

Preferences of FM Radio Listeners in Cagayan De Oro City Based on the Functional Approaches of Broadcast Media

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Abstract - The study sought to determine the preferences of FM station listeners in Cagayan de Oro City based on the functional approaches of broadcast media. The main objectives of the research were to determine the FM programs that the respondents listened to, the functional approaches of the broadcast media preferred by the local radio audience, and the significant difference between the respondents' reasons for preference of a radio program when they were grouped according to age, gender, educational status, and occupation. To achieve these objectives, a descriptive method was used. In interpreting the data, the researcher used the weighted mean, F-test, T-test. The study found that most of the respondents preferred to listen to MOR (My Only Radio) and most of them preferred to listen to Wanted Palangga (MOR program) followed by Awards Night. The respondents tuned in to their radio program because they were entertained. The statistical tests revealed that when the respondents were grouped according to age, the significant difference only existed in terms of mobilization. When they were grouped according to gender, the significant differences were found in surveillance and imposition. Furthermore, when the respondents were grouped according to educational status, the significant differences were manifested in surveillance, correlation, and mobilization. Lastly, when grouped according to occupation, the

significant difference only existed in terms of cultural transmission. The results suggest that FM radio stations should continue to create and experiment on programs that entertain the listeners and cater to a variety of audience. However, radio programmers should not compromise and sacrifice the quality of their programs and must follow the Broadcast Code of the Philippines in terms of content and language. FM radio stations should design their programs to complement the activities of the audience and they should air gender friendly programs. Listeners should also be responsible in their preference of radio stations.

Keywords - radio listeners, listening preferences, radio stations, broadcast media, functional approaches, radio program

INTRODUCTION

The radio started as a wireless telegraphy. It is more of a background medium with audience members less likely to be tuning in for specific 30-minutes programs and interact, more likely to snap the radio when arriving at work, and snapping it off at the end of the day. It is the first broadcast media developed and it created precedents for domestic consumption and institutional exploitation that were followed by the more powerful medium of television and which lasted for most of the century.

Today, the radio has become one of the many forms of communication in the community. It serves as a vehicle of information to make the people aware of the important events in the community. Moreover, with the birth of FM stations, the radio has become a source of entertainment among listeners since it plays a variety of music.

As cited in the study of N. Gladson Nwokah et.al (2009) on the *Consumers Preference on FM stations in Port Harcourt*, published on the *European Journal of Scientific Research*, a radio program has two main components; talk and music. Consumers (listeners) prefer a particular station basically because of the program it carried. Most students prefer musical programs educative programs, entertainment and news while majority prefers interactive programs such as 'phone in' shows.

Because of this need, FM stations at times have to vary their programs to suit the needs of the listeners in order to attract and get more percentage of audience's share. As such, some of the FM stations

in Cagayan de Oro City use the vernacular (Visayan) language in their broadcast and also create programs that would attract the listeners. With these, the listeners are given options on what programs and stations to listen to depending on their needs.

Given the fact that the listener's profile varies in terms of age, gender, educational status, and occupation, it is assumed that they also differ in preferences of functional approaches of broadcast media when they listen to FM radio stations. These functional approaches are surveillance, correlation, cultural transmission, entertainment, mobilization, imposition, and word usage.

According to Dean Proculo of the Philippine Communication Centrum Foundation, it can be noted that in Cagayan de Oro alone, there are about ten (10) FM radio stations. These are DXKB Killer bee, DXBL Mellow Touch, DXKS Love Radio, DXWS wild FM, DXQR Home Radio, DXEQ Star FM, DXVM Smile Radio, DXRL NBC, DXLX Campus Radio, MOR, and DXNU PBC. Each station has its own programs and disc jockeys and somehow gained their own followers.

As Mass Communication students and future media practitioners, the researchers were interested to know the functional approaches of broadcast media that were utilized by the listeners and why they tuned in to their preferred programs or stations. The research team purposely chose this topic to know the reasons as to why radio audience patronize such local FM station programs.

FRAMEWORK

Since this study delved into the preferred functional approaches of broadcast media of FM radio listeners in Cagayan de Oro City, it is anchored in the following theories:

As listeners may also have different reasons for patronizing a certain radio program, thus, the **Functional Approach to Mass Communication Theory** serves as a basis for this study. The theory emphasizes the five functional approaches the media serves users namely; surveillance, correlation, transmission, entertainment, and mobilization.

In this study, **surveillance** refers to the media function of the radio to provide news and information to its listeners. On the other hand, **correlation** refers to how the FM radio presents the information to

the audience after they select, interpret, and criticize it. The **Cultural Transmission** function of the radio on the other hand, is to reflect the listeners' beliefs, values, and norms in their radio program. Moreover, the radio also provides **entertainment** to the listeners through the music played and other programs aired by the station. Mobilization refers to the media function of promoting society's interest especially in times of crisis. In addition to the five functions, **imposition** can be as well included in the context of the study as it is part of the Rules Based Theory. **The Rules Based theory** basically deals with rule-governed behaviors. The preference in listening to a certain radio station is affected by what parents or adults prefer to listen. Even though sometimes people want to shift, change or listen to other radio programs, they are hindered by the rules that parents tell them, like not to change radio program. They have no choice but to tune in and listen to that particular radio program. Imposition in the context of the study means that the listeners have no choice to listen to other radio programs because they are controlled by their parents as to what radio programs to listen to.

Another functional approach of media that can be added in the context of the study is **language**. This refers to the choice of language (vernacular) or words (colored language) that the disc jockeys use when they are on air. As used in the study, it is assumed that the more the listeners are familiar with the language, all the more that they would listen to their favorite program.

Lastly, another theory that this study can be anchored on is the **Social Responsibility Theory by Robert Maynard (1940)**. This theory serves as the guiding principle for the media until today. It was set forth as the ideal way for the media to conduct business. The Social Responsibility Theory claimed that the media could be self-regulating by adhering to the following precepts: First, the media has obligations to fulfill to a democratic society in order to preserve freedom. Second, the media should be self-regulated. Third the media should have high standards for professionalism and objectivity, as well as truth and accuracy. Fourth, the media should reflect the diversity of the cultures they represent. Lastly, the public has a right to expect professional performance. The proponents of this theory had strong faith in the public's ability to determine right and wrong, and take action to preserve the public good when necessary.

Moreover social responsibility does not only fall upon the reporters and producers of media. The responsibility also falls to the consumers to become media literate and maintain high, yet reasonable expectations of the media. Hence, the responsible media consumers are also expected to filter the information they heard from the radio and not tolerate any unprofessional conduct among broadcasters when they are on air.

As this study also sought if there were significant differences between the respondents' profile and their preferred functional approaches of broadcast media, the independent variables of the study were the age, gender, educational status, and occupation. The dependent variables of the study were the functional approaches of broadcast media, namely: **surveillance, correlation, transmission, entertainment, mobilization, imposition, and language.**

OBJECTIVES OF THE STUDY

The study aimed to find out the preferences of FM radio listeners in Cagayan de Oro City based on the functional approaches of broadcast media. Specifically, it determined the (1) FM radio programs that the respondents listen to, (2) preferred functional approaches of the broadcast media preferred by the local radio audience in terms of surveillance, correlation, transmission, entertainment, mobilization, imposition, and language; and (3) the significant differences in their preferences when the respondents are grouped according to age, gender, educational status, and occupation.

MATERIALS AND METHODS

The study used the descriptive research design. It gathered quantitative data focusing on the listener's profiles and preferences with regard to FM radio programs. To validate the responses of the respondents, open-ended questions were also asked. This method was used to describe qualitatively and quantitatively data obtained from the respondents, to test the hypothesis, and to answer the questions concerning the preferences of radio listeners in Cagayan de Oro City on the functional approaches of broadcast media.

A researcher-made questionnaire was used as the main tool in

gathering the data from the respondents. The questions were based on reviewed literature on the functional approaches to literature. The instrument consisted of four (4) parts. The first part focused on the respondents' profile. The second part determined the listeners FM radio program preferences. The third part inquired on the respondents' preferred functional approaches of broadcast media in terms of **surveillance, correlation, cultural transmission, entertainment, mobilization, imposition, and language**. Part 4 included the open-ended questions.

The respondents of the study were the residents of Brgy. Kauswagan, NHA Kauswagan, Kabina Bonbon, Patag and Puntod. Fifty respondents were purposively chosen first from each of the areas mentioned which accounted to a total of 250 respondents. They were chosen using the following criteria; the respondents listen regularly to any of the local FM stations and they were willing to participate in the study.

However, when the questionnaires were retrieved, only 225 were returned to the researchers. Furthermore, there were 57 respondents who did not answer some specific questions of the study. Since it may affect the validity of the data, the researchers did not include them anymore as respondents of the study. Hence, only a total of 168 respondents were included in the study.

Upon the approval of the research title, the researchers conducted the survey at the following locations; Kauswagan, NHA Kauswagan, Kabina Bonbon, Patag and Puntod. They first asked the permission of the residents of the said barangays to conduct the said study. After it has been approved, the researchers personally distributed the questionnaire which was also translated to the Cebuano language to make the respondents understand the context of the study. For the open-ended questions, the researchers personally conducted the interview to ensure that every question was answered. The researchers wrote down all the responses of the listeners and recorded them to make sure that the data gathered were accurate.

The data gathered were retrieved, tabulated, interpreted, and analyzed using frequency counts, percentage distribution, weighted mean, and F-test.

FM Radio programs that the respondents listen to.

Table 1. Fm Radio programs respondents listen to

FM PROGRAMS	FREQUENCY	PERCENTAGE
Wanted Palanga (ABS-CBN M.O.R)	57	33.93
Awards Night (ABS-CBN M.O.R)	51	30.36
Morning na Best friend (ABS-CBN M.O.R)	10	5.95
Local na tukar (ABS-CBN M.O.R)	10	5.95
Focus on the family	5	2.98
Kwentong Barangay (Campus Radio)	4	2.38
Mix of Rhythm	4	2.38
Talk to Papa (Campus Radio)	3	1.79
Yes Diary (YES FM)	3	1.79
Most requested song (ABS-CBN M.O.R)	3	1.79
Rock Music Ballad	2	1.19
Love Romance (Love Radio)	2	1.19
Thursday night talk back (Killer Bee)	2	1.19
Morning with Mo twister (Killer Bee)	2	1.19
Mellow (Mellow Touch)	2	1.19
Programa ni lolo enchong (Yes FM)	2	1.19
Good times (Killer Bee)	1	0.60
Its Torotot time (ABS-CBN M.O.R)	1	0.60
Free load	1	0.60
Drama	1	0.60
Gugmang Giahak (ABS-CBN M.O.R)	1	0.60
News on the dot in Home Radio (Home Radio)	1	0.60
OVERALL	168	100.00

Table 1 shows the frequency distribution of radio programs that respondents listened to. As shown on the table, *Wanted Palangga* (MOR) ranks the highest (33.93%) and closely followed by *Awards Night* (MOR) (30.36%). The following twenty other programs in the data, acquired low percentage which is clearly far from the percentage

of the above mentioned programs.

The nature of the program of *Wanted Palangga* is about having callers who are interested to meet other individuals of the opposite sex and to search for a girlfriend or boyfriend. This is the program for those individuals of any age who are single and searching for someone to love. Most of the listeners and participants of *Wanted Palangga* are teenagers and adults in mid 20's. They are the ones who want to meet other individuals and look for fun and excitement. One of the respondents asserted that he likes how the disc jockeys relate with the callers, which affirms that listeners really enjoy listening to the banter between the DJ and the caller/s since, they are also entertained as they listened. The program *Awards Night* (MOR) which can be heard every Sunday 9:00-11:00 o'clock in the evening is a program for individuals who have problems with their love life, family, friends, and with their selves regarding confusions as to what is the right thing to do regarding their present situation. The respondents find the program effective because the disc jockeys give advice that could help them solve their problems. As cited by one of the respondents, they love to listen because they can learn something from the callers' experiences and situations.

According to the study of the Philippine Broadcasting Federation, "radio is the listeners' friend; it travels with them and talks to them personally". This implies that radio listeners find the programs accommodating and disc jockeys friendly.

Respondents' Preferred functional approaches of broadcast media

Table 2. Functional approaches of broadcast media preferred by the local radio audience

VARIABLES	Mean	Standard Deviation	Interpretation
A. Information (Surveillance)			
1. The DJ's provide regular update on breaking news to inform the listeners of the current situation.	3.36	0.779	Often
2. The newscast is arranged based on its significance to the listeners.	3.30	0.822	Often

3. I learn more about what's going on in the locality, the country and the World.	3.29	0.903	Often
4. I like how they monitor the reliability of the sources of their news.	3.28	0.854	Often
5. The DJs fairly deliver news presenting both sides of the issue.	3.25	0.821	Often
OVERALL	3.29	0.835	Often
B. Correlation			
1. The DJs are open-minded on issues discussed on air and listens to the opinions of others.	3.36	0.762	Often
2. I learn something from the issues being discussed on air.	3.33	0.818	Often
3. The DJs demonstrate knowledge about the issue since their opinions are well-said.	3.24	0.800	Often
4. I am enlightened through the way they explain and interpret the news.	3.23	0.845	Often
5. The DJs are objective in treating controversial issues.	3.15	0.864	Often
OVERALL	3.26	0.817	Often
C. Continuity (Cultural Transmission)			
1. I like how they accommodate the views, reactions, and opinions of the listeners.	3.44	0.712	Often
2. I am encouraged to be more proud of being a Filipino.	3.44	0.817	Often
3. I like how they relate the issues with our daily life.	3.35	0.777	Often
4. I like the way the station observes gender equality/sensitivity.	3.35	0.805	Often
5. I have observed that they are fair with their opinions.	3.31	0.780	Often
OVERALL	3.37	0.778	Often
D. Entertainment			
1. I like the music they are playing in the station.	3.61	0.698	Always
2. I am entertained because of the jokes inserted between breaks.	3.55	0.754	Always
3. I like to listen to the program because of the wit and humor of the DJ.	3.41	0.857	Often

4. I find the program entertaining because of the banter between the DJs and the callers/ listeners.	3.37	0.825	Often
5. I enjoy participating in their promos on-air.	2.90	1.112	Often
OVERALL	3.36	0.849	Often
E. Mobilization			
1. I am mobilized to act on pressing issues.	2.86	0.921	Often
2. I am reminded of my spiritual obligations.	2.86	0.954	Often
3. I am encouraged to contribute positive changes in our area.	2.84	0.976	Often
4. I am motivated to participate in the civic activities.	2.80	1.020	Often
5. I am encouraged to participate and share my ideas on social issues discussed on air.	2.72	1.037	Often
OVERALL	2.81	0.981	Often
F. Imposition			
1. It's the radio station that my family listens to.	1.99	1.187	Seldom
2. I have no choice because it's the only station available in our area.	1.72	1.092	Seldom
3. It's the only radio station that I know of.	1.70	1.083	Seldom
4. I do not own the radio.	1.69	1.072	Seldom
5. I cannot choose my own radio program because my parents imposed on me to listen to a specific radio station.	1.66	1.035	Seldom
OVERALL	1.75	1.093	Seldom
G. Word Usage			
1. I can easily understand the program since it uses the vernacular.	3.29	1.014	Often
2. I observe that DJ's use some indecent language but still listen because I find them funny.	2.83	1.198	Often
3. I tend to imitate the expressions they use. (ex. Salad oh..init pa!)	2.69	1.223	Often
4. The DJ's use words loaded with sexual implications to entertain listeners.	2.68	1.184	Often
5. I like the DJs use of colored language and words with double meaning. (ex. Tugsngyaw)	2.67	1.219	Often

OVERALL	2.83	1.167	Often
GRAND TOTAL	2.95	0.932	Often

Table 2 shows the respondents’ preferred functional approaches when they listen to FM radio stations. In terms of **surveillance**, the highest mean (3.36) falls on the item “DJ’s provide regular update on breaking news to inform the listeners of the current situation.” This is followed by the item “The newscast is arranged based on its significance to the listeners” (3.30). The lowest mean (3.25), on the other hand, falls on the item “The DJs fairly deliver news presenting both sides of the issue,” also described as often. The overall mean (3.29) indicates that the respondents often listen to their preferred FM station to be updated with current events that may affect their daily lives. The result suggests that FM stations must see to it that they are also aware of what is going on around the community so that they can deliver the needed information by the local audience.

As cited by Lewis and Booth (1990) from its fetal stages of pure entertainment, to its adoption of its role as a tool for information in the late 40’s, the FM radio has enjoyed a great deal of freedom as government control over it was at absolute zero. News had become of increasing importance to the British Broadcasting Company (BBC) and its audience since the daytime bulletins of the General Strike. Listening to the news becomes a habit around which household routines were organized. This habit was brought until today’s generation.

Consequently, the local FM station program segment is arranged according to its significance to the listeners. In addition, local FM station air programs that is according to the needs, wants, and demands of the people. This statement is supported by Mr. Art Bonjoc during the seminar workshop entitled “*The Art and Craft of Media*” of the Mass Communication of students. He gave an example of the MOR’s change in programming, the time when the city of Cagayan de Oro was flooded in January 2009. Due to the calamity, the normal set up of the programming change just for that specific time. The FM (MOR) render merely news that time to sympathize with the current situation and to extend service to people through delivering of news information and asking help from those who want to donate for victims of flood. Another example given was, during election time, the station change

their programming through setting or inserting segment (*Arangkada* at ABS-CBN Northern Mindanao hosted by PJ dela Peña) wherein they give special time or coverage to running politicians to campaign and even debate to their counter party. In that case the radio station provides support to the people in accordance with their present needs.

When it comes to **correlation**, the highest mean (3.36) falls on the item "The DJs are open-minded on issues discussed on air and listens to the opinions of others" while the lowest mean is on the item "The DJs are objective in treating controversial issues with the mean of (3.15). The overall mean (3.26) implies that the listeners often listen to FM radio programs in order for them to have a deeper understanding of the current issues of the society.

The results suggests that respondents nowadays don't only want mere information but also seek for an in-depth knowledge about events through the presentation and analyses of the issues by the disc jockeys.

This is similar to the study of Nwokah et.al (2009) about the *Consumers Preference on FM stations in Port Harcourt*, (A survey on UST students) published on the *European Journal of Scientific Research*. The findings of their study revealed that educative program ranked the highest. It shows that respondents listen to radio programs where they are being educated.

In addition, one of the respondents also said that the disc jockeys of the radio station that he listens are professional in terms of dealing with the issues of the callers. According to the respondent, the disc jockey discussed the issues clearly, that's why listeners understand what the disc jockeys are trying to express.

Consequently, in **cultural transmission**, the items "I like how they accommodate the views, reactions, and opinions of the listeners" and "I am encouraged to be more proud of being a Filipino" earned the highest mean (3.44). On the other hand, while the lowest mean (3.31) falls on the item "I have observed that they are fair with their opinions". The items recorded are interpreted as "often". However, the data in the lowest mean indicates that sometimes, the listeners find that the jockeys are often fair in their opinions expressed on air. This means that there is a tendency for a disc jockey to be bias on his stand on certain issues.

The overall mean (3.37) states that the disc jockeys of their

respective radio stations reflect their own beliefs, values, and norms. An example where disc jockeys reflect values and norms would be in the program *Awards Night* (MOR ABS-CBN), where disc jockeys give advice to the callers regarding their problem. This is supported by one of the respondents answer in the open-ended question, where he said that disc jockeys help him think of the right thing to do regarding his problem through their advice over the radio. Overall, it can be surmised that respondents often like how disc jockeys maintain the commonality of values of Filipinos. This reveals that, radio station must design programs that could establish a sense of values and norms in their programming.

In **entertainment**, it can be noted that the highest mean (3.61) falls on the item "I like the music they are playing in the station." This was closely followed by the item "I am entertained because of the jokes inserted between breaks" (3.55). The lowest mean (2.90) falls on the item "I enjoy participating in their promos on-air", interpreted as "often". The overall mean (3.36) indicates that respondents often approves that their chosen radio station provides amusement, diversion and means of relaxation through their music being played and jokes inserted between breaks and as a result, reduce social tension.

The items in the highest mean suggest that the respondents always listen to their preferred radio station because of the music played on air and the jokes they heard. Likewise the study of Nwokah et.al (2009) about the *Consumers Preference on FM stations in Port Harcourt*, (A survey on UST students) published on the *European Journal of Scientific Research*, found that music attracts a bigger audience than talk since young people prefer music.

Moreover based on the respondents' answers in the open-ended questions, if they are entertained by the jokes inserted in the program, majority of the respondents said YES. According to them, "it is funny and can take your burden away", "it makes you relate", "it's cool", "some jokes are educational, they are reality-based jokes", and in addition they also state that disc jockeys of their preferred radio station are natural comedians. Apparently, it is clear that most of the respondents are entertained by the radio program they preferred. Moreover, respondents love to listen to music because as cited by one of the respondents, it is a form of relaxation. Consequently, during the survey conducted, one of the respondents said that, he is not really

that loyal in listening to a specific radio station because his choice of the radio station is based on the entertainment capacity that the radio station can offer.

Moreover, this could have been attributed to the idea that people love entertainment. Music can make them relax from tension, kill boredom and make it as their past time. The respondents cited that listening to disc jockeys on air and on the music they play relieve their stress and can make them forget their problems for awhile.

The result shows that, respondents often enjoy listening to radio programs because of the music being played and the jokes inserted between breaks. It indicates that, radio station must maintain the level of entertainment that they give to the radio audience without sacrificing the quality of their program.

Moreover, in terms of **mobilization**, the items "I am mobilized to act on pressing issues and "I am reminded of my spiritual obligations" have the same mean of (2.86). On the other hand, the lowest mean (2.70) is the item "I am encouraged to participate and share my ideas on social issues discussed on air". The overall mean (2.81) reveals that respondents are often mobilized to act on pressing issues and are reminded of their spiritual obligations. The overall mean implies that respondents often react with the current situation in the locality. Consequently they are also reminded of their spiritual obligation in listening to radio programs. As one of the respondents said that religious songs being played and verses being inserted in the preferred radio station inspires and reminds her to be a good person. According to the findings of the study of Nwokah et.al (2009), in terms of the news items preference, local news and society's news ranked the second highest with 23 percent. Moreover, when it comes to the listener's interest, it shows that religion got the highest rank with 29 percent.

However, considering the mean score mobilization is not a preferred approach by the majority of the respondents.

On the other hand, in **imposition**, the item "It's the radio station that my family listens to" has the highest mean (1.99) and the lowest mean is (1.66), "I cannot choose my own radio program because my parents imposed on me to listen to a specific radio station". The overall mean (1.75) indicates that respondents are seldom obliged by their parents/guardian to listen to a specific radio station, they have their freedom in choosing a specific radio station they wanted to listen to. This means

that imposition is the least preferred approach in broadcast media.

The younger generation nowadays is more exposed to new technologies. Individuals have their own radio in their rooms or radio on their phones. In this case, there is less opportunity that parents/guardian to prohibit their children to listen to their preferred radio station/programs. This is supported by the research made by Nwokah et.al (2009) where it appear that most students can afford to “phone in” to interactive programs in radio station.

Lastly, when it comes to **language** used by the disc jockeys, the item “I can easily understand the program since it uses the vernacular” has the highest mean of (3.29), while the item “I observe that DJs use some indecent language but still listen because I find them funny” got the lowest mean (2.83). The overall mean (2.83) indicates that respondents often listen to their preferred station because they can easily understand and can relate with the language used by the disc jockeys.

Since people in the city are Visayans, they are more likely to listen to radio stations which use the vernacular language because it is easily understood. As one of the respondents said, “*it allows us to discover more of our language and gives a sense of pride being a Visayan (Cagay-anon).*” In this case, the radio station which uses vernacular language become more effective and are tuned in by many. This can be attributed to the concept of “*tangkilikin ang sariling atin*” (love your own).

As cited by Mr. Art Bonjoc, ABS-CBN the news executive of ABS-CBN *RNG Cagayan de Oro*, he asserted that, disc jockeys of MOR (ABS-CBN FM radio station) goes on-air in accordance with what fits the audience taste of programming as to the language being used (*Visayan*) and the jokes inserted in the program. However, they also limit it in accordance with the broadcast code since disc jockeys of MOR are already KBP members.

The results further show that although the respondents already observed that some disc jockeys use indecent language (colored language and green jokes) they still tune in to the station because they find the dick jockeys and jokes inserted in the program entertaining. In particular, one of the respondents asserted that, he can imitate the expressions used by the disc jockeys (*salad oh, init pa*) and it brings him enjoyment. Because listeners constantly hear these words, it follows that they will be retained in their subconscious and later on they imitate these words.

Moreover, according to Mr. Art Bonjoc, the news executive of ABS-CBN RNG *Cagayan de Oro*, "Disc jockeys use colored language but not to the extent that it is vulgar and profane". If they observe that disc jockeys heighten the use of colored language they tell them to minimize it. In addition he also stated that "taking words from the radio depends on the listener on how he understands it, either positively or negatively".

Majority of the respondents in the study don't mind if disc jockeys use colored words or green jokes as long as they are entertained they still tune in with it. However there are also respondents who said that radio stations which used colored language and green jokes should minimize its level considering there are children listening. Moreover, some of the respondents react negatively as well. One of the respondent said that children listening to radio station can imitate the colored/double meaning words such as *tugsngyaw* and *salad oh, init pa*".

The significant difference in the respondents' preferences when they are grouped according to age, gender, educational status, and occupation

The statistical tests revealed that when the respondents were grouped according to age, the significant difference only existed in terms of mobilization. This means that when it comes to the media function of promoting society's interest in times of crises, the response of the respondents would vary depending on their age. Hence, adults may tend to be more mature in their response to the society's pressing concerns that may affect them.

In addition, when the respondents were grouped according to gender, the significant difference existed in terms surveillance and imposition. This means that when it comes to the media function providing news information and choice of radio station the response of the respondents would vary depending on their gender. In this sense, male are more assertive in acquiring news information than female. Moreover, females are keener into listening to mellow music, so it might also affect their preference of FM radio station.

Furthermore, when the respondents were grouped according to educational status, the significant differences are manifested in surveillance, correlation, and mobilization. This means that media

function of providing news information, presenting information after they select, interpret and criticize, and promoting society's interest, the feedback of the respondents would vary depending on their educational status. This explains that the higher the educational attainment of the respondents the higher their level of understanding with radio stations way of providing news information, presenting Disk jockeys ideas on-air, and promoting society's interest.

Lastly, when the respondents were grouped according to occupation, the significant difference only existed in terms of cultural transmission. This means that when it comes to the media function of reflecting own belief, values and norms, the response of the respondents would vary depending on their occupation. Hence, employed ones are more exposed with diverse culture and society since they have more experience than students.

CONCLUSION

From the results, it can be surmised the respondents' preference for the programs of M.O.R. such as *Wanted Palangga* and *Awards Night* could have been attributed to fact that they are entertained when they listen to these programs since it gives them an avenue to express themselves and the same time, enjoy the repartee between the disc jockeys and the listeners.

By nature males are said to be just quiet even when they are at the peak of their emotion. They may have the tendency to evade from expressing out their emotions to anybody who might consider them weak, they consider listening to the radio as their comfort zone. It is either they listen to the music being played or the chitchat disk jockeys on-air. On the other hand, females are known to be emotionally weak, radio programs like *Awards Night*, helps them pour out their emotion whenever they don't have anyone to tell their problems, moreover, this helps them express themselves through calling in the radio program.

It can also be gleaned from the study that the preferred functional approaches of most of the respondents are into entertainment and cultural transmission. This could have been brought about by the fact that basically people tuned in to FM stations to listen to music and at the same time be able to share their views and beliefs to other listeners through the interaction with the disc jockeys.

When it comes to the media function of promoting society's interest in times of crises, the response of the respondents would vary depending on their age. Hence, adults may tend to be more mature in their response to the society's pressing concerns that may affect them. Moreover, when it comes to the media function providing news information and choice of radio station the response of the audience would vary depending on their gender.

However, the media function of providing news information, presenting information after they select, interpret and criticize, and promoting society's interest, the feedback of the audience would also vary depending on their educational status. This explains that the higher the educational attainment of the respondents the higher their level of understanding with radio stations way of providing news information, presenting disc jockeys ideas on-air, and promoting society's interest.

Moreover, when it comes to the media function of reflecting own belief, values and norms, the response of the respondents would vary depending on their occupation. Hence, employed ones are more exposed with diverse culture and society since they have more experience than students.

Considering that the FM local radio caters also to a wide audience, with a variety of needs, proper programming of its segments is essential. As observed by the researches in the monitoring to such FM stations preferred by the listeners, the disc jockeys of the different FM stations always say that their program is for the people. In this case, it can be also said that disc jockeys try their best to please the audience.

As emphasized in the *Operational Theory* of mass communication as applied by media practitioners in the conduct of their own media work, they help to organize experience on many questions such as how to select news, please audiences, design effective advertising, keep within the limits of what society permits, and relate effectively to sources and audiences. With the two-way process of understanding; radio audience to disc jockeys, and disc jockeys to the radio audience, the disc jockeys would be present the information to them after they selected, interpreted, and criticized it.

In choosing a target audience, a station must realize that the more competitors it has, the more specialized its programs should be. If a station does not already have a defined target audience, it should start

by defining the audience it already has. This is because the strategy to enlarge an audience is to serve the existence audience better. Thus a new target audience should never be too different from the present audience. Moreover radio stations should know what the radio listeners prefer, so that they can change or add programs according to the need of the listeners.

The relation between the broadcasters and their audiences are important in structuring a program. Once set, it will be a pattern sustained by corporate and bureaucratic precedent reproduced by countless habits and assumptions embedded in the professional practices of broadcasters and the day-to-day lives of listeners.

RECOMMENDATIONS

In light of the results of the study, the following are recommended:

1. In terms of cultural transmission, the radio station should create programs that would promote and reflect the cultural beliefs and values that the listeners can relate with to ensure the continuous patronage of their radio audience.
2. Moreover, FM radio stations should continue to create and experiment on programs designed to entertain the listeners that can cater to a variety of audience.
3. In the process of creating FM radio programs to entertain the listeners, radio programmers should not compromise and sacrifice the quality of their programs; hence, they should always abide with the guidelines set by the Broadcast Code of the Philippines in terms of content and language use.
4. Listeners should also be responsible in their preference of radio stations. They should not only be concerned about being entertained, but they should also look into the quality of the programs they listen to.
5. Most listeners are doing something else while listening to the radio; therefore, FM radio stations should design their programs to complement such activities. Music played should aid work or relaxing during certain time zones.
6. FM radio stations should air gender friendly programs, wherein both male and female can relate to. An example of gender friendly radio program is *Wanted Palangga* of MOR-ABS-CBN.

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