

**CAMPUS RADIO FEASIBILITY: ASSESSMENT OF THE  
FACTORS TO BE CONSIDERED IN ESTABLISHING  
A CAMPUS RADIO IN CAVITE STATE  
UNIVERSITY-MAIN CAMPUS**

**THESIS**

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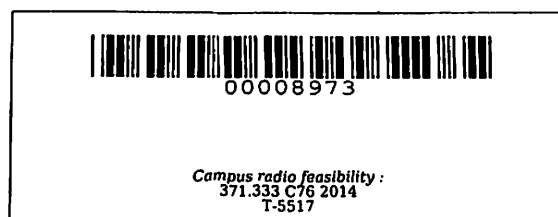
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**CAMPUS RADIO FEASIBILITY: ASSESSMENT OF THE FACTORS  
TO BE CONSIDERED IN ESTABLISHING A CAMPUS RADIO IN  
CAVITE STATE UNIVERSITY-MAIN CAMPUS**

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## **ABSTRACT**

**CONGE, WINNIE ROSE M.** **Campus Radio Feasibility: Assessment of the Factors to be Considered in Establishing a Campus Radio in Cavite State University-Main Campus.** Undergraduate Thesis. Bachelor of Arts in Mass Communication major in Journalism. Cavite State University, Indang, Cavite. March 2014. Adviser: Ms. Bonalyn S. Caisip.

This study was conducted from November 2013 to March 2014 at Cavite State University-Main, Indang, Cavite to assess the factors to be considered in establishing a campus radio in Cavite State University-Main Campus.

Specifically it aimed to: determine the factors to be considered in establishing a campus radio; assess the factors to be considered in establishing a campus radio and; determine the exposure, preference and perception of the College of Arts and Sciences students, academic and non-academic employees in establishing a campus radio in Cavite State University-Main Campus.

Interview guide questions for the station managers of the three universities having campus radios in Region IV-A such as De La Salle University-Dasmariñas (95.9 Green FM); University of the Philippines-Los Baños, Laguna (Radyo DZLB 1116 kHz) and; Batangas State University-Batangas (DWPB 107.3 FM) were interviewed to determine the factors to be considered in establishing a campus radio. Personnel in the departments of Computer and Electronics Engineering and Accounting were also interviewed to assess the factors to be considered.

Survey questionnaires were also used to gather data in this study which applied descriptive method of research. Simple random sampling was used to obtain the 421 and 152 total number of students and academic employees, respectively, who participated in

this study. Meanwhile, total purposive enumeration was used for the non-academic employees of CAS.

As for the station managers, the factors to be considered in establishing a campus radio in Cavite State University-Main Campus are the location, facilities, manpower, sources of support and its community needs.

The assessed factors revealed that a campus radio is feasible in terms of location and facilities, there are engineering plans for the Ladislao N. Diwa Memorial Library and Museum and Engineering Science Building as the broadcast studio. The engineering plans were constructed by the Department of Computer and Electronic Engineering for the establishment of a campus radio in CvSU namely: Design of Studio for FM broadcast in Cavite State University (Dilidili F., *et al.*, 2006); Design and Development of an Educational FM Broadcast Station for Cavite State University – Main Campus (Bautista R., *et al.*, 2012); Design and Construction of a Radio Broadcasting Studio for Cavite State University-Radio Station (Arandia, M., *et al.*, 2014), and; Design and Construction of an FM transmitter for CvSU FM Broadcasting Station (Angeles, R., *et al.*, 2014).

The university is also capable in terms of the manpower or management that will be responsible for the certain development project for there are four qualified/licensed electronics and communications engineers that will serve as technicians/personnel for technical support, and sixteen communication experts/instructors/professors under the Department of Languages and Mass Communication for its broadcast program supervision.

Another factor is the sources of support where the fund can come from: the General Appropriations Act (GAA) and Internally Generated Income (IGI) of CvSU. The

fund that will be used in establishing a campus radio depends on the budget that the university will allot once the requirements such as community development involvement theses/researches/proposals from the smaller units, for them to have allotted fund in certain development projects as a proof that this is a community need and should be prioritized.

In the assessment of the community needs, the College of Arts and Sciences students, academic and non-academic employees strongly agree that having a campus radio is necessary for the community development not just in the fields of Mass Communication and Electronic and Communications Engineering, but also for the development of the whole CvSU community.

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# **CAMPUS RADIO FEASIBILITY: ASSESSMENT OF THE FACTORS TO BE CONSIDERED IN ESTABLISHING A CAMPUS RADIO IN CAVITE STATE UNIVERSITY MAIN CAMPUS**

**Winnie Rose M. Conge**

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An undergraduate thesis manuscript presented to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, Cavite. This is in partial fulfillment of the requirements for the degree of Bachelor of Arts in Mass Communication major in Journalism. Prepared under the supervision of Ms. Bonalyn S. Caisip.

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## **INTRODUCTION**

Campus radios are becoming popular among universities and colleges nowadays. According to Osunkunle (2012), the general belief worldwide about campus-based radio is that this kind of community radio is a mere jukebox. However, studies have shown that these radio stations are actually contributing to the community development.

Moreover, Neupane (2011) asserted that campus radio creates a mass level awareness and has proved to be the most effective medium of communication for everyone could still be productive while listening compared to the utilization of other media. He furthered that a campus-based community radio is also cheap and is widely owned.

For universities and colleges having a campus radio, research shows that it has served as an effective training ground for students studying communication-related courses. Further, it is also a powerful tool for addressing social concerns and promoting social change in the campus (Barker, 2008).