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## THESIS ABSTRACTS<sup>1</sup>

### **Newsgathering for Small and Medium-sized FM Radio Stations in Metro Manila**

**Emmanuel A. Jatayna**

*Master of Arts in Christian Communication, 2000*

#### **Summary**

The study deals with the structure of newsgathering for small and medium-sized frequency modulation (FM) radio stations in Metro Manila (SMRs); specifically, the organizational size and job description of news staffs, sources of news, resources for newsgathering, and monitoring of news sources. The respondents included eight radio stations. The rationale for this study is the possible establishment of a small radio station for the Nazarene Communications Network in the Metro Manila area. Operating a radio station requires the gathering and reporting of news.

#### **Methodology**

The research is descriptive and largely qualitative, using the tools of questionnaire, documentary analysis, and interviews. From the *Kapisanan ng mga Brodkaster sa Pilipinas Media Factbook*, the researcher determined nine stations as SMRs based on qualifications set by the researcher: FM radio companies with no AM and TV counterparts, no

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<sup>1</sup>The followings abstracts represent the work of recent APNTS graduates. The full theses can be found on file in the library of APNTS.

affiliations with TV networks or large radio stations, and no more than 10 stations across the country. Information was gathered from eight SMRs: Advance Media, Audiovisual Communicators, Blockbuster Broadcasting, Bright Star Broadcasting, Insular Broadcasting, Progressive Broadcasting, Quest Broadcasting, and Supreme Broadcasting.

The questionnaire covered topics on news staff, sources of news in each sector (government, media, business, educational institutions, non-government and private organizations, and religious groups), materials and facilities (documents, audio-visual materials, TV and radio reports, the internet, interviews, press conferences, internal libraries, and databanks), telecommunications equipment, and frequency of monitoring. When the respondents failed to answer the questionnaires completely, the researcher interviewed the station manager or members of the news staff to ask about the unanswered portions of the questionnaire.

News staff membership was measured ranging from the least to the most number of persons employed. The researcher summarized the news-related and non-news-related tasks of the news staff and used percentages to analyze how frequently SMRs monitor their sources in each sector. The researcher assessed the basic or advanced office telecommunications equipment of these radio stations.

### **Findings, Conclusions, Recommendations, and Implications**

The study concluded that newsgathering for SMRs requires efficiency and low cost because the news staff is not large (consisting of two to five persons) and is burdened with production and administrative responsibilities, which are not news-related. News reporting is not considered the primary goal for broadcasting, and they do not compete with other stations in the area of news reporting. This leads to the prioritizing of news sources, easily accessible news materials, time- and effort-saving measures, and facilities that handle manpower-consuming tasks. SMRs use newspapers and magazines (both in print and on-line), the internet, TV and radio reports, and databanks. Media and government are most frequently monitored compared to government, business,

educational institutions, NGO and private organizations, and the religious sector. There is low dependence on direct sources such as government documents, interviews, and press conferences. Aside from basic telecommunications equipment such as a fax machines and telephones, all of the SMRs have computers with modems that allow them to engage in long-distance newsgathering by accessing the internet. None of the SMRs that participated in this study have internal libraries, but six SMRs have a system of storing news information either in document form or computer files.

If a SMR plans to prioritize news reporting, it would need to increase manpower or concentrate news staff efforts on news-related tasks, thus allowing more monitoring of direct sources and infrequently monitored sectors. SMRs may find a good market for special news or news features which do not always require immediate reporting of current events. Newsrooms can help their own staff by providing an updated inventory of news sources and a database system for research materials. Non-traditional sources of news (educational institutions, business, religious groups, and NGOs) sources could supply the need for a rich variety of news information by increasing the output of news products and materials, and, in so doing, provide an alternative to government sources and get in touch with more direct sources. Non-traditional sources of news may even need to create small news organizations or public relations departments within their own organizations or partner with media organizations to provide broadcasters and the public with information.

The Fairbanks Media Center (FMC), the production facility of the Nazarene Communications Network (NCN), possesses multi-tasked manpower, a tailored database system, a developing media library, monitoring capabilities for long-distance newsgathering, access to business, government, and religious news sources, and access to media materials through the Asia-Pacific Nazarene Theological Seminary (APNTS) library. NCN should start a small FM station for Metro Manila with FMC as main supplier of news information.

## **An Evaluation of the Radio Program Perfect Rhythm's Target Audience in Baguio City in Relation to Their Perceived Needs and Interests**

**Lillian Jatayna**

*Master of Arts in Christian Communication, 1999*

### **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?"

### **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.

### **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 in their homes, mostly in the morning and evening; 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 prove that *Perfect Rhythm* is generally effective in meeting the needs of its target audience and is geared towards their preferences. The findings also recommend *Perfect Rhythm* 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 also 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.

**An Evaluation of the Program Features in *Friendship Club on the Air* of the Free Methodist Church Radio Ministry in Davao City, Philippines**

**Nativity LV Abecia**

*Master of Arts in Christian Communication, 1999*

Christian radio is reaching people for Christ. There are Christian radio programs here and abroad that testify of changed lives because of it. However, this is not true for all Christian broadcasts. There have been Christian radio programs over the last few years or so that do not experience the same. Consequently, something must change.

This is where evaluation comes in. Christian radio personnel must have some working knowledge about whether their broadcast is reaching people for Christ, or whether they are just wasting time and space “on the air.” One factor that causes this stagnation is lack of audience feedback. This study sought to hear from the audience itself. Thus, its purpose was to find out how the respondents evaluated the program features presented by the *Friendship Club on the Air* given their characteristics and their radio listening preferences as well.

There were two null hypotheses presented in the study. The first which said that there is no relationship between the demographic variables and the radio listening preferences of the respondents was rejected. The second was accepted. It said that the program features of *FCA* were not of excellent quality as evaluated by the respondents.

The study showed among others that *FCA* listeners came from different religious affiliations and that they have different radio listening preferences. This provided feedback for *FCA* personnel to work on. The study revealed how the respondents evaluated the quality of *FCA* program features. If acted upon, a great probability is evident that *FCA*, as a Christian radio ministry, would abound with testimonies from listeners that their lives had taken a good turn because of a radio program that cares.

### **A Study of Cultural Identity Among Korean Missionary Kids attending Faith Academy in the Philippines**

**Choi Sung Ja**

*Master of Arts in Religious Education, 1998*

The main purpose of this study was to find out the differences of cultural identity between Christian Korean young people living in Taegye City, Korea, and Korean MKs attending Faith Academy in the Philippines. The two test groups were high school students. Especially, this study addressed the following problems: 1) What is the demographic background of the respondents in terms of (a) gender, (b) period of time in current residency, (c) length of time at present school, (d) age, and (e) grade? 2) Are there any differences in the influence of the following factors between the two groups of Christian young people: (a) family factors, (b) school factors, (c) peer factors, and (d) culture factors? 3) Are there significant differences in cultural identity between the two groups of young people?

This study was guided by the following hypotheses: 1) The identity formation of Christian Korean young people is not influenced by

varying environmental factors in the residency setting. 2) There are no significant differences in cultural identity for Christian Korean young people living in Taegue City and Korean MKs attending Faith Academy.

This study used the descriptive method, and the questionnaires were given to the selected groups of students both in Korea and in the Philippines. There were a total of 191 respondents from the two test groups. Having a Christian home is the condition for the two test groups. The researcher selected four churches in Taegue City for the proper test group to compare the difference of cultural identity with Korean MKs at Faith Academy.

This research shows that there are some significant differences as follows: (a) family factors including family devotions or worship, the using of Korean language at home, the daily time of using Korean language with family, and the using of Korean language during dinner time; (b) school factors including the adjustment period in the present school, the private problem in adjusting to a school in the category of language barrier, communicating with teachers, and understanding western ideas; (c) peer factors including the nationality of best friends, the nationality identification among school friends, a common language with same nationality friends, and a phone conversation with friends; and (d) cultural factors involving the preference of living in the present residence, the preference of Korean song, the feeling of having a mother tongue, the preference of school between a non-Asian school and the present school, the recognition of the Korean Independence Day, and the recognition of Korean anthem.

This research proves that Korean MKs obviously were more affected in the area of Korean language, nationality, Korean history, and the preference of living place in the host country than Christian Korean young people living in Taegue City because Korean MKs are living a multicultural lifestyle on the mission field. This study proves that the different cultural identity of Korean MKs is affected by their residential environments on the mission field.

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**Students' Perceptions of Teaching and Learning Styles:  
Luzon Nazarene Bible College, 1995-1996**

**Sonia Manaois Trinidad**

*Master of Arts in Religious Education, 1998*

This study aims to assess and carry out an evaluation of the student's perceptions of their learning styles and their teachers' styles of teaching at Luzon Nazarene Bible College for the school year 1995-1996. This was conducted in the month of February during the second semester where 70 student respondents were involved.

The descriptive method was used in this study with the survey questionnaire and personal interviews as the primary instruments for gathering data. The statistical tools used in this study were percentages, frequency counts, weighted mean and chi-square for the purpose of interpreting data.

There are six areas into which the study was made: the profile of the student respondents regarding gender and age, the perception of the student respondents of their own learning styles, the students' perceptions of their responsibilities as learners, and the students' evaluation of their instructors' general effectiveness and the value of the course.

The findings of the study show that the teaching styles of the teacher do not affect the learning style of the students. The General Point Average (GPA) of the student is a contributory factor to his or her learning style. The effectiveness of the teaching style and the value of the course are rated excellent. As a result of these findings, there is no significant relationship between learning style and teaching style at Luzon Nazarene Bible College, but there is a significant relationship between learning style and GPA of students at LNBC.