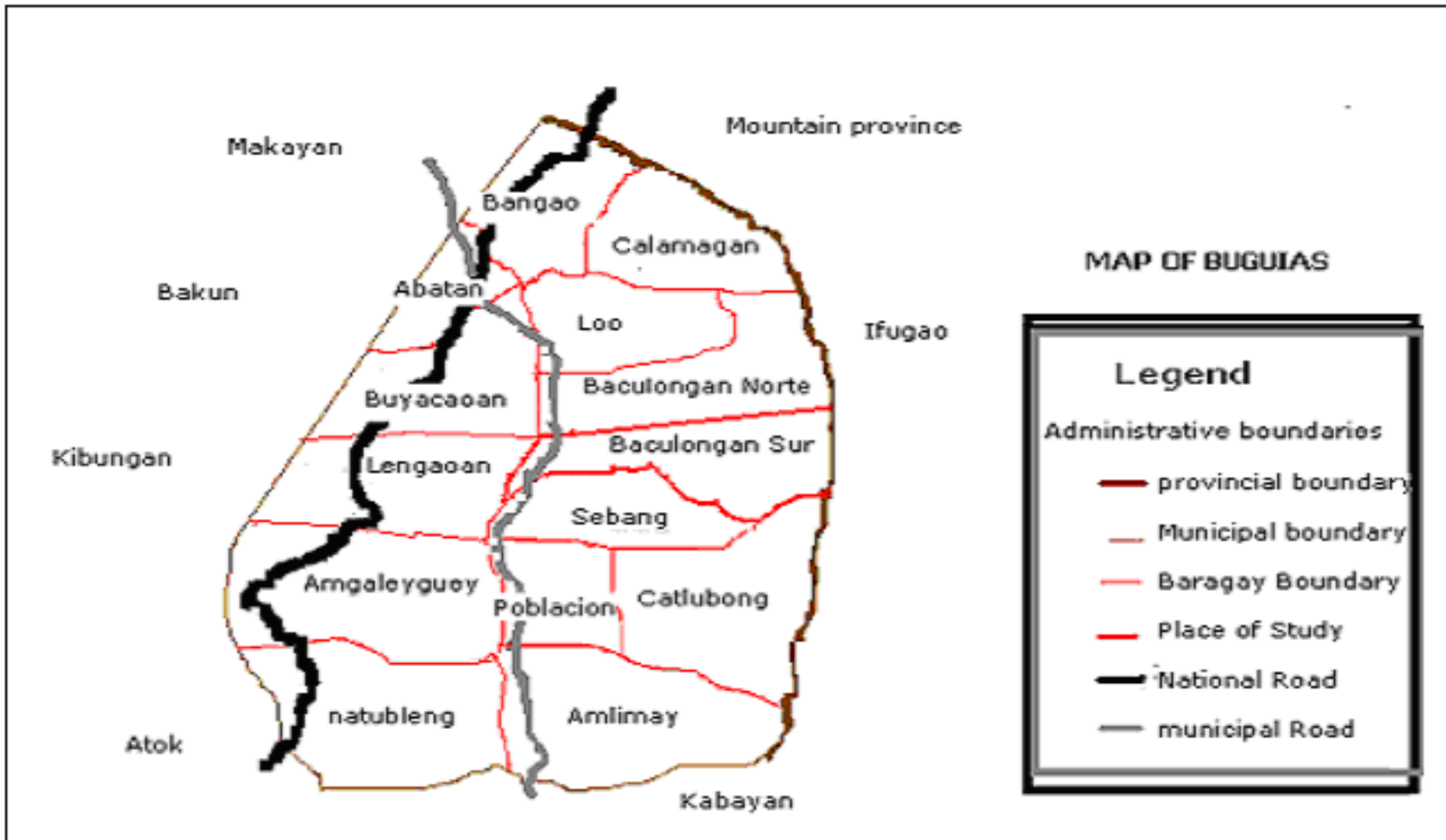


Figure 1. Map of the municipality of Buguias showing the barangay Baculongan Sur



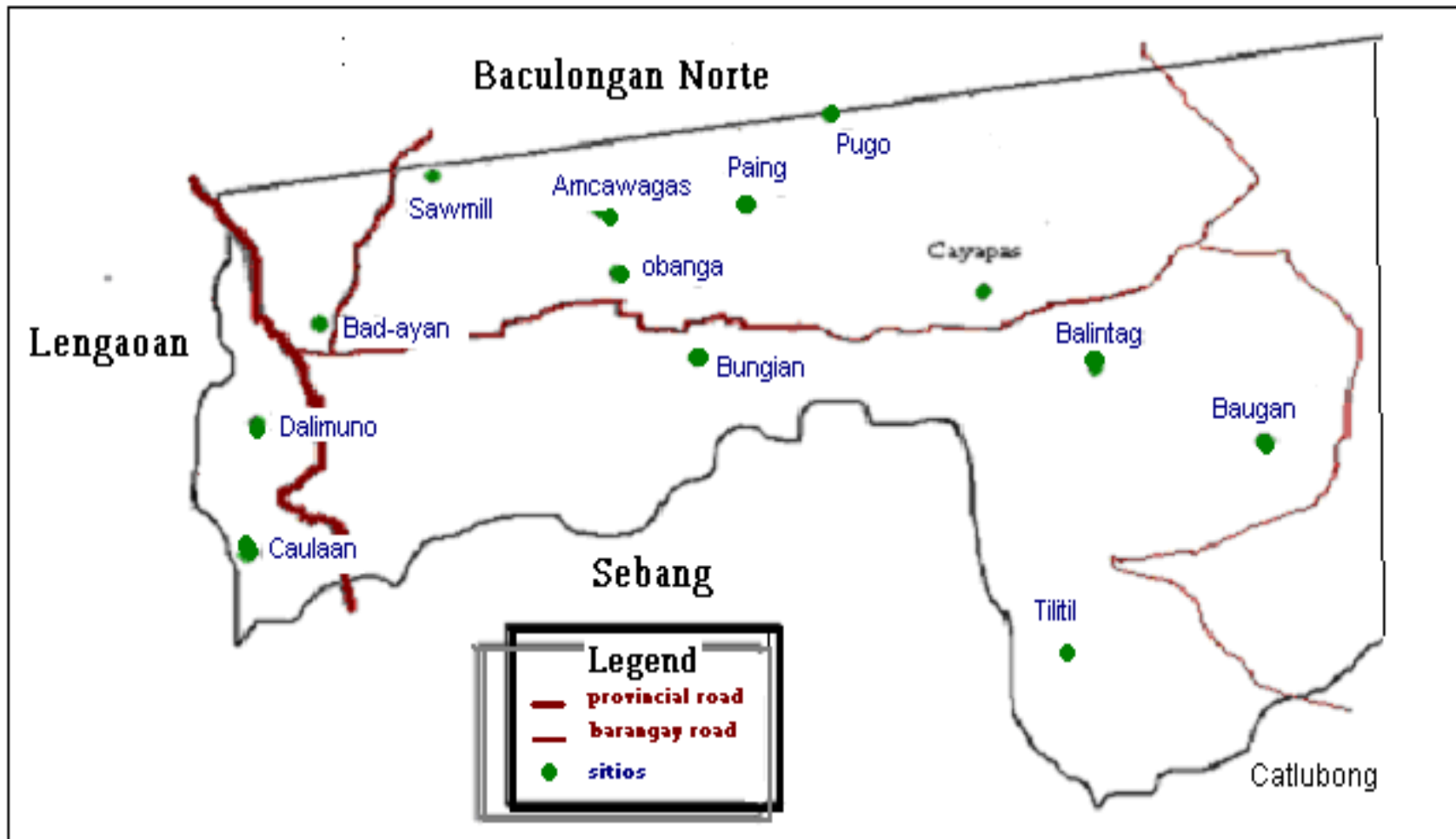


Figure 2. Map of barangay Baculongan Sur showing the locale of the study



Respondents of the Study

Fifty vegetable farmers were chosen as respondents using purposive sampling. They were chosen based on the following criteria: the respondents were listeners of “*Boses ti Farmers*” and resident of the community for at least six months.

Data Gathered

The information gathered were the profile of the respondents, their reasons of listening, the perception on the program by the respondents, their suggestions and comments for the improvement of the program “*Boses ti Farmers*”, and the specific information needed by the respondents,

Data Collection

An interview schedule was used to gather data from the 50 respondents. The guide questions were translated to the dialect to facilitate understanding between the researcher and the respondents.

Data Analysis

The data collected were tabulated and analyzed with the use of percentage, mean, frequency and ranking.



RESULTS AND DISCUSSION

The Socio-demographic profile of the Respondents

Personal profile. Table 1 shows the respondents' age, sex, civil status, educational attainment and occupation. Most of the respondents were relatively young and old, 26% of them belonged to age bracket 23-29, and 22% belonged to age bracket 42-48. Majority (64%) of the respondents were male. This may attribute to the fact that there were more males who work in the field. With regards to their civil status, majority (66%) of them were married, 32% were single and only 2% of them were separated. All of them had formal education; some (38%) of the listeners reached elementary, few (24%) reached secondary level, few (16%) still reached college level, few (18%) still graduated in college and only 2% finished vocational course.

Study implies that the "*Boses ti Farmers*" was listened to by both male and female who belongs to different age brackets, either single, married, separated, who had different educational attainment.

Listenership profile Table 2 shows the listenership profile of the Baculongan Sur farmers. Finding shows that majority (86%) of the respondents learned about the existing "*Boses ti Farmers*" program of DZWT through self-discovery, while 12% learned from family members like spouses and children and the rest of them learned it from their neighbors.

Frequency of listening. Table 3 shows the frequency of listening of the farmers to on the program, few (32%) of them listened everyday while a relative percentage of 18% listened thrice and once week, 16% of them listened twice a week.



Table 1. Profile of respondents of “*Boses ti Farmers*”

CHARACTERISTIC	FREQUENCY	PERCENTAGE(%)
Age		
16- 22	7	14
23-29	13	26
30-35	5	10
36-41	5	10
42-48	11	22
49-55	6	12
56-62	3	6
Sex		
Male	32	64
Female	18	36
TOTAL	50	100
Civil Status		
Married	33	66
Single	16	32
Separated	1	2
Educational Attainment		
Elementary level	19	38
Secondary level	12	24
College level	8	16
College graduate	9	18
Vocational	1	2
TOTAL	50	100



Table 2. Listenership profile

MEANS OF DISCOVERING	FREQUENCY	PERCENTAGE (%)
Self-discovery	43	86
From family members	6	12
From neighbors	1	2
TOTAL	50	100

Table 3. Frequency of listening of the respondents.

FREQUENCY OF LISTENING	FREQUENCY	PERCENTAGE
Everyday	23	46
Thrice a week	10	20
Twice a week	8	16
Once a week	9	18
TOTAL	50	100

Reasons for Listening

Table 4 shows the reasons of the respondents for listening to the program. Majority (84%) of the respondents claimed that they listen to the program because of the clarity of signal in their place and 60% of them listened to know current vegetable prices announcement. Few (22%) of the respondents found that the program is entertaining because the host was witty and humorous according to them.

This collaborates the study of Balangoy in Pandayan, Mt. Province, where majority of the respondents claimed that they listened to the station because of its clear signal.



Table 4. Reasons of the respondents for listening

REASONS FOR LISTENING	FREQUENCY	PERCENTAGE (%)
Station has clear signal	42	84
To know prices of vegetables	30	60
Topics are educating	23	46
Topics are applicable	20	40
It is entertaining	11	22
They know the host	4	8

*multiple response

Information Gained

Table 5 shows that, majority (80%) of the respondents of “*Boses ti Farmers*” program claimed that they gained information on vegetable farming techniques, this includes the techniques on how to package their produce and the best time of starting to plant and the best harvesting season for a particular crop. Majority (70%) of them said that they were able to know the current prices of vegetable at the La Trinidad Vegetable Trading Post through the program. While a few (12%) of them said that they learned something on ornamental production. Some of them claimed also that they were able to know the present status of vegetable industry in the world market; it includes the competitiveness of their produce to some registered or smuggled imported vegetable especially from the country of China.



Table 5. The information gained by the respondents from the program

INFORMATION GAINED	FREQUENCY	PERCENTAGE	RANK
Farming techniques	40	80	1
Prices of vegetables	35	70	2
Ornamental Plants	6	12	3
News (About vegetable industry)	4	8	4
Spiritual topic	2	4	5
Animal production	1	2	6

*multiple response

Perception of Respondents on the Program

Topic discussed in the program. Figure 3 shows that majority (94%) of the respondents claimed that the topics discussed were beneficial to them. Only two or 4% of them said that topics discussed are not beneficial to them because those were not applicable to the kind of farming they have. Examples were the discussions on expensive cost of proper packaging of crops to maintain its quality and the time-consuming (according to them) organic farming. Still one listener claimed that topic that tackles about the importation of vegetable was not beneficial because it lessened farmers' motivation to work and said that it was not their fault to be less competitive because they did their part while the government seems to have forgotten about them.

Time slot and length of the program. Table 6 shows the perceptions of the listeners towards the length and the time slot of the program. With regards to the length of the program, finding shows that 88% claimed that the length of the program is just



enough while 8 % of them said that the time for the program is too short when they find the topic interesting and some of them said that the length is too long when they tend to get bored with the topic being discussed by the host.

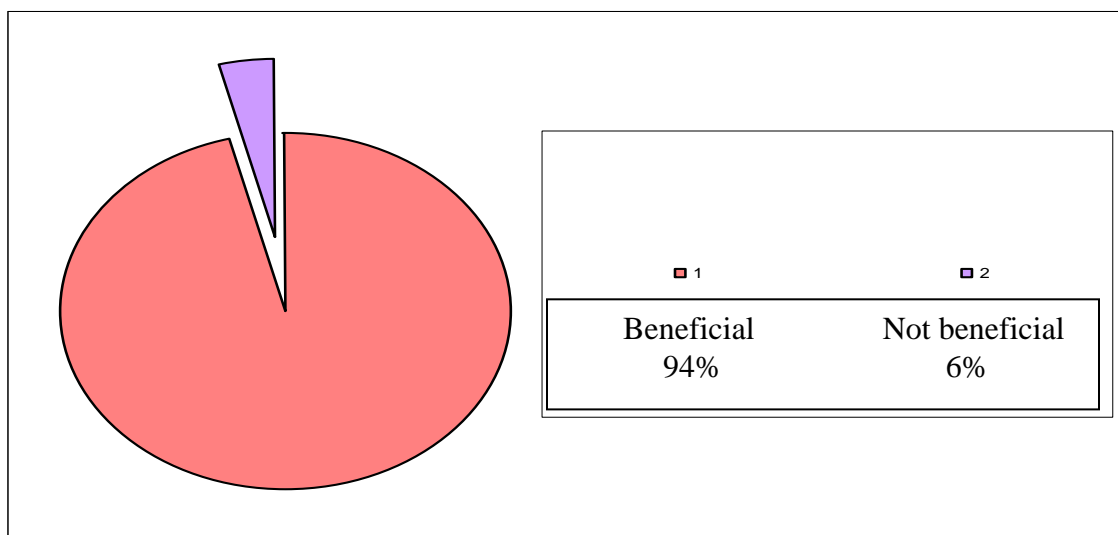


Figure 3. Perceptions of the respondents on the topic discussed.

Table 6. Perceptions of the respondents towards the length of the program

PERCEPTIONS	FREQUENCY	PERCENTAGE (%)
On the length of the program		
Too long	4	8
Just enough	44	88
Too short	2	4
Time slot		
Appropriate	37	74
Not appropriate	13	26



From interviews, most of the respondents mentioned that the time of airing was appropriate because while preparing dinner or while having a dinner they listen to the program.

Perceptions towards the host of the program and the language used. Table 6 shows that majority (60%) of which said that the hosts is good in delivering his topic because he is witty and humorous. While a few (32%) of them rated him fast when they find the topic interesting and the host would shift into another topic.

With regards to the languages the host used, majority (84%) of the respondents said that the language used was appropriate because he uses “kankanaey” which is the local dialect of the respondents. Few (16 %) of the respondents said that some of the languages are too technical for them to understand.

Table 7. Perception of the respondents towards the host in delivering his topics and the languages used.

PERCEPTION	FREQUENCY	PERCENTAGE (%)
Host's delivery		
Very fast	16	32
Good	30	60
Too slow	4	8
Language used in discussion		
Appropriate	42	84
Not appropriate	8	16



Suggestions of the Listeners

On the program. Table 8 shows the suggestions of the respondents on the program, "Boses ti Farmers" and to its Hosts. This includes their suggestions towards the time of airing, the length and the topics to be aired on the program. It also includes their suggestions and comments towards the host.

Most of the listeners claimed that the program time slot is fine for them while a few (12%) suggested that it would be aired in the morning, few (4%) still suggested in the afternoon for them to listen regularly while working in the fields.

Through interviews, respondents suggested that the topics to be aired would include latest farm techniques, animal production, and for young farmers, they suggested the topics in proper handling of harmful pesticides.

To the anchor. Majority (72%) of the listeners suggested that topics are needed to be repeated when requested. Few (40%) suggested that the host should limit reading text messages while discussion is going on, few (40%) still suggested that, the host should talk moderately. Also some of them claimed that the host needed to use layman's term in some words which are too technical for them to understand.



Table 8. Suggestions of the respondents on the program and to the anchor.

SUGGESTIONS	NO.OF RESPONDENTS	PERCENTAGE(%)
Time of airing		
In the morning (6:30-800)	6	12
In the afternoon (4:00-5:30)	2	4
Length of the program		
Make it 2 hours	3	6
Make it 1 hour	1	2
Topics to be aired		
New farming techniques	40	80
Swine production	21	42
Proper handling of Pesticides	10	20
Ornamental Production	10	20
Poultry production	6	12
To the Anchor		
Repeat important information	36	72
Limit reading text messages	20	40
Organize topic	10	20
Use simple words	9	18
Avoid destructive mannerisms	4	8
Avoid dead air	3	6



Information Needs of the Listeners

Table 9 shows that majority (82%) of the respondents claimed that they need further information in general agriculture to be discussed in the program. This includes the proper treatment for a particular disease (biological control and chemical control), cross cropping, and planting of seasonal crop. Few (40%) still claimed that they need of topic to be tackled in swine production since some of the vegetable growers are engaged in backyard piggery as a part of their source of income. Few (26%) said that they need information on health and nutrition in connection with the proper handling of pesticides in order to protect their selves, also some listeners need topics about family planning. Some of the female listeners were interested on ornamental production especially on cut flower production.

Table 9. Information needs of the listeners

INFORMATION NEEDS	FREQUENCY	PERCENTAGE (%)	RANK
General agriculture	41	82	1
Animal production	20	40	2
Health and Nutrition	13	26	3
Ornamental production	11	22	4



SUMMARY, CONCLUSION AND RECOMMENDATION

Summary

The study was conducted to characterize the respondents of the program “*Boses ti Farmers*” aired of DZWT. The study was conducted to: enumerate the respondents’ reason for listening, enumerate the information they gained from the program, determine their perceptions on the program, enumerate their suggestions and comments for the improvement of the program, and identify the information needed by the respondents.

An interview schedule was used to gather data needed through purposive sampling. Questions were translated to Kankanaey to facilitate understanding between the researcher and the respondents. The study was conducted from November 2006- february 2007. data gathered were analyzed and interpreted using frequency, percentage and ranking.

The study was conducted in a rural community, Baranggay Baculongan Sur, Buguias Benguet.

The respondents were relatively young and old. Twenty Six percent belonged to age bracket 23-29, while 24% belonged to age bracket 45-52. Majority (66%) of them was married, 32% were single and the rest were separated. Most of them were male and all of them had been to formal education, 38% of them reached elementary and 18% graduated in college.

Findings showed that listeners listened to the program because the station DZWT that aired the program has clear signal in their place and to know the current vegetable prices in the La Trinidad Vegetable Trading Post. It is also an interesting part to know



that 22% of the listeners claimed that the program is entertaining because of the witty and humorous host.

Most of the respondents said that the topics being tackled are beneficial to them. Few said that some of the topics are not applicable in their ways of farming.

Majority of the respondents needed further information about agriculture. Few said they needed information on health and nutrition in connection with proper pesticides handling in order to protect their health and on swine production

The leading suggestion of the listeners towards the programs were the re scheduling of time slot of the program during day time for them to listen regularly while working in the farm. And that topic is to be repeated when requested by the listeners.

Conclusion

Based on the findings of the study the following conclusions are derived;

1. Listeners of the program were relatively young and old, most of them were male who belonged to different status and all of them had been into formal education.
2. Listeners of the program listen to it because of the clarity of the signal of the radio station DZWT in their place.
3. Listeners gained information mostly on farming techniques and they were able to know the current prices of vegetable in LTVTP.
4. The leading suggestion of the listener for the anchor to repeat important information and to limit reading text messages while discussing topics.



5. Listeners needed more information on Agriculture and few of them needed guidelines on animal production especially on swine production.

Recommendation

Based on the conclusions, the following recommendations were formulated.

1. The program must be continued since it helps vegetable growers and that topic should be more on agriculture since most of the listeners are engage in farming.
2. The station DZWT must maintain the clarity of its signal in order for the listener to access the program.
3. The program must continually air prices of vegetable.
4. The host must repeat topics when requested by the listeners and he must limit reading text messages while discussion is going on.
5. The program should discuss agriculture further and discussed topics on health and nutrition and swine production.



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APPENDICES

INTERVIEW SCHEDULE

I. Respondent's profile

A. Personal profile

Name(optional): _____

Respondents no .: _____

Age : _____ Civil status : _____

Sex : _____ male _____ Female

Educational attainment:

_____ elementary _____ high School

_____ college _____ college graduate

_____ vocational

Occupation:

_____ farming _____ housekeeping

_____ studying _____ others (pls. specify) _____

B. Listenership profile

1. How did you know that there is an existing radio program "*Boses ti farmers*"?

_____ from neighbors _____ through friends

_____ self-discovery _____ others (pls. Specify) _____

2. How often do you listen to the program?

_____ Everyday

_____ Thrice a week

_____ Twice a week

_____ Once a week

_____ Others(pls. specify) _____

II. Reasons for listening

Why do you listen to "*Boses ti farmers*"?

_____ has clear signal in our place _____ the information are educating

_____ I just want to listen to it _____ the topics are practical

_____ it is where my favorite hosts broadcast

_____ others (pls. specify) _____

III. Information gained

What information did you learn from "*Boses ti Famers*"?

_____ Farming techniques _____ Food production

_____ Animal production _____ Ornamental production

_____ Others (pls. Specify) _____



IV Perception

A. Is the topic beneficial?

yes

why yes? _____

no

why not? _____

B. What can you say about the length of the program?

too long

too short

just enough

C. How about the time slot?

appropriate

not appropriate

D. The host in topic delivery?

good

very good

too fast

too slow

E. About the language used?

appropriate

not appropriate

1V. Suggestions of the listeners

A. On the program

1. Time of airing _____

2. Length of the program _____

3. Topics to be aired _____

B. To the anchor

Repeat important information as requested.

Talk moderately

Use simple words

Others (pls. specify) _____

V. Information needs of the listeners.

What additional topics do you want to be aired?

Agriculture

Health and nutrition

family planning

others(pls. Specify) _____

Animal production

poultry

swine

others (pls. Specify) _____

Ornaments

Cut flower raising

flower production

others (pls. Specify) _____

Others (pls. specify) _____

