

BIBLIOGRAPHY

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ABSTRACT

The study was conducted to determine the profile of the plug, characterize the respondents' of the study, determine the listenership profile of the respondents', determine the respondents' evaluation towards the plug and to determine the suggestions of the respondents' for the improvement of the plug.

An interview schedule was done to gather information in Barangay Pico and Balili. The study was conducted from December 2007 to January 2008.

According to Mr. Nolan Sabling (Health Education in Promotion Officer III), the dengue fever plug was aired in DZWT and DZWR (99.9 Magic Country FM). And the Dengue fever plug was produced in DZWT. The narrator in the plug was one of the announcers of the station. The plug was aired twice a day: at 6 o'clock in the morning between the news hour and at 9 o'clock in the morning before the Action Line program.

The plug used straight narration in discussing the topic; and it is 1 minute and 20 seconds long. The plug was in Filipino and used a male voice.

Majority of the respondents belonged to the age bracket of 28-37 and all of them were female and more than half of the respondents reached college. In terms of their

occupation, most of them are housekeeper (35%) followed by government employees and farmers. And all of the respondents were listening to DZWT.

Results of the study show that majority of the respondents claimed that the plug of dengue is relevant, understandable, the content is realistic and the plug is interesting. And most of the respondents liked the language they used on the plug which is Filipino. Moreover, the length of the plug was just enough to discuss the topic. However, 45% of the respondents stated that the music was not appropriate to the plug because according to them the music was not related to the topic and it was more appropriate if the music was instrumental.

The respondents suggested for the improvement of the plug that; the radio station should air the plug more frequently because they just air the plug two times a day and there was a tendency that other listeners did not hear it. The producer of the plug should use sound effects to make the plug more attractive, use appropriate music for the plug because according to them the music they used is not related to the topic. Also the improvement of the voice over of the narrator because according to them the narrator has the same pitch of voice from the beginning up to the end of the plug.

It is recommended by the researcher that the Dengue fever plug should continue in airing to keep the listeners always informed, suggestions of the respondents for the improvement of the plug should be carried out and lastly since many listeners listened to DZWT the concerned agency should provide more developmental plug about dengue with different information on dengue.

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INTRODUCTION

Rationale

Radio has been the most useful source of information. This is because it can reach the people easily and quickly. Radio also has advantages comparing to other forms of media since it has the capability to reach both urban and rural areas. There are several formats that they used to transmit news and information, one of them is the developmental plug.

Developmental radio plugs are brief and repetitive broadcast in different forms used to impart information or to educate target listeners (Coldevin, 1987 as cited by Tabangcura 2007). They could be in the form of drama, jingle and narration that is 30 seconds to one minute long. Contents of developmental plugs could either be about health, agriculture, sanitation on other topics or issues that contribute to development of a community

DZWT- Under Mountain Province Broadcasting Company is a private sector station that aired developmental plugs. Among them is the plug on dengue fever.

Dengue fever is an acute infectious disease characterized by severe pain behind the eyes and in the joints and bones. Dengue is a primarily disease of the tropics and the viruses that cause it are maintained in a cycle that involve humans and domestic day biting mosquito that prefers to feed on humans (Bower, et.al 1999).

Through developmental plugs people become aware on the information they hear. In a way plugs promote development that makes the life of people better. Barangay Balili



and Barangay Pico, La Trinidad, Benguet are among the most populated barangays in the municipality.

With this, dengue awareness campaigns were done in the Barangay as part of the awareness campaign done in the municipality. The different means of Dengue campaigns were through leaflets, posters and through plugs aired on radio.

Statement of the Problem

The study intended to answer the following questions:

1. What is the profile of the plug?
2. What are the socio-demographic profiles of the respondents?
3. What is the listenership profile of the respondents?
4. What are the respondent evaluations to the plug?
5. What are the suggestions of the respondents' for the improvement of the plug?

Objectives of the Study

To answer the research questions, the objectives will be:

1. Determine the profile of the plug;
2. Characterize the respondents' of the study;
3. Determine the listenership profile of the respondents';
4. Determine the respondents' evaluations towards the plug;
5. Determine the suggestions of the respondents for the improvement of the plug.



Importance of the Study

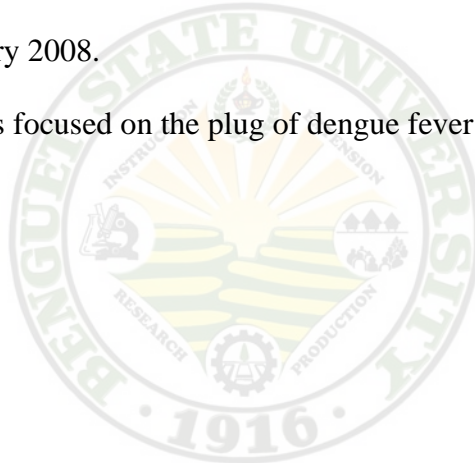
The results of the study could be helpful for the plug producers for more improvement of the plug. It could also be helpful to keep the people updated about development information.

Furthermore, the result of this study was serving as a reference and basis for the future researchers.

Scope and Limitations of the Study

The study was conducted at Pico and Balili, La Trinidad, Benguet from December 2007 to January 2008.

The study was focused on the plug of dengue fever aired at DZWT.



REVIEW OF LITERATURE

Profile of the Listeners

Panares (1998) as cited by Anno (2003) reported that at least 4 out of 5 Filipinos (84%), aged and above, listeners to radio for about 3 hours a day, 5-6 days a week. This possible explanation for this could be the shift from radio to television at night in the urban areas and the fact that many folks go to bed earlier than the urban dwellers.

According to Langngag (1997) as cited by Pocdo (2003), respondents in Tabuk, Kalinga were 21 to 61 years old, either male or female, married or single, from different religious groups and were all literate. This is indicative of the universality of the radio as a medium.

In Besao, Mountain Province, 54% of the farmers were listening to daily program and 46% listen once in a while. Eighty percent (80%) of the respondents listen to DZWT, ten percent (10%) to DZBS, eight percent (8%) to DZWX and two percent (2%) to DZEQ. In addition, farmers in Besao do not listen to only one particular radio station Banggalit (1984) as cited by Buyagan (2003).

In the study of Dawigüey (2004), she found out that majority (74%) of the respondents in Bontoc, Mountain Province belonged to the aged bracket of 46-55. Among the 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.



Developmental Plugs

Developmental plugs are brief and repetitive broadcast in different forms used to impart information or to educate target listeners (Coldevin, 1987 as cited by Tabangcura, 2007). Radio plugs could be in the form of drama wherein the message is conveyed through the dialogue of two characters. Usually, one character is presented as having a problem. The other character offers him/her a solution. Later, the problematic character will be convinced and become satisfied with solution offered to him. Narration is the simplest easiest, and least costly to prepare. Because the message of the plug are just narrated by the announcer in a straightforward manner. Other forms of plugs are the jingle wherein the message is presented in a song or through musical form (Tabing and Osalla 2001).

However, CBS (1979) as cited by Antero (2003) described a plug to be from 15 seconds to one minute, hence excluding a two-minute plug.

The Kapisanan ng mga Brodkaster sa Pilipinas (KBP) code states that all stations must contribute to national development and must promote the educational, cultural and social economic upliftment of the people. One way of supporting development is for the radio station to broadcast at least one minute or 30 seconds of development message and or public service announcement every clock hour. In the absence of developmental plugs from the government agencies, the station should produce its own 30-seconds development communication plugs for airing in the station (KBP Radio Code).



Three DevCom Source of Information

According to Kapisanan ng mga Brodkaster sa Pilipinas (KBP) code there are three sources of developmental plugs which are part of a communication campaign. They are the government information agency, KBP, and the station. The government information agency is a source when it endorses the campaign of government agencies to the KBP through broadcast orders in return for tax credits. KBP is another source of whenever the launch a campaign for national development. Lastly, the station itself wherein it can initiate and produced devcom plugs and public service announcement (KBP Radio Code).

Reasons in Listening Radio

Paulino (2003) stated that majority of the respondents in Palina, Kibungan, Benguet (40%) listen to radio because it provides current prices of vegetables. This is important for them since most of them are vegetable growers. Other reason for listening are gives farm information, increase knowledge, informs on current issues and provides entertainment and relaxation.

According to Jamias (1975) as cited by Palubos (2004), the ability of radio to contribute to national development may also be attributed partly to the fact the people prefer to it to other mass media because it fulfills certain psychological needs and further because radio listening is easier to do that reading or viewing movies or television.



Suggestions

A suggestion is the idea or proposal to put forward for consideration (Encarta Dictionary 2007).

Pocdo (2003) stated in her study that the respondents suggested that the topic aired should not be repeated, another should elaborate more of the technical terms. Moreover, it was also stated in the study of Dinggo (2005) that the respondents suggested that the DZWX commentators should avoid too many expressions and jokes; discuss the topic properly before moving to the next topic, not to serious in delivering their comments, avoid unnecessary mannerisms and lastly they should make commercials shorter.

Housewives

Housewives are terms referring to a married woman with or without children. Stay-at-home mom is also used, particularly if the person views their central role as caring for children. An additional role of housewives is to take charge with the different household chores like cooking, and cleaning the house (wikipedia.org/wiki/Homemaker).



METHODOLOGY

Locale and Time of the Study

The study was conducted at Barangay Pico and Barangay Balili, La Trinidad, Benguet (Figure 1 and 2). La Trinidad is the capital town of Benguet Province and it is 5 kilometers from Baguio City with an area of 8,273 hectares (Municipal and Planning Development Office 2000).

The areas were chosen because Pico and Balili are the most populated among 16 barangays in La Trinidad.

The study was conducted from December 2007 to January 2008.

Respondents of the Study

Sixty respondents were purposively chosen for every household. Forty from Barangay Pico and twenty respondents from Barangay Balili. The respondents were chosen based on the following criteria: a housewife and must be 18 years old and above, and listening to DZWT.

Data Collection

An interview schedule was used to gather information from the respondents. The questions were translated to Ilocano to facilitate understanding between the researcher and the respondents.



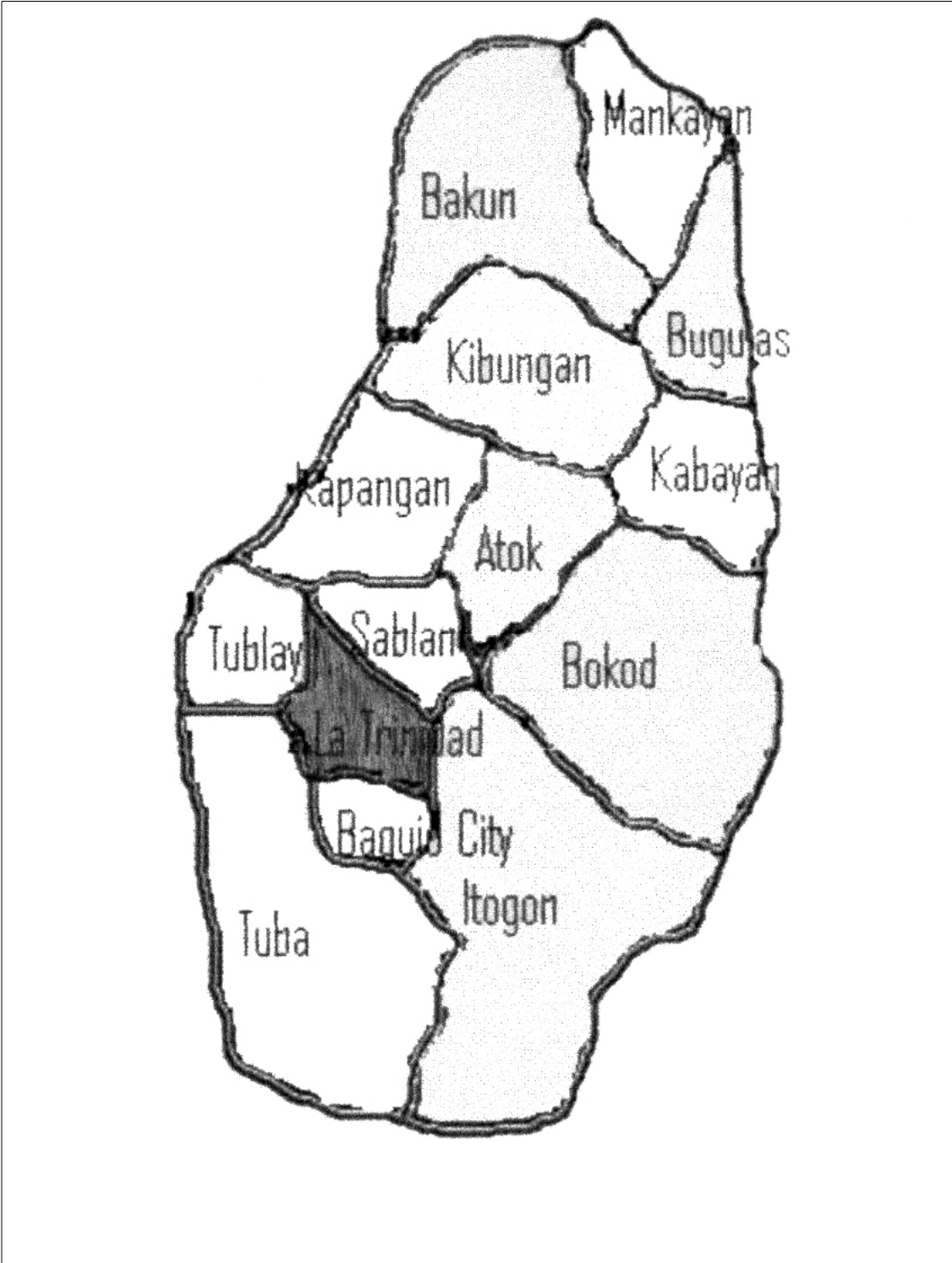


Figure 1. Map of Benguet showing the location of the study.

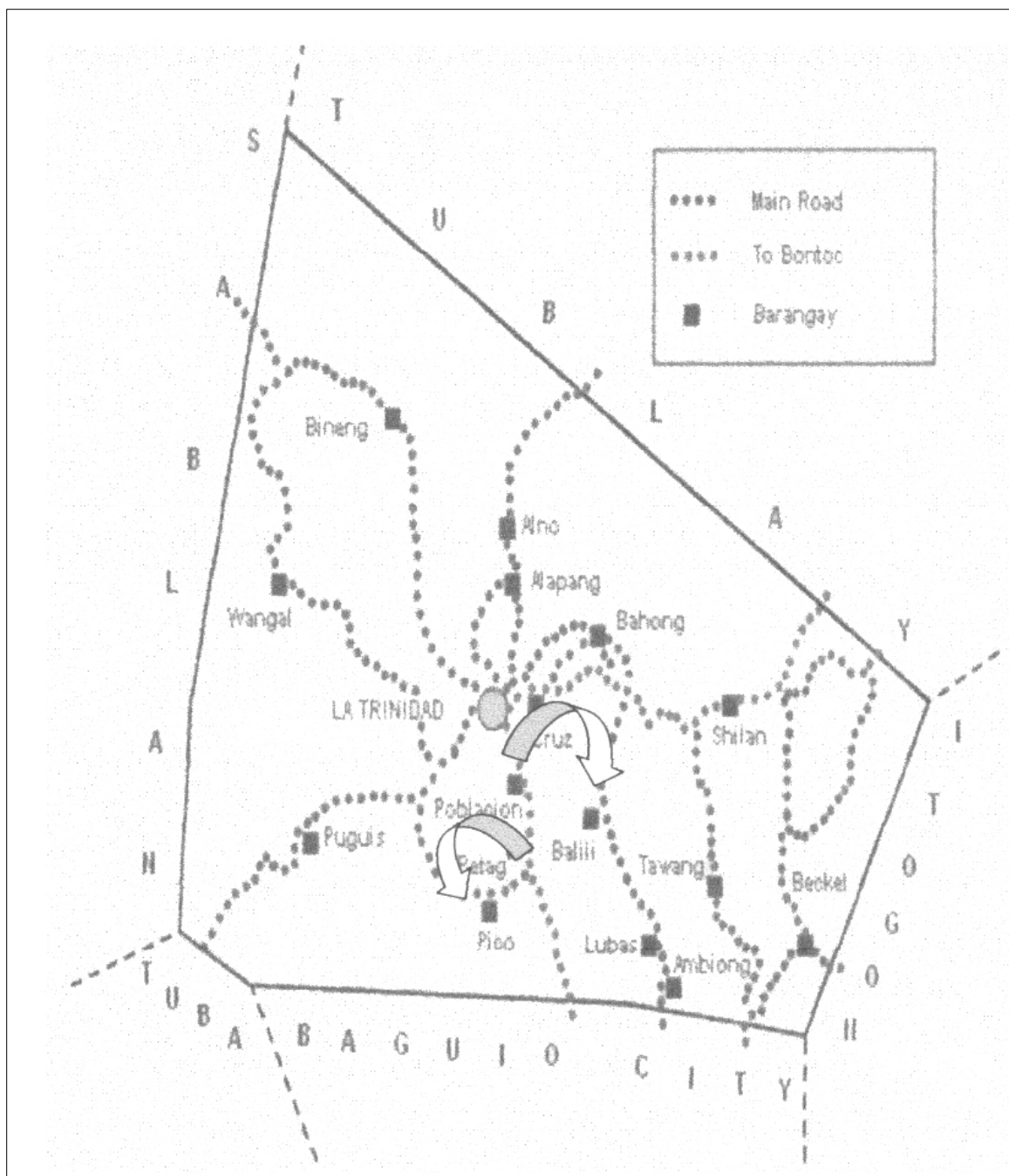


Figure 2. Map of La Trinidad showing the location of the study.

Data Gathered

The data gathered were the profile of the plug, socio-demographic profiles of the respondents, listenership profile of the respondents, the respondents' evaluations towards the plug and suggestions of the respondents for the improvement of the plug.

Data Analysis

The data gathered were tabulated, consolidated and analyzed using the frequency counts, percentage and ranking.



RESULTS AND DISCUSSION

Profile of the Dengue Fever Plug

The dengue fever plug is a message from the Department of Health-Cordillera Administrative Region (DOH – CAR) for the people to keep them aware for the safety practices in order to avoid dengue. The script of the plug follows:

<u>BIZ: (MUSIC UP AND UNDER)</u>	
(FILIPINO)	(ENGLISH)
<p>Mag-ingat! Nakamamatay ang Dengue, mag-apat na S laban sa Dengue. Ang Unang S, Search and destroy. Itaob ang mga bote, lata at iba pang maaaring pag-ipunan ng tubig at pangitlogan ng lamok. Linisin ang mga alulod, palitan ang tubig sa mga flower vase minsan sa isang lingo. Tiyakin na walang naiipon na tubig sa ilalim ng paminggalan at refrigerator. Takpan ang mga drum o iba pang imbakan ng tubig.</p> <p>Pangalawang S, Self-protection measures. Magsuot ng mahabang pantalon at may mahabang manggas na polo o di kaya ay kamiseta. Maari ding gumamit ng mosquito repellent sa araw.</p> <p>Pangatlong S, kontra sa Dengue, Seek early consultation. Kung may lagnat na nang dalawang araw at may rushes sa balat pumunta at komunsulta agad sa pinakamalapit na health center o di kaya ay sa ospital.</p> <p>Pang-apat na S, kontra sa Dengue, Say no to indiscriminate fogging. Mag-fogging lamang kung may Dengue outbreak. Alalahanin din na hindi bibigyan ang pasyente ng aspirin. Puksain ang kiti-kiti, sugpuin ang Dengue. “Do it na”. isang paalala ng Department of Health-Cordillera Administrative Region (DOH-CAR).</p>	<p>Beware! Dengue may cause death. There are four S against Dengue. The first S, Search and destroy. Cover those empty bottles, cans and other things that may be used as water storage and places where mosquito can lay their eggs. Clean the roof gutters, change the water of the flower vase at least once a week and make sure that is not stored under the cupboard and refrigerator. Cover drums and other water storage.</p> <p>Second S, Self-protection measures, wear long pants and long sleeve polo or shirts. We can also use mosquito repellent during daytime.</p> <p>Third S, against Dengue, Seek early consultation. If the person is suffering from fever within two days and has skin rushes, go to the nearest health center or hospital.</p> <p>The forth S, against Dengue, Say no to indiscriminate fogging. Fogging is only advisable if there is a Dengue outbreak. And always remember; never give aspirin to the patient. Destroy wrigglers! Stop Dengue. “Do it now”. A public advisory from the Department of Health-Cordillera Administrative Region (DOH-CAR).</p>



According to Mr. Nolan Sabling (Health Education in Promotion Officer III), the dengue fever plug was aired in DZWT and DZWR (99.9 Magic Country FM).

The Dengue fever plug was produced in DZWT. The narrator in the plug was one of the announcers of the station. The plug was aired only twice a day at 6 o'clock in the morning between the news hour and the second airing was at 9 o'clock in the morning before the Action Line program.

The plug used straight narration in discussing the topic; and it is 1 minute and 20 seconds long. The plug was in Filipino and used a male voice.

Music was used at the beginning and at the end of the narration. The music was "Katawan" by Hagibis.

The plug did not use any sound effects.

Socio-Demographic Profile of the Respondents

Forty (40) residents of Barangay Pico and 20 in Balili, La Trinidad Benguet who listened to DZWT were purposively chosen as the respondents of this study.

Table 1 shows the socio-demographic profile of the respondents in terms of sex, age, civil status, educational attainment and occupation. Among the 60 respondents, 41.67% belonged to age bracket of 28-37. The oldest respondent was 61 while the youngest was 19. Majority of them were married (66.67%). The rest were either separated or widowed.



For educational attainment 51.67% of the respondents reached college level while only 3.33% of them reached elementary level. Result shows that many of the respondents had been to formal education.

In terms of occupation, 35% are housekeeper or those stay at home moms who take care of their children and their house. There were 18.33% who were government employees. Two of them worked as utility personnel, five were teachers, two were nurses and two were street sweepers. The other eleven respondents were farmers (18.33%) who planted vegetables and strawberries in their field. It also shows that 10% were businesswomen who owned sari-sari store and the others were engaged to direct selling.

The findings show that most of the respondents had their formal education and all of them are old enough to understand the topic.

Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS	FREQUENCY (N-60)	PERCENTAGE (%)
Age		
18 – 27	23	38.33
28 – 37	25	41.67
38 – 47	6	10.00
48 – 57	5	8.33
58 – 67	1	1.67
TOTAL	60	100
Civil Status		
Married	40	66.67
Separated	16	26.67
Widow	4	6.67
TOTAL	60	100



Table 1. (continued)		
Educational Attainment		
Elementary	2	3.33
High School	12	20.00
College	31	51.67
Vocational	15	25.00
TOTAL	60	100
Occupation		
Housekeeper	21	35.00
Government Employee	11	18.33
Farmer	11	18.33
Student	10	16.67
Businesswoman	6	10.00
Pharmacist	1	1.67
TOTAL	60	100

Listenership Profile of the Respondents

Radio ownership. Table 2 shows that majority of the respondents (88.33%) had their own radio and there were seven respondents who did not have a radio. But these seven respondents still find ways to acquire information from radio. Some of the respondents listened with their boardmate who have radio because their radio was loud and they had no choice but to listen. The others went to their neighbor to listen while chatting with each other. Another listened with her relatives.

Types of radio owned. Among the 60 respondents 88.33% had their own radio. More than half of the respondents owned electricity operated radio (76.67%) and only 23.33% had battery operated radios.



This finding not like the results of Paulino (2004) in Palina, Kibungan, Benguet where 55% of the respondents owned battery operated radio and 35% electricity operated radio.

Frequency of listening. Among the respondents, 70% are listened to radio everyday and 1.67% of them listened to radio once a week.

Average length of radio listening. Thirty percent (30%) of the respondents listened to radio everyday with minimum of two hours. And 5% of them listened to radio for 4 hours. Findings show that the respondents do not have much time to listen to radio because they were busy with their work.

Table 2. Listenership profile of the respondents

CHARACTERISTICS	FREQUENCY (N-60)	PERCENTAGE (%)
Radio ownership		
With radio sets	53	88.33
Without radio sets	7	11.67
TOTAL	60	100
Types of radio owned		
Battery operated	14	23.33
Electricity operated	46	76.67
TOTAL	60	100
Frequency of listening		
Everyday	42	70.00
Twice a week	14	23.33
Thrice a week	3	5.00
Once a week	1	1.67
TOTAL	60	100
Average length of radio listening		
1 hour	15	25.00
2 hours	18	30.00
3 hours	9	15.00
4 hours	3	5.00
More than 4 hours	15	25.00
TOTAL	60	100



Evaluation of the Dengue Fever Plug

Table 3 shows the evaluation of the plug. All of the respondents claimed that the topic is relevant, understandable, content is realistic and the plug is interesting. Among the 60 respondents 51.67% stated that the voice over of the plug is not appropriate, because the pitch of the narrator is always the same from the beginning up to the end of the narration.

As for the language used on the plug, (Filipino) majority of the respondents liked it. However, 55% of the respondents stated that the music is not appropriate to the plug because according to them the music is not related to the topic and they would have preferred an instrumental music. Furthermore, out of the 60 respondents 86.67% agreed that the length of the plug is just enough to discuss the topic.

The finding implies that the dengue fever plug needs more improvement in terms of the voice over and the music used.

Table 3. Evaluation of the dengue fever plug.

EVALUATION	YES		NO	
	(N-60)	(%)	(N-60)	(%)
1. Is the subject matter relevant?	60	100	-	-
2. Was information understandable?	60	100	-	-
3. Was the content realistic?	60	100	-	-
4. Was the plug interesting?	60	100	-	-
5. Was the voice over used appropriate?	29	48.33	31	51.67
6. Did the plug use familiar language?	57	95.00	3	5.00
7. Was the music appropriate?	27	45.00	33	55.00
8. Did the music have positive impact to the plug?	6	10.00	54	90.00
9. Is the length appropriate?	52	86.67	8	13.33



Suggestions for the Improvement of the Plug

Table 4 shows the respondents suggestions for the improvement of the plug. The radio station should air the plug more frequently because it was aired two times a day only and there was a tendency that other listeners did not hear it. The producer of the plug should use sound effects to make the plug more attractive because in the plug, there were no sound effects. Another suggestion was to use appropriate music for the plug because according to them the music they used is not related to the topic. Also the improvement of the voice over of the narrator because according to them the narrator has the same pitch of voice from the beginning up to the end of the plug.

Other suggestions to the plug were: concerned agencies should provide more plug of Dengue, more plugs aired with different information on Dengue like what is dengue disease all about or what are the sign and symptoms of dengue. Another suggestion is to make other forms of plug like jingle and drama.

Table 4. Suggestions for the improvement of the plug

SUGGESTIONS	FREQUENCY (N-60)	PERCENTAGE (%)
The dengue fever plug should be aired frequently	26	27.36
The produced plug should use sound effects	18	18.94
Use appropriate music for the plug	16	16.84
Improvement of voice over of the narrator	13	13.68
<i>Other Suggestions</i>		
The concerned agencies should provide more plug	10	10.52
More developmental plug aired with different information on dengue	7	7.36
Make other forms of plug	5	5.26

* Multiple responses



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted to answer the following objectives; to determine the profile of the plug; characterize the respondents of the study; determine the listenership profile of the respondents; determine the respondents' evaluations towards the plug, and to determine the suggestions of the respondents for the improvement of the plug.

An interview schedule was used to gather the needed data from 60 respondents who listened to DZWT. The study was conducted at Barangay Pico and Balili La Trinidad, Benguet from December 2007 to January 2008. Data were gathered and analyzed using descriptive statistics such as frequency counts, percentage and ranking.

The dengue fever plug was aired in DZWT and DZWR (99.9 Magic Country FM). It was produced in DZWT. The narrator in the plug was one of the announcers of the station. Furthermore, the plug was aired twice a day at 6 o'clock in the morning between the news hour and the second airing was at 9 o'clock in the morning before the Action Line program.

The plug used straight narration in discussing the topic and it is 1 minute and 20 seconds long. The plug was in Filipino and used a male voice.

Majority of the respondents belonged to the age bracket of 28-37 and all of them were female and more than half of the respondents reached college. In terms of their occupation, many were housekeepers (35%) followed by government employees and farmers.



Most of the respondents had their own radio (88.33%) and 76.67% of them owned electricity operated radio. Majority of the respondents (70%) listened to radio once a week. Among the respondents, 30% listened to radio everyday with minimum of two hours and only 5% of them listened to radio for 4 hours.

All of the respondents claimed that the topic is relevant, understandable, content is realistic and the plug is interesting. Among the 60 respondents 51.67% stated that the voice over of the plug was not appropriate, because the pitch of the narrator is always the same from the beginning up to the end of the narration. For the language used on the plug, (Filipino) majority of the respondents liked it. For the music used, 55% of the respondents stated that the music was not appropriate to the plug because according to them the music is not related to the topic and an instrumental music would be more appropriate. Furthermore, out of the 60 respondents 86.67% agree that the length of the plug is just enough to discuss the topic.

The respondents suggested that the radio station should air the plug more frequently because the plug was aired only two times a day and there was a tendency that other listeners did not hear it. The producer of the plug should use sound effects to make the plug more attractive and use appropriate music for the plug because according to them the music they used is not related to the topic. Also the voice of the narrator should be improved or changed because according to them the narrator has the same pitch of voice from the beginning up to the end of the plug.

Other suggestions to the plug were: concerned agencies should provide more plugs of Dengue more plugs with different information on Dengue like signs and symptoms of dengue. And lastly make other forms of plug like jingle and drama.



Conclusions

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

1. Majority of the respondents were old enough to understand the topic.
2. Majority of the respondents owned radio sets and listened to DZWT.
3. Six out of the nine questions the respondents evaluated the Dengue fever plug positive.
4. The Dengue fever plug of the DOH can be improved by carrying out the suggestions of the respondents.

Recommendations

From the findings and conclusions drawn, the following are being recommended;

1. The Dengue fever plug should continue airing to keep the listeners always informed.
2. The suggestions of the respondents for the improvement of the plug should be carried out.
3. Since many listeners listened to DZWT, the concerned agency should provide more developmental plug about dengue, with different information on dengue.



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APPENDICES

Appendix A. Letter to the Respondents

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

Dear Respondents,

I am a fourth year student of taking up BS Development Communication majoring in Community Broadcasting under the College Agriculture. As part of the requirement of this degree, I am currently conducting my undergraduate thesis titled, 'EVALUATION OF DENGUE FEVER RADIO PLUG BY HOUSEWIVES IN PICO AND BALILI LA TRINIDAD, BENGUET'.

In line with this, may I ask for your support and cooperation in sharing your ideas that will be used in my study. Rest assured that all your answers would be used for the purpose of this study.

Thank you very much and God bless!!!.....

ANNA LIZA B. WAKAT
Adviser

Respectfully yours,

SALIMAR A. SUNG-AG
Researcher



Appendix B. Interview Schedule

I. Socio-demographic characteristics of the respondents

Name (optional): _____ Sex: _____

Age: _____

Civil Status: _____ Single _____ Married _____ Separated _____ Widow

Educational Attainment:

_____ Elementary _____ College
 _____ High school _____ Vocational

Occupation: _____ Farmer _____ Housekeeper
 _____ Government Employee _____ Student
 _____ Others (pls.specify) _____

II. Listenership profile of the respondents

1. Do you have any radio?

_____ yes _____ no

If no, where do you go to listen?

_____ to your neighbor
 _____ to your friends
 _____ to your relatives
 _____ others (pls. specify) _____

2. Kinds of radio owned

_____ battery owned
 _____ electricity operated
 _____ others (pls. specify)



3. Frequency of listening

- _____ everyday
 _____ twice a week
 _____ thrice a week
 _____ once a week
 _____ others (pls. specify)

4. Length of radio listening

- _____ 1 hour
 _____ 2 hours
 _____ 3 hours
 _____ 4 hours
 _____ more than 4 hours

II. Reasons in listening to radio

- _____ to be informed
 _____ to be entertained
 _____ has a clear signal
 _____ others (pls. specify) _____

III. Evaluation of the dengue fever plug

EVALUATION	YES	NO
1. Is the subject matter relevant?		
2. Was information understandable?		
3. Was the content realistic?		
4. Was the plug interesting?		
5. Was the voice appropriate?		
6. Did the plug use familiar language?		
7. Was the music appropriate?		
8. Did the music have negative impact to the plug?		
9. Is the length of the plug appropriate?		



IV. Suggestions for the improvement of the plug

1. What do you suggest about the improvement of the plug?

2. Any other comments to the plug?

Thank you very much!!!!

