

**AN EVALUATION OF THE RADIO PROGRAM PERFECT  
RHYTHM'S TARGET AUDIENCE IN BAGUIO  
CITY IN RELATION TO THEIR PERCEIVED  
NEEDS AND INTERESTS**

**A THESIS  
PRESENTED TO THE FACULTY OF  
ASIA-PACIFIC NAZARENE THEOLOGICAL SEMINARY**

**IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE  
MASTER OF ARTS IN  
CHRISTIAN COMMUNICATION**

**BY**

**LILLIAN DELA PERET JATAYNA**

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**Asia-Pacific Nazarene Theological Seminary**

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## Thesis Abstract

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### 6. Abstract

#### 6.1. Summary

Perfect Rhythm is a radio production for the high school and college students of Baguio City. The program intends to bring its audience positive Christian values through dialogues and Christian music. This study defined the profile of Perfect Rhythm's audience in relation to their habits, preferences, and emotional needs. The study sought to answer the problem, "What are the perceived needs and interests of the target audience of the radio program Perfect Rhythm in Baguio City?"



## 6.2. Methodology

A questionnaire, which asked about radio listening habits, social interests and relationships, emotional needs, and personal values, was handed out randomly to 263 college and high school students from seven selected schools in Baguio City. The researcher also used interviews with people directly involved in Perfect Rhythm as a tool for gathering information. The researcher took the arithmetic mean of the responses to the questions. Percentage was used to determine the people composition of each demographic characteristic of the sample. And standard deviation was used to determine if the results were significant to prove or disprove the hypothesis.

## 6.2. Findings: Conclusions, Recommendations, and Implications

The results showed the composition of Perfect Rhythm listenership which are the following: 12 to 23 years old; a slightly larger male population, and mostly single. Most students in Baguio City have strong preference for the use of TV and radio. They listen to radio one to five hours daily, mostly in the morning and evening, in their homes; they prefer pop, rock, and country music on FM radio, particularly on the station Campus Radio. The respondents also adhere strongly to traditional family-oriented values. The findings proved that Perfect Rhythm is generally effective in meeting the needs of its target audience and is geared towards their preferences. The findings also recommended Perfect Rhythm should be moved to Campus Radio; aired on a time slot with less competition from TV, and blended with a

variety of musical types. Topics discussed in the program should include building relationships; family values, and timely social issues, thus, making the program not only relevant for Baguio City but as well as in several cities across the country. The researcher also recommends that those locally in-charge of Perfect Rhythm should create venues for contacting and relating with listeners. Good working relations must be developed between station personnel and the Perfect Rhythm staff.



# CHAPTER ONE

## THE PROBLEM AND ITS SETTING

### Introduction

Undeniably, mass communications has taken its place in our society. Whether they may be children or adults from all level of the society have become influenced by newspapers, magazines, books, television, movies and radio. People depend on mass media for news on the happenings both for the national and the international scene. Mass Media has also been the people's major source of entertainment and information. It influences people from all walks of life whether they are the "common tao",<sup>1</sup> the elite, and even government officials. It dictates ideas, lifestyles, ideologies, fads, and even the values of the people. Andre S. Kahn, a founding member and former Chairman and President of the KBP<sup>2</sup> said, "broadcasting can either deter or propel the growth of our people as well as the success or failure of any administration. We will praise, whenever it is deserved. We will criticize, whenever it is necessary. That is the role of media."<sup>3</sup>

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<sup>1</sup> More common term for common man or the grassroots.

<sup>2</sup> Kapisanan ng mga Broadcaster sa Pilipinas is the association of Philippine broadcasters that promote responsible broadcasting through self-regulation. They aim to defend and uphold press freedom, free speech and expression, and the right of the public to expression.

<sup>3</sup> "KBP Media Factbook" 1996.

Although both print and visual media are popular in the Philippines, the Filipino audience is still more inclined to the broadcast media as a medium of communication for several reasons. Due to its portable nature, a radio set can be brought to any place. It can deliver messages to places where transportation is inaccessible. The geographical formation of the Philippine islands makes it difficult for printed news to circulate around the archipelago immediately. It still takes days before any print material can be sent to remote barrios or distant mountain provinces, if it ever reaches them at all. Television also is not as accessible as radio because some poor families cannot afford its price. Also, there are some very distant places in the Philippines where television transmission is difficult.

Another advantage of the use of radio in the Philippines is its accessibility. It can be noticed nowadays that almost everybody owns a transistor radio. It is played inside jeepneys, buses, factories, private and government offices. Even individuals can be seen holding a 'walkman' while walking on the streets.

For those who want to keep abreast with the developments and the latest news in the country, radio is also the best media to depend on. Television and newspaper still needs time for production and editing before it can be sent through the airwaves then to the public while radio can be sent immediately even while the event is still taking place.

Variety of entertainment may also come from radio. It can provide all kinds of music depending upon the preference of the listener, drama, children's



educational programs, talk shows, gossip on movie personalities, and other fun and exciting programs appealing to the audience.

For all these reasons, radio has gained its popularity in the Filipino audience and has made an impact upon society. It has been used as an effective means of influencing the people's political beliefs. It is being used to set trends in music and even influence the lifestyle of society. It can also be used to change and transform values and improve the beliefs of the people.

The Church of the Nazarene saw the possibility of using radio as a means of reaching the people to Jesus Christ and to the church. They believe that radio technology has a great potential in the ministry that Christ left for His disciples, "Go and make disciple of all nations"<sup>4</sup>. In the Manual of the Church of the Nazarene it says, to evangelize as a response to the Great Commission of the Lord."<sup>5</sup> Radio can be used as a means of sending the Gospel to places where either a pastor cannot reach or the Gospel cannot be preached.

This is the same mission that Nazarene Communications Network and the Fairbanks Media Center<sup>6</sup> tries to uphold. FMC is located on the campus of Asia-Pacific Nazarene Theological Seminary. Its objective is the same as the church: "to evangelize as a response to the Great Commission of the Lord to 'effectively communicate the message of Jesus Christ to all peoples within the Asia-Pacific Region, by using all available media resources especially radio." With the

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<sup>4</sup> Mark 16:15, New International Version.

<sup>5</sup> Manual of the Church of the Nazarene (Kansas City: Nazarene Publishing House, 1989).

<sup>6</sup> Fairbanks Media Center will be referred to as FMC from this point of the paper.

achievement of this purpose, the name of the church, Church of the Nazarene, can also be promoted and advertised. Thus, FMC's dual objective is to evangelize and promote the church.

FMC is already in the process of producing several radio programs that are being aired around the Philippines. These programs were produced as requested by the District Superintendent.<sup>7</sup> These programs were produced in different dialects depending upon the program format set by the station where the programs were broadcast and the locality where they are played. In Tacloban City, Waray is used because it is the common dialect of the people while, in Baguio and Iligan City Tagalog and English are commonly used by the people. Besides, these are the languages prescribed by the station to be used in the program.

A radio program was started by Pastor Dick Umayam and the researcher during the summer of 1995. Umayam, pastor of Gibraltar Church of the Nazarene in Baguio City, believed that a radio program would help expand the ministry of the church in his locality. At the beginning, the program was called "Showers of Blessing," name derived from a radio program formerly being funded by the Church of the Nazarene around the world. It was first conceived of as a Christian talk show. Umayam would go to FMC twice a month to record the programs with the help of the researcher and transfer it to a cassette tape. Each program was then played at the station previously contacted.

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<sup>7</sup> International Radio Ministry Guidelines of the Church of the Nazarene is provided in Appendix D.

At the beginning, the target audience was not clearly defined. It was a broadcast to anybody who happened to be tuned in to the station. Topics discussed then were roughly scripted and dealt with general topics regarding religion, the Christian faith and the church.

Later, Umayam began to determine his target audience. Since he was a college professor in one of the universities in Baguio City, he believes that the students in the locality needed guidance. And since there are a number of schools and universities in the city where students from nearby provinces come to study, he began to think of them as his target audience. He moved the program to a FM station because he believes that most students prefer listening to music stations. In order to give the program a certain distinction due to the change of format and programming style, the researcher suggested that the program title be changed to "Perfect Rhythm" meaning, to be in harmony with God, with others and with ones self. It also gives the gives the idea of music that will be played throughout the program. From then on, FMC began producing Perfect Rhythm for Baguio City which is being aired on 103.9, DWHB-FM, more commonly known as "Smile Radio."

Four months later, Mr. Douglas Flemming, the Radio Coordinator for the Asia-Pacific Region, arrived from his furlough and evaluated the development of the program. It was then that financing and production as well as programming was arranged and improved. From September 29 to 30, 1995, a workshop was conducted to some chosen people around Metro Manila with the intent of forming a pool of scriptwriters for the Media Center's ministry. Flemming also held a

training workshop for potential announcers and radio drama talents. As the ministry of the media center progressed, a technician was hired to ensure audio quality.

### **Conceptual and Theoretical Framework**

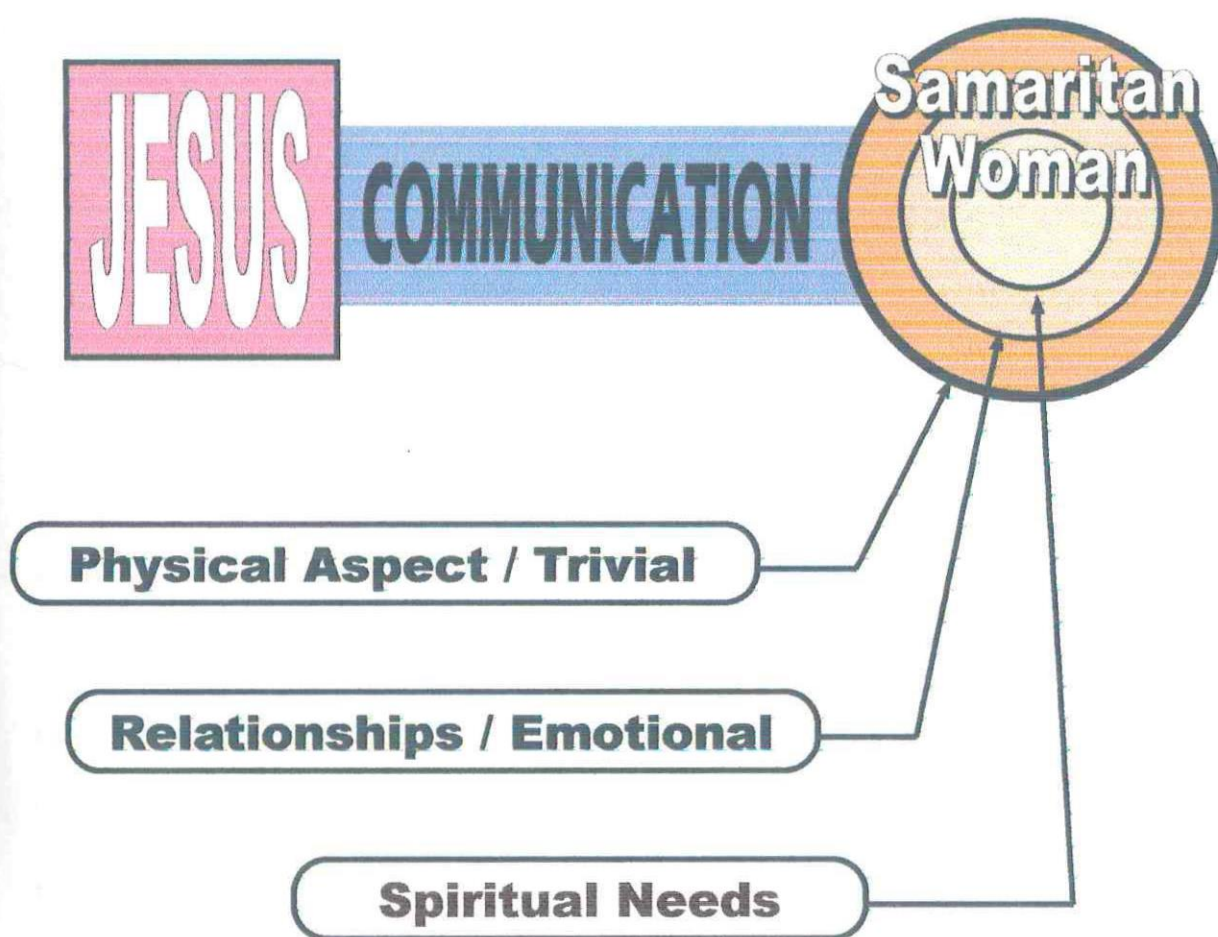
In developing the conceptual and theoretical framework of this study, the researcher has drawn insights from two models: Jesus' encounter with the Samaritan woman found in John 4:1-26 (see page 7) and 39-42 and Sogaard's Comprehensive Model of the Communication Process (see page 9).

In John 4:1-26 and 39-42, a life-changing conversation took place between Jesus and the Samaritan woman. This was also the time when there was a great social discrimination between Jews and Samaritans; for the Jews, association with a Samaritan was considered culturally intolerable -- even sinful. During this encounter, Jesus crossed the barriers of race and beliefs. He believed that all human beings are equal and important, therefore needs to know that the long-awaited Messiah has come to save them from their sins. He went to the well



# Levels of Communication

FIGURE 1



knowing that Samaritans draw their water there. Jesus knew their need of the water as well as the new life that only God can give them.

In His conversation with the Samaritan woman, Jesus discussed not only the relevance of the water coming from the well but also her need of the “living water” only Jesus can give. Jesus touched on her needs, not only physically but moreso the issue of relationships: her husbands and the controversy over the children of Abraham. Deeply touched, she along with her people believed in the saving power of Jesus and accepted him as their long awaited Messiah.

Jesus first dealt with a topic familiar to both of them or common ground -- the physical aspect of the woman -- her need for water. Thirst is something anyone can relate with. But it takes a certain level of trust to be able to communicate about relationships or feelings. Nevertheless, in many cases, one has to achieve a comfortable state in communicating about the physical or trivial aspect before arriving at the emotional aspect. Then the gospel could be forcefully shared.

Communicating the gospel through radio is similar to Jesus' communication style. The broadcaster must first deal with the primary interests of the listeners. In turn, the listeners find a common ground between the radio programs themes and experiences and relate with their own daily lives. This invites them to tune in again. After getting the attention of the listeners, the communicator can further enhance this communication by dwelling on emotional or relationship problems that listeners are perceived to have. Finally, the

communicator can mention the spiritual needs of their listeners and offer the ultimate answers in Christ.

Whether consciously or unconsciously, the broadcaster is establishing a relationship of trust with listeners. And when the listeners sense that this spirit of trust is genuine, they can open up with their spiritual needs and to the answers found in the gospel of Jesus Christ.

For this reason, it is important to know what the listeners like. Their radio listening habits, musical preferences, emotional and spiritual needs, as well as personal and social values have to be enumerated to build a trust relationship with the listeners.

The second model the researcher used is that of Viggo Sogaard (see page 10). In his book Media in Church and Mission: Communicating the Gospel, he presented a comprehensive model of communication process<sup>8</sup>. It posses the basic sender, message, channel, receiver and effect. However, he modified this model by adding the context, research, content, reception, monitor and evaluation, response/research, and noise. Looking at it more closely will lead to a clearer understanding of what Perfect Rhythm should try to create.

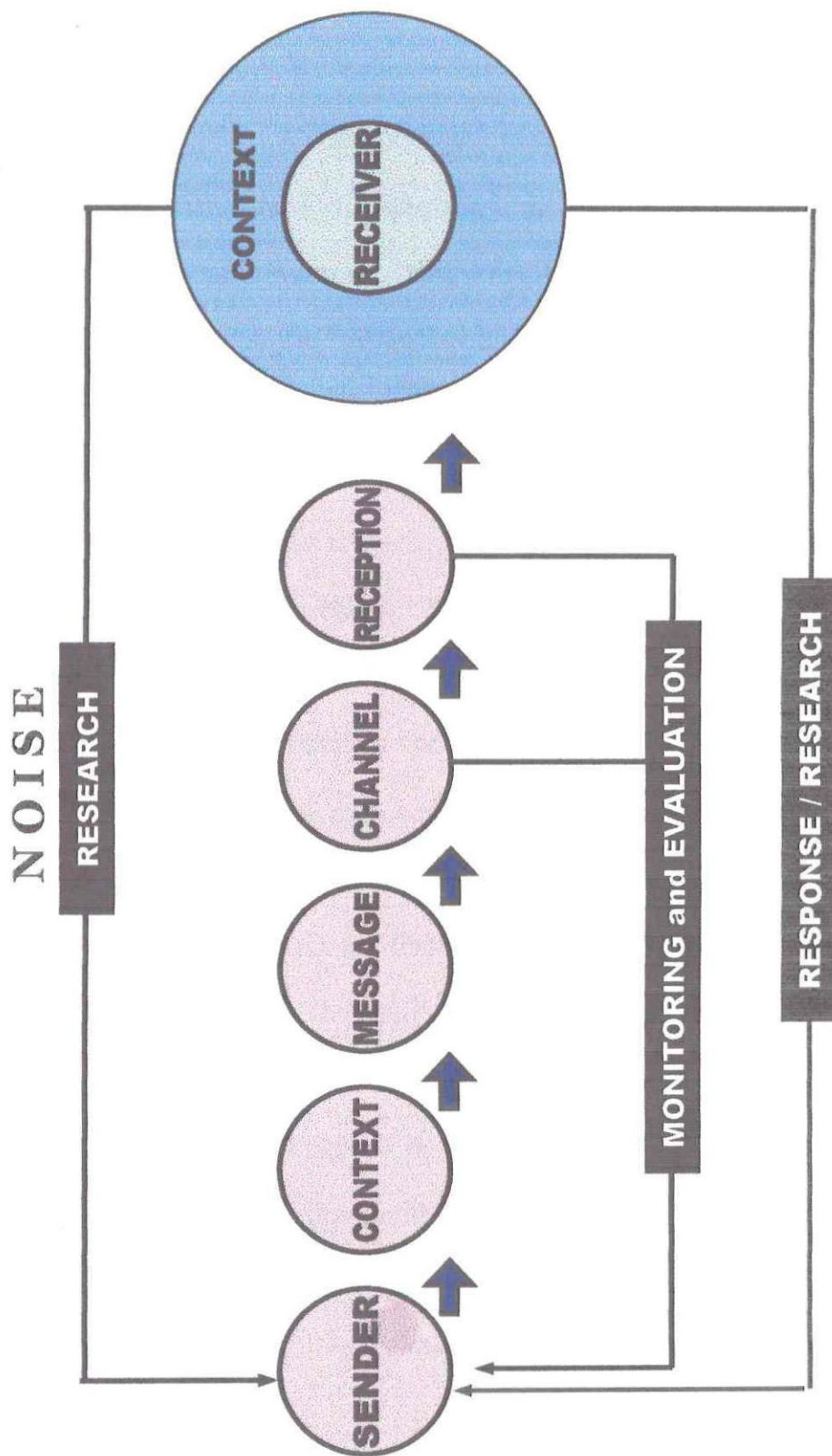
The **source or sender** is the communicator. The process begins with a group of people who plan the whole communication process. As Christian communicators, their primary concern should be to “preach the Gospel to all nations” in ways relevant and understandable to the audience. The purpose,

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<sup>8</sup> Viggo Sogaard, Media in the Church and Mission, p. 47-51.

# Sogaard's Comprehensive Model of Communication Process

FIGURE 2





assumptions and limitations must be clear to make communication persuasive and effective.

The **receiver** is the audience. A clear understanding of who you want to communicate with would help determine the effectivity of the message. It is important to know values needs and interests. With these in mind, the sender would be able to improve and develop the communication process better and be more successful in creating understanding.

The **context** of the audience is not only concerned with who the audience is but also the when or where they will be receiving the message. Similarly, the context dictates the state of mind of the receiver. Through this, the sender could create better atmosphere in sending the message.

The **research** is the process of obtaining information from the audience or receiver. It can be either formal, informal, or a combination of both. Its primary concern is to obtain primary information about the audience and find ways to make the message acceptable and fitted for them in a language they would understand. These information should be gathered even before the whole process begins.

The **selection of content** should always begin with a biblical foundation. Sogaard gave three steps in selecting the content: first, what is the general teaching in the Word of God about this need or topic; two, where do I find passages that deal with this topic; and three, which passages would be most

helpful in meeting the needs of my audience. Having all these in mind, a clearer communication would be insured.<sup>9</sup>

It is also important to **identify the channel**. What medium would best fit the communication process with the chosen audience? Then, how can the message be best communicated and still meet the needs and interests of the receivers? Determining this factor will help develop new possibilities of how the message will be delivered.

**Reception** is more concerned with exposure to the message, captivating the attention of the audience, gaining understanding, and retention towards a desired action. Before a program format is to be developed, destructive barriers or noise should be eliminated.

In **formulating the message**, much will depend on what medium will be used. In radio, the sender is limited only to the auditory sense of the listener. Therefore it should include a combination of speech, music and sound effects. Formulating the message means to translate ideas and thoughts into format and style acceptable and interesting to the audience.

Communication is not complete when there is no **monitoring and evaluation**. Feedback coming from the audience will determine the effectivity of the process and whether an understanding was created and desired action was taken.

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<sup>9</sup> Ibid.

Christian communication is not complete without **response and research** because their primary objective is to reach every individual including those who do not have phones and the non-literate. It is then important to have an effective research design that will measure the actual results.

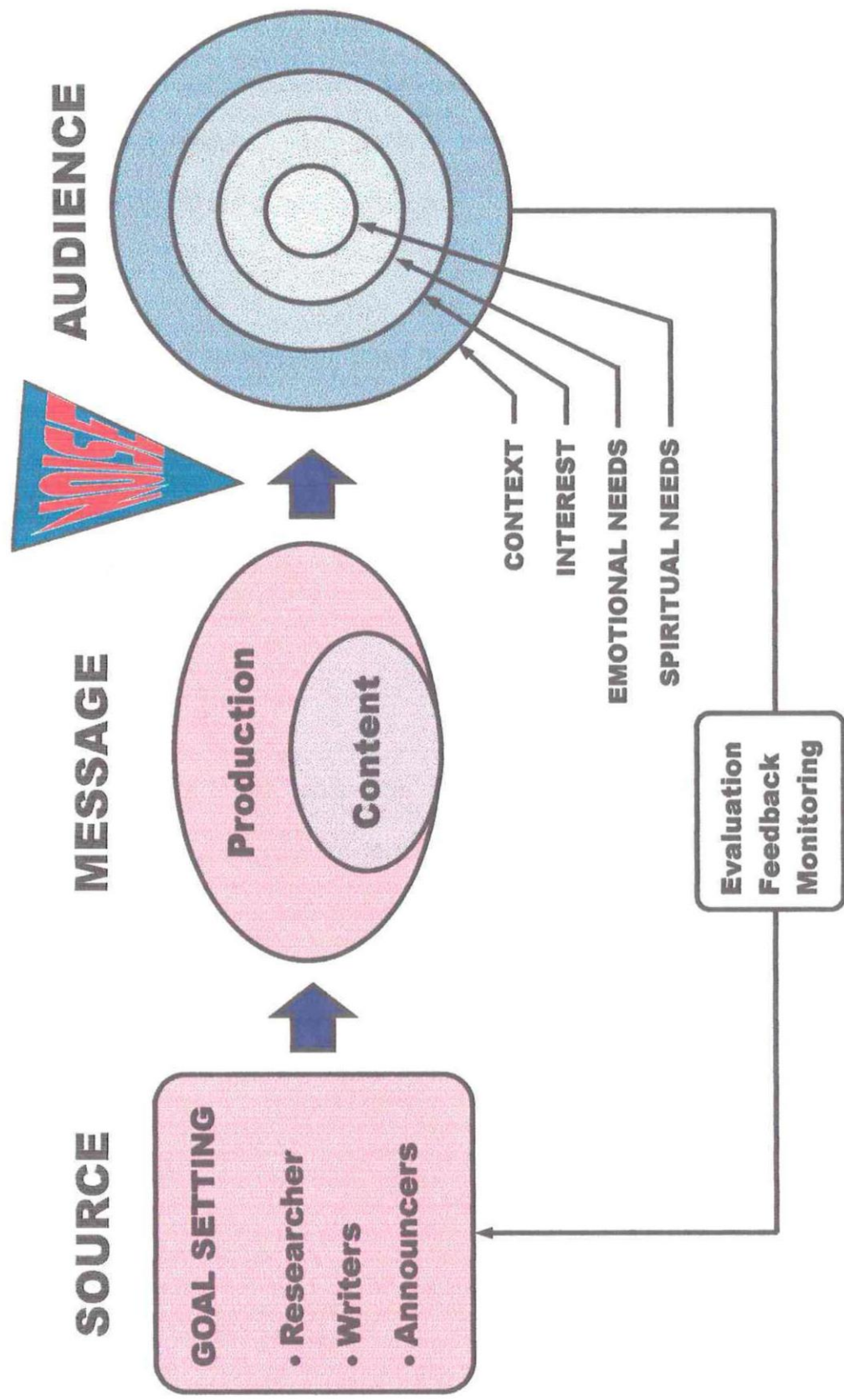
One of the most important factors that need to be considered is **noise**. This describes anything that might hinder a clear communication process. It may be a biased information from the sender. The meaning of a word as assigned by the receptor, the context that distracts the audience from paying attention, and technical problems that may create actual noise during the process.

From these two models of communication, the researcher developed the conceptual framework for this study (see page 14). In order for a Christian radio program to be attractive and relevant to the targeted audience, it has to meet their needs and interest, and at the same time promote values and Christian beliefs. The central idea of this model is to understand the receiver. From there, the whole formatting and programming of Perfect Rhythm will begin.

The process will start with a group of people who will make a research about the values, needs and interests of the target audience. The result of their study will be forwarded to the writers of the program. They are a group of people trained and are responsible for writing and editing the scripts, plan and lay-out the programs for the whole year. Scripts will be forwarded to production by a set of announcers and technician for good quality and presentation ready for broadcasting.

# Perfect Rhythm's Model of Communication

FIGURE 3





Response from the audience may be through phone calls or letters. Names and addresses of the respondents will be sent to two places; a church near the respondent for follow-up, evangelism, and church invitation, and the researchers for evaluation of the target audience.

### **Statement of the Problem**

This section will deal with the following: the Problem; the Sub-Problems; Assumptions; Null Hypothesis; Importance of the Study; Scope and Delimitation of the Study; and Definition of Terms.

#### **Problem**

Perfect Rhythm is a radio production for the high school and college students of Baguio City. The program intends to bring its audience positive Christian values through pep-talk talk and Christian music. This study defined the profile of Perfect Rhythm's audience in relation to their habits, preferences, and emotional needs.

***Sub-Problems:***

More specifically, this study attempted to answer the following questions:

1. What are the demographic characteristics of the targeted audience?

- 1.1 Age
- 1.2 Gender
- 1.3 Marital Status
- 1.4 Educational Attainment

2. What are the respondents radio listening habits?

- 2.1 Media Preference
- 2.2 Time they listen to radio
- 2.3 Radio frequency frequently played
- 2.4 Station frequently played
- 2.5 Place where they listen to radio
- 2.6 Type of Music

3. How do respondents perceive their emotional needs?

- 3.1 Personal Values
- 3.2 Role Models
- 3.3 People to whom they tell their problems
- 3.4 People they spend most of their time with

4. What are their social interests in terms of:

- 4.1 Hobbies
- 4.2 Career Choice
- 4.3 Social Issues
- 4.4 Social Values

**Assumptions**

During the conduct of the study, the following assumptions were made:

1. That the high school and college students of Baguio City regularly listen to their radio sets;
2. That the targeted audience of Perfect Rhythm can understand and speak both English and Tagalog as a medium for communication;
3. That the targeted audience of Perfect Rhythm listens to a type of music of their own preference; and
4. That the listeners of Perfect Rhythm are mostly young people.

**Null Hypotheses**

An audience survey of the high school and college students of Baguio City cannot determine the needs and interest of the target audience of Perfect Rhythm.

### **Importance of the Study**

The Church of the Nazarene has the vision to evangelize the world not only through preaching and teaching but also through mass media. Presently in the Philippines, there are already five places where Perfect Rhythm is being aired: Baguio City and Iligan City.

The result of this study will be presented to the leaders of Nazarene Communications Network, the Asia-Pacific Media Coordinator, and the Fairbanks Media Center staff, and to the producers of Perfect Rhythm to help them evaluate their present radio programming. The study may help them evaluate their present programming, choose a more effective radio station in airing the program and a time and day when there are more radio listeners. To the people in-charge of monitoring and following up the program locally, this study could be a helpful tool in assessing their effectiveness. The study can even be used in refocusing the producers' attention to the audiences' interests and needs, making the program both entertaining and life changing.

### **Scope and Delimitation**

The main concern of this study is to assess the main interests and needs of the targeted audience of the program Perfect Rhythm in Baguio City. Though the results of this study may recommend some developmental issues regarding the program format, it is not the intention of the researcher to change the present format of the program. Also, it is not included in this study to produce an ideal



program format for Perfect Rhythm. However, some recommendations were made to improve its present program format.

### **Definition of Terms**

The following terms have been defined as used in the research to provide a clear understanding of this study.

1. Assessment – describing and categorizing the demographics, interest, hobbies, preferences, values, relationships, and choices of the target audience.
2. Broadcast Media – is specifically referring to FM radio.
3. Emotional Needs – Composed of and determined by the role models, social values, and relationships of the members of the target audience.
4. Evaluation – Making judgements on the emotional needs, radio listening habits, and social interests of the target audience based on the assessment of their characteristics.
5. Hobbies – The desired activities of the respondents usually during their pastime.
6. Interests – Composed of hobbies, career choices, and social issues and values that are generally relevant to the target audience.
7. FM – Frequency Modulation is the radio band that plays mostly music on air due to its clarity and vividness.

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8. **Sender – Nazarene Communications Network** through the Fairbanks Media Center is producing radio programs and facilitates their airing around the Philippines and around the world.
9. **Target Audience –** the young people in Baguio City who listen to FM stations, whether they are high school students, college students or out of school youth.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter will present studies done concerning Christian radio programming having the youth as the target audience. The research will include some studies done by radio stations about their audience, Christian organizations presently producing radio programs, and similar studies done about broadcasting. It will include both local and foreign studies in order to enhance the effectively of Perfect Rhythm.

#### **Local Studies**

The electronic media came to the Philippines, as in any other part of the world, much later than the print media. In June of 1922, two years after the first American radio station was set up in Pittsburgh, Pennsylvania, a 50-watt radio station was put up both in Manila and in Pasay by Henry Hermann.<sup>1</sup>

Broadcasting is a form of expression using a scarce natural resource, the airwaves, which is in the public domain.<sup>2</sup> Its power to communicate and persuade is too extensive that it has been used and misused to influence the culture, values and beliefs of the people. It is an effective and fast vehicle to

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<sup>1</sup> Crispin Maslog, Philippine Mass Communication: A Mini History, Quezon City: New Day Publishers, 197.

disseminate news and information to the public. Furthermore, radio is an easy to access entertainment, ranging from music and drama to the latest gossip in town about government officials and movie personalities.

Although radio has many advantages as compared to other forms of media, it also has its own problems. One of these problems concerns entrepreneurship. Private administrators were more concerned on ratings and profits rather than making quality programming profitable for their audience. No policy regarding organization of networks and its extent was made. Many media owners rose and exploited the use of the airwaves to the extent that there became too much media freedom.

In May 1973, the Media Advisory Board was formed to encourage responsible broadcasting among station owners, broadcasters and writers. The Board prompts responsible opinion writing of social and economic conditions, ban monopoly ownership, allocate radio and television frequencies through zonification system and under accepted international rules, and put up more radio and television stations in the provinces.<sup>3</sup>

The broadcaster's responsibility under the new order was to educate the masses by presenting cultural and genuinely artistic or literary materials, and to promote Filipino moral and social values, especially among the children. Program standards called for, among others, positive values, wholesome

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<sup>2</sup> Crispin Maslog, Communication, Values and Society, 233.

<sup>3</sup> Raul T. Panares, Philippine Communication: An Introduction. "Broadcast Media at the Crossroads" by p. 212.

entertainment, respect for marriage, home and family, and factual, fair and unbiased news reporting.<sup>4</sup> These are the very reasons why positive Christian programs should be aired on radio. The promotion of values to the listeners would provide a great impact in the lives of its audience and thus, start to influence and change the society.

Since more than 90% of the radio stations in the Philippines were owned and operated by the private sector on the system of free enterprise, competition in radio is very evident.<sup>5</sup> The main concern of radio, as a private commercial enterprise, is 'to make'. This is the reason why most of the broadcasting networks cater to the lowest common denominator of tastes or classes C and D. They produce what they think the mass audience wants and not what resounds to public interest.<sup>6</sup>

Radio broadcasting should have and must project its own ethics. Producers must be conscious of what is right and wrong depending on the culture of the public it serves. They must obey the set of standards provided by the KBP in upgrading morals. In relation to business, broadcasting is expected to show honesty, fairness and justice. It should project a sense of responsibility in contributing to the upliftment and improvement of the community where the business is located.<sup>7</sup>

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<sup>4</sup> Ibid.

<sup>5</sup> Maslog, Introduction to Mass Communication, p. 199.

<sup>6</sup> Maslog, Communication Values and Society, p. 233.

<sup>7</sup> Ibid, 235.

As a medium of communication, its freedom is guaranteed by the Constitution. Therefore, radio broadcasters should provide a truthful and intellectual account of the days news. It must serve as a forum for the exchange of comment and criticism of the government and its different branches. It must present an accurate picture of constituent groups in the society, especially the minorities. It must circulate and clarify goals and values of the society. And it should provide the society it serves a full access of information.<sup>8</sup>

In the research Panares has done, he said that 4 out of 5 Filipinos (84%), ages 15 and above listen to radio for about three hours a day, 5 to 6 days a week. This means that about 24 million Filipinos comprise adult radio audience. It is important to note that radio listening is higher in rural areas, especially in northern and central Luzon, the Visayas and Mindanao, than in Metro Manila, southern Luzon and the Bicol Region.<sup>9</sup>

According to Panares' study on radio listening habits of the Filipinos, the listeners of popular music stations belong to class A and C. They are mostly males and are 15-29 years old. Drama stations are characteristically D and E audience consisting of females below 15 and above 45 years old. Music personality stations have the same audience as drama stations in terms of socio-economic class (DE) and sex (females). As to age, however, the listeners of music stations are in the 20-44 age bracket.

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<sup>8</sup> Ibid, 235-236.

<sup>9</sup> Panares, Philippine Communication, 217.



In his study, Panares presented a tabular summary of some issues and problems in the broadcast industry. One controllable factor is the Program Staff. The owner-managers, producers and directors have become profit oriented. They allowed themselves to be dictated by the advertisers regarding scheduling of advertisements and content of the programs to be aired. In addition to this problem, their staff were underpaid and therefore does not give their best for the job. There is lack of professional updating and professional growth. They were unaware of their great social responsibility as communicators. In response to this, Panares suggested that there should be a higher degree of professionalism in the industry. The staff should receive higher pay and incentives for professional growth. They should always be aware of the social and political realities of the audiences. Also, they must learn from the "old timers" or those who have been in the industry for a long period of time and the "fresh newcomers" alike for ideas and possibilities.

The scriptwriters have their problems as well. The writers are writing stories only in popular taste or those catering to "baduy" or the "bakya" crowd, the slowest common denominator of people since they comprise the most in the population. Relatively, the problem with the talents are their being unprepared and unrehearsed during recording time, which makes the product of lesser quality. Another problem is the ever growing drug dependence, alcoholism, homosexuality, and others the like in the industry. Solution suggested is to educate these people in higher forms of entertainment.

The problem that broadcasting may face with commercial enterprise is competition. Will the radio stations be willing to sacrifice high popularity rating and good income from advertising for the sake of upholding moral and spiritual values? Will they play music or any other form of entertainment that does not provide good morale if that is what is popular to their audience? The programming of any station still depends on the mission and vision of the organization. The values that the radio station upholds are the same values they transmit to their audience.

Even the audience, the listening and viewing public, has their own problems regarding the broadcast industry. They are uncritical and passive in accepting low quality shows. They prefer programs that entertain rather than informational and educational programs that would promote values and positive cultural traits. Public criticism should be encouraged. They need to be "educated by exposing them to high-quality programs."<sup>10</sup>

Although the study of Panares took place in 1985, truths are still similar. It is not only true in the movie industry where most locally produced movies project negative values but also in the broadcasting industry. Radio programs give so much emphasis to gossip about popular entertainment artist.

However, it is still prevalent that radio stations still see the value of Christian programs in their stations. In spite of their objective to rate, they also recognize the need of bringing positive values and information to their audience. One clear example of these stations is the "Smile Radio" of Baguio City.

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<sup>10</sup> Ibid, 218-219.

Radio Mindanao Network<sup>11</sup> is one of the largest owner of several radio stations in the Philippines. They have both the AM and FM radio bands all over the country. One of these stations is DWHB, also known as the "Smile Radio". "Smile Radio" stations are not only found in Baguio City but also in Metro Manila and other cities in the Philippines.

According to their latest research of RMN for Baguio City conducted to 208 respondents on August 1-2, 1998, they studied the reasons why people listen to FM radio station regularly and to what specific stations they listen to. It described characteristics of the station that the respondents like most. However, it did not include the ratings of each station but only a description of each according to the respondents.

According to the survey, they listen to DWHB because of its beautiful music. They play variety of songs and continuously. Their music includes the top hits of disco, modern songs, love songs, and sometimes even instrumental music. The respondents like the station because their music is fit for teen-agers. It is also a relevant station because aside from the music played, they also air comprehensive news report and commentary.

Smile radio is a station with the audience in mind. One of the reasons why people like it is because the Disc Jockeys are friendly and humorous, and not very talkative. They are always ready to accommodate requests and

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<sup>11</sup> Radio Mindanao Network (RMN) is one of the largest radio owners in the Philippines.

greetings in the programs. They have lesser commercials and have a lot of promotional contest where the listeners can join, be a part of the program, and win a prize. Lastly, people have been used listening to this station all the time.

Campus Radio is one of the newest FM stations in Baguio City but they have already gathered a lot of listeners to their programs. According to the same study, listeners tune in to their station for beautiful music either sweet or disco. They play top hits, modern songs, and even instrumental music. Their Disc Jockeys hosting style contribute a lot to their listenership. They are friendly, tell good jokes, and oftentimes give advises to their listeners. They accommodate song requests and messages on the air. To top it all, they have promotional contests where the listeners can participate and be a part of. In return, they receive gifts.

Through all these reasons, it was apparent in their findings that Perfect Rhythm has found its way in their top-rating program. After two years of airing in their station, Perfect Rhythm has developed their announcers, played contemporary music, and discussed topics relevant to its audience. As a result, the positive values promoted in the program has created impact to its listeners and at the same time helped the stations' popularity rating.

## Foreign Literature

In 1920, when radio began in the United States, the audience can be participants in the events "as they happened." They were given an up-to-date information of what is happening around them. However, they were not given the chance to interact or their opinions and to be heard. Only selected opinions and information were provided for them, giving them only a fragment of the whole idea.<sup>12</sup>

In William Stephenson's research called "*The Play Theory of Mass Communication*," he said that there are fewer people studying mass communication as entertainment rather than as agent of persuasion. Furthermore, he said that communication is not just a means of passing information from a source to the public. It is better conceived as a re-creation of information from a source to the public, given a hint by way as a key symbol, slogan or theme."<sup>13</sup>

In programming, the audience must be given careful consideration. Questions such as socio-economic and cultural condition must be carefully thought about. Needs and expectations of the audience must be answered. The communicator should be constantly informed of the current environmental

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<sup>12</sup> William Fore, Mythmakers: Gospel, Culture and Media. (New York: Friendship Press), 42.

<sup>13</sup> David T. Mcfarland, Contemporary Radio Programming Strategies. (Hillsdale: Lawrence Erlbaum Associates, Inc.), 26.

changes among the audience so as to be able to meet their present needs and expectations. The communicator must have a clear vision of the future, geared towards social transformation especially regarding investments, administrative modifications, and innovations that may affect the audience's life.<sup>14</sup>

Allen Shaw, during the beginning of the FM radio programming said, "Our concept at ABC was to take the positive side of cultural revolution rather than the revolutionary side, to create a radio format that would express those values rather than revolutionize values."<sup>15</sup>

Programming has to be based on the educational purpose, philosophy and goals of the project. The effectiveness of programming is the determinant of the effectiveness of the entire project. The better the intentions of the project are defined, the more conscious use can be made of the available means in order to achieve the desired effects.<sup>16</sup>

There is a great need for media reform. This is a task for Christians, but it certainly is not their task alone. Communication must be open, diverse, and free-flowing in order for the communicator to participate fully in the human race. It must maximize all its potential to capture the imagination of every person who wants media to fulfill its possibilities. Its goal must be for the enjoyment and enlightenment of the listeners, that every mother or father who is concerned

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<sup>14</sup> Ignacy Waneiwics, Broadcasting for Adult Education: A Guidebook for World-Wide Experience. (Paris: United Nations Educational, Scientific and Cultural Organization), 160.

<sup>15</sup> James Monaco, Media Culture, p.185.

<sup>16</sup> Waneiwics, Broadcasting for Adult Education, 60-61.



about the way their children will grow up, every citizen who wants their nation to be a place of freedom and hope will be fulfilled.<sup>17</sup>

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<sup>17</sup> Fore, Mythmakers, 122

## **CHAPTER III**

### **RESEARCH DESIGN AND PROCEDURE**

This chapter on research design and procedure will cover the different strategies used in implementing this research. These includes the research method used, the research instrument, the research locale, the population and subjects of the study, the nature of the sample, the data gathering procedure, and the statistical treatment of data.

#### **Method of Research**

In this study, the researcher used the descriptive method of research in order to describe the present condition of targeted audience of the radio program Perfect Rhythm in Baguio City, the interests and needs of the targeted audience in Baguio City. It assessed and described the prevailing situation of the target audience without value judgment. It evaluated and tried to determine what was happening to the variables whether the goals set were being successfully carried out.

## **Research Instrument**

The primary research instrument used in this study was the questionnaire. It obtained information regarding the target audience. This includes their demographic information such as age, gender and educational attainment. It also included information about their choice of program format. This includes their listening habits, time of the day they listen to radio, radio frequency they usually listen to, favorite FM station, and the type of music enjoy listening to. Regarding the emotional needs as perceived by the targeted audience, the questionnaire also included their personal values, role model, their confidante, and the people they spend most of their time with.

The questionnaire also included questions regarding personal interests of the targeted audience. Inquiries were made about their hobbies, career choice, social issues and social values that are most relevant to them. Appendix B contains the questionnaire developed for this study. In order to make certain of the listeners' choice of topics and types of music, a wide variety of topics was provided for them to choose from as they feel important.

The researcher also made use of the interview method of research. These were provided by some people who are directly involved in Perfect Rhythm. Martin was re-interviewed about the latest researches done by the station regarding the programs aired in their station. The researcher visited him in Baguio City on March 2, 1998 primarily to discuss future means of following-up the listeners of Perfect Rhythm. He also made some comments about the

programs' selection of music and how they are sequenced. He recommended that the first musical selection of the program must segue with the program preceding it and the last musical selection must fit the program that follows Perfect Rhythm.

A dialogue also took place between Benny Boco and the researcher regarding phone interviews and letters sent by the listeners. He was asked on how he can conduct follow-up among the listeners. Boco suggested that he'd rather have the listeners come to the church to pick up give-aways rather than for him to visit them. The reason for this, he said, is that some callers do not leave their real names and addresses.

Rev. Saturnino Galino, pastor of Pico Church of the Nazarene and also the present zone coordinator of the Central Luzon District, was also contacted on how Perfect Rhythm can be promoted in the churches around Baguio City. Positively, he volunteered to write letters to the churches providing information about the program. He further suggested that a representative from Fairbanks Media Center promote the program during their Annual District Assembly and provide them with more information.

Lastly, another interview was made with Dr. Ernesto Rulloda, President of Luzon Nazarene Bible College and member of the Districts Advisory Board regarding some problems and difficulties encountered by the program in the said locality. Communication, he believed, is the problem. There must be a clear transfer of information between FMC, the local radio coordinator, and the local

district pastors and leaders. They must be informed on what has been happening in the program and its results.

### **Subjects of the Study**

To study mass media means to send messages to a large group of people in a certain locality. Fairbanks Media Center, in cooperation with the Nazarene Communications Network and the Church of the Nazarene, was established to create Christian radio programs for radio stations around the Philippines. One of the places where its programs are sent in is Baguio City.

The radio station DZHB-FM or "Smile Radio" in Baguio City has a reach of 10 kilowatts and could be heard in all of Baguio City and some surrounding provinces like Benguet, La Union and some towns in Pangasinan. However, the main focus of this study were the high school and college students of Baguio City.

With the participation of four high schools and three universities around the vicinity, the researcher gathered two hundred and sixty-three (263) respondents for the study. One hundred and fifty of which are high schools students and one hundred and thirteen are college students. Since the researcher herself distributed and collected the questionnaires under a controlled environment, there was a hundred percent retrieval of the questionnaires. Schools that participated were Baguio City National High School, Baguio City Science High School, University of Baguio (College Preparatory High School),

University of Baguio (Science High School), Baguio Colleges Foundation, University of Baguio, and University of the Philippines (Baguio City).

The survey was conducted inside the classroom under the direct supervision of the researcher and an assistant and the teacher-in-charge of the class.

### **Data Gathering Procedure**

In consultation with Martin, the researcher was informed that Smile Radio has already conducted a survey about their listeners. He said that the bulk of their listeners come from Baguio City itself and some outskirt provinces. Their ages ranges from 13 to 19 years old. They are mostly were high school and college students. This became the basis of the researcher in choosing the targeted audience for this study.

Before the questionnaire was distributed to schools in Baguio City, a pre test was conducted with several students and young people in Metro Manila having similar characteristics as the targeted audience. Some questionnaires were answered by the first year college students of Harris Christian School. Some people who were directly involved in the Fairbanks Media Center also made comments and suggestions about the questionnaires content. Some college students and some students from Asia-Pacific Nazarene Theological Seminary who, the researcher believe, might help in the evaluation of the questionnaire also answered and commented the questionnaire.

Some respondents presented a problem on their choice of music. A wider variety of choices were suggested. Topics of interests for radio discussion was also added.

The researcher began to list the high schools and colleges of Baguio City. Special schools such as Christian schools, Chinese schools, all-boys and all-girls schools, were excluded from the list of participants in the study. The researcher believe that such groups would give biases to the result of the study.

Letters of request (see Appendix B) were mailed and faxed to the Principals, Directors, and Deans of Academic Affairs of targeted schools asking for permission to conduct the questionnaire in their school. Phone calls were also made to follow up the letters previously sent and to confirm their approval of the request and a schedule when the questionnaires will be administered. The purpose and procedure of the survey were further explained to these school directors and principals. Further correspondence was continued with the school authorities to confirm their desire to participate in the study. A follow up telephone call was made to make an appointment and confirm the date when the researcher can administer the questionnaires.

On March 2 to 6, 1998, the researcher went to Baguio City and conducted the research on the students of seven schools and universities in the area. The researcher personally distributed and collected the questionnaire in this study. It was administered to the first, second, third, fourth year high school students coming from different schools. Also, first year and second year college students



from different universities in Baguio City were included. Different schools were used in order to guarantee representation of the target audience.

### **Research Locale**

The researcher conducted the study in Baguio City because Perfect Rhythm already exist in the area for the past three years. Although the same program is also being aired in other parts of the country, Baguio was chosen because of its accessibility to the researcher. Secondly, Baguio City has the longest running program amongst other areas. And lastly, the researcher intends to make Perfect Rhythm in Baguio City be the model program for other radio programs to be opened in other cities and areas around the country.

### **Nature of Sample**

The respondents of this study include a simple random sampling of the students from seven high schools and universities of Baguio City. The choice of the age bracket of the respondents was prescribed by the station manager of DWHB-FM where the program "Perfect Rhythm" is being aired. This age bracket is also a result of their own study.

Although the researcher communicated with other educational institutions in Baguio City, the schools that are included are Baguio City National High School, Baguio City Science High School, University of Baguio (College

Preparatory High School), University of Baguio (Science High School), Baguio Colleges Foundation, University of Baguio, and University of the Philippines (Baguio City).

### **Treatment of Data**

Collating and recording of data was accomplished by the researcher. The data gathered were tabulated and then fed into the computer. Microsoft Excel was used for computation and Microsoft Publisher was used for laying out the graphs.

According to Calmorin, variance is a statistical formula to be used in order to measure individual differences from different person.<sup>1</sup> Percentage, arithmetic mean, variance, and standard deviation were used in this study.

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<sup>1</sup> Laurentina P. Calmorin, Educational Research Measurement and Evaluation. (Valenzuela, MM: 24K Printing), 222.

Formula for Arithmetic Mean (for **CORRECTION**)

$$\bar{X} = \frac{X_1 + X_2 + X_3 + \dots + X_{10}}{N}$$

$$\text{or } \bar{X} = \frac{\Sigma X}{N}$$

Where  $\bar{X}$  = arithmetic mean

$\Sigma X$  = sum of all scores

$N$  = number of scores or cases

Formula for Standard Deviation (for **CORRECTION**)

$$SD = \frac{\sum (\delta - X)^2}{N - 1}$$

Where

X = frequency

$\delta$  = mean

N = Number of Cases

## CHAPTER FOUR

### PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

Data presented in this chapter will present an analysis of the targeted audience of the radio program Perfect Rhythm in Baguio City. Included in this chapter are the demographic characteristics of the respondents, media exposure and involvement of the respondents, emotional needs of the respondents as they perceive it, and their social interests. Meaningful graphs and charts were provided in order to illustrate the result of the study in a clearer visual perspective. The statistical tests used were those that were required for a study of this nature.

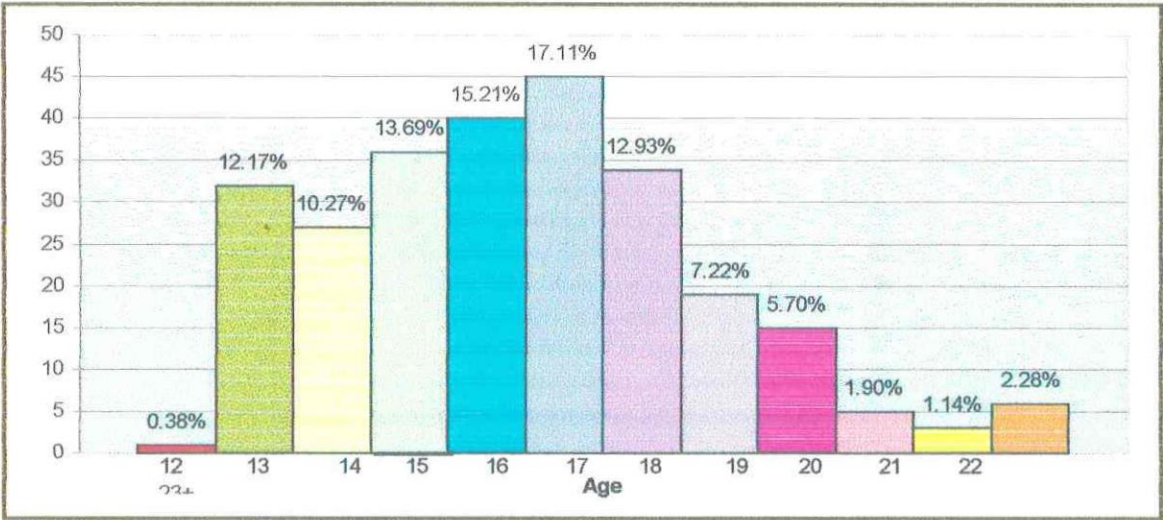
Each graph and pie chart provides an explanation regarding the purpose of the data. The researcher did not approach this study with the intent of an in-depth psychological understanding of the audience. The audience survey merely *surveys* the respondents and does not seek to understand why the respondents possess certain interests and values.

1. What are the demographic characteristics of the respondents?

1.1 Age

Figure 4

Age Groupings



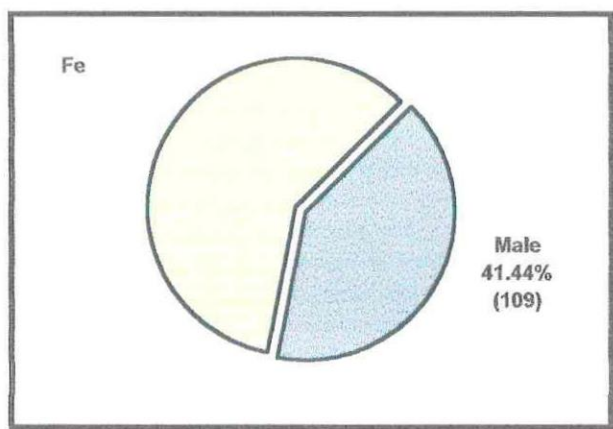
The respondents were fairly divided in their ages. A majority of them are seventeen years old with 17.11%, 16 year olds with 15.21% , 15 year old with 13.69%, 18 year olds with 12.93%, 13 year olds with 12.17%, 14 year olds with 10.27%, 19 year olds with 7.22%, 20 year olds with 5.70%, 23 years old and above with 2.28%, 21 year olds with 1.90%, 22 year olds with 1,14% and 12 year olds with .38%.

## 1.2 Gender

Respondents' gender is shown by means of the following graph:

*Figure 5*

Gender of Respondents



The gender of the respondents is fairly distributed among the 263 respondents. Female percentage is fairly greater with 154 respondents or 59% while the male respondents is composed of 109 or 41% with a difference of only 18%. Although it is the intention of the researcher to include only the ages 13-19 years of age, there were several students who were at the same class who are older and were included in the study.

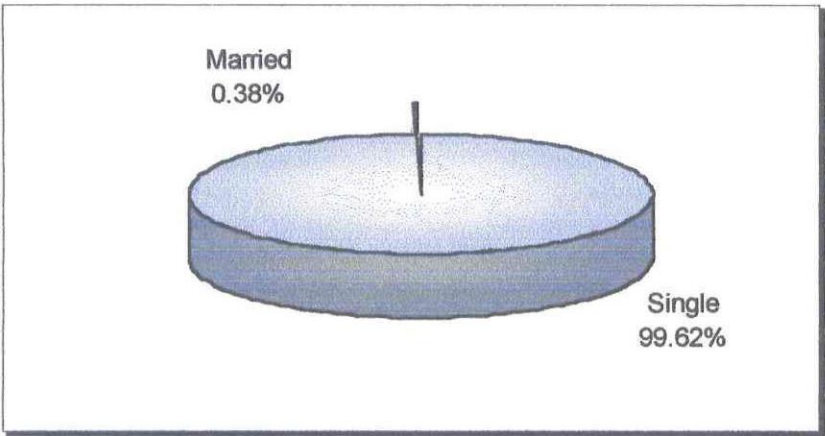


1.3 Marital Status

The following graph represents the marital status of the respondents:

Figure 6

Marital Status of Respondents

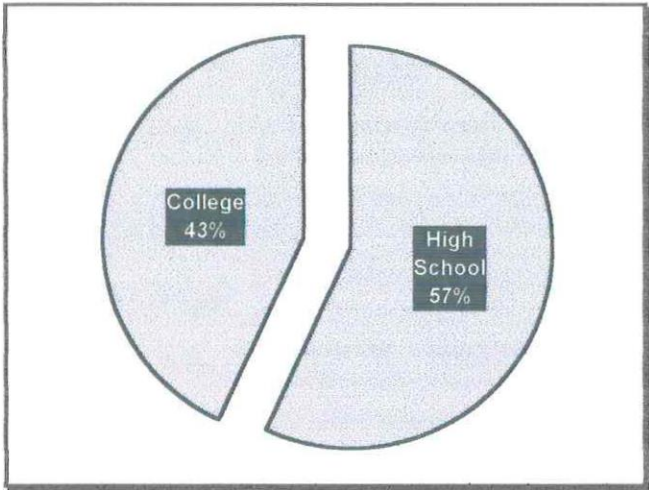


From the two hundred and sixty-three (263) respondents, 262 are single with 99.62% and only one is married (0.38%). Although there were some students who are married, still most of those who are enrolled in high school and universities of Baguio City are single students.

1.4 Educational Level of the Respondents

Figure 7

Educational Attainment

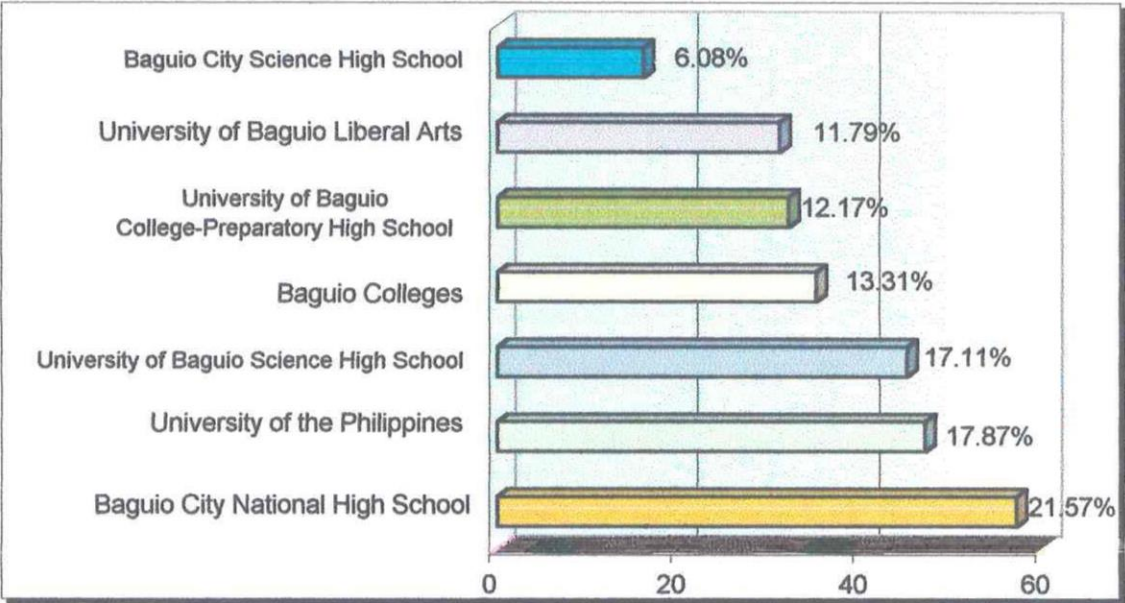


The respondents of this study are divided into two groups, the high school and the college students of Baguio City. From the 263 respondents, 150 or 57.03% are high school students and 113 or 42.97% are college students. The high school are fairly greater by 35 respondents or 14.06%. This is dependent on the number of students present in the classroom while the study was conducted except in the University of the Philippines (Baguio) where the questionnaire was distributed on the campus grounds as prescribed by the UP Dean of Academic Affairs.

1.5 School of the Respondents

Figure 8

School of the Respondents

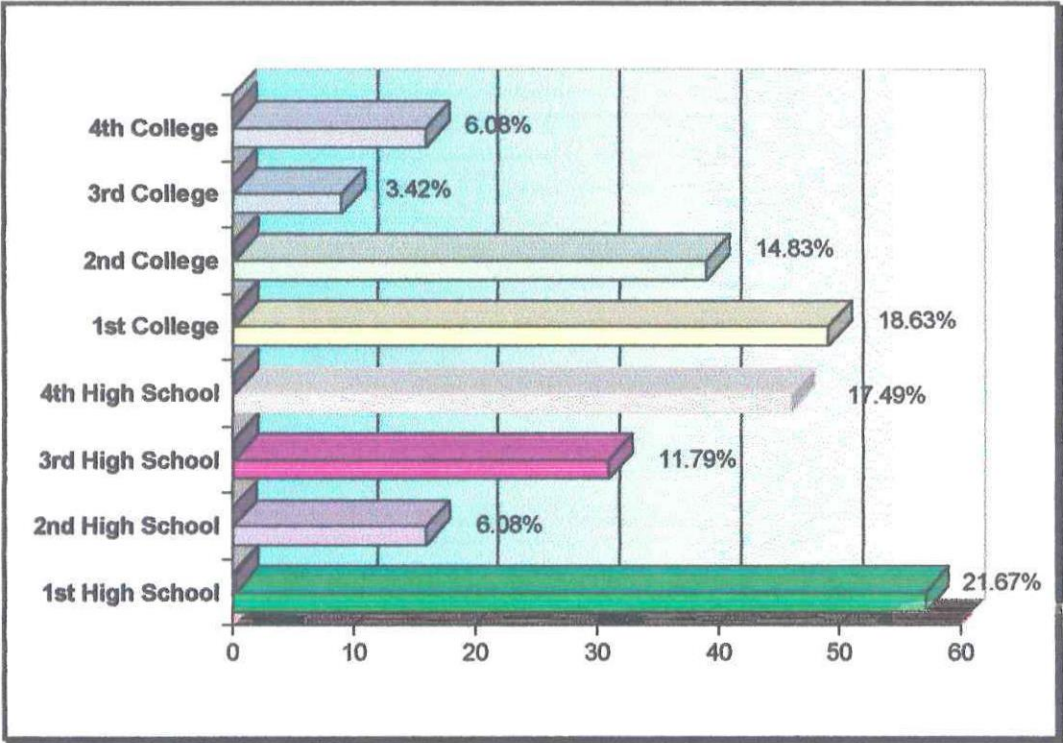


The respondents came from 7 different schools and universities of Baguio City. The largest number of population was the first year high school students of Baguio City National High School with 21.67%, University of Baguio with 17.87%, University of Baguio Science High School with 17.11%, Liberal Arts students of Baguio Colleges Foundation with 13.31%, College Preparatory High School of University of Baguio with 13.17%, University of Baguio with 1.79%, and Baguio City Science High School with 6.08%.

1.6 Educational Attainment

Figure 9

School Year Level of the Respondents



From two hundred and sixty-three respondents, there are 21.67% first year high school students, 6.08% second year high school students, 11.79% third year high school students, and 17.49% fourth year high school students. There is a fairly small difference between the college students who responded. There are 18.63% first year students, 14.83% second year college students, 3.42% third year college students, and 6.08% graduating students.

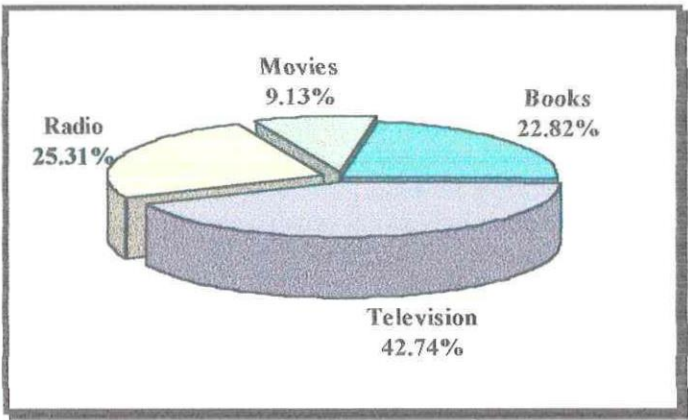


2. What are the listening habits of the targeted audience?

2.1 Media Exposure

Figure 10

Media Used Most Often



$\bar{X} = 60.25$                        $\sigma = 33.26$                       range = 26.99 to 93.51

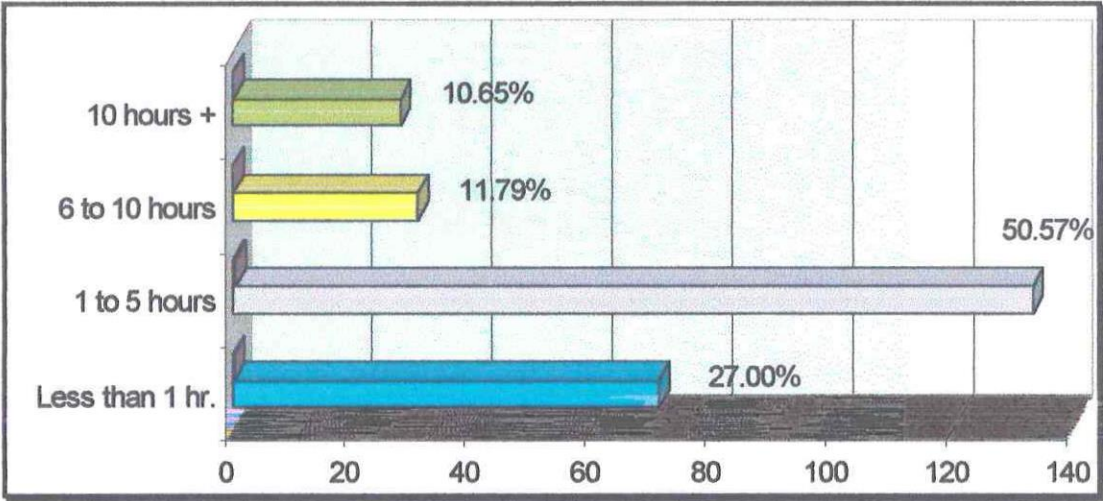
Television watching is a very popular medium among the respondents. There are 42.74% respondents who consider television as the media they use most of the time, 25.31% listen to radio frequently, 22.82% enjoy reading books or any printed material, and only 9.13% consider movie watching as the medium they use most often.

Based on statistical computation, the use of media had the mean of 60.26 and standard deviation of 33.26 and a range of 29.99 to 93.5. This shows that the bulk of media us of the respondents is still television.

2.2 Listening Habits

Figure 11

Radio Listening Habits of Respondents



$X = 65.75$        $\sigma = 48.93$       range = 16.82 to 114.68

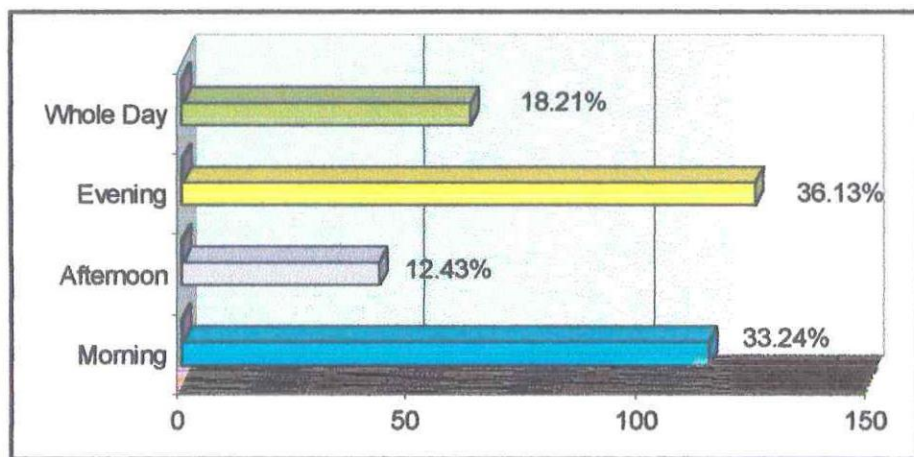
Among the 263 respondents, 50.57% said that that listen to their radio sets from 1 to 5 hours a day. 27% said that there are they listen to radio for less than one hour a day, 11.79% said that they listen for 6 to 10 hours a day, while 10.65% said that they listen to radio for more than 10 hours or more each day.

The listening habit of the respondents is skewed heavily from 1 to 5 hours. With a computed mean of 65.76 and standard deviation of 48.93, the range is from 16.82 to 114.68.

### 2.3 Time of the day they listen to radio

Figure 12

Radio Listening Time



$$\bar{X} = 86.55$$

$$\sigma = 39.75$$

$$\text{range} = 46.75 \text{ to } 126.25$$

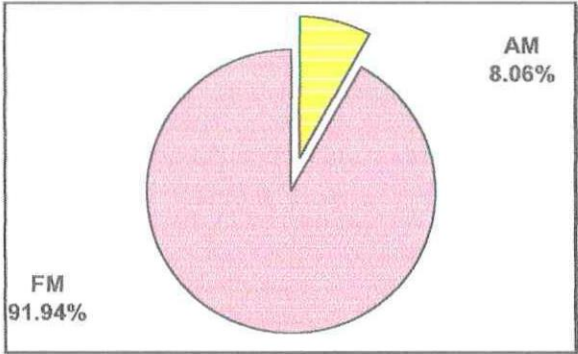
Keeping in mind that the respondents are students and they spend most of their time in school, 36.13% said that they listen to their radio sets in the evening. Listening follows next is in the morning with 33.24% responses. 18.21% said that they listen to radio the whole day and 12.43% said that they listen to radio in the afternoon.

The listening habit of the respondents lies heavily in the evening and partly in the morning. With a computed mean of 86.55 and standard deviation of 39.75, this item had the range from 46.75 to 126.25.

2.4 Radio frequency they usually listen to

Figure 13

Radio Frequency



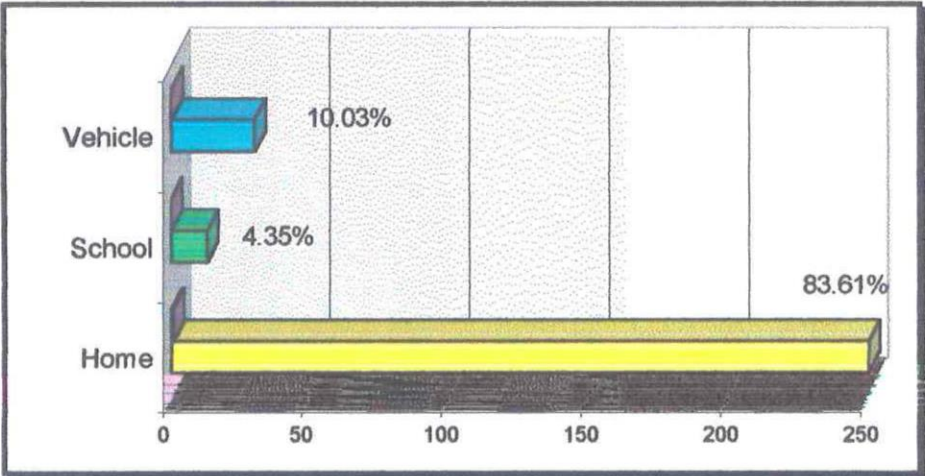
From the 263 respondents, 91.94% said that they listen to FM stations while only 8.06% of the respondents said that they listen to AM stations. It is evident from this result that teen-agers prefer listening to FM type of programming rather than the AM type of programming.



2.5 Place where they listen to radio

Figure 14

Place Where the Respondents Listen to Radio



$\bar{X} = 74.75$        $\sigma = 117.27$       range = -42.52 to 192.02

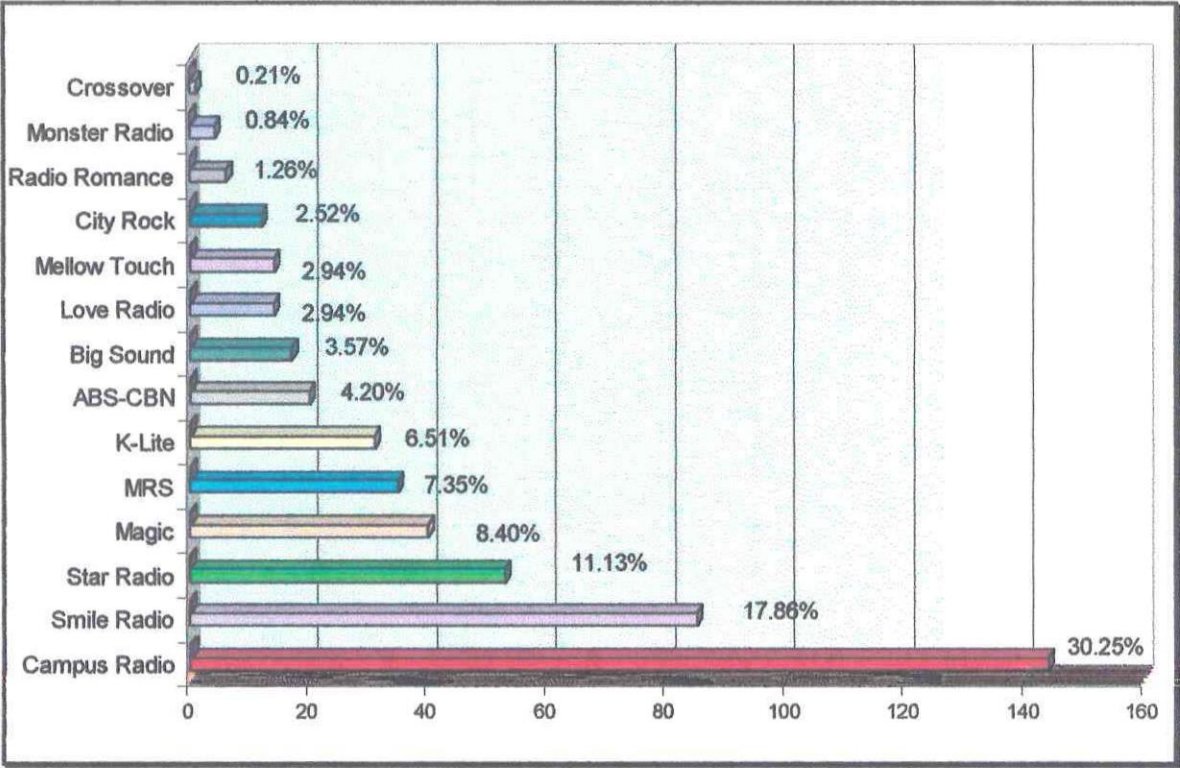
Although a radio set is already accessible these days, 83.61 of the respondents still say that they listen to their favorite radio programs at home. There are 10.03% say that they to radio in a vehicle and only 4.35% say they bring their radio sets at school.

Bearing a very large range, a majority of the respondents listen to their radio sets at home rather than elsewhere. With a computed mean of 74.75 and a standard deviation of 117.27, it summed up to a range from 42.52 to 192.02.

2.6 Favorite FM Station

Figure 15

FM Station Ratings



$\bar{X} = 34$                        $\sigma = 38.88$                       range = -4.88 to 72.88

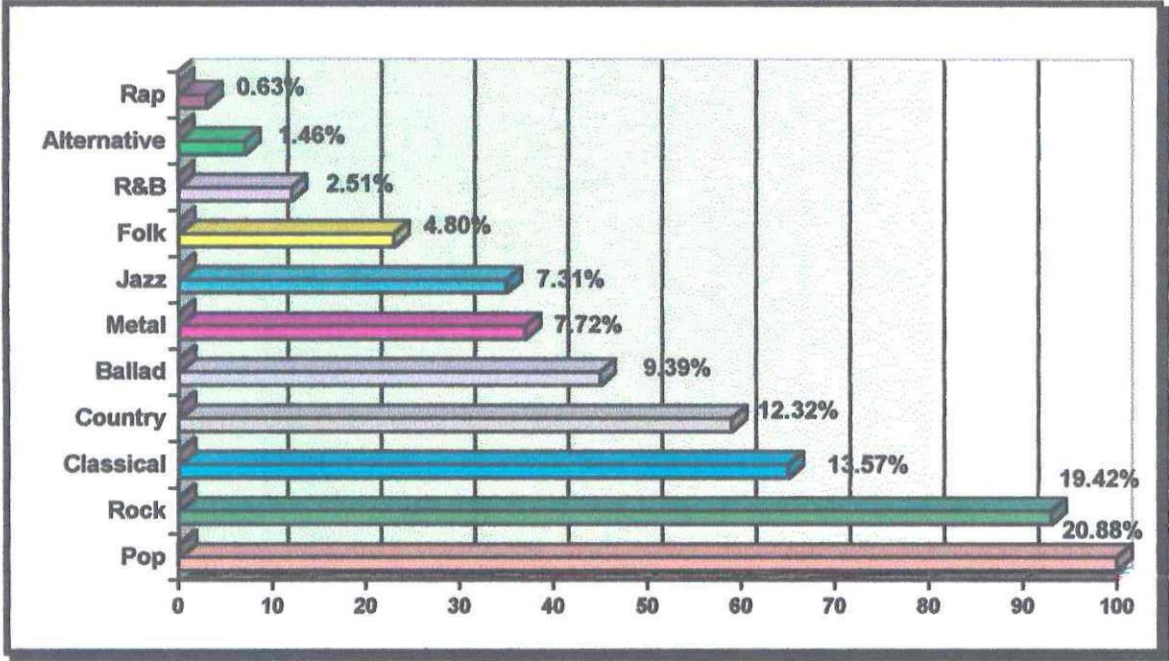
Although we are presently airing Perfect Rhythm in Smile Radio, there is a great difference of 12.39% between its rating and Campus Radio. Most of the respondents say that they listen to Campus Radio with 30.25% while on Smile Radio, only 17.86% of the respondents listen to. The third most listened to station is Star Radio with 11.13% followed by Magic 99 with 8.40%.

With the computed mean of 34 and standard deviation of 38.88, the range of starts with -.88 to 72.88. The station most listened to by the respondents are MRS, Magic, Star Radio, Smile Radio, and of course Campus radio.

2.7 Type of Music

Figure 16

Favorite Type of Music



$\bar{X} = 44$        $\sigma = 32.94$       range = 11.06 to 76.94

Pop music is still the most listened to type of music by the respondents with 20.88% followed by Rock music with 19.42%, Classical music with 13.57%, Country music with 12.32%, Ballad with 9.39%, Metal Rock with 7.72% and Jazz with 7.31%.

Based on the computed mean of 44, standard deviation of 32.94 and a range from 11.06 to 76.94, the respondents prefer listening to country music, classical music, rock music, and popular songs.

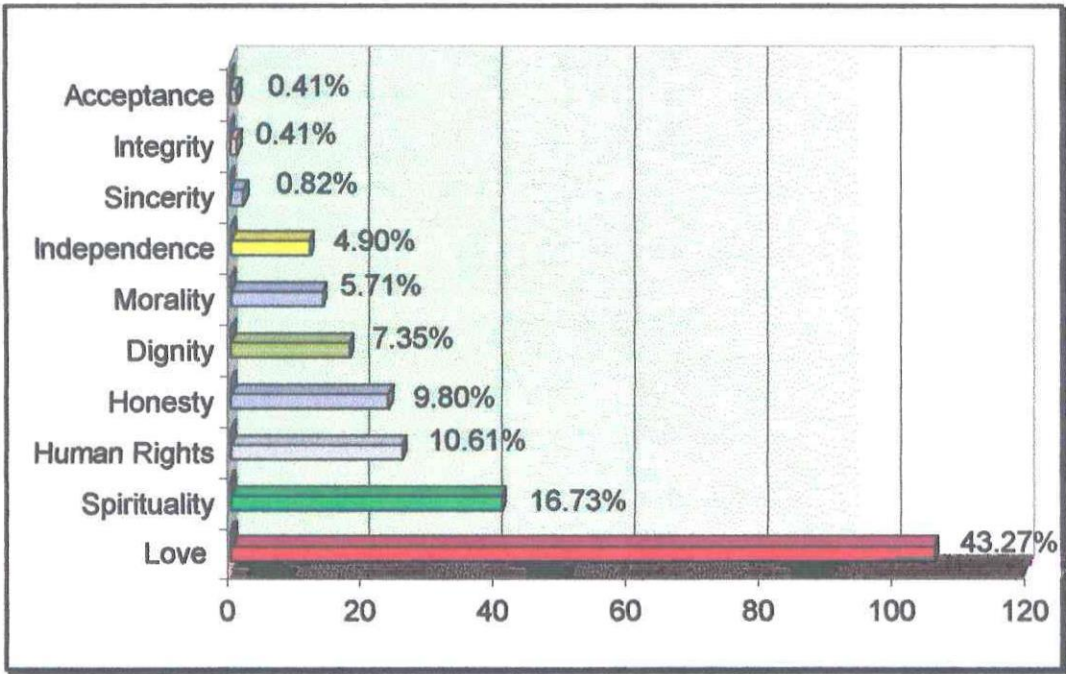


3. What are the emotional needs as perceived by the targeted audience?

3.1 Personal Values

Figure 17

Personal Values of the Respondents



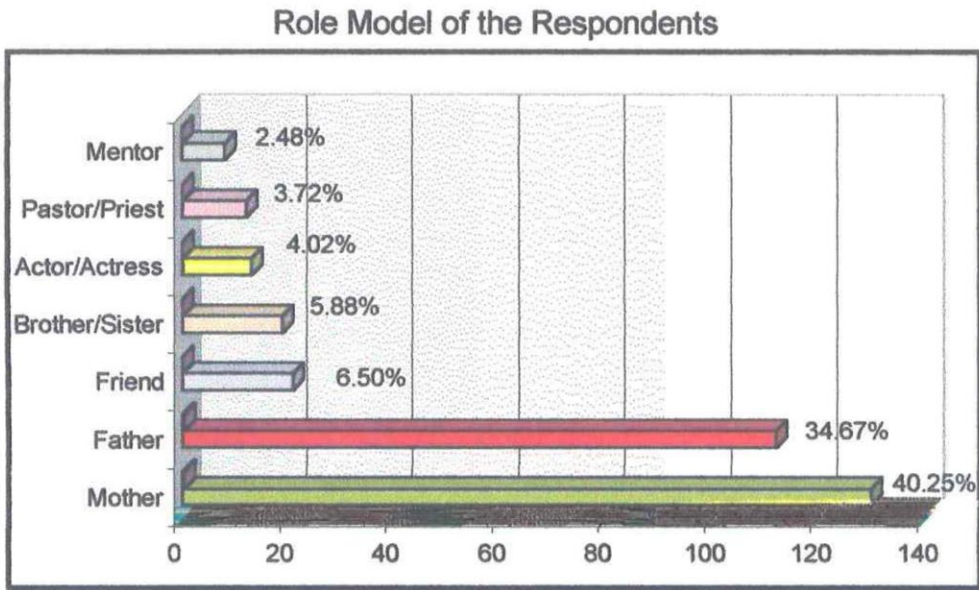
$\bar{X} = 24.5$        $\sigma = 31.33$       range = -6.83 to 55.83

Most of them responded as love as their greatest need with 43.27% followed by spiritually or anything in relation to God with 16.73%, human rights with 10.61%, honesty with 9.80%, dignity with 7.35% and morality with 5.71%, independence with 4.90%. Personal values that did not receive much responses are sincerity with 0.82% and integrity and acceptance with 0.41%.

Based on the computed mean of 24.5, standard deviation of 31.33, and a range of -6.83 to 55.83, the values most relevant to the respondents are dignity, honesty, human rights, spirituality, and love.

### 3.2 Role Model

Figure 18



$$\bar{X} = 38.25$$

$$\sigma = 46.06$$

$$\text{range} = -7.81 \text{ to } 84.31$$

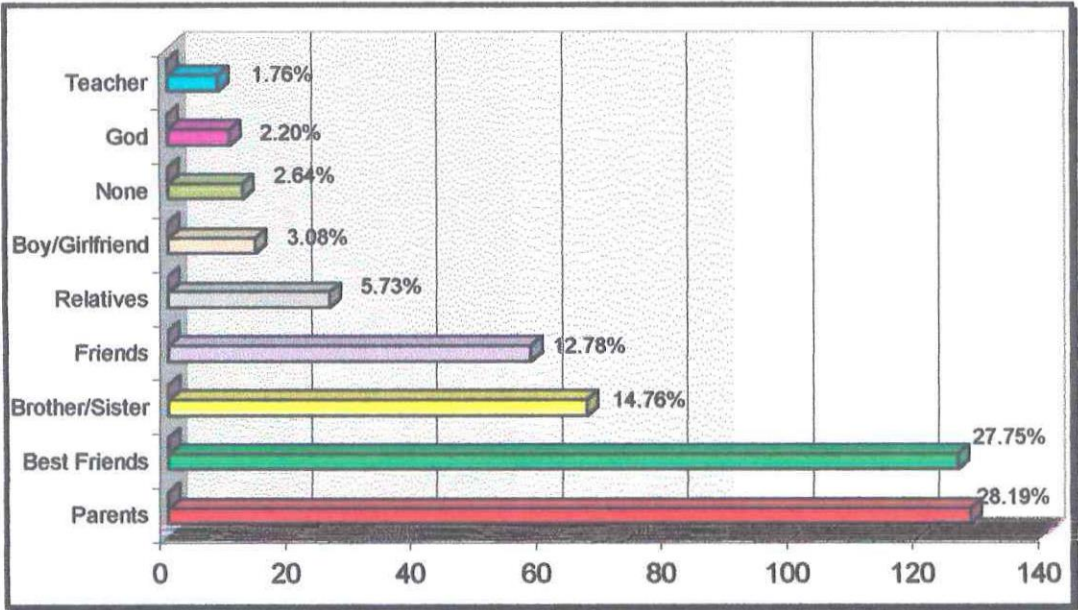
The respondents still consider their parents as their role models. As shown in the graph, 40.25% of the respondents consider their mothers as their role model and 34.67% consider their fathers as their role model. Other responses are their friends with 6.50%, a brother or a sister with 5.88%, a popular actor or actress with 4.02%, their pastor or priest with 3.72%, a mentor with 2.48% and others with another 2.48%.

With the computed mean of 38.25, standard deviation of 46.06, and a range from -7.81 to 84.31, the respondents consider their both their father and mother as the persons they trust most with their problems.

3.3 People they tell their problems to

Figure 19

Confidante of the Respondents



$\bar{X} = 45.4$        $\sigma = 47.97$       range = -2.57 to 93.37

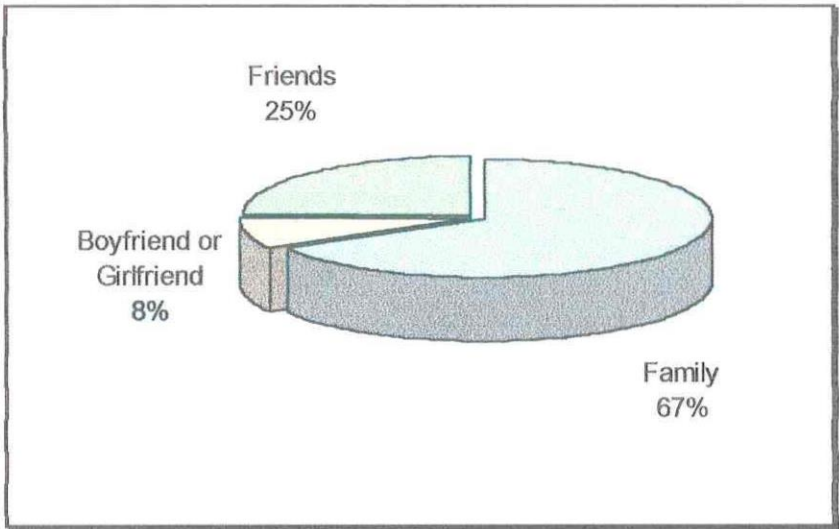
Relative to the prior question, the respondents considers their parents as the people whom they can share their problems. As shown in the graph there are 28.19% respondents who considers parents as their confidante followed closely by their friends with 27.75%. Other responses were a brother or a sister with 14.76%, 12.78% to their friends, 5.73% to an uncle or aunt and ever their cousins and grandparents, 3.08% to a girlfriend or a boyfriend, 2.64% say they keep their problems to themselves, 2.20% pray to God for help, and 1.76% say they tell their problems to their teacher or mentor.

Based

3.4 People they spend most of their time with

Figure 20

Quality Time Spent



As typical Filipino families, the respondents are still closely knitted to their families. The respondents still spend most of their time with their families with 67% responses, then with their friends with 25% responses, and only 8% of the respondents spend their time with their boyfriends or girlfriends.

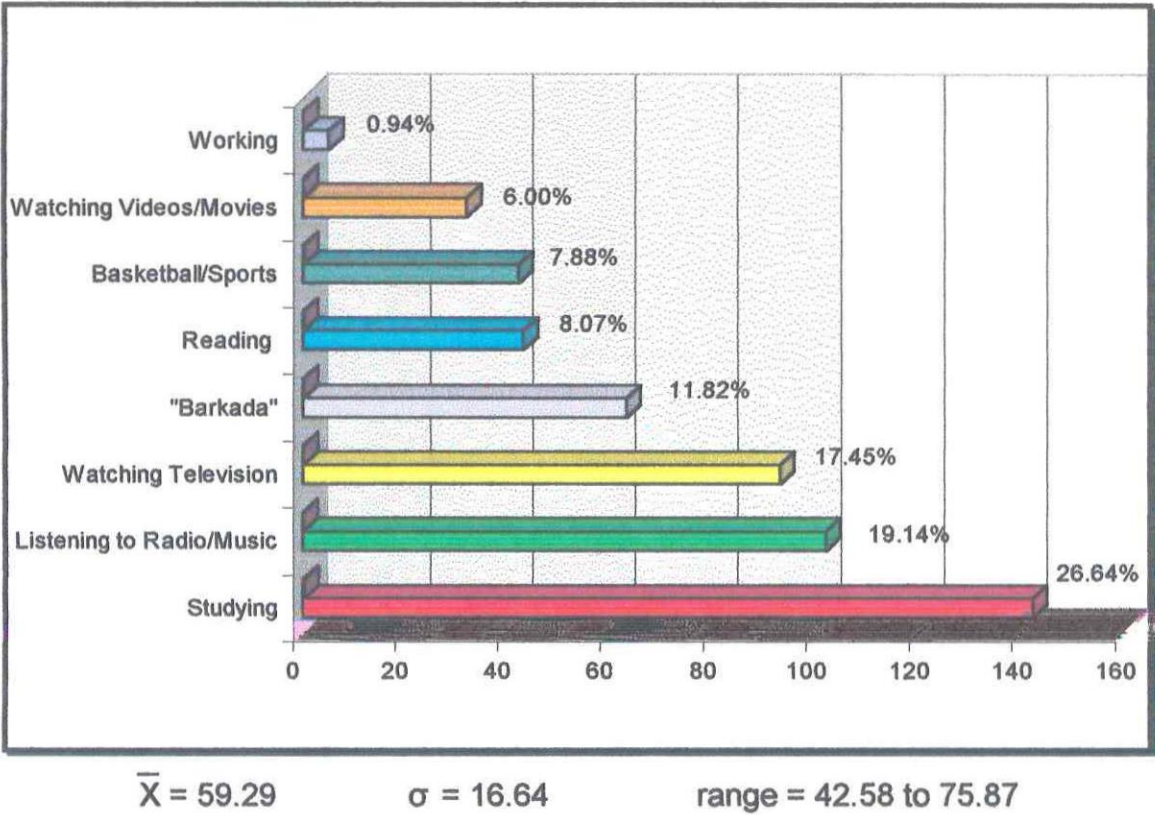


4. What are the social interests of the targeted audience?

4.1 Hobbies

Figure 21

Favorite Past Time of the Respondents

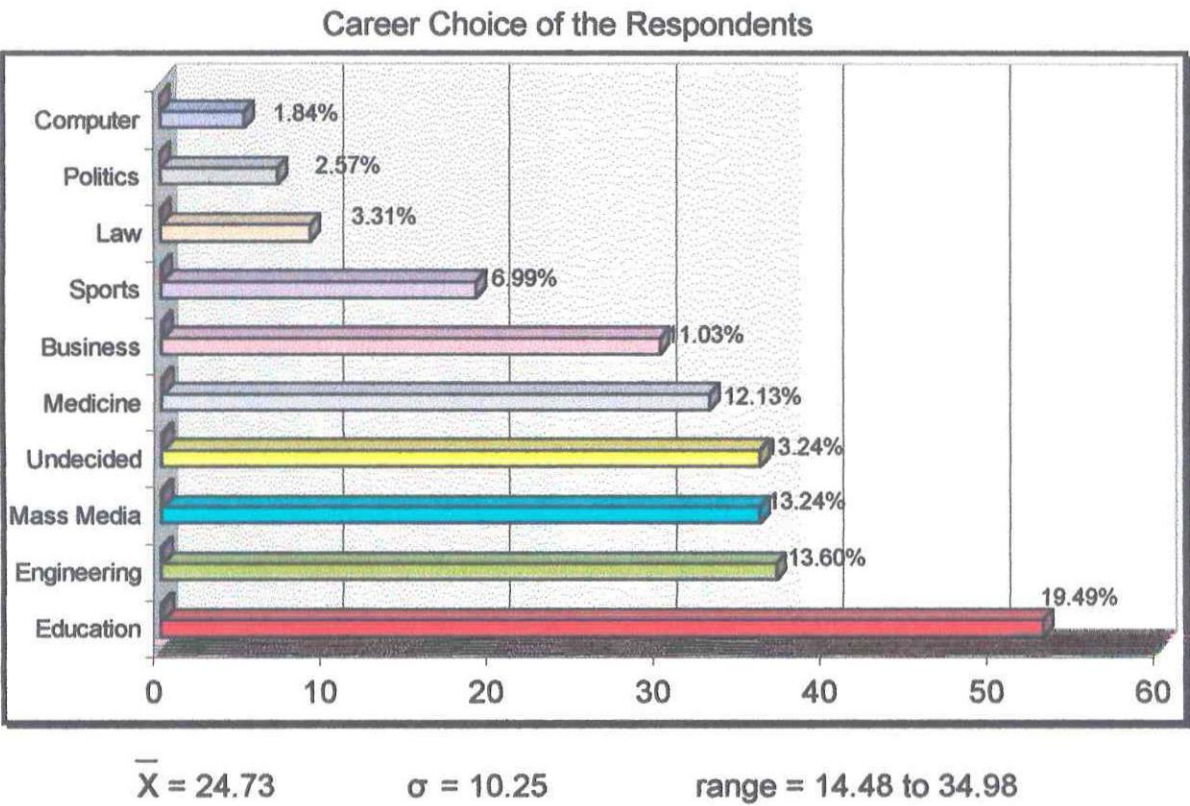


Being students themselves, the respondents use most of their time studying with 26.64% responses then listening to radio and music with 19.14%. Watching television is their next past time with 17.45%, Going out with friends with 11.82%, reading other printed materials other than their text book with 8.07%, engaging in sports with 7.08%, watching movies with 6.0%, and less than 1% are working students.



4.2 Career Choice

Figure 22



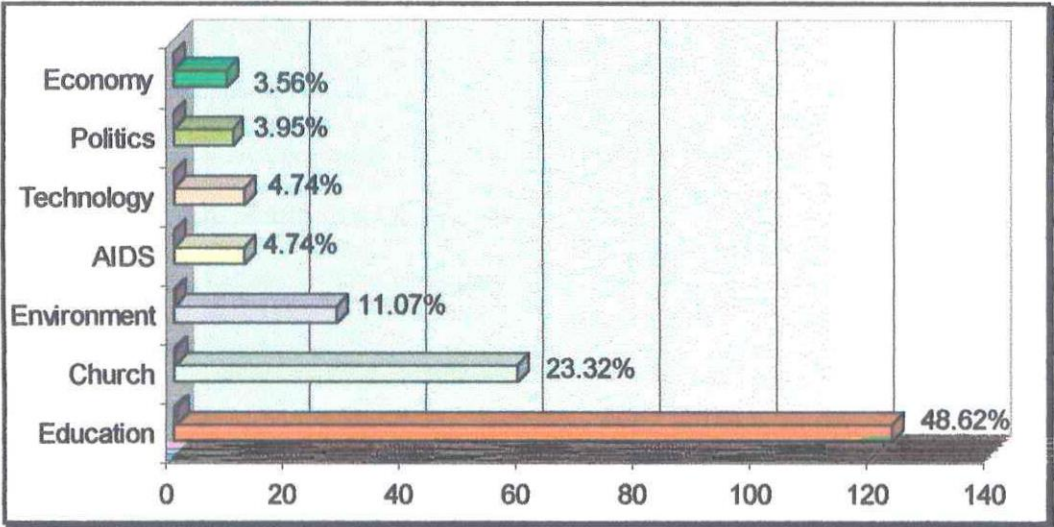
Education has taken popularity among the respondents 19.49% of responses. There are 13.60% has chosen engineering, 13.24% wants to involve in mass media, another 13.24% are still undecided with their choice of career, 12.13% wants to take up courses in medicine, 11.03% wants to involve in business, 6.99% wants to indulge in sports, 3.31% in law, 2.57% in politics, and 1.84% in computer courses.

Based on the computed mean of 24.73 and a standard deviation of 10.25, the range is from 14.48 to 34.98. This means that being students, education is the most significant career for the respondents.

4.3 Social Issues

Figure 23

Topic of Importance



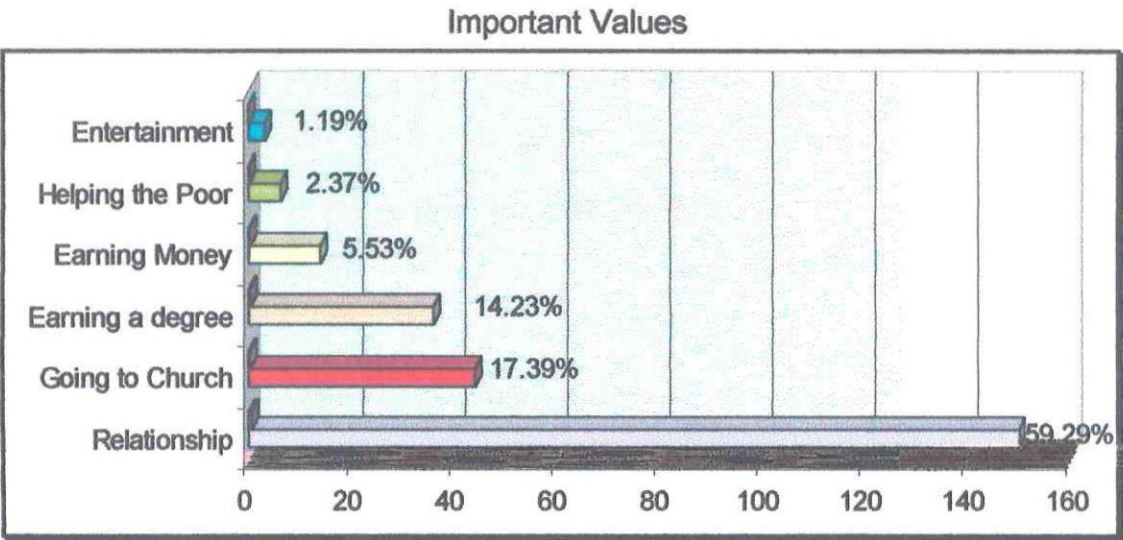
$\bar{X} = 39.5$                        $\sigma = 40.27$                       range = 0.77 to 79.77

The respondents enjoy talking about education most of all. Although some respondents answered more than one among the list, there are still 48.62% who consider education as the topic they talk most, 23.32% talk about religion or the church, 11.07% about environment, 4.74% about AIDS and Technology, 3.95 in Politics and 3.56 about Economy.

Based on the computed mean of 39.5 and standard deviation of 40.27, the range of relevance is 0.77 to 79.77. This range included religion, education, and other topics not mentioned.

4.4 Social Values

Figure 24



$\bar{X} = 43.83$        $\sigma = 54.47$       range = -2.57 to 93.37

The respondents consider building relationships with 59.29% as the value they consider the most important. Other values considered were going to church with 17.39%, earning a degree with 14.23%, earning money with 5.53%, helping the poor with 2.37%, and entertainment with 1.17%.

Based on the computed mean of 43.83 and a standard deviation of 54.47, the range is from 2.57 to 93.37 meaning that the respondents consider building relationships as the most important value, then going to church and earning a degree.

## CHAPTER FIVE

### Summary, Conclusions, and Recommendations

#### Summary of Findings

##### **The Problem**

In order for the radio program Perfect Rhythm to be relevant and attractive, a study of the targeted audience is necessary. The survey of the audience, which was conducted in seven schools and universities of Baguio City, looked at the audiences' profile, their radio listening habits which included their music preferences, their emotional needs as well as the audiences' social interests.

##### **Questions**

The researcher attempted to answer the following questions:

##### *1. What are the demographic characteristics of the targeted audience?*

These demographics characteristics include--

- 1.1 Age
- 1.2 Gender
- 1.3 Marital Status
- 1.4 Educational Attainment

2. *What are the listening habits of the targeted audience?*

- 2.1 Media Exposure
- 2.2 Amount of time they listen to radio
- 2.3 Time of the day they listen to radio
- 2.4 Radio frequency they usually listen to
- 2.5 Place where they listen to radio
- 2.6 FM station frequently listened to
- 2.7 Type of Music

3. *What are the emotional needs as perceived by the targeted audience?*

- 3.1 Personal Values
- 3.2 Role Model
- 3.3 People they tell their problems to
- 3.4 People they spend most of their time with

4. *What are the social interests of the targeted audience?*

- 4.1 Hobbies
- 4.2 Career Choice
- 4.3 Social Issues
- 4.4 Social Values



## Findings

Results of the analysis indicated these findings:

### 1. *The profile of the respondents:*

- 1.1 *Age.* Based on the study, the age of the respondents is well distributed. Perfect Rhythm should format their programming to students from ages 12 to 23 and above.
- 1.2 *Gender and Marital Status.* Out of the 263 respondents, the female comprise the larger portion of the survey with 58.56% and males with 41.44%. The program should give consideration to female listeners as well as male. Their needs and interests must also be met and their views be aired.
- 1.3 *Marital Status.* A majority of the respondents are single. Only one among the respondents is married. This would mean that topics related to single young people would be the most relevant to the listeners.
- 1.4 *Educational Attainment.* Among the 263 respondents in this study, 57.03% are high school students and 42.97% are college students. Schools and universities that participated were Baguio City National High School, Baguio City Science High School, University of

Baguio: College Preparatory High School, University of Baguio Science High School, Liberal Arts College of Baguio Colleges Foundation, University of Baguio, and University of the Philippine, Baguio City.

## 2. *The listening habits of the respondents*

- 2.1 *Media Exposure.* Television is the most popular media used by the respondents and radio was rated second. In scheduling the radio in the locality, television programming must be considered. There will be more radio listeners when the television program is not rating much.
- 2.2 *Amount of time they listen to radio.* Since the respondents does not consider radio as the media they use most often, listening time only consists of 1 to 5 hours a day. The time by which the program will be aired must be chosen with great consideration.
- 2.3 *As of the time of the day the respondents listen to radio,* mornings and evenings are the most popular times they listen to radio. These should be the time when Perfect Rhythm should air the program.
- 2.4 Music is very popular among the respondents. That is what Frequency Modulation (FM) is known of. Majority of the

respondents listen to the FM stations whenever they listen to radio. Perfect Rhythm should include more music in the program and air it in an FM station.

2.5 Although radio is already very accessible to the listeners, the respondents still listen to their radio sets whenever they were at home compared to other places.

2.6 *Favorite FM station.* Although Campus Radio is still a new station in the locality, it has already gained listenership among its audience. There would be more listeners in the program if it will be moved to Campus Radio instead of its present home station.

2.7 *Type of Music.* The respondents vary in their preference of music. The most relevant type of music they listen to are popular music, rock music, classical music, and country music. These should be the time of music Perfect Rhythm should be playing in their programs.

### 3. *The emotional needs of the respondents:*

3.1 *Personal Values.* The respondents are definite about love as their most important emotional need. Other important values significant to them are dignity, honesty, human rights, and spirituality.



Different phases of building love through Christian perspective should be discussed in the program. However, other topics should also be given much consideration for a wholesome programming.

- 3.2 *Role Model.* The respondents consider both of their mothers and fathers as their role model. They see them as the people who exemplifies good values and attitudes. It may also be good for the program to include good parenting and life management.
- 3.3 *People they tell their problems to.* Having their parents as their role model, the respondents also considered their parents as their confidante or the people they trust most. Also, the respondents also consider their best friends as the people they tell their problems to. Young people always needed good advise. This should also be provided in the program.
- 3.4 *People they spend most of their time with.* Family is still a value upheld by the respondents. Compared to their "barkadas" and boy/girlfriends, the respondents spend most of their time with their family. Programs on Perfect Rhythm should always give reminders to parents to spend quality time with their children.

#### 4. *The social interests of the respondents*

- 4.1 *Hobbies.* As students, the respondents spend their time wisely by using most of their spare time studying their lessons. Another significant way by which they spend their time is by listening to radio. Constant reminder must be made in the program about the value of education and its rewards towards building the future.
- 4.2 *Career Choice.* Although the respondents came from different educational backgrounds, they still consider education as the career most significant among them. This may be because they are more exposed to field of study. It would be good for the audience if the program would also give emphasis on others careers and its function in the society.
- 4.4 *Social Issues.* Although the respondents are exposed to different social issues in the society, their primarily concern are still those regarding education and religion. They want to know more about how God can be real in their lives. This is one strength Perfect Rhythm must have in their programs.
- 4.5 *Social Values.* The respondents are very much concerned about building relationships to their fellowmen. Their other concerns are being religious and having a degree.

## **Rejection of Null Hypothesis**

The null hypothesis presented in Chapter One of this study is rejected as the researcher has derived so much information regarding the targeted audience' needs, interests and values. The information gathered will help the researcher make the radio program Perfect Rhythm more attractive and a means of reaching the needs and interests of its listeners.

## **Conclusion**

*Based on the findings of this study, the following conclusions were derived from the targeted audience of Perfect Rhythm:*

The audience survey analysis done to the targeted audience of Perfect Rhythm in Baguio City showed the demographic profile of the respondents. Based on the study, the age of the students from first year high school a graduating student in Baguio City ranges from 12 to 23 years old. Although there are more female respondents than male, students of the schools and universities of Baguio City are predominantly single.

Although television has taken its place in the media world, due to its multi-media effect, radio has not been a taboo to the respondents. They still listen to their radio sets from 1 to 5 hours both in the morning where news is mostly being aired and in the evening where music is mostly being played. Although radio has already been an accessible media to the people, they still consider listening to their sets at home.

The clarity of signal in the FM stations and their type of programming have attracted much attention from the respondents. Their choice of music has also affected the audience choice of station. Campus radio is a new station in Baguio City. They play popular and contemporary songs, rock music, country music and ballad. This is probably the reason why the respondents and other surveys have considered Campus as the most popular station in the city.

Although the respondents are students and therefore should be more concerned about their studies than anything else, they still have a lot of problems in regards to relationships. They also give much weight on religion, the values of dignity, honesty, human rights and spirituality.

Familism is a value that is very prevalent to the respondents. They spend most of their free hours at home with the family. Furthermore, they consider their parents as their role models and the people whom they can really trust and confide their problems to. But aside from their attachment to their family, the respondents also knows the value of friendship.

When asked about how they spend their time, the respondents use they time wisely by indulging into their studies. Another way on which the respondents spend their time is by listening to their radio sets. One advantage of radio over other forms of media is its audibility. One can do something else and at the same time listen to radio without much effort. The same way, the respondents can study their lessons and at the same time listen to radio without being much disturbed.

## **Recommendation**

After a careful review of the findings and analysis of data, the researcher derived these recommendations for Perfect Rhythm to be more relevant and attractive to the high school and college students of Baguio City.

- Perfect Rhythm should be moved to Campus Radio, the most listened to station in the locality. Although Smile Radio has some established listeners, Campus has already gained popularity and liking among the targeted audience.
  
- The time of airing of the program should be moved to another time slot.
  - Since television is very popular in the locality, the program should be moved to a time slot where there is not much competition with television.
  - The programming of Perfect Rhythm should blend with the set program schedule of the station.
  - The choice of music should be a mixture of popular and contemporary songs, rock music, country music, and classical love songs.
  - The program schedule should consider the time slot recommended by the station. Since the Sunday programming of the station is more religious oriented, Perfect Rhythm should be moved on Sunday.



- Considering that the targeted audience are the students of Baguio City, the program should be moved to a Sunday evening slot, the time when the students are at home and preparing for the following day's school.
  - A good working relationship must be developed between station personnel and Perfect Rhythm staff. They can be a credible source of information and development for the program.
- 
- Topics discussed in the program should be well chosen and planned.
    - Since the respondents consider love and building relationships as the topics interesting to them, the content of the program should deal with the Christian way of developing and nourishing relationships.
    - Other value-oriented topics should not be neglected but instead strengthened in the program planning.
    - Continual strengthening of family relationship and other related topics that would encourage the audience to value family should be discussed in the programs.
    - Relevant social issues should also be included in the programs. This would encourage the targeted audience to be responsible individuals and citizens.
    - Due to the fact that Perfect Rhythm is a religious program, the audience should always be encouraged to build a relationship with God and be nurtured spiritually in a religious institution.

- Follow-up is a very important factor in any communication process. It is also a means of personally reaching the targeted audience and building a relationship with them and the church.
  - Promotional give-away is a good means of encouraging the listeners to write or call. This can be an avenue for audience contact.
  - There should be a well-established follow up plan in the area.
  - Some personnel should be trained in the locality to handle phone calls, telephone counseling, letter correspondence, and follow-up.
  - Program contacts can be visited by some radio staff and personnel, make friends, and even be invited to church.
  
- Perfect Rhythm is a program for young people formatted not only to the residents of Baguio City but also to the same age group around the Philippines. It is the researchers recommendation to make the programs generic and be aired on other cities around the Philippines.

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## Appendix A

### Questionnaire

Dear Student,

Your answer to this questionnaire will help improve the radio program "Perfect Rhythm" for your listening pleasure. Please read each item carefully and answer the questions honestly. Thanks for your cooperation.



1. Age : \_\_\_\_\_
2. Gender : (please check)  
☐ Male ☐ Female
3. Marital Status  
☐ Single ☐ Married
4. School Level :  
☐ High School  
☐ College
5. Year Level :  
☐ 1st year    ☐ 2nd year  
☐ 3rd year    ☐ 4th year
6. Rate the media you use most often (1 to 4 )  
 1 - Always  
 2 - Frequent  
 3 - Sometimes  
 4 - Seldom
7. What time do you usually listen to radio (*you can check more than one*)?  
☐ in the morning  
☐ in the afternoon  
☐ at night  
☐ the whole day
8. What do you listen to more often? AM or FM?  
☐ AM    ☐ FM
9. Favorite FM stations  
 (1) \_\_\_\_\_  
 (2) \_\_\_\_\_
10. Where do you usually listen to radio?  
☐ home  
☐ school  
☐ car or jeepney  
 others \_\_\_\_\_

11. What type of music do you enjoy most? (check 2)

- ☐ rock      ☐ metal  
☐ jazz      ☐ pop  
☐ classical   ☐ ballad  
☐ country    ☐ folk  
 others \_\_\_\_\_

12. What do you is the most important (check one)

- ☐ love  
☐ human rights  
☐ spirituality  
☐ sincerity  
☐ dignity  
☐ integrity  
☐ honesty  
☐ acceptance  
☐ morality  
☐ independence

13. Whom do you consider as your role model?

- ☐ father  
☐ mother  
☐ best-friend  
☐ teacher  
☐ pastor/priest  
☐ actor/actress  
☐ brother/sister  
 others \_\_\_\_\_

14. To whom do you often tell your problems?

- (1) \_\_\_\_\_  
 (2) \_\_\_\_\_

15. Whom do you spend more time with? (check one)

- ☐ family  
☐ boyfriend/girlfriend  
☐ barkada/friends  
 others \_\_\_\_\_

16. How do you spend most of your time? (Check 2)

- ☐ studying  
☐ playing basketball  
☐ watching TV  
☐ reading novels or magazines  
☐ "barkada"  
☐ listening to radio  
☐ watching movies  
 others \_\_\_\_\_

17. What career do you plan to choose? (Check one)

- ☐ Medicine  
☐ Business  
☐ Sports  
☐ Education  
☐ Engineering  
☐ Agriculture  
☐ Media/Entertainment  
☐ Politics  
☐ Undecided  
 others \_\_\_\_\_

18. What social issue do you think is the most important? (check one)

- ☐ environment  
☐ AIDS  
☐ politics  
☐ church  
☐ economy  
☐ science & technology  
☐ education  
 others \_\_\_\_\_

19. Which of the following items do you believe is the most important? (check one).

- ☐ earning a degree  
☐ family relationships  
☐ entertainment  
☐ earning money  
☐ going to church  
☐ helping the poor  
 others \_\_\_\_\_

*Thank You Very Much!!!*

## Appendix B

**Asia-Pacific Nazarene Theological Seminary**  
 Ortigas Ave., Ext., Kaytikling, Taytay, 1920 Rizal  
*Tel: 658-4506 to 08*

\_\_\_\_\_  
 Principal  
 University of Baguio  
 Baguio City

Dear Mr. \_\_\_\_\_,

Peace!

The Asia-Pacific Nazarene Theological Seminary (APNTS) is a school for persons preparing for future work in the Christian ministry. I am taking up my Master of Arts degree in Christian Communication (M.A. Christian Communications). APNTS and its M.A. Christian Communications program are both recognized by the Commission on Higher Education (CHED). I am also working as a volunteer at the Fairbanks Media Center, a Christian media organization, located within the seminary where I am studying.

Currently, I am finishing my thesis which deals with radio programming. As a part of my thesis, I need to study the preferences of radio listeners in Baguio City, especially the youth. In my thesis, I am trying to determine what the young listeners of Baguio City like about radio, such as music, issues discussed, styles of dialogue, presentation, quality, etc.

I would like to request permission to conduct a survey among some of your third year and fourth year students. Attached to this letter is a copy of the questionnaire. I will be in Baguio City from March 2-3. Would it be possible for you to grant me a few moments with your classes to distribute this questionnaire to your students and let them answer it? If you do allow me to conduct a brief survey, I would be willing to present a letter from our dean certifying that I am a student of APNTS.

I hope that through this study we will be able to come up with a creative radio program that will promote positive moral values among the young people of Baguio City.

Hoping for your positive response.

Maraming salamat.

Sincerely,

Lillian Dela Peret Jatayna

## APPENDIX C

**Title**                      ***Make A Difference***  
**Writer**                   ***Ayan Jatayna***

SfX                      *Jungle with noisy animal sounds*

Emz                    That's sounds like a panicking jungle.

Melch                Sounds more like the animals are having fun.

Emz                    A jungle fire?

Melch                Or a jungle circus?

Emz                    An animal fight!

Melch                An animal party.

Emz                    Of course not.

Melch                Yes it is!

Emz                    Hey, Arn. Cut that noisy animal thing. We're about to begin the show.

SfX                    *Jungle stops*

---

### ***Consider The Choices***

Melch                That's more like it.

Emz                    Welcome to the show, everyone. This is your host on air, the lovely Emily Garcia

Melch                And of course the ever friendly Melchor Maldo on a half of nothing but the best ...

Both                  Perfect Rhythm!

---

### ***Music 1 - Consider the Choices (Clay Crosse)***

Melch                Clay Crosse challenging us to "Consider the Choices"

Emz                    Basta ako Melch, I know what my choice is.

Melch                Ano naman yon?

Emz                    Not to live in a chaotic jungle.

Melch        How about a chaotic city?

Emz         Lalo na?

Melch        I know. You want some peace and quiet.

Emz         Of course.

Melch        With plenty of love and attention.

Emz         Wow. Sounds like heaven.

Melch        And you think you'll be in heaven when you get married?

Emz         *(funny and angry)* Melch!

Melch        I'm sorry to disappoint you, partner pero walang sisihan pagdating ng araw.

Emz         Don't discourage me, Melch. I'm determined na lumagay na sa tahimik.

Melch        Tahimik o magulo?

Emz         Tahimik.

Melch        Just remember me, Emz pag nagliliparan yung mga plato nyo, basag na lahat ng plato, at namumugto na ang mga mata mo for crying the whole night.

Emz         Yes Melch, I'll remember you.

---

***Music 2 – Remember Me (Michael Sweet)***

Melch        Hay naku, Emz. Stop thinking about it?

Emz         About what?

Melch        About your wedding.

Emz         Melch, that's not what I'm thinking.

Melch        So, what's on your mind?

Emz         The jungle chaos.

Melch        Jungle chaos?

Emz Alam ko namang getting married is not always a bed of roses. It can also be a troubled jungle.

Melch Right.

Emz But with my marriage, I can make a difference.

Melch Sabagay.

Emz And the choice is mine.

Melch Definitely.

---

***Music 3 - More of You (Everybody Duck)***

Emz That's the group Everybody Duck with "More of You"

Melch Emz...

Emz Yes?

Melch Do you realize that making a difference in your marriage will take more of you?

Emz Not just in a marriage Melch but anywhere. When we decide to change the things happening around us, it takes more of us.

Melch Because we need to exert some effort to change things, right?

Emz A lot of effort.

Melch So you believe that if you want to make you marriage work...

Emz I have to put out extra effort and love more.

---

***Music 4 - My Turn Now (SCC)***

Melch Steven Curtis Chapman making a difference in this world with "My Turn Now."

Emz That should be everybody's attitude, Melch.

Melch Yes. To start doing something and make a heaven on earth.

Emz The problem is, mas marami pa yung angal at reklamo natin instead of helping turn our world around.

Melch Parang familiar sa kin 'yan.



- Emz            Siyempre naman. You hear it everyday in people complaining about how hard life is and not start doing something about it.
- Melch        And everybody blaming somebody else about their difficulties and misfortunes.
- Emz            Then sit down and feel sorry for themselves.
- Melch        Talagang walang mararating yon.
- Emz            Talaga.

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***Music 5 - Turn This World Around (Amy Grant)***

- Melch        Amy Grant trying to "Turn This World Around"
- Emz            Mismo, Melch. If we want to make a difference with our world, we must start it with ourselves.
- Melch        May problema pa rin diyan, Emz.
- Emz            Ano naman?
- Melch        That we can't do it alone. We need God's strength and help.
- Emz            Tama ka na naman diyan, partner.
- Melch        There is no successful endeavor without God.
- Emz            We still need to trust his leading and direction.
- Melch        Completely.

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***Music 6 - If You Believe in Miracles (Al Denson)***

- Emz            If You Believe in Miracles. Melch, I think Al Denson already said it all.
- Melch        I think so too, Emz.
- Emz            Friends, you can make a difference in your life.
- Melch        And you can make a difference in the life of others.
- Emz            If you will just stop grumbling and start trusting...
- Melch        If you will stop blaming and start believing...
- Emz            If you will start doing something NOW...

Melch            You can definitely make a difference.

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***Music 7 - If I Could (Wilshire)***

Emz             Well friends, we hope that this has been a profitable half hour for you.

Melch          We just want to remind everyone that God loves you and He is always ready to help you make the right decisions in your life that will really make a difference.

Emz             If you want to know more about God and His plan for your life, why don't you visit us at the Church of the Nazarene.

Melch          Because at the Church of the Nazarene...

Both            We care for you.

Emz             This has been EMZ encouraging everyone to start making a difference in your life.

Melch          And this has been Melch inviting you to tune in with us again, same time, same station here on...

Both            Perfect Rhythm!

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***Music 8 - We Need Jesus (PETRA)***

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*Cum laude, Bachelor of Theology, Nazarene Bible College, 1987.*

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*Radio Announcer, Scriptwriter, and Director, DWDA-fm, Legazpi City, 1987-1989.*

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