

**PROPOSED PROGRAM FORMATS FOR THE CAMPUS-BASED COMMUNITY
RADIO STATION IN CAVITE STATE UNIVERSITY – MAIN CAMPUS**

Undergraduate Thesis
Submitted to the Faculty of
College of Arts and Sciences
Cavite State University
Indang, Cavite

In partial fulfillment
of the requirements for the degree
Bachelor of Arts in Journalism

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June 2018

ABSTRACT

GANOY, JOSHUA G., SALVADOR ALEX NICOLE V. Proposed Program Formats for the Campus-Based Community Radio Station in Cavite State University Main – Campus. Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University, Indang, Cavite. June 2018 Adviser: Ms. Lisette D. Mendoza.

This study was conducted at Cavite State University – Main Campus and Barangay Alulod, Kaytapos, Bancod, Indang, Cavite to propose possible radio program formats for the campus-based community radio station in Cavite State University – Main Campus.

Specifically, it aimed to: determine the exposure of students, academic and non-academic staff to radio; identify their radio listenership in terms of time of the day, time spent, type of radio program, and forms of radio; determine the factors of radio program formats considered; identify the possible program formats; and propose the program formats for the campus-based community radio station in Cavite State University – Main Campus.

Survey questionnaires were used to gather data in the study under the descriptive research method. Convenience sampling was used to obtain the 300 total participants including students, faculty members, non-academic staff, and local residents who participated from Barangay Alulod, Bancod, and Kaytapos. Interview guide questions were also used.

The informants of the study were the CvSU president, CAS dean, program coordinator of AB Journalism, and PICRO director. Interview guide questions were also used to gather information and perceptions about the radio program formats for the campus-based community radio station in CvSU. Most of the formats were: agricultural or farmers' concerns, news and announcements, student-related discussions, and community extension services.

Results for the level of exposure of the participants to the radio showed that most of them rarely listen and they listen to radio from early morning to noon. The factors considered for radio program formats were human voice, music and sound effects, clarity of message for public, interviews about news and current affairs, and music of signature tunes and effects.

Possible radio program formats were determined such as announcements, discussion, magazine programs, news interviews, sound effects, radio drama, and music.

Thus, the audience were strongly favorable on these formats which must be the considered on the proposed program formats for the campus-based community radio station in Cavite State University – Main Campus.

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