

## **BIBLIOGRAPHY**

LINGGODEN, LEVILYN L. APRIL 2007. Perceptions and Attitudes of Barangay Alno, La Trinidad, Benguet Farmers on Voice of America (VOA) News Program on Magic 99.9 FM (DZWR). Benguet State University, La Trinidad, Benguet.

Adviser: Anna Liza B. Wakat, BSc

## **ABSTRACT**

This study was conducted to characterize the listeners of Magic 99.9 in Alno La Trinidad, Benguet, determine the respondents' attitudes towards Voice of America (VOA) news, determine the respondents' perceptions towards Voice of America (VOA) news; and, identify some of suggestions of the respondents for the improvement of Voice Of America (VOA) news.

The data were gathered with the use of interview schedule. There were 50 respondents. Most of the respondents belonged to the age range of 20-30. Majority were male, and were single. All respondents had been to formal school and many of them reached elementary and secondary levels. Majority of the respondents were listening to Magic 99.9 FM where VOA news was aired and most of them used battery and electricity operated radio and some used their cell phones in listening.

The respondents listened to VOA news to be informed on what is happening around the world at the same time they gain knowledge about politics on the other countries. Majority of the respondents understand the language used in VOA news while many of them did not understand the content because they claimed that the host's voice

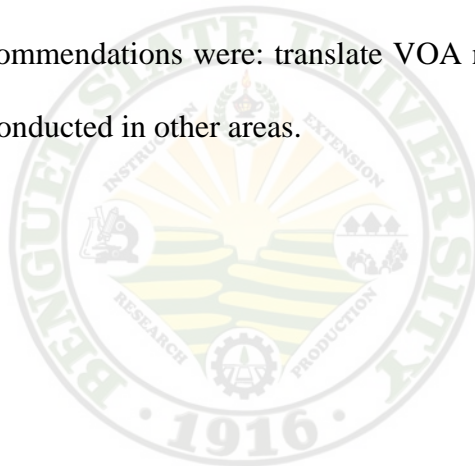
was not clear and the host way of delivering the message was not good. Majority of the respondents said that VOA news is informational.

Many of the respondents waited for the program and the reasons for waiting on VOA news, because of the following reasons: the respondents wanted to be updated on international news; VOA news was a good source of information; and for entertainment.

Majority of the respondents claimed that the length of the program was too long and the time of airing was too late. Majority of the respondents support the program.

Topics that they wanted to be aired were: farming issues; about health; religions issues; editorials and on environment.

Their leading recommendations were: translate VOA news in simpler term and a similar study should be conducted in other areas.



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## INTRODUCTION

### Rationale

Magic 99.9 is the only country FM station in Baguio-Benguet. It played country music that many of the Igorots and other tribe want to listen too.

Radio listening serves as a past time like for those who are at home, work and school. It serves as a source of information and entertainment to the listeners.

Today, listeners may not only be entertained by listening to a country music station, but also be informed about what is happening around the world through the Voice of America (VOA) news a one year old program of DZWR Magic 99.9 country. It is aired once from Monday to Friday and Sunday, and twice every Saturday with duration of five-minutes. The time of airing is from 9:00-9:05AM from Mondays to Fridays, 12:05-12:10AM and 7:00-7:05 PM for Saturdays, and 7:00-7:05 for Sundays. This VOA News is a five-minute news of DZWR Magic 99.9 country. It was introduced by Father Lorenzo Abela Jr. General Manager for both AM (DZWT 540) and FM (DZWR) stations. They connect to the VOA web site to download the hottest and latest news around the world.

The Voice of America is the official external radio and television broadcasting service of the United State Federal government. Its oversight entity is the Broadcasting Board of Governors (BBG), which is committed to promote freedom and democracy by broadcasting accurate, objective, and balanced news and information about the U.S. and the world audience abroad.



VOA has a growing worldwide network of more than 1,200 local affiliate stations which include FM and medium wave (MW or Am) radio stations. Its programs are also available through the internet in both stream media and downloadable formats at [www.VOANews.com](http://www.VOANews.com). VOA has affiliate and contract agreements with many radio and television stations and cable networks worldwide.

In Barangay Alno, farmers do not find enough time to read newspapers because they are busy in their farm, but they listen to Magic 99.9 FM. Magic 99.9 country FM has a program Voice of America (VOA) News, the said program is all about international news. VOA special English radio programs are broadcast everyday of the year on the VOA network.

Magic 99.9 makes an arrangement with the Broadcasting Board of Governors (BBG) Washington D.C to download VOA news direct from their website.

Since VOA is a canned program of DZWR Magic 99.9 country, this study aims to know the perceptions and attitudes of Alno farmers on VOA news.

### Statement of the Problem

This study attempts to answer the following questions:

1. What is the socio-demographic of the respondents?
2. What are the attitudes of the respondents on Voice of America (VOA) news
3. What are the perceptions the respondents on Voice of America (VOA) news
4. What are their suggestions for the improvement of Voice of America (VOA) news at Magic 99.9 FM DZWR?



### Objectives of the Study

1. Characterize the listeners of Magic 99.9 in Alno La Trinidad, Benguet.
2. Determine the respondents' attitudes towards Voice of America (VOA) news
3. Determine the respondents' perceptions towards Voice of America (VOA) news; and
4. Identify some of suggestions of the respondents for the improvement of Voice Of America (VOA) news.

### Importance of the Study

Findings may help DZWR Magic 99.9 country to know the audience's perceptions and attitudes on Voice of America (VOA) news. It could also be a basis for Magic 99.9 country FM to improve the program in terms of time of airing to be more helpful to the listeners. The results of the study will serve as a reference to other researchers' who plan conduct studies related to the topic.

### Scope and Limitation of the Study

The study was focused on the perceptions and attitudes of Alno farmers on Voice of America (VOA) news of DZWR Magic 99.9 country.

It did not include the content analysis of Voice of America (VOA) news.



## **REVIEW OF LITERATURE**

### Profile of Radio Listeners

Panares (1988) as cited by Anno (2003) reported that at least four out of five Filipinos (84 %), aged 15 and above listened to radio for about three hours a day; five to six days a week.

According to Balanggoy (2003), among 50 respondents in Pandayan, Tadian Mountain Province majority (52%) of the respondents was farmers. 24% were house keepers; 20% were students; and 4% were government employees.

In the study of Moral (1987) he found out that majority of the adult rice farmers in Sudipen, La Union (73.83 %) had either attended or finished elementary grades; twenty percent (20%) had been to high school; and only 1.67% had been to vocational schools. He also found that almost all of the respondents were married (93.33%) and only 1.6% was single.

### Attitudes

According to Pocdo (2003) Among the 50 respondents, 33 or 66% recommended the program to others while 17 or 34% did not. Majority of (66%) of the respondents recommended the program to others because they want others to gain more knowledge in farm management (48%); because they want to increase their productivity (22%) and so that they will also recommend to others (14%) and 34% of the respondents who did not recommend the program also had their own reasons .





One reason is that respondents have just known about the program (22%); other reasons are technical terms are being used (10%) and topics aired are repeated (2%).

### Perceptions

According to Zimmerman (2004) the word perception is in the language of philosophers previous to Reid, used in a very extensive signification. By Descartes, Male Branche, Locke, Leibnits and others, it is employed in a sense almost as unexclusive as consiousness, it its widest signification. By Reid this word was limited to our faculty acquisitive of knowledge of the external world. But his limitation did not stop here. In the act of external perception and sensation. He distinguished two elements, to which he gave the names of perception and sensation, when employed in his special meaning.

In her study Pocdo (2003) found out that all of the respondents claimed that BSU on the air program was helpful are; it introduce new technology in farming (86%); it helps to increase productivity (56%); and topics are new (10%).

Majority (85%) of the respondents said that content of Action Line Program is common because the topics were always the same especially the political issues; (61.67%) said that content was not offensive, because respondents said that the topic was accurate because the program aired the right information and opinions of the respondents or the listeners that was sent to Action Line Program (Pur-ayan 2007).

Palayen (2007) stated that majority (88%) of the farmers in Baculongan Sur, Buguias claimed that the length of the program (Boses ti Farmer) 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.

### Suggestions

The suggestions for the improvement of Radio Natin FM Buguias programming were on enriching the programs with more music and information and broadcasters should use Ilocano or Kankana-ey in their news and interview broadcast. The most needed information was on community issues (Anno, 2003).

Pocdo (2003) stated that the respondents suggested that the topics aired for the improvement of the BSU on the air program, should not be repeated, anchor should elaborate more of the technical terms, the program should be aired from Monday to Friday.

Respondents in Bontoc, Mountain Province suggested that programs on community, national and international issues should be continued since they inform the listeners on what is happening around them (Dawigwey 2004).



## **METHODOLOGY**

### Locale and Time of the Study

The study was conducted at Alno, La Trinidad Benguet from October to December 2007. Alno is located on the southwestern part of La Trinidad. The barangay shares its boundaries with four barangays of the municipality, Tublay on the north, Alapang on the south, Bahong on the east and Bineng on the west (Figure1). Alno is the third largest barangay in the municipality; it has six major sitios which includes: Central, Alno, Cayub, Conig, Peril, Riverside and Roadside.

Barangay Alno can be reached in 20 minutes by jeepneys from La Trinidad town. Most of the farmers are outflower growers.

The barangay was chosen as the place of the study because most of the residents are farmers and they listen to Magic 99.9 (DZWR).

### Respondents of the Study

There were 50 respondents who were chosen purposively. The criteria in choosing the respondents were: they should be listening to DZWR Magic 99.9 country, especially VOA news and they should be farmers, and they should be residents of Barangay Alno, La Trinidad, Benguet.

### Data Collection

An interview schedule was used to gather information needed to answer the objectives of the study and to clarify some doubtful answers.



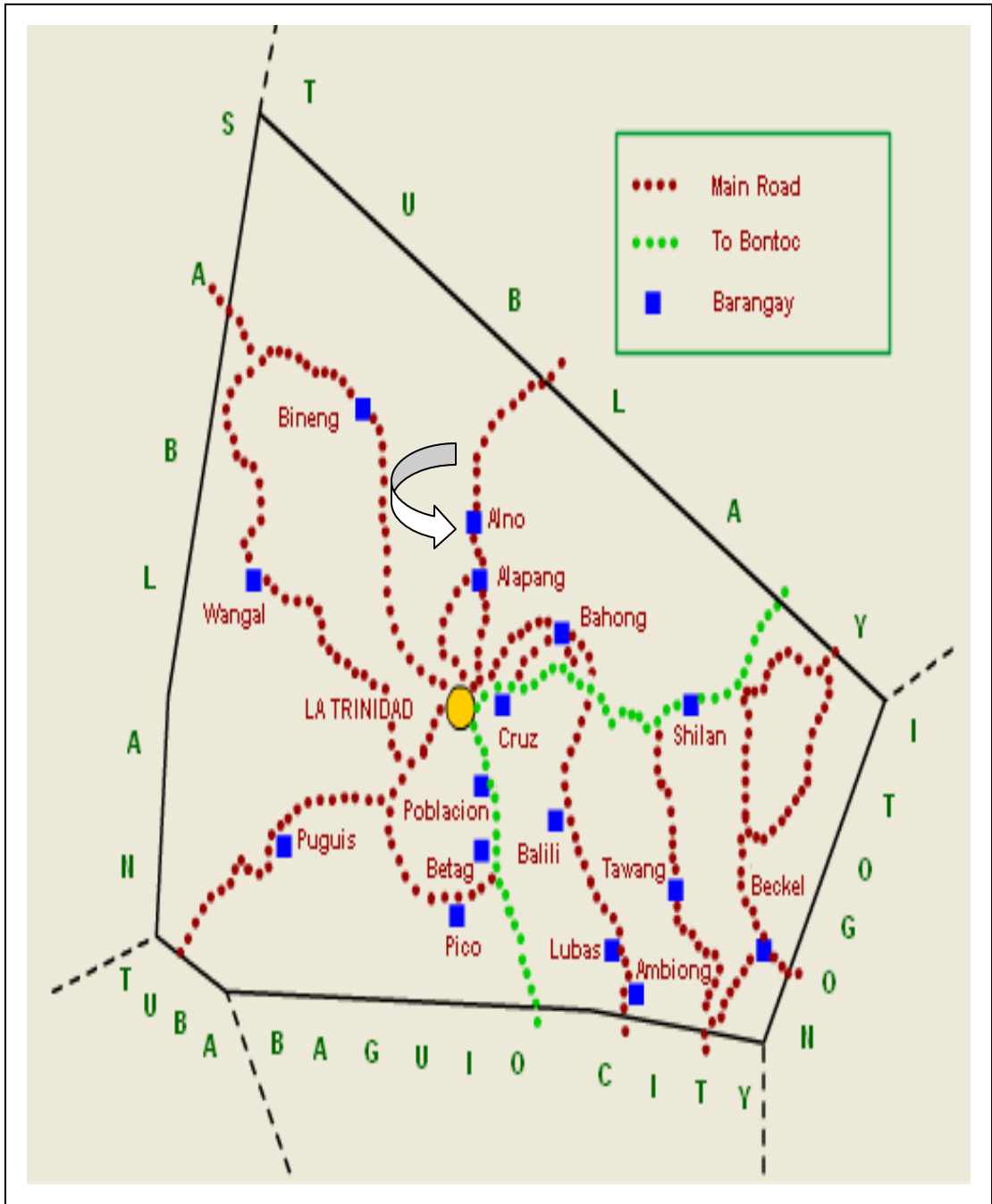


Figure 8. Map of La Trinidad showing the locale of the study



### Data Gathered

Using an interview schedule, the data gathered were; respondents' socio-demographic profile; respondents' attitudes towards Voice of America (VOA) news; respondents' perceptions towards Voice of America (VOA) news; and respondents' suggestions for the improvement of VOA news.

### Data Analysis

The data and information gathered from the respondents was tabulated, consolidated, categorized and interpreted through the use of ranking, and percentage.



## RESULTS AND DISCUSSION

### Socio-Demographic Profile

Table 1 shows the socio-demographic profile of the respondents which includes age, sex, civil status, highest educational attainment and type of radio by the respondents used in listening to VOA news.

Among the 50 respondents, 40% fell under the age bracket of 16-20 while only 4% belonged to the bracket of 41-50 and the youngest respondent was 16 years old while the oldest was 43 years old. As to the sex, it shows that 54% of the respondents were male and 46% were female. Majority (64%) of the respondents were single, while 36% were married.

In terms of their highest educational attainment results show that (48%) of the respondents finished high-school; 6% took vocational courses; and only 8% reached college level. These findings mean that the respondents attended formal education.

Table 1 also presents the type of radio used by the respondents in listening to VOA news. Half (50%) of the respondents used battery operated radio and 22% used electricity operated radio while many (16%) of the respondents used their cell phones. This is because there are cell phones nowadays that have an FM radio. Findings imply that some of the respondents can afford to buy such cell phones.

Table 2 presents the respondents who listened to VOA news. Almost all (92%) of the respondents were listening to VOA news while 8% were not listening.



Table 1. Socio-demographic profile of the respondents

| CHARACTERISTIC                 | FREQUENCY(N=50) | PERCENTAGE |
|--------------------------------|-----------------|------------|
| Age                            |                 |            |
| 16-20                          | 20              | 40         |
| 21-30                          | 18              | 36         |
| 31-40                          | 10              | 20         |
| 41-50                          | 2               | 4          |
| TOTAL                          | 50              | 100        |
| Sex                            |                 |            |
| Male                           | 27              | 54         |
| Female                         | 23              | 46         |
| TOTAL                          | 50              | 100        |
| Civil status                   |                 |            |
| Single                         | 32              | 64         |
| Married                        | 18              | 36         |
| TOTAL                          | 50              | 100        |
| Highest educational attainment |                 |            |
| High school                    | 24              | 48         |
| Elementary                     | 19              | 38         |
| College                        | 4               | 8          |
| Vocational                     | 3               | 6          |
| TOTAL                          | 50              | 100        |
| Type of radio used             |                 |            |
| Battery operated radio         | 25              | 50         |
| Electricity operated radio     | 11              | 22         |
| Cell phone radio               | 8               | 16         |

\* Multiple responses



Table 2. Respondents' listenership to VOA news

| CHARACTERISTICS           | FREQUENCY N=50 | PERCENTAGE |
|---------------------------|----------------|------------|
| Listeners of VOA news     | 46             | 92         |
| Not listening of VOA news | 4              | 8          |
| Total                     | 50             | 100        |

### Reasons of the Respondents in Listening to VOA News

Table 3 shows the reasons of the respondents in listening to VOA news. All (100%) of the respondents claimed that they listened for information on what is happening around the world. Other reasons were: topics are interesting and no choice because when they tune in to Magic 99.9 FM they will hear VOA news.

This is similar to the study of Dawigwey (2004) where majority of the respondents listened to the program because it gives information about the events around them.

Table 3. Reasons for listening to VOA news

| REASONS                | FREQUENCY (n=46) | PERCENTAGE |
|------------------------|------------------|------------|
| For information        | 46               | 100.00     |
| Topics are interesting | 27               | 58.70      |
| No choice              | 6                | 13.04      |

\*Multiple responses





### Perceptions on VOA News

*Topic.* Table 4 presents the perceptions of the respondents on the topic. Almost all mentioned that the topic were informative because they gain knowledge on the events around the world; it also gives detailed international news.

According to one respondent, it is only in VOA news program where they can listen to international news unlike in the other news program where they broadcast a little on international news.

Table 4. Perceptions of the respondents on the topic of VOA News

| PERCEPTION               | FREQUENCY(n=46) | PERCENTAGE |
|--------------------------|-----------------|------------|
| Informative              | 43              | 93.47      |
| It gives complete detail | 26              | 56.52      |
| *Multiple responses      |                 |            |

*Content.* Table 5 shows the perceptions of the respondents on the content. Among the 50 respondents, 65.21% of the respondents said that they were able to understand the content while 34.78% claimed that they did not understand the content.

Table 5. Perceptions of the respondents on the content of VOA News

| RESPONSE                | FREQUENCY(n=46) | PERCENTAGE |
|-------------------------|-----------------|------------|
| Easy to understand      | 30              | 65.21      |
| Difficult to understand | 16              | 34.78      |
| Total                   | 46              | 100        |



Table 6 shows the reasons of the respondents for understanding and not understanding the content. Many (41.30%) of the respondents understood the language used; and they were interested (32.60%) on the topics aired so they listen carefully.

Those who did not understand well the content has reasons too. They mentioned that reporting was too fast (8.69%) that makes the announcers voice not clear.

According to the respondents, sometimes the announcer talked like he was eating his word and his pitch is very low.

Table 6. Reasons of the respondents for understanding and not understanding the topic

| REASONS                           | FREQUENCY(n=46) | PERCENTAGE |
|-----------------------------------|-----------------|------------|
| For understanding                 |                 |            |
| They understand the language used | 19              | 41.30      |
| They were interested on the topic | 15              | 32.60      |
| Way of delivering is good         | 9               | 19.56      |
| For not understanding             |                 |            |
| Reporting was too fast            | 4               | 8.69       |
| Voice is not clear                | 3               | 6.52       |

\* Multiple responses

*Length of the Program.* Table 7 shows the perceptions of the respondents towards the length of the program. The respondents claimed that the length of the program was too long (73.91%); while 15.22 % said that the length of the program is appropriate.



Results show that the respondents do not want too long news because there is a possibility that they will get bored. Example: if the news was too long they cannot focus or concentrate in listening because they were used in listening short news.

Table 7. Perceptions on the length of the program

| PERCEPTIONS | FREQUENCY(n=46) | PERCENTAGE |
|-------------|-----------------|------------|
| Too long    | 34              | 73.91      |
| Appropriate | 7               | 15.22      |
| Too short   | 5               | 10.87      |
| Total       | 46              | 100        |

*Time of airing.* Perceptions of the respondents towards the time of airing are presented in Table 8. The respondents mentioned that the time of airing of VOA news was too late (58.69%); it is appropriate (26.04%) and; it is too early (15.22%).

From the interviews, most of the respondents who mentioned that the time of airing are too late, said that during this time (9-11am) they were on their work and they cannot listen well to the program. There were factors that will distract their attention. Sometimes in their work they cannot avoid having conversation with their co-worker or friends and they can not listen actively to the program.



Table 8. Perceptions on the time airing of VOA news

| PERCEPTIONS | FREQUENCY(n=46) | PERCENTAGE |
|-------------|-----------------|------------|
| Too late    | 27              | 58.69      |
| Appropriate | 12              | 26.09      |
| Too early   | 7               | 15.22      |
| Total       | 46              | 100        |

*Delivery.* Table 9 shows the perception of the respondents on the way of delivering the message. The respondents claimed that the host delivered the message in a fast way (80.43%); host's voice is not good (63%) because most of the time pronunciation were slang, which makes the respondents confused.

On the other hand, some (41.30%) of the respondents claimed that host's way of delivering the message is good that the respondents were able to understand the content while only 36.9% mentioned that the host's voice is breathy because he is like whispering. Some respondents also mentioned that the level of understanding the content of the news depends on the host way of delivering the message. If the host delivered the content in good way, then the listeners will easily understand the content but if the way of delivering is not good there is possibility that the respondents can not understand the content.

According to the 10.87% respondents, they said that there are gaps in the host's way of delivering the message, because it seems that the host stopped speaking every next word. Sometimes there were dead air.



Table 9. Perceptions on the host way of delivering the message

| PERCEPTIONS              | FREQUENCY(n=46) | PERCENTAGE |
|--------------------------|-----------------|------------|
| Delivery is fast         | 37              | 80.43      |
| Host's voice is not good | 29              | 63.00      |
| Delivery is good         | 19              | 41.30      |
| Voice is breathy         | 17              | 36.95      |
| There are gaps           | 5               | 10.87      |

\* Multiple responses

*Comments.* General comments on VOA news are presented in Table 10. Majority (93.47%) of the respondents said that VOA news is informational, because they were being updated on world news and aside from that, they have an idea about politics in the other countries. Other comments were: program is boring (56.52%) because some interviews were long and there is scratching sounds on the background music. Others said that the program was designed for students, because they are the ones who will understand well the language used and the information can be used in school.

Table 10. General comments of the respondents' on VOA news

| COMMENTS              | FREQUENCY(n=46) | PERCENTAGE |
|-----------------------|-----------------|------------|
| Informational         | 43              | 93.47      |
| Boring                | 26              | 56.52      |
| No farming issues     | 8               | 17.39      |
| Educational           | 7               | 15.22      |
| Designed for students | 5               | 10.87      |
| No comment            | 5               | 10.87      |

\*Multiple responses



### Attitudes Towards VOA News

*Ways of supporting the program.* Table 11 presents the respondents' ways of supporting VOA news. Majority (84.78%) of the respondents supported VOA news by listening, while only 2.17% recommend it to others as a way of supporting the program. According to the respondents, they support the program because they want the program to continue broadcasting international news.

Table 11. Respondents' ways of supporting the program VOA News

| WAYS OF SUPPORTING | FREQUENCY(n=46) | PERCENTAGE |
|--------------------|-----------------|------------|
| By listening       | 39              | 84.78      |
| By recommending    | 1               | 2.17       |

On the other hand, Table 12 shows the respondents' reasons for not supporting VOA news. Their reasons were: topics were not interesting because it is not helpful in farming and only 6.5% said that voice of the anchor is not good.

Table 12. Respondents' reasons for not supporting the program

| REASONS                    | FREQUENCY(n=46) | PERCENTAGE |
|----------------------------|-----------------|------------|
| Topics are not interesting | 13              | 28.26      |
|                            |                 | 6.52       |
| The voice is not good      | 3               |            |



*Reasons for recommending and not recommending the VOA news.* Table 13 shows that the respondents had their own reasons for recommending and not recommending the program to others. Some of them said that they recommend VOA news for others to gain more knowledge (21.73%); for the others to recommend (10.87%); and for others to know that there is VOA news (8.69%).

There were respondents who said that they did not recommend VOA news because their co-farmers/friends were already listening to VOA news (32.60%) and only 2 or 4.3% said that the program is boring because the length of the program was too long.

Table 13. Reasons for recommending and not recommending the program

| REASONS                                       | FREQUENCY(n=46) | PERCENTAGE |
|---|-----------------|------------|
| For recommending                              |                 |            |
| For the others to gain knowledge              | 10              | 21.73      |
| For the others to recommend also              | 5               | 10.87      |
| For the others to know that there is VOA news | 4               | 8.69       |
| For not recommending                          |                 |            |
| Co-farmers/friends are already listening      | 15              | 32.60      |
| Technical terms are used                      | 8               | 17.39      |
| Topics are always repeated                    | 5               | 10.87      |
| No time to recommend                          | 5               | 10.87      |
| Program is boring                             | 2               | 4.34       |

\* Multiple responses



Among the 50 respondents, 38 waited for the program and the reasons for waiting on VOA news are presented in Table 14. Majority (52.63%) said that the main reason were to be updated; followed by good source of information (44.73%) because VOA news has a complete detail on world news; and for entertainment because they were informed about the latest news on sport.

Table 14. Reasons for waiting for VOA news

| REASONS                    | FREQUENCY(n=38) | PERCENTAGE |
|----------------------------|-----------------|------------|
| To be updated              | 20              | 52.63      |
| Good source of information | 17              | 44.73      |
| Entertainment              | 12              | 31.57      |
| * Multiple responses       |                 |            |

#### Suggestions for the Improvement of VOA News

Table 15 presents the suggestions of the respondents for the improvement of the program. Their suggestions were; translate VOA news in simpler terms (82.60%) so that the respondents will easily understand the content; 28.26% said that the time of airing should be adjusted. It should be between 6-7am or 6-7pm. Also 19.56% of the respondents said that there should be one announcer only to avoid confusion among the listeners. In VOA news there were times when there can be 2 or more voices heard, especially if the news is not from America.

The 19.56% respondents said that if possible one of the Magic 99.9 country FM newscasters will read the script of VOA news.





Table 15. Suggestions of the respondents for the improvement of the program

| SUGGESTIONS                   | FREQUENCY(n=46) | PERCENTAGE |
|-------------------------------|-----------------|------------|
| Translate in simpler term     | 38              | 82.60      |
| Adjust the time               | 13              | 28.26      |
| Schedule the different issues | 11              | 23.91      |
| Shorten the length            | 10              | 21.73      |
| One announcer only            | 9               | 19.56      |
| Read the script               | 9               | 19.56      |

\*Multiple responses

#### Suggested Topics

In Table 16, respondents suggested different topics that they wanted to be aired. Majority (54.34%) of the respondents wanted topics to be aired on farming or agriculture issues in other countries so that they will compare it with their way of farming; issues on health (21.73%), like new researches pertaining to health; and on environment (10.87%).

Table 16. Suggested topics to be aired

| TOPICS              | FREQUENCY(n=46) | PERCENTAGE |
|---------------------|-----------------|------------|
| Farming/agriculture | 25              | 54.34      |
| Health              | 10              | 21.73      |
| Religion            | 8               | 17.39      |
| Editorials          | 6               | 13.04      |
| Environment         | 5               | 10.8       |

\*Multiple responses



## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### Summary

The study focused on the perception and attitudes of the Alno farmers on VOA news at Magic 99.9 FM (DZWR). This study was conducted in Barangay Alno, La Trinidad, Benguet with the following objectives: characterize the respondents in Alno La Trinidad, Benguet; determine the respondents' perceptions towards Voice of America (VOA) news; determine the respondents' attitudes toward Voice of America (VOA) news; and identify the suggestions of the respondents for the improvement of Voice of America (VOA) news.

An interview schedule was used in gathering the needed information from the 50 respondents who listened to VOA news. The questionnaires were translated into Ilokano, Ayangan and Tuwali to facilitate understanding between the researcher and the respondents. The study was conducted from October to December 2008. Data gathered were analyzed and interpreted using descriptive statistics such as frequency counts, percentage and ranking.

Many (40%) of the respondents fell under the age bracket of 16-20 while only 36% belonged to the bracket of 41-50. As to the sex it shows that 54% of the respondents were male and 46% were female. Majority (64%) of them were single while 32% were married. Many (48%) of the respondents finished high school and 6% reached the college level. It means that they attended formal schooling.



Half (50%) of the respondents used battery operated radio and 22% used electricity operated radio while many (16%) of the respondents used their cell phones. This is because there are cell phones nowadays that have an FM radio.

Among the 50 respondents, all of them listened to VOA news for information and the topics were interesting. Almost all claimed that topics aired in VOA news were informative and they gain knowledge. Majority (65.21%) of the respondents understood the content.

For the reasons why the respondents understand the VOA news, many (41.30%) of the respondents understood the language used; and they were interested (32.60%) on the topics aired so they listen carefully.

Those who did not understand well the content has reasons too. They mentioned that reporting was too fast (8.69%) that is why they were not able to understand the news.

Majority of the respondents claimed that the length of the program was too long (73.91%).

The respondents mentioned that the time of airing of VOA news was too late (58.69%); it is appropriate (26.04%) and; it is too early (15.22%).

The respondents claimed that the host delivered the message in a fast way (80.43%); host's voice is not good (63%) because most of the time pronunciation were slang, which makes the respondents confused.

Some (41.30%) of the respondents claimed that host's way of delivering the message is good that the respondents were able to understand the content while only 36.9% mentioned that the host's voice is breathy because he is like whispering.



Majority (93.47%) of the respondents said that VOA news is informational, however 56.52% said that the program was boring

Among the 46 who were listening to VOA news, 40 or 86.95% who were willing to support the program while 26 or 56.51 who were not willing to support VOA news.

Among the 50 respondents, 38 waited for the program and the reasons for waiting on VOA news, because of the following reasons: the respondents wanted to be updated on international news; VOA news was a good source of information; and for entertainment.

The respondents' suggestions were: translate VOA news in simpler term; the time of airing should be adjusted; there should be one announcer only; and read the script of VOA news.

Majority (54.34%) of the respondents wanted topics to be aired on farming or agriculture issues in other countries so that they will compare to their way of farming ; issues on health (21.73%), example new researches pertaining to health issues and on environment (10.87%).

### Conclusions

Based on the finding of the study the following conclusions were derived;

1. The respondents were relatively young, most of them were males who belonged to different age bracket and all of them had been to formal education.
2. The respondents listened to VOA news to be informed on the latest news around the world and they gain knowledge in listening VOA news.



3. The respondents had mostly positive perceptions and attitudes on VOA news.
4. Majority of the listeners claimed that the host's way of delivered the message in fast way.

### Recommendations

Based on the conclusions, the following recommendations were formulated:

1. Magic 99.9 Country FM, if possible should translate the news into simpler term.
2. A similar study be conducted in other areas to compare the results.



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APPENDICES

Appendix A. Interview schedule for the community respondents

I. Socio-demographic Profile

Name (optional): \_\_\_\_\_

Sex: \_\_\_\_\_ Male \_\_\_\_\_ Female

Age: \_\_\_\_\_ 20 and above \_\_\_\_\_ 21-30 \_\_\_\_\_ 31-40  
\_\_\_\_\_ 41-50 \_\_\_\_\_ 51-60 \_\_\_\_\_ 61 and above

Highest Educational Attainment

- \_\_\_\_\_ Elementary
- \_\_\_\_\_ High School
- \_\_\_\_\_ College
- \_\_\_\_\_ Others (please specify)

Type of radio owned: \_\_\_\_\_ Battery operated  
\_\_\_\_\_ Electricity operated

Are you listening to VOA news?

- \_\_\_\_\_ Yes
- \_\_\_\_\_ No

III. Perceptions

1. What can you say about the topics aired?

- \_\_\_\_\_ Helpful, why?
  - \_\_\_\_\_ Topics aired are informative
  - \_\_\_\_\_ Topics aired helps to know the latest news
  - \_\_\_\_\_ Others (pls. specify)
- \_\_\_\_\_ Not helpful
  - \_\_\_\_\_ Topics aired are not informative
  - \_\_\_\_\_ Topics aired are not new
  - \_\_\_\_\_ Others (pls. specify)

2. Did you understand the content?

- \_\_\_\_\_ Yes why?
  - \_\_\_\_\_ I understand the language used
  - \_\_\_\_\_ I listen carefully
  - \_\_\_\_\_ Others (pls. Specify)
- \_\_\_\_\_ No, Why?
  - \_\_\_\_\_ I can't understand the language used
  - \_\_\_\_\_ I didn't listen
  - \_\_\_\_\_ Others (Pls. specify)



3. What can you say about the length of the program?  
 Too short  
 Too long  
 Appropriate  
 Others (pls. Specify)
4. What can you say about the time of airing?  
 too late  
 appropriate  
 too early  
 others (please specify)
5. What can you say about the host?  
 He delivered the information in a simple manner  
 Good in delivering the message  
 His voice is not good  
 He/she talk so fast  
 Boring  
 others (pls. specify)
6. What can you say about the way of delivering the message?  
 too fast  
 too long  
 Appropriate  
 others (pls. specify)
7. What can you say about the VOA new?  
 informational  
 educational  
 others (pls. specify)
8. Why do you listen to VOA news?  
 To gain additional knowledge  
 Topics are interesting  
 others( Pls specify).
9. Are you willing to support the program?  
 Yes, how?  
 by listening  
 by practicing the topic aired  
 by recommending to others  
 others (pls. specify)  
 No, why?  
 Topics are not interesting  
 Topics are not helpful  
 Others( Pls.specify)
10. Have you recommended the program to your friend/ relatives/ neighbors.  
 Yes, why?  
 So that I will gain more knowledge  
 So that they will recommend also to others  
 Others (pls.specify)





- \_\_\_\_\_ No, why?
  - \_\_\_\_\_ Topics are always repeated
  - \_\_\_\_\_ Technical terms are being used
  - \_\_\_\_\_ Program is very boring
  - \_\_\_\_\_ others (pls. specify)

11. Do you wait for the VOA news?

- \_\_\_\_\_ Yes, Why?
  - \_\_\_\_\_ I want to be updated on international news.
  - \_\_\_\_\_ I did'nt watch/listen to the news last night.
  - \_\_\_\_\_ others (pls. Specify)
- \_\_\_\_\_ No, Why?
  - \_\_\_\_\_ I'm not interested
  - \_\_\_\_\_ I don't know the time of airing
  - \_\_\_\_\_ Others (pls. specify)

IV. Suggestions

1. What can you suggest for the improvement of the programs?

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2. What other topics do you want to be aired?

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3. Any other comments about the VOA?

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## Appendix B. Sample of VOA news script

Kenyans Hope for Quick Conflict Resolution By Peter Clottey

Washington, D.C.

18 January 2008

Length: 3min

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1 Some Kenyans are reportedly hoping a compromise could soon be reached to  
2 end the post-election violence that has plunged the country into a political  
3 crisis. This comes after police again fired live bullets yesterday at protesters.  
4 Today (Friday) is the last of three nationwide rallies called by the main  
5 opposition Orange Democratic Movement (ODM) to protest the results of the  
6 December 27 elections. The opposition has accused President Mwai Kibaki of  
7 rigging those elections. ODM leader Raila Odinga Thursday accused the  
8 police of turning the country into killing fields of the innocent during the  
9 opposition's organized protest marches. The police have denied the  
10 charge. Paul Mbatia is a Kenyan political science professor at the University  
11 of Nairobi. He tells reporter Peter Clottey that both the government and the  
12 opposition have failed to come to a compromise. "The latest development is  
13 that the stalemate is still on. The ODM and PNU (ruling Party for National  
14 Unity) have not come to agree on how to resolve the stalemate. And ODM a  
15 few days ago, announced they would have three consecutive days of protest  
16 marches in Nairobi, and in other selected towns including Kisumu, Eldoret,  
17 Mombassa and many others. Security has been beefed up in all these towns,  
18 so eventually we had confrontation between the police and the crowd as the  
19 police tried to disperse the crowd. In some places it became very  
20 confrontational, and out of that I think about three people died. And that



1 explains why Honorable Odinga was complaining that the police used lie  
2 bullet sand not the rubber bullets,” Mbatia pointed out. He said the police  
3 used force after they accused the protesters of turning the rallies into  
4 violence. “The media reported that some people died, and that they were shot  
5 by the police. It was very clear that in some situations it was very dangerous  
6 confrontation because some youths were also stoning the police, but you  
7 cannot rule out the fact that at some point the police might have been  
8 provoked beyond any patience to actually shoot in defense of themselves or  
9 to just chase away the youths who are actually charging on them,” he  
10 noted. Mbatia said although the protesters have a right to march to express  
11 their displeasure with the elections results, they should not go about  
12 destroying the people’s property. “We know the law is the law and people  
13 have the right to mount a protest march. But again, that has to be done with an  
14 assurance that as they do that they don’t interfere with the lives of others, and  
15 they also don’t destroy properties of other people,” Mbatia said. He said it was  
16 unfortunate that the recent protests have turned violent. “This time around, all  
17 the protest marches that we have witnessed, we have also seen some hooligans  
18 destroy people’s property. Most people are nearly convinced that such protest  
19 marches would eventually lead to looting and destruction of properties,” he  
20 said. Mbatia said he would not support the idea of charging the organizers of  
21 the protest marches, as that could potentially worsen the current tensions in  
22 the country. “At the normal circumstances, they would be held accountable.



1 But don't also forget that we have also having a very explosive political  
2 situation. So if we start blaming and even taking these political leaders  
3 to court, then we would be blowing out a very volatile situation rather  
4 than trying to cool down the temperatures. So legally, yes one would  
5 think about that, but I don't think this is the right time to start taking  
6 such action. It would actually make the situation worse," Mbatia pointed  
7 out. This Peter Clottey for VOA news.

