

BIBLIOGRAPHY

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ABSTRACT

The study was conducted in Baguio City to characterized the respondents of the study, identified the courses preferred by radio station managers and other qualifications required for applicants, determined the radio performances commonly assigned to the respondents, what are the skills needed for a broadcaster, sources of skills acquisition of the respondents, what are the respondent's relevant experiences before employment on their current job, and enumerated some of the problems they encountered in broadcasting.

Interview schedule was used to gather needed information from the 17 respondents who came from the four AM radio stations in Baguio City. Purposively quota sampling was used in choosing the respondents.

Most of the respondents belonged to the age bracket 41-50, majority of them were male and had their own families. All the respondents had finished a degree and majority of them were a graduate of AB Mass Communication. Most of the respondents were already in the service for 2-10 years. AB Mass Communication, BS Development Communication, AB English and AB Political Science were the most preferred courses by the radio station managers. News casting is the common radio performance that was usually assigned to the respondents. Good in delivering and knowledgeable on the issue are the common characteristics of a radio broadcaster. The study

reveals that majority of the respondents acquired their skills through their experience and others acquired their skills in school and the trainings and seminar they have attended. Internship is the common relevant experiences of the respondents before employment on their current job. The leading problem that was encountered by the respondents is news sources who refuse to be interviewed.

It is recommended by the researcher that the radio broadcaster should continue seeking for a solution to the problems they are encountering and aspiring broadcasters should involve themselves in any related experiences as early as they can.



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INTRODUCTION

Rationale

In the beginning, radio broadcasting was treated as a commercial enterprise when it was introduced to us by the Americans. When people had realized that the broadcasting industry was a good commercial investment, more radio stations were set up and scattered in the whole Philippines. In Baguio City, there are four AM radio stations actively operating at present. These are the DZWX – Bombo Radyo, DZWT – Radyo Totoo, DZEQ – Radyo ng Bayan, and DZBS – Radyo Ronda.

Songco (1988) said that radio broadcasting had expanded quite fast that small scale training of personnel could not cope with the rapid change. As keenly observed by veteran broadcaster Francisco “Koko” Trinidad said that the training of most of the people engaged in the various phases of broadcasting has remained incomplete.

Competition is tight in radio broadcasting. Without the proper broadcasting skills, the chance of landing any broadcasting job is slim. With that, one should have a background of intensive training and specialized broadcasting education.

A broadcaster must realize that radio is only a tool that it is only useful to the extent that the user knows how to use it. This means that a broadcaster will have to combine mastery of the tool and the basic knowledge of communication to really be more effective in extending relevant information to the listeners.

According to The Community Broadcasting Staff (1979), there are several types of radio performances such as News casting, Narrating, Radio Interviewing, Acting, Disc- Jockeying and Straight Announcing. All of these radio performances require



special skills and skills do not just appear out of thin air. People are born with talent, but we all need to acquire our skills.

In Baguio City, four AM radio stations and numerous broadcasters compete with each other for audience listenership. Many factors affect the radio preferences of the listeners, maybe the programs, clarity of signal and or the qualification of the broadcaster in delivering the information.

Realizing the significant role and influences of broadcaster when it comes on information, this study was conducted to determine the skills, characteristics and qualifications of the broadcasters in AM stations in Baguio City.

Thus, studying this is important in serving as a reference for the aspiring broadcaster on how and where to acquire skills and qualifications appropriate for broadcasting activities.

Statement of the Problem

The study attempted to determine the skills, characteristics and qualifications of the broadcasters in Baguio City and their sources of skills acquisition. Especially it tried to answer the following:

1. What are the socio-demographic characteristics of the respondents?
2. What are the courses preferred by radio station managers and other qualifications required for applicants?
3. What are the radio performances commonly assigned to the respondents?
4. What are the skills and characteristics needed for the specific radio performances as perceived by the broadcaster?



5. What are the sources of skills acquisition of the respondents?
6. What are the relevant experiences of the respondents before employment on their current job?
7. What are the problems did they encounter in broadcasting?

Objectives of the Study

Generally, the objective of the study was to determine what are the skills, characteristics and qualifications of the broadcasters in Baguio City and their sources of skills acquisition. Specifically, the study aimed to:

1. Characterize the respondents of the study;
2. Identify the courses preferred by radio station managers and other qualifications required for applicants;
3. Determine the radio performances commonly assigned to the respondents;
4. Determine the skills and characteristics needed for the specific radio performances as perceived by the broadcaster;
5. Determine the sources of skills acquisition of the respondents;
6. Determine the relevant experiences of the respondents before employment on their current job; and
7. Enumerate some of the problems they encounter in broadcasting.

Importance of the Study

The result of the study can serve as a basis for aspiring broadcasters on where to acquire skills and to improve their qualifications. Also, it could provide the needed



information to further improve known strengths and address the weaknesses of broadcasters and to improve pre-service training of future broadcasters.

It can also provide information for schools offering broadcasting courses like AB Mass Communication or BS Development Communication on how they can enrich their course to prepare their students.

Furthermore, the result may also be used by researchers as reference in conducting further studies related to this.

Scope and Limitation

The study dealt only on the analysis of responses coming from the respondents. Respondents came from the four AM radio stations namely: DZWT, DZWX, DZEQ and DZBS. There were a total of 17 respondents from the four AM radio stations including the four station managers. The respondents were at least 2 years in service.

The study was conducted on January 2011 to February 2011.



REVIEW OF LITERATURE

AM Radio Stations in Baguio City

DZWX. DZWX is an AM commercial radio station owned and managed by Consolidated Broadcasting system, Inc., under Bombo Radio Philippines. It existed in 1965 as a part of small network, News Sounds Broadcasting Network. The station's studio and transmitter are located at Bombo radio broadcast center, No. 87 Lourdes Subdivision Road, Baguio City (Bombo Radyo Philippines, 2009).

DZWT. DZWT is under the Mountain Province Broadcasting Corporation that was put up in 1966 by the Missionaries of the Immaculate Heart of Mary (CICM) upon the request of the late MSGR. William Brasseur, then Bishop of the Apostolic Vicariate of Montanosa. The MPBC or DZWT studios were at first located at the Diego Silang building of Saints Louis University. In 1972, it constructed its own building along Bonifacio Street. Its transmitter complex is located in Beckel, La Trinidad, Benguet (Catholic Media Network, n.d.).

DZEQ. DZEQ Radyo ng Bayan was established in 1962, it is four years older than DZWT and it is the oldest radio station in the city. This government radio station is under the Philippine Broadcasting Service (PBS). Its station and transmitter are located at Polo Field, Pacdal, Baguio City (Antero, 2003).

DZBS. DZBS Radyo Ronda is an AM radio station, owned by the Government Communications Group with programming managed by the Solar Entertainment Corporation, a Filipino Media Company. The Network was previously known as the



Radio Philippines Network, which remains the legal name of the Network. It started airing on 1975. The station studios are located at session road, Baguio City (RPN, 2008).

The increasing number of radio station sets and radio stations in developing countries indicates that radio broadcasting can play a strong role in community development. The effectiveness of this medium can be further enhanced if radio stations are localized and geared to programming that meets the specific interests and needs of special audiences (Gomez, 1975).

Qualifications for Broadcasting

Most employers prefer individuals with a bachelor's degree in journalism or mass communications, but some hire graduates with other majors. They look for experience at school newspapers or broadcasting stations, and internships with news organizations. Large-city newspapers and stations also may prefer candidates with a degree in a subject-matter specialty such as economics, political science, or business. Some large broadcasting industry may hire only experienced reporters (United States Department of Labor, 2010).

More than 1,500 institutions offer programs in communications, journalism, and related programs. In 2008, more than 100 of these were accredited by the Accrediting Council on Education in Journalism and Mass Communications. Most of the courses in a typical curriculum are in liberal arts; the remaining courses are in journalism. The most important skills for journalism students to learn are writing and communication. Students planning a career in broadcasting take courses in radio and television news and production. Those planning newspaper or magazine careers usually specialize in more



specific forms of writing. To create stories for online media, they need to learn to use computer software to combine online story text with audio and video elements and graphics. High school courses in English, journalism, and social studies provide a good foundation for college programs. Useful college liberal arts courses include English, with an emphasis on writing; sociology; political science; economics; history; and psychology. Courses in computer science, business, and speech are useful as well. Fluency in a foreign language is necessary in some jobs (United States Department of Labor, 2010).

Employers report that practical experience is the most important part of education and training. Upon graduation, many students already have gained much practical experience through part-time or summer jobs or through internships with news organizations. Most newspapers, magazines, and broadcast news organizations offer reporting and editing internships. Work on high school and college newspapers, at broadcasting stations, or on community papers also provides practical training. In addition, journalism scholarships, fellowships, and assistantships awarded to college journalism students by universities, newspapers, foundations, and professional organizations are helpful. Experience as a freelancer or stringer—a part-time reporter who is paid only for stories printed—is advantageous (United States Department of Labor, 2010).

However, the KBP implements an accreditation program for announcers as a means of raising the standard of professionalism in the industry. Unaccredited announcers may not go on the air in KBP member stations. To be accredited, an announcer must pass an exam and must be endorsed by a KBP station. Accreditation entitles an announcer to accident insurance and death benefits. An announcer's



accreditation can be suspended or revoked for violation of the Broadcast Code (KPB, 2007)

Types of Radio Performance

According to the Manual on Radio Broadcasting by the Community Broadcasting Staff of UPLB (1979), there are several types of radio performance, these are as follows:

The newscaster. In the press news reports, the radio news items should be written to suit the radio listeners. A newscaster, in addition to his vocal talents should know how to edit the news with a disciplined knowledge of what is newsworthy. He/she must prepare the newscast; edit it when necessary; read it for meaning; rehearse it aloud for proper phrasing and tempo; and determine the correct pronunciation for any unfamiliar words and names of persons and places. In delivering news, the newscaster should communicate with vitality, warmth, ease and authority.

The commentator/anchor. Also in the News Commentary, the commentator takes the news of the day, relates it to past events or to those of the probable future, and analysis its significance. These broadcasts are given in a less formal manner by the speaker, who puts a great deal of his personality into such presentations.

The narrator. The narrator is a combination of both announcer and actor, he must make his listeners “see” and feel. He describes the actual event or scene and sets the mood. His voice must be vital, varied and highly sensitive to the emotional implications of his material.

The moderator. The moderator introduces the subject and the participants often identifying the viewpoint of each panel member. During the program, the moderator



guides the pace of the discussion, avoiding serious digressions from the central theme, and working for a balanced presentation of the material. A good moderator must be well informed on the subject; adept in asking appropriate questions; gifted in expressing himself extemporaneously' witty and diplomatic.

The radio interviewer. An interviewer must be at ease, knowledgeable, vitally interested in the work of the interviewee, and professional in conducting the interview. He must be natural, straight-forward and conversational.

The actor. Whatever role is assigned to you, experiment on the voice quality and pitch all throughout the play and the best thing to do is to understand how the character thinks feels and reacts. Radio acting requires quick judgment, ability to respond instantly to direction, and firm control of body, feeling and voice which can be achieved only from experience and intensive practice.

The disc-jockey. The disc-jockey program requires special talents. It is a one man program which introduces and talks about and plays popular music recordings, gives announcements, occasional interviews and commercials or public service announcements.

The straight announcer. This performer may be required from time to time to handle almost every radio-speech assignment at a station. Straight-announcer must be prepared to introduce speakers; announce classical and popular music programs; read commercials of all types; prepare and conduct interviews; present the news; make station breaks; and report on the weather. The straight-announcer must be versatile, adaptable, a quick thinker and indefatigable.



The news reporter. A news reporter is someone goes out into his community, finds out what is going on and then brings that back to the station where it is processed for dissemination to the public. Some reporters specialize in fields such as health, social events, science business, or religion. Reporters often compose stories and report live from the scene (United States Department of Labor, 2010).

Broadcasting Skills

Competition is tight in radio broadcasting but thousands of young people find jobs in radio every year. Without the proper skills in broadcasting, landing a job is slim. One should have a background of intensive training and specialized broadcasting education. To have an experience is another way of gaining skills. Internship in a local radio station is a best example. The internship program (Songco, 1988) will be designed to provide the students adequate exposure to broadcast operations and to provide them with opportunities to train in as many areas, such as writing, programming, research, performance, production and merchandising.

In addition to a sound education, there are some important skills a broadcaster should possess to succeed in radio. First and foremost is the skill to communicate. Without this ability, an announcer will almost certainly struggle to inform and entertain. Secondly, the announcer must be able to multi-task, that is, talk and operate equipment at the same time. There are microphone levels to maintain, the computer play out system to monitor, station ID's to fire off, CDs to load, etc. all of which require skill and coordination. The burning desire to be in radio is not exactly a skill but is an attribute one



should possess. One must have the burning desire if he/she wants to succeed in radio (The Ian MacRae Radio School, 2003).

Skills Acquisition for Radio Broadcasting

Experience is said to be the best teacher. More often than not, experience is equated to age or the length of time one had spent doing a particular task. The longer people have been in the job, the better they become in performing their tasks. Likewise, the more knowledgeable they are in a particular task, the better their performance (Pagaduan, 2003).

In radio broadcasting, it requires also skills and a competence in every broadcasting activity. As one radio executive said, “an announcer should be such a friendly voice in a house that the listener is tempted to answer him back”. An announcer should have a background of intensive training and specialized education which must become so much a part of him that he and the listeners would be both unconscious of it. In a formal training is not possible, however, the announcer can, through constant practice and self-training improve his performance (The Community Broadcasting Staff, 1979).

Unless efforts are taken to train those who are seriously self motivated and have the initiative to pursue such options as a serious career move, any investment and effort on this front will be a waste. At the end of the day, the availability of locally skilled people is a key and efforts in this direction must be well-guided to ensure success (Cherian, 2010).



Problems in Broadcasting

As stated by Antero (2003) according to Songco one problem of community broadcasting is the lack of trained manpower. Songco (1988) also claimed that there is a need to organize training programs because majority of the available expertise in radio broadcasting in the country is in national networks. Radio broadcasting had expanded quite rapidly that small-scale training of personnel could not cope with the rapid change. But to the credit of Filipino ingenuity, imagination, patience, and industry can give modest contributions, in spite of the broadcasters' inadequate training.

In addition, because the broadcasting industry lacked competent manpower, KBP (Kapisanan ng mga Brodkaster ng Pilipinas) and BMC (Broadcasting Media Council) started training radio personnel in 1975. BMC's manpower development program was done through workshops and seminars, and was intended to upgrade competence in broadcast operations, management, and writing (Songco, 1988).

Definition of Terms

Skill. The acquired ability of the respondents in practicing or doing the radio performances. Also means competent excellence in performing broadcasting activities.

Qualification. A condition or circumstance that must be met or complied by the respondents, qualifying criteria such as completion of require schooling or training, or acquisition of a degree or diploma. Qualification does not necessarily imply competence.

Characteristics. A feature that helps to identify, tell apart, or describe recognizably the respondents.



METHODOLOGY

Time and Locale of the Study

The study was conducted in Baguio City (Figures 1 and 2) particularly the four areas where the four AM radio stations were located. These are the area such as Lourdes Subdivision where DZWX houses its studios, Bonifacio Street for DZWT, DZEQ at Pacdal and DZBS at Session Road.

Baguio City is located some 1,500 meters above sea level, nestled within the Cordillera Central mountain range in Northern Luzon. The City is enclosed by the province of Benguet. It is known for its mild climate and is nicknamed the “Summer Capital of the Philippines”.

The study was conducted from January 2011 to February 2011

Respondents of the Study

The respondents of the study were the broadcasters of the four Am radio stations in Baguio City. These were DZEQ at Polo Field, Pacdal; DZBS at Session road; DZWT at Bonifacio Street; and DZWX at Lourdes Subdivision. There were five respondents from each station except for DZBS which had only two broadcasters, thus a total of 17 respondents including the station managers.

There was a total of 42 broadcasters in Baguio City during the time of study and the respondents were chosen through purposive quota sampling. The respondents were broadcasters for at least two years.





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





Figure 2. Map of Baguio City showing the specific locale of the study



Data Collection

The data collection was done through an interview schedule and with a key informant interview. The questions were in English and so in conducting the interview, the researcher tried to use English or Tagalog but some respondents preferred that the conversation should be in Ilocano.

Data Gathered

The data that were gathered were the following: the socio-demographic characteristics of the respondents; qualifications required by radio station managers for the applicants; radio performances assigned to the respondents; skills and characteristics needed for the specific radio performances as perceived by the broadcaster; sources of skills acquisition of the respondents; relevant experiences of the respondents before employment on their current job; and the problems the respondents encountered in broadcasting.

Data Analysis

The data that was gathered were tabulated, consolidated and analyzed using frequency and percentage according to the objectives of the study.



RESULTS AND DISCUSSION

Socio-demographic Profile of the Respondents

The study had 17 respondents coming from the four AM radio stations in Baguio City who were purposively chosen.

Table 1 presents the socio-demographic profile characteristics of the respondents according to age, civil status, sex, degree finished and the number of years in the service.

Age. Among the 17 respondents, 35.29% belonged to the age bracket 41-50. Age brackets 21-30 and 31-40 had the same number of respondents (29.41%) while 5.88% belonged to the age bracket 51-60. The youngest was 21 years old and the oldest was 53 years old.

Civil status and sex. In terms of sex, 56.82% of the respondents were male while 41.18% were female. In terms of civil status, majority (76.47%) of the respondents were married while the rest were single.

Degree. Findings show that all of the respondents had graduated from college. Majority were graduates of AB Mass Communication, 11.76% finished AB Political Science and the remaining respondents were graduates of AB English, BS Commerce and BS Agriculture.

Number of years in service. Majority of the respondents were already in the service for 2-10 years, 29.41% stayed for 11-20 years, 11.76% make it for 21-30 years and 5.88% stayed long for 31-40 years. Among the 17 respondents, one was in the service for 30 years.



Table 1. Profile of the respondents

CHARACTERISTICS	NO. OF RESPONDENTS	PERCENTAGE (%)
Age		
21-30	5	29.41
31-40	5	29.41
41-50	6	35.29
51-60	1	5.88%
TOTAL	17	100
Sex		
Female	7	41.18
Male	10	58.82
TOTAL	17	100
Civil status		
Single	4	23.53
Married	13	76.47
TOTAL	17	100
Degree		
AB Mass Communication	12	70.59
AB Political Science	2	11.76
AB English	1	5.88
BS Commerce	1	5.88
BS Agriculture	1	5.88
TOTAL	17	100
Length in service		
2-10	9	52.94
11-20	5	29.41
21-30	2	11.76
31-40	1	5.88
TOTAL	17	100

Results show that the radio broadcasters from Baguio City were from different ages, either male or female, were either married or single and had finished different degrees related to broadcasting.



Qualifications Required by Radio
Station Managers for Applicants

The study shows that all of the four AM radio station managers in Baguio City require an applicant that must be a college graduate.

Table 2 presents the courses or degree preferred by the station managers. AB Mass Communication was ranked number one preferred course of an applicant by the radio station managers. This was followed by BS Development Communication, AB English and BS Political Science.

The station managers said that trainings and experiences was not necessary because they will train their applicants at their stations. Amadeo (2011), station manager of DZEQ added that they welcome fresh graduates to apply. They did not require any license except for DZEQ which is a government station that required civil service eligibility. Regarding the age requirement, Carta (2011), station manager of DZWX said that it is a case to case bases but not more than thirty years old and as long as the credentials of the applicant is good. Applicants must be in good health, hardworking and with pleasing personality or work ethics.

Table 2. Station manager's preferred courses

COURSES	FREQUENCY N=4	PERCENTAGE (%)
AB Mass Communication	4	100
BS Development Communication	3	75
AB English	2	50
AB Political Science	1	25

*Multiple responses



The radio stations required clearances such as NBI, police and barangay clearances. They also require medical certificates and other essential documents like official transcript of records, resume and certificates.

Radio Performances Commonly Assigned to the Respondents

Table 3 shows the radio performances that were usually assigned to the respondents. Majority (82.35%) of the respondents were performing newscasting; 52.94% were anchoring; others were on to news writing, radio interviewing and field reporting and moderating.

The result shows that newscasting and anchoring were the commonly assigned radio performance to the respondents.

Table 3. Radio performances commonly assigned to the respondents

PERFORMANCES	NO. OF RESPONDENTS N=17	PERCENTAGE (%)
News casting	14	82.94
Anchoring	9	52.94
News writing	6	35.29
Radio interviewing	6	35.29
News reporting	6	35.29
Radio moderating	3	17.64

*Multiple responses

Characteristics Needed for a Broadcaster



Newscasting. Table 4 presents the characteristics of a newscaster. Majority (70.59) of the respondents claimed that a newscaster must be good in delivery which means having appropriate pronunciations, diction and intonation, 41.18% said must have a knowledge on the issue, and 35.29% said must have a modulated voice. A modulated voice means that the voice is not too low and not too high pitched. A newscaster aside from having those characteristics is expected to write news (29.41%) because sometimes a news writer can also be the newscaster. Based on the results, a newscaster must also be credible to the listening public (29.41%), always prepared to newscast when he/she is needed, responsible to verify facts (23.53%) and well versed in Ilocano (17.65%), the local dialect in the City and neighboring provinces.

Table 4. Ideal characteristics of a newscaster as perceived by the broadcaster

CHARACTERISTICS	FREQUENCY	PERCENTAGE (%)
Good in delivery	12	70.59
Knowledgeable on the issue	7	41.18
Has a modulated voice	6	35.29
Can write news	5	29.41
Credible	5	29.41
Always prepared to newscast	5	29.4
Responsible to verify facts	4	23.53
Well versed in local dialect (ilocano)	3	17.65

*Multiple responses



Anchoring. Table 5 presents the characteristics of an anchor as enumerated by the respondents. Most (64.71%) of the respondents said that an anchor/commentator must have knowledge on the issue and can analyze it. The respondents also claimed that an anchor must always be prepared to anchor a program in the absence of the other anchor (35.29%), must be credible (23.53%) enough so that the listeners would believe what he/she is saying on air. In case of emergency like a part of the script is missing or the computer bogged down, an anchor/commentator should make an intelligent adlib (29.41%) that is related to the topic. In addition, an anchor/commentator must well-versed in Ilocano dialect which is the local dialect (23.53%) of the area and must be open-minded (17.65%) because usually a commentary program opens comments and suggestions from the listening public via texting it to their portal numbers.

Table 5. Ideal characteristics of an anchor/commentator as perceived by the broadcasters

CHARACTERISTICS	FREQUENCY	PERCENTAGE (%)
Knowledge on the issue	11	64.71
Can analyze the issue	11	64.71
Always prepared to anchor	6	35.29
Intelligent adlib	5	29.41
Credible	4	23.53
Well-versed in Ilocano dialect	4	23.53
Open minded	3	17.65

*Multiple responses



News reporting. Table 6 presents the characteristics of a news reporter as enumerated by the respondents. Majority (70.59%) of the respondents claimed that a news reporter must have a nose for news, he/she must know where to gather news so that he/she has something to bring back to the station. 52.94% said that a reporter must have knowledge on the report and in reporting he/she should deliver the news clearly with the proper pronunciations of words and intonation (41.18%). News reporter often report live from the scene and being so, he/she should be a fast thinker (35.29%) and keen observant (29.41%), meaning he/she should be very attentive and ready to construct in his/her mind.

The results corroborates the United States Department of Labor (2010) that states a nose for news, persistence initiative, poise, resourcefulness, a good memory, and physical stamina are important for a news reporter, as is the emotional stability to deal with pressing deadlines, irregular hours, and dangerous assignments.

Table 6. Ideal characteristics of a news reporter as perceived by the broadcasters

CHARACTERISTICS	FREQUENCY	PERCENTAGE (%)
Has a nose for news	12	70.59
Knowledgeable on the report	9	52.94
Good delivery	7	41.18
Fast thinker	6	35.29
Keen observant	5	29.41

*Multiple responses



News writer. Table 7 presents the characteristics of a news writer as mentioned by the respondents, 41.18% said that a news writer must have good writing skills so that he can write the details clearly and he/she should have a knowledge on the issue (35.29%) and as well as updated to write the details clearly and appropriately. Moreover, the respondents said that a news writer should be flexible (29.41%) and alert (23.53%) because from time to time they are required to write news as events continuously happens and they also need to meet the deadlines, he/she must be computer literate (23.53%) because sometimes according to the respondents, they also need to gather news from the internet. In addition, a news writer should also has a good choice of word (23.53%) or can distinguished proper terminologies to avoid confusing the audience listening public, he/she also must be fluent in Ilocano (23.53%) which is the local dialect of the area.

Table 7. Ideal characteristics of a news writer as perceived by the broadcasters

CHARACTERISTICS	FREQUENCY	PERCENTAGE (%)
Good writing skills	7	41.18
Knowledgeable on the issue	6	35.29
Updated	6	35.29
Flexible	5	29.41
Alert	4	23.53
Has a good choice of words	4	23.53
Computer literate	4	23.53
Fluent in Ilocano	4	23.53

*Multiple responses



Radio interviewer. Table 8 presents the characteristics of a radio interviewer as pointed out by the respondents. Most (52.94%) of the respondents claimed that a radio interviewer must have knowledge on the issue so that he/she can prepare appropriate questions for the interview and 47.06% he/she should be alert to discover leads to substantiate the information. Meanwhile, 29.41% of the respondents also said that a radio interviewer also should have knowledge on the background of the interviewee and credible enough to do the interview. In addition, before the interview, he/she should have a conditioned mind (23.53%) or his/her mind is set to the interview activity and he/she can put the interviewee at ease for better flow of the conversation.

This finding substantiates the idea that an interviewer should find out as much as he can about the interviewee and must be knowledgeable about the issue as mentioned by the Community Broadcasting Staff (1979).

Table 8. Ideal characteristics of a radio interviewer as perceived by the broadcasters

CHARACTERISTICS	FREQUENCY	PERCENTAGE (%)
Knowledgeable on the issue	9	52.94
Alert to discover leads	8	47.06
Credible	5	29.41
Knowledgeable on the background of the interviewee	5	29.41
Can put the interviewee at ease	5	29.41
Conditioned mind	4	23.53

*Multiple responses



Radio moderator. Table 9 presents the characteristics of a moderator as mentioned by the respondents. Majority (64.71%) of the respondents claimed that a radio moderator must guide the pace of discussion and 52.94% said that a moderator should know how and when to interfere to avoid moving away from the main track. According to the respondents, 41.18% of the said that to be better in guiding the pace of discussion a radio moderator must have knowledge on the issue and also must be adept or proficient in asking questions and he/she must be polite in speaking to both sides.

This result supports the idea of the Community Broadcasting Staff (1979) that a good moderator must be well informed on the subject and adept in asking appropriate questions. During the program, the moderator guides the pace of the discussion and should know when and how to interfere to avoid serious digressions from the central them.

Table 9. Ideal characteristics of a radio moderator as perceived by the broadcasters

CHARACTERISTICS	FREQUENCY	PERCENTAGE (%)
Can guide the pace of discussion	11	64.71
Know how and when to interfere	9	52.94
Knowledgeable on the issue	7	41.18
Adept in asking questions	7	41.18
Good in speaking	4	23.53

*Multiple responses

Sources of Skills Acquisition of the



Respondents

Table 10 shows where the respondents acquired their skills in doing the broadcasting activities. Majority (76.47) claimed they acquired their skills through their experiences while 52.94% said they acquired through studying in school. Others said they acquired it through the seminars and trainings they had attended, self-practice and through their co-workers.

Results go with what Pagaduan (2003) said that experience is the best teacher. The longer people have been in the job, the better they become in performing their tasks. The Community Broadcasting Staff (1979) also stated that if a formal training is not possible, however, the announcer can, through constant practice and self-training improve his performance.

In addition, while majority of the respondents acquired their skills through their experiences and schooling, some of them acquired skills through seminars and trainings they have attended. According to the respondents, every year the Kapisanan ng mga Brodkaster ng Pilipinas (KBP) and Philippine National Police (PNP) conduct seminars. These are the KBP Media Seminar and the PNP Press conference and others had attended seminars like Broadcast management; Investigative journalism; Journalism and Broadcasting writing; Latest Radio Broadcasting; Agriculture, Environment, Judicial reporting enhancement for the media and others. Result also shows that self practice is one way of acquiring skills, as the respondents mentioned that reading the script before the actual broadcast helps them a lot in delivering the message. Moreover, working and mingling with others is one way of acquiring skills as claimed by the two respondents.



Table 10. Sources of skills acquisition among the broadcasters

SOURCES	FREQUENCY N=17	PERCENTAGE
Experience	13	76.47
School	9	52.94
Seminars/ Trainings	3	17.64
Self-practice	2	11.76
Co-workers	2	11.76

*Multiple responses

Relevant Experiences before Employment on their Current Job

Table 11 presents the relevant experiences of the respondent before employment on their current job. Among the 17 respondents, 70.59% had their internship as one of their relevant experiences before employment on their current job. According to the respondents, internship was a requirement in their course. The respondent who had internship was AB Mass Communication. Moreover, 17.64% said that being a journalist was their relevant experience. Their experiences included being a disc- jockey and broadcasters from other station were at the same range of percentage (11.76%). Others became a TV reporter/host, radio actress and information officer as their relevant experiences. On the other hand, three respondents had no relevant experiences and were employed after graduation.



Table 11. Radio broadcasters' relevant experiences before employment on the current job

EXPERIENCE	FREQUENCY N=17	PERCENTAGE
Internship	12	70.59
Journalist	3	17.64
Disc-jockey	2	11.76
Broadcaster (other station)	2	11.76
TV reporter/host	1	5.88
Radio actress	1	5.88
Information officer	1	5.88

*Multiple responses

Problems Encountered in Broadcasting

Problems being encountered by the respondents in relation to broadcasting activities are shown in Table 12. The leading problem as said by respondents was news sources refused to be interviewed (41.78%). Some of the respondents claimed they were threatened to be sued with libel while the same percentage (23.53%) said that there was no problem. Other problems were lack in resources and some minor problems like the behavior of their co-workers, harassments, pressure and assigned in far places.

The result shows that the leading problem of the broadcasters was news sources refused to be interviewed followed by the threats of being sued with libel.

The result of the study shows that some respondents must be flexible and adaptable to meet up with his or her co-workers and be able to handle pressure and the problem of being assigned in far places corroborates what the Community Broadcasting Staff stated that flexibility and adaptability that many young announcers fail.



Table 12. Problems encountered by the respondents

PROBLEMS	FREQUENCY N=17	PERCENTAGE
News sources refused to be interviewed	7	41.78
Threats (libel)	4	23.53
None	4	23.53
Lack of resources	3	17.64
Behavior of co-workers	1	5.88
Harassment	1	5.88
Pressure	1	5.88
Assigned in far places	1	5.88

*Multiple responses



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted in Baguio City to characterize the respondents of the study, to identify the courses preferred by radio station managers and other qualifications required for applicants, to determine the radio performances commonly assigned to the respondents, determine what are the skills needed for a broadcaster, to determine sources of skills acquisition of the respondents, to determine what are the respondent's relevant experiences before employment on their current job, and to enumerate some of the problems they encountered in broadcasting.

Interview schedule was used to gather needed information from the 17 respondents who came from the four AM radio stations in Baguio City. Purposively quota sampling was used in choosing the respondents.

Most of the respondents belonged to the age bracket 41-50, majority of them were male and had their own families. All the respondents had finished a degree and 70% of them were a graduate of AB Mass Communication. Most of the respondents were already in the service for 2-10 years and the longest year a respondent has stayed in the service was thirty three years.

The four AM radio station managers in Baguio City required an applicant who had finished at least four year course in college. AB Mass Communication was the most preferred course, followed by BS Development Communication, AB English and AB Political Science.



The top five radio performances that usually assigned to the respondents were News casting, Anchoring, News reporting, News writing and Radio interviewing. Finding shows that good in delivering the news and knowledgeable on the issue were the most preferred characteristics of the newscaster. Most of the respondents also pointed out that an anchor should have knowledge on the issue and can analyze the issue and the respondents said that a news reporter should also have a nose for news and have knowledge on the report. Study also shows that a news writer must be good in writing skills and have knowledge on the issue while a radio interviewer must have knowledge on the issue and alert to discover leads.

The study reveals that majority of the respondents acquired their skills through their experience and others acquired their skills in school and the trainings and seminar they have attended. It reflects here in the study that those who graduated AB Mass Communication had their internship as one of their relevant experiences before employment on their current job.

About the problems that the respondents encountered, news sources who refuse to be interviewed ranked number one followed by the threats they receive such as libel cases. Meanwhile, some of the respondents mentioned that they had a problem regarding the behavior of their co-workers, harassments, pressure and being assigned in far places.

Conclusions

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

1. The broadcasters were considered qualified based on their profile.
2. Applicants who finished communication-related courses are still preferred by



radio station managers in Baguio City.

3. Newscasters were usually assigned to different radio performances.
4. Mastery of the topic and good delivery are still the ideal characteristics that a radio broadcaster should have.
5. Experience and internship related to radio broadcasting contribute a lot to the development and enhancement of the respondents.
6. Issues on news sources refusing to be interviewed is still common to radio broadcasting practice.

Recommendations

Based on the findings and conclusions, the following are recommended.

1. Broadcasters should continue seeking for a solution to the problems they are encountering.
2. Aspiring broadcasters should involve themselves in any related experiences as early as they can.
3. Schools offering broadcasting subjects should integrate training of students so their students can acquire the skills needed for broadcaster.
4. Study on qualifications acquisition of the radio broadcaster is recommended.



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APPENDIX A

Interview Schedule

Station: _____

I Socio-Demographic Profile

Name: (Optional) _____ Age: _____
Sex: ___female ___male
Civil Status: ___single ___married
Educational Attainment: _____ Degree: _____
No. of years in service: _____

II Radio Performances

1. What are the radio performances commonly assigned to you?

___newscaster ___news reporter
___anchor/commentator ___news writer
___radio moderator ___others (pls. specify)
___radio interviewer

III Characteristics of a Radio Broadcaster

1. What are the characteristics needed for the following?

Newscaster

___has a modulated voice
___good in delivery
___knowledgeable
___others (pls. specify)

News writer

___can edit news
___write detail clearly
___updated
___others (pls. specify)

Anchor/Commentator

___knowledgeable
___can analyze the issue
___updated
___others (pls. specify)

News reporter

___good in delivery
___good voice
___good communication skills
___others (pls. specify)

Radio interviewer

___alert to discover leads
___can put interviewee at ease
___knowledgeable about the
interviewee
___others (pls. specify)

Radio moderator

___can guide the pace of
discussion
___adept in asking questions
___know when to interfere
___others (pls. specify)



IV Sources of Skills Acquisition

1. Where did you acquire your skills?

- ___ Experiences
 ___ School
 ___ Training/Seminars
 ___ others (pls. specify)

2. Could you enumerate some of the seminars you have attended?

TITLE OF SEMINARS	YEAR	PLACE	SPONSOR

V Relevant Experiences

1. What are your relevant experiences before employment on your current job?

VI Problems Encountered

1. What are the problems you encounter related to broadcasting activities?

- ___ hard time in gathering information
 ___ hard time in delivering information
 ___ hard time in ad lib
 ___ dealing with other people
 ___ others (pls. specify)



For Station Managers

Station: _____

Name: (optional) _____

I Qualification Required by the Radio Station Managers

1. What must be the educational attainment of the applicant?
 high school graduate
 college undergraduate
 college graduate

2. What are your preferred courses?
 Bachelor of Science in Mass Communication
 Bachelor of Science in Development Communication
 others (pls. specify)

3. Do you require an applicant who have undergone training and has past experiences?
 Yes No

4. Do you require any license? What kind of license?

5. What clearances do you require?
 NBI
 Police
 Barangay

6. Is there an age limit for the applicant?

7. What are the other qualifications?
 good health
 hardworking
 pleasing personality
 others (pls. specify)



APPENDIX B

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

January 26, 2011

Malou Laxamana Pascual
Station Manager
RPN DZBS Radyo Ronda

Warm greetings:

I am a fourth year student taking up Bachelor of Science in Development Communication major in Community Broadcasting at Benguet State University. I am conducting my undergraduate thesis entitled “Ideal Characteristics of a Radio Broadcaster as Perceived by Radio Broadcasters from the four AM Radio Stations in Baguio City.”

In this connection, please allow me to interview you and five of your station’s announcers. Rest assured that the data will be for research purpose only.

Thank you very much for your kind consideration.

Truly yours,

MARTINA C. CARAMTO
Student Researcher

Noted:

Anna Liza B. Wakat
Adviser



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

January 28, 2011

Alejandrino Amadeo
Station Manager
DZEQ - Baguio

Warm greetings:

I am a fourth year student taking up Bachelor of Science in Development Communication major in Community Broadcasting at Benguet State University. I am conducting my undergraduate thesis entitled “Ideal Characteristics of a Radio Broadcaster as Perceived by Radio Broadcasters from the four AM Radio Stations in Baguio City.”

In this connection, please allow me to interview you and five of your station’s announcers. Rest assured that the data will be for research purpose only.

Thank you very much for your kind consideration.

Truly yours,

MARTINA C. CARAMTO
Student Researcher

Noted:

Anna Liza B. Wakat
Adviser



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

February 2, 2011

Rev Fr. Paul C. Basilio
Station Manager
DZWT Radyo Totoo

Warm greetings:

I am a fourth year student taking up Bachelor of Science in Development Communication major in Community Broadcasting at Benguet State University. I am conducting my undergraduate thesis entitled “Ideal Characteristics of a Radio Broadcaster as Perceived by Radio Broadcasters from the four AM Radio Stations in Baguio City.”

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Truly yours,

MARTINA C. CARAMTO
Student Researcher

Noted:

Anna Liza B. Wakat
Adviser



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

January 28, 2011

Eddie O. Carta
Station Manager
Bombo Radio Baguio

Warm greetings:

I am a fourth year student taking up Bachelor of Science in Development Communication major in Community Broadcasting at Benguet State University. I am conducting my undergraduate thesis entitled “Ideal Characteristics of a Radio Broadcaster as Perceived by Radio Broadcasters from the four AM Radio Stations in Baguio City.”

In this connection, please allow me to interview you and five of your station’s announcers. Rest assured that the data will be for research purpose only.

Thank you very much for your kind consideration.

Truly yours,

MARTINA C. CARAMTO
Student Researcher

Noted:

Anna Liza B. Wakat
Adviser

