

BIBLIOGRAPHY

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ABSTRACT

The study was conducted to determine the socio-demographic profile of the viewers, their frequency of watching the program, their perceptions on and attitudes towards the program, their information needs and their suggestions for the improvement of the program.

An interview schedule was used to gather information from 50 viewers who were purposively chosen on the basis of their viewership of the program. Frequency counts and percentages were used in analyzing the data.

More than half of the respondents were female, single and aged 20 or younger. Almost half of the respondents were regular viewers. Almost all the respondents found the program interesting and the time of airing is appropriate. All the viewers said they will continue to watch the program.

It is concluded that TV Patrol Northern Luzon catered to the general public and that it is generally acceptable to the viewers. The program should continue with expanded area coverage to include more local news. It is also recommended that program management consult viewers on what topics to tackle and heed survey results to further improve the program.

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INTRODUCTION

Rationale

People watch television to get news about what is happening in their surroundings, to learn new knowledge and skills that may be used for productive activities, and also to be entertained.

For the aforementioned purposes, the television is preferred over the radio or print media as one can see and at the same time hear messages. Even people who cannot read are able to get as much information just by watching TV.

The power of television was recognized in the Philippines as early as 1949 when American James Lindenberg, owner of Bolinao Electronics Corporation (BEC) applied for a license in Congress to establish a television station. Lindenberg is now recognized as the Father of Philippine Television.

In 1952, Judge Antonio Quirino bought 70% of BEC and renamed it to Alto Broadcasting System (ABS). A year later, ABS introduced [DZAQ-TV3](#) as the country's first television channel on its maiden broadcast on [October 23, 1953](#). ABS was then bought by the Lopezes, owners of the Chronicle Broadcasting Network (CBN) in 1958. By 1961, the network's two channels DZAQ-TV3 and DZXL-TV9 could be received in many parts of the country.

The formal merger of ABS and CBN in 1967 gave birth to the ABS-CBN Broadcasting Corporation. The pioneering station brought many firsts to the Philippines, including color television service, the first marathon coverage of the country's elections through *Halalan '67*, the first live transmission of man's landing on the moon via



satellite, and the coverage of the collapse of the Ruby Tower in [Manila](#) via microwave transmission from a multi-cam outside broadcast van (OB Van).

ABS-CBN went into hibernation when it was closed by government during the years of Martial Law. It came back to life in 1986 and continued to innovate on its programs and operations. One innovation was the establishment of ABS-CBN Regional Network Group in 1992 which is the provincial network of ABS-CBN. It is responsible for live or pre-taped relay of shows aired in Manila throughout the country.

The ABS-CBN Regional Network Group has several stations in each region all over the country. This group produces programs on local occurrences and events for the local audiences in each region. At present there are 40 Regional Network groups in the country. Two of these are ABS-CBN Baguio and ABS-CBN Dagupan which established a news program “TV Patrol Northern Luzon”.

This program, hosted by Dhobie de Guzman of ABS-CBN Baguio and Mae Viray of ABS CBN Dagupan, is shown from Monday to Friday at 6:00 to 6:30 p.m. It brings to its audience information about the happenings in Northern Luzon particularly the Cordillera Administrative Region (CAR) and the Ilocos Region. Developmental news featured in the program are on researches done and other projects of Benguet State University (BSU) and local festivals like Panagbenga, Adivay, Bangus and Talong Festival, among others.

The people of Kapangan, Benguet can now access “TV Patrol Northern Luzon” as a result of the widening reach of television. Radio, particularly DZWT, was the only immediate source of information in the place in the 1990’s. Very few had televisions and newspapers had to travel by land for hours before reaching the place.



Since the program is meant for local audiences, there is a need to determine whether or not the intended receivers are being benefited, hence this study.

Statement of the Problem

In order to characterize the viewership of TV Patrol Northern Luzon, the study was conducted to answer the following:

1. What are the characteristics of the viewers of the program?
2. How often do the viewers watch the program?
3. What are the viewer's perceptions about the program?
4. What are the viewers' attitudes towards the news program?
5. What information would the viewers want to be included in the program?
6. What do the viewers suggest for the improvement of the program?

Objectives of the Study

The study aimed to:

1. determine the socio-demographic profile of viewers;
2. determine the frequency of watching the program;
3. determine the viewers' perceptions on the news program.;
4. determine the viewers' attitudes towards the program,;
5. determine the information needs of the viewers that may be broadcast over the program; and,
6. to solicit the suggestions of the viewers for the improvement of the news program.



Importance of the Study

Results of the study may serve as reference for the producers of TV Patrol Northern Luzon on how the station could improve the strategies and content of the program; as reference for teachers, researchers and students of communication.

Scope and Limitation of the Study

The study surveyed 50 viewers of the program in Barangay Balakbak and Beleng-belis, Kapangan, Benguet. Data gathering was done in October 2006 using an interview schedule. Data gathered were the viewers' profile, their attitudes and perceptions regarding the news program, information needs, and suggestions for the improvement of the program.

The study did not look into specific information gained from the program.



REVIEW OF LITERATURE

Characteristics of the Viewers

Ogsaen (2003) stated in her survey of viewers of Sky 12 programs in five barangays in Baguio City that only six percent belonged to the age bracket of 19 and below. Majority of the respondents (70%) reached college and 24% finished high school.

In the findings of Gonzales (2005) in La Trinidad, majority of the viewers (83.3%) were mainly dependent on farming as source of livelihood. They were producing a variety of upland crops like strawberries, potatoes, leeks, broccoli, cabbage and peas. The others were mainly dependent on non-farming jobs like teaching, film video rentals and government employment but still maintained farms.

As to viewing time, Elayda (2004) reported that in some barangays of La Trinidad, Benguet, 70% watched TV at 4 pm and beyond. Gonzales (2005) also reported that 70% of the viewers preferred watching at 6pm to 9pm daily while resting from a whole day's work. More than half of these also watched from 12 noon to 1 pm while having lunch.

Reasons for Watching Television

According to Arboleda (1993) as cited by Ogsaen (2003), TV brings the family together in the home for entertainment. It was also found out that it is the most effective way to reduce boredom due to its informative and entertaining programs.

Since TV reaches into the homes of millions its powerful influence cannot be ignored. It became the greatest source of common experience in the lives of children. It



has come to play a major role in socializing the child. Children say that TV “helps them to know how other people live or if the news is more real when they have seen where it happens”. They added also that it is helpful in giving ideas and topics to talk about in school (Nepomuceno, 1983).

According to Magusara (1987), for the different high school students in Baguio City, television is already a part of their everyday life despite the fact that there are lots of work in school. They felt they deserved a “reward” in the form of relaxing hours of TV viewing. This shows that the TV is an important medium for the audience. Females watched TV soap operas more frequently than the males. This simply shows that women are fond of dramas especially if the main character is their favorite. Males also watched TV to be able to obtain some lessons about life that they could apply in their everyday activities.

Dasing (2005) found out also that viewers preferred news programs to acquire knowledge and build awareness on what is happening around them

Viewers' Perceptions on News Programs

In the findings of Ogsaen (2003) in Baguio City, majority of the viewers claimed that topics were helpful but sometimes boring.

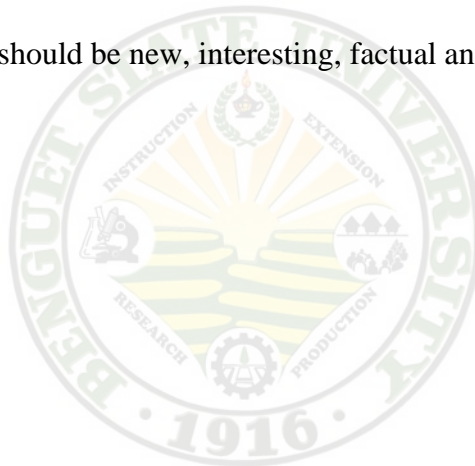
As for the time of airing 68% of the viewers claimed it is appropriate, 28% too late and 4% too early. For the length of the program, half said it is appropriate, 44%, it is too long and 6 %, it is too short



Suggestions of the Viewers

According to the study of Fernando (2001) as cited by Ogsaen (2003), most of the viewers suggested that they were interested in earning additional income to meet their basic needs. Most of them wanted to know more about possible business ventures where they can invest their money. Some are interested about announcements from different agencies on job vacancies and opportunities. They also want to learn about places in Baguio City and Benguet Province.

Ogsaen (2003) added also in her study that viewers want to be informed on health, current issues and housekeeping. Gonzales (2005) revealed that the viewers suggested topics being aired should be new, interesting, factual and not exaggerated.



METHODOLOGY

Locale and Time of the Study

The study was conducted in two barangays of Kapangan, Benguet: Balakbak and Beleng-belis. They are traversed by the Acop-Kapangan-Kibungan National Road and are occupied mainly by Kankana-eyes. Map of the study area is shown in Figure 1. Access to ABS-CBN or Channel 2 is not a problem in these barangays and at least 50% households have television sets.

Barangay Balakbak was originally named “legleg” or clay soil used as shampoo. It has an area of 725 hectares distributed among seven sitios. It is 43 kilometers away from the City of Baguio.

Barangay Beleng-belis is also one of the 15 barangays of Kapangan. It lies in the interior boundary between the municipalities of Kapangan and Kibungan. It is bounded on the east by Barangay Poblacion, on the west by Badeo, Kibungan, on the south by Barangay Balakbak and on the north by Saddle, Sagpat, Kibungan. It is about 52 kilometers away from Baguio City, 46 kilometers away from the Provincial Capitol and 12 kilometers away from the Municipal Center.

Farming is the major source of livelihood in the area. Most of them produced rice for home consumption. Beans and cucumber are the products mainly sold outside the barangay particularly at the La Trinidad Trading Post and Baguio City Market.

The study was conducted in October 2006.





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



Respondents of the Study

The study had 50 respondents chosen from among 80 households with television sets in the study area. Only those who watched TV Patrol Northern Luzon were taken as respondents.

Data Collection

The researcher used an interview schedule to gather data. The questions were translated into Kankana-ey during the interviews which were personally conducted by he researcher.

Data Gathered

The data gathered were the socio-demographic characteristics of viewers, frequency of viewing, the respondent's attitudes, respondent's perceptions, information needs and suggestions for the improvement of the program.

Data Analysis

Data gathered were analyzed and interpreted using descriptive statistics such as frequencies, percentages and ranking.



RESULTS AND DISCUSSION

Socio-Demographic Profile of the Respondents

Table 1 shows the characteristics of the respondents which include sex, age, civil status, educational attainment and occupation. More than half of the respondents were female, 20 years old or younger and were single. More than half also reached high school and were students at the time of the study. The rest were employed as teachers, barangay officials and laborers while the others were self-employed as housekeepers, farmer, hairdresser and landlord.

The respondents of the study were all viewers of TV Patrol Northern Luzon. They were identified from among 80 households with television sets. Thirty household representatives claimed that they never watched the news program so they were no longer included as respondents.

Frequency of Watching TV Patrol Northern Luzon

The frequency of viewing the TV Patrol Northern Luzon is presented in Table 2. Among the 50 respondents, 48% said that they watched the program daily. These are referred to as the regular viewers in this study. The others did not have a regular schedule of watching which means that viewing the program varied week after week. Sometimes they watched once a week, twice a week or thrice a week. So these respondents were just classified as non-regular viewers. The number of non-regular viewers is slightly more than that of regular viewers.



Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS	NUMBER	PERCENTAGE (%)
Sex		
Female	29	58
Male	21	42
TOTAL	50	100
Age		
20 and below	26	52
21 and above	24	28
TOTAL	50	100
Civil Status		
Single	31	62
Married	16	32
Widow/widower	3	6
TOTAL	50	100
Educational Attainment		
Elementary	2	4
High school	33	66
College	15	30
TOTAL	50	100
Occupation		
Students	28	56
Employed	12	24
Self-employed	10	20
TOTAL	50	100



Table 2. Frequency of watching TV Patrol Northern Luzon

FREQUENCY OF WATCHING	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Regularly	24	48
Irregularly	26	52
TOTAL	50	100

Table 3 shows a cross tabulation of the respondents' characteristics and the frequency of viewing. For regular viewers, there is a slight difference between males and females. There is also a noted difference between age brackets with more regular viewers aged 21 and older. There were also more employed respondents among regular viewers. On the other hand, non-regular viewers were mostly female, single, 20 years old or younger. Most of the non-regular viewers also reached high school and were still students at the time of the study.

Perceptions on the Appeal of the News Program

Table 4 shows that 92% of the respondents perceived the news program as interesting since it was helpful in knowing the different current issues. It was also perceived as enjoyable since they were being entertained. The rest claimed that the program were sometimes boring.

Similarly in the findings of Ogsaen (2003), most (76%) viewers of Sky 12 programs in Baguio City claimed that topics were helpful while the rest claimed it was boring because episodes are replayed most of the time.



Table 3. Characteristics of the respondents and the frequency of watching the news program

CHARACTERISTICS	FREQUENCY OF VIEWING			
	REGULAR		NON-REGULAR	
	Number	Percentage	Number	Percentage
Sex				
Female	11	45.83	18	69.23
Male	13	54.16	8	30.76
TOTAL	24	100	26	100
Civil Status				
Single	11	45.83	20	76.92
Married	11	45.83	5	19.23
Widow/widower	2	8.33	1	3.84
TOTAL	24	100	26	100
Age				
20 and below	8	33.33	18	69.23
21 and above	16	66.66	8	30.76
TOTAL	24	100	26	100
Educational Attainment				
Elementary	2	8.33		
High school	15	62.50	20	76.92
College	7	29.16	6	23.03
TOTAL	24	100	26	100
Occupation				
Students	8	33.33	20	76.92
Employed	9	37.50	3	11.53
Self-employed	7	29.16	3	11.53
TOTAL	24	100	26	100



Table 4. Perceptions on the appeal of the news program

PERCEPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Interesting	46	92
Boring sometimes	4	8
TOTAL	50	100

Perceptions on the Time of Airing

Table 5 shows the perceptions of the respondents on the time of airing. Sixty-eight percent said that the time of airing is appropriate while 16% claimed that it is too early so they could not watch the program daily.

The respondents' frequency of viewing was cross tabulated with their perceptions on the time of airing. Out of 24 regular viewers, 21 claimed that it was appropriate while for non-regular viewers, the number of respondents who thought that the time of airing was appropriate was equal to the number of those who thought it was too early. Half of the non-regular viewers claimed that the time of airing was too early so they could not watch it daily.

Table 5. Perceptions on the time of airing and the frequency of viewing

PERCEPTIONS	FREQUENCY OF VIEWING				TOTAL	
	REGULAR		NON-REGULAR		Number	Percentage
	Number	Percentage	Number	Percentage		
Appropriate	21	87.50	13	50	34	68
Too Early	3	12.50	13	50	16	32
TOTAL	24	100	26	100	50	100



Perceptions on the Length of the Program

Perceptions of the respondents on the length of the program are presented in Table 6. The number of those who thought that the program was too short and those who thought it was just enough were the same at 48%. Only 4% claimed that it was too long. This indicates that most of the respondents found the program worth spending time on. From interviews, 18% suggested that if possible the program should be doubled in length which means it should be an hour long.

Table 6 also shows the perceptions on the length of the program cross tabulated with frequency of viewing. For regular viewers, nine (37.50%) thought it was too short and 13 (54.16%) thought it was just enough. None of the non-regular viewers thought that it was too long.

Perceptions on Background Video Clips Used

Table 7 summarizes the perceptions of the respondents on background video clips used. Majority of the respondents (82%) claimed that the video clips were appropriate since they were about the news being delivered. They also added that the clips were descent enough to be viewed by minors. However, 18% said the video clips were not always appropriate because movement was too fast and they were often repeated.

Appropriateness of Program Content

All of the respondents approved of the news being shown. Table 8 shows that the most popular reasons of the respondents were as follows: it gives information on what is happening within Northern Luzon (80%) and the news stories being shown are accurate



(16%). Two respondents said that the program content was also helpful in promoting tourism in Northern Luzon while showing the different beauty spots, cultures and traditions that may attract the viewers to visit the place.

This supports the study of Dasing (2004) that viewers preferred news program to acquire knowledge and build awareness on what is happening around.

Table 6. Perceptions on the length of the program and frequency of viewing

PERCEPTIONS	FREQUENCY OF VIEWING					
	REGULAR		NON-REGULAR		TOTAL	
	Number	Percentage	Number	Percentage	Number	Percentage
Too short	9	37.50	15	57.69	24	48
Enough	13	54.16	11	42.30	24	48
Too long	2	8.33	26	-	2	100
TOTAL	24	100	26	100	50	100

Table 7. Perceptions on background video clips used

PERCEPTIONS	NUMBER	PERCENTAGE (%)
Appropriate	41	82
Not always appropriate	9	18
TOTAL	50	100



Table 8. Reasons for approving the news program content

PERCEPTIONS	NUMBER OF RESPONDENTRS	PERCENTAGE (%)
Gives information on what is happening within Northern Luzon	40	80
Broadcast accurate news	8	16
Helps in promoting tourism in Northern Luzon	2	4
TOTAL	50	100

Reasons for Continued Viewership

Table 9 shows that all of the respondents said they will continue watching the news program. The most popular reasons were that it is helpful (80%), it is the only local TV station that has a local program (8%), and they love ABS-CBN “Kapamilya” (4%). The respondents who said that the program was helpful said so because they were being updated on different news and that they would like to be very supportive to the program by patronizing it.

Contributions of the News Program on the Life of the Respondents

Table 10 shows that 92% claimed that the news program keeps them updated on the different issues within Northern Luzon. The program also gives lessons in life.

This supports the study of (Magusara, 1987) that while watching, the inner feelings of viewers are touched and because of this effect they tend to change urge of attitudes or outlook in life



Table 9. Reasons for continued viewership

REASONS	NUMBER OF RESPONDENTS	PERCENTAGE %
The program is helpful	40	80
The program is the only local news program on TV	4	8
I love ABS-CBN	2	4
Watching the program is already a habit	2	4
To follow-up some reports	1	2
The program shows videos of our place	1	2
TOTAL	50	100

Table 10. Contributions of the news program to the life of the respondents

CONTRIBUTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Provides update on different issues in Northern Luzon	46	92
Gives lessons	1	2
Helps in forgetting problem	1	2
Evokes pity for those affected in the news	1	2
Provide happiness	1	2
TOTAL	50	100



Suggested Topics to be Included in the Program

Suggested topics to be included in the program were: more news to be tackled about Benguet specifically in the remote areas, school topics that include interviews with the Department of Education Supervisor and results of different contests. Other suggested topics are health tips, Benguet culture, beauty spots and traditions where they like to see the beauty spots of Kapangan, learn and see the different cultures, traditions and beauty spots. Two respondents also suggested that job opportunities should also be included (Table 11).

This is similar to Fernando (2001) as cited by Ogsaen (2001), that viewers are interested to see announcements from agencies about job vacancies and they want also to learn more about places in Baguio City and Benguet. It also supports the findings of Ogsaen (2003), where viewers want to be informed on health and current issues.

Table 11. Suggested topics to be included in the program

SUGGESTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
More news about Benguet	27	54
School topics	10	20
Health tips	6	12
Benguet cultures, traditions and beauty spots	6	13
Job vacancies and how to apply	2	4
Topics on environment	1	2
Multiple responses		



Suggestions for the Improvement of the Program

For the improvement of the program, Table 12 presents the respondents' suggestions as follows: widen the area of coverage, prolong the program to an hour, add field reporters for the program to tackle more news and lessen advertisements.

Table 12. Suggestions for the improvement of the program

SUGGESTIONS	PERCENTAGE %	RANK
Widen the area of coverage	28	1
Prolong the length of the program	18	2
Add field reporters	10	3
Lessen advertisements	6	4
Program should not be early	4	5
Improve reception signal	2	6
Videos should not be repeated	2	6
Multiple responses		



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted to determine the socio-demographic profile of the viewers, their frequency of watching the program, their perceptions on and attitudes towards the program, their information needs and their suggestions for the improvement of the program.

An interview schedule was used to gather information from 50 viewers who were purposively chosen on the basis of their viewership of the program. Frequency counts and percentages were used in analyzing the data.

More than half of the respondents were female, single, aged 20 or younger, and were high school students at the time of the study. Almost half of the respondents were regular viewers watching the program daily. The regular viewers were either male or female, single or married, mostly aged 21 or older, reached high school or college, and mostly employed. The non-regular viewers were mostly students.

Almost all of the respondents found the program interesting and the time of airing were appropriate. Almost one-half thought it was too short and another thought it was just enough. Majority also thought the background video clips and program content were appropriate and that it gives information on what is happening in Northern Luzon. All the viewers said they will continue to watch the program since it is very helpful but that there should be more news about Benguet. Some also suggested that the coverage be widened and that the program be prolonged to one hour.



Conclusions

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

1. TV Patrol Northern Luzon catered to the general public since the viewers were distributed across classes according to sex, age, civil status, educational attainment and occupation.
2. The frequency of viewing the program depended on the time of airing since most of those thought it was too early were not able to watch the program regularly.
3. The program is acceptable to the viewers.

Recommendations

It is therefore recommended that:

1. the program should continue;
2. the coverage be expanded in order to include more local news;
3. program management should consult viewers also on what topics to tackle;
and,
4. survey results be considered to further improve the program.



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Appendix 1: Interview Schedule

Viewership of TV Patrol Northern Luzon in Balakbak and
Beleng-belis, Kapangan, Benguet

Profile

A. Socio-demographic Profile

Name: (optional)

Age: _____

Sex: _____

C.S. _____

Educational Attainment: _____

Occupation: _____

B. Viewership Profile

1. How often do you watch TV Patrol Northern Luzon?

C. Respondents Perceptions

1. What are your perceptions on the news program?

2. What is your perception on the time of airing?

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

4. What can you say about the background video clips being shown while watching?

D. Respondents attitudes

1. Are you in favor of the news content?

2. Do you continue watching the news program?

3. What are the contributions of watching the news program in your life?

E. Information's needs by the respondents

F. Comments and Suggestions

