

AUDIENCE PROFILE AND PROGRAM PREFERENCES ON PSU CAMPUS RADIO 103.3

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Abstract

This study is focused on the audience profile and program preferences of PSU campus radio 103.3. The purpose of this study is to determine the extent of the radio and the number of people who listens. This is a quantitative research paper and used the purposive sampling method using snowball technique utilizing survey questionnaire. The researchers visited the ten (10) municipalities that comprise Partido however, only five (5) municipalities were reached by the radio frequency namely; Goa, Lagonoy, Sagñay, San Jose and, Tigaon. The study showed that listeners of the campus radio mostly tuned in once (28%) and twice a week (30%). In terms of the reason for listening, 74% answered for learning new information, 64% for the music it plays and 60% for entertainment. The respondents' preferred program for Monday was the Partido State University doctor's corner that has 3.32 mean (medium priority) while the remaining days was music automation. The result of the study showed that the campus radio was not that known in side Partido and it does not have concrete program so the listeners suggested to add radio dramas, 80's and 90's music and news.

Keywords: *Audience Profile, Program Preference, PSU Campus Radio 103.3, Frequency, Radio Transmitter, Listener*

Introduction

Communication technology in this generation is rich and vast. With just one click, you can get answers to your question through the internet. Users spend so much time on it gathering information, staying updated on recent events, and connecting through the use of different applications such as Facebook, Instagram, and Twitter. People use the internet to educate themselves and be entertained which is why it is one of the important communication tools. Communicating and changing ideas and information is easier and faster. In addition, information plays a significant role in the everyday life of a person. It keeps people knowledgeable and aware of what surrounds them, which enables them to participate and speak up about social issues that are happening.

However, not everyone can access the internet, especially people living far from the city where there is no internet connectivity. According to Kaye (1995), good information is important in decision-making and in order to work effectively. Thus, it is needed to have a reliable means for information dissemination that will reach people both from places with access to the internet and from remote areas and that is radio. Previous research focused on the profound changes in the radio industry and the convergence with new media, facilitated by internet platforms. As a

result, combinations of radiophonic content with visual features such as text, pictures and video have become far more common. Radio now offers online radio on apps and websites, on-demand radiophonic content archives and content fragmentation features (splitting content into segments). In addition, radio consumers now have broader access to radio content than before through various mobile devices (Ignatiew,2017). Radio is one of the medium which extent is wide especially remote areas.

Hence,it is essential for people living in far-flung places because of its ability to reach them and provide timely, true, and valuable news which this study takes into account by seeking and identifying the audience profile and program preferences of PSU campus radio 103.3

Methods

This study used the quantitative approach to determine the audience profile and program preferences on PSU campus radio 103.3. Further, the researchers asked permission from every municipality in Partido through a letter and when granted, proceeded with data gathering. The municipalities reached by the frequency of the campus radio were identified first using a radio and PSU campus radio 103.3 was played on the different places of Partido and find out whether there is radio signal or none.To find the eligible respondents which are the listeners of the campus radio, the researchers used the snowball sampling method wherein the primary sources of data were requested to help the researchers find other listeners.

A survey questionnaire composed of five parts was formulated by the researchers and was distributed to ten listeners of every municipality that reaches by the frequency namely, Goa, Lagonoy, Tigaon Sagñay and San Jose. The first to third part was a checklist method and a five-point likert scale on the fourth part and comments and suggestion on the last. The researchers made sure that before gathering the data, the questionnaire was checked by the three research experts. In tabulating the data, the researchers used percentage technique and was assessed and interpreted according to the results on the tabulated data.

Results and Discussion

Table 1. Gender

Gender	Frequency	Percentage
Male	30	60
Female	20	40
Total	50	100

Table 1 presents the gender of the respondents; Male has a frequency of 30 which is 60% of 50 respondents, while Female has a total frequency of 20 which is 40. In terms of the sexual orientation of the respondents, the data showed that the highest number of the respondent are male which has a total of 30 (60%). On the other hand, female respondents have a total of 20 (40%).The result showed that most of the listeners of the campus radio are male. This means that, they prefer it as their source of information and entertainment.

According to Reyes et.,al (2012), by nature male are said to be quiet listeners of the radio and people may consider them weak when they showed their emotions, they contemplate radio listening as their comfort zone.

Table 2. Civil Status

Civil Status	Frequency	Percentage
Single	19	38
Married	27	54
Widow	4	8
Total	50	100

Table 2 shows that in terms of civil status, 19 which is 38% of the total respondents indicated that they are single, while 54% or 27 are married and, 8%are widowed. The result showed that most of the listeners are married that have the highest number of listeners followed by single, and widow which is the lowest.

The age of the respondents is indicated on the table 3 below and it shows that there is 28% for ages 20-26 which contains the highest number of respondents. It is followed by 58-72 years old that is 20%, 9 for 37-46 years old or 18% and 14% for 49-57 years old. Additionally, there are 5 respondents or 10% who are in the age bracket of 28-36 years old,6% for 13-18 years old and 2 or 4% for 75-76 years old. As a result, most of the listeners of the PSU Campus radio are young whose ages range from 28-36 years old.

Table 3. Age of the Respondents

Age	Frequency	Percentage
13-18 years old	3	6
20-26 years old	14	28
28-36 years old	5	10
37-46 years old	9	18
49-57 years old	7	14
58-72 years old	10	20
75-76 years old	2	4
Total	50	100

Municipalities reached by the radio transmitter

Partido area is composed of ten (10) municipalities namely; Caramoan, Garchitorena, Goa, Lagonoy, Presentacion, Sagñay, San Jose, Siruma, Tigaon, and Tinambac. However, only five (5) of the said municipalities were reached by the transmitter. Therefore, there is a frequency

of ten (10) in every municipality and twenty (20) percent of each of the total respondents. This means that the radio frequency of PSU campus radio has a small scope, which is 100 MHz.

Table 4. Municipalities

Municipality	Frequency	Percentage
Goa	10	20
Lagonoy	10	20
Sagñay	10	20
San Jose	10	20
Tigaon	10	20
Total	50	100

Frequency and Reasons for Listening

The table below shows the frequency for listening to PSU Campus Radio-103.3, wherein the number of times in a week that has the highest percentage of listeners is twice a week which is 30% of the total respondents. It is followed by once a week which has a frequency of 14 which is 28%. Additionally, there are 12 listeners that tunes in four times a week and that is 24% of the total respondents. As a result, PSU campus radio is not that popular to the audience in Partido and it does not catch the interest of the audience so it is significant that the management must improve and create a fixed-program everyday so that the listeners would know what to tune-in to. There were few who answered four and three times a week however, there is a low percentage in terms of the frequency for listening and it happened that most of the listeners respond twice a week only which means that they listen rarely.

Table 5. Frequency

Number of times in a week	Frequency	Percentage
Once a week	14	28
Twice a week	15	30
Thrice a week	9	18
Four Times a week	12	24
Total	50	100

Based on the data below that indicates the reasons for listening of the respondents, 74% or 37 out of 50 respondents have said that the campus radio helped them learn new information while 31 or 62% stated that they like the music being played on it.

Table 6. Reasons for listening

Reasons for listening	Frequency	Percentage
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It entertains me a lot.	30	60
It helps me learn new information	37	74
It introduces me to new people	12	24
It informs me about the current affairs, programs or projects inside Partido State University.	21	42
I like the announcers.	15	30
The announcers have good diction.	11	22
I like the music it plays.	31	62
It does not need the internet to play.	11	22
It is easy to use.	10	20

Meanwhile, only 30 which is 60% said that they are entertained, 21 or 42% tuned in to know the current affairs, programs or projects inside Partido State University and 15 or 30% because they like the announcers. Additionally, there are 11 who responded that the announcers have good diction, and 11 also out of 50 respondent or 22% answered that they listen because it does not need internet to play. Lastly, 20% of 50 respondent's reason for listening is because radio is easy to use. Therefore, the researchers found out that the majority of the respondents listen to the radio for new information so the campus must add news and programs where the listeners can learn.

Program Preferences and Suggestions

Table 7. Illustrates that the top reason for listening of the respondents for the Monday program is PSU Doctor's Corner that has a weighted mean of 3.34, a medium priority followed by Music Automation which is 3.0. The study also resulted that San Jose Campus Ini An Turismo sa Radyo has a weighted mean of 2.62 and 2.22 on the College of Arts and Sciences program CASKwela on air which is low priority. Both sign-on and sign-off, has a weighted mean of 1.68 and in terms of music automation for the morning program, there is a total of 1.5 which is not priority. To sum up, Monday programs are low priority that has a grand total of 2.20 that means, there are only few who tunes in to campus radio

Table 7. Program Preferences for Monday

Monday Program	Weighted Mean	Verbal Interpretation
7:00-7:30 am - Flag Raising	1.68	Low Priority
8:00-9:00 am- Sign On	1.68	Low Priority
9:10-1-:30 am-CAS program: CASKwela on air	2.22	Low Priority
10:30 am-1:30 pm-Music Automation	1.5	Not Priority
1:30-3:00 pm – PSU Doctor's Corner	3.34	Medium Priority
3:00-4:30 PM- San Jose Campus: Ini an Turismo sa radio	2.62	Medium Priority
4:30-6:00 pm Music Automation	3.06	Medium Priority
6:00 pm- Sign Off	1.54	Low Priority
Grand Total	2.20	Low Priority

Table 8. Program Preference for Tuesday

Tuesday Program	Weighted Mean	Verbal Interpretation
8:00-9:00 am –Sign On	1.62	Low Priority
9:10-10:30 am CBM Program: Ini an Komersyo sa Radyo	2.38	Medium Priority
10:30-12:00 pm OSAS’ Corner	2.22	Low Priority
12:30-1:30 pm- Noontime Buzz	2.38	Medium Priority
1:30-3:00 –Music Automation	3.16	Medium Priority
3:00-4:30 pm- Sagñay Campus	2.14	Medium Priority
4:30-6:00 pm Music Automation	3.04	Medium Priority
6:00 pm- Sign Off	1.66	Low Priority
Grand Total	2.32	Low Priority

The program preference for Tuesday shows that both music automation for morning and afternoon has the highest number of listeners which results in showing that it is a Medium Priority. It is followed by the College of Business and Management Program and Noontime Buzz which consist of the same weighted mean which is 2.38. Under low priority, there are four programs included such as Office of the Students Affairs and Services’ Corner which is 2.22, 1.62 for Sign-on and 1.66 for Sign -off. All in all, Tuesday has a grand total of 2.32 that falls under low priority. Wednesday program as shown below has a grand total of 2.19 which is low priority. The program that has the topmost number of responses is music automation in the morning which is 3.08 or medium priority, 2.76 for afternoon music automation and, 2.46 for Noontime Buzz. The study also showed that Extension Office’s program has 2.06, and 1.66 for the sign on which are both a low priority, Lastly, the Sign off has a weighted mean of 1.00 and is not a priority according to the responses.

Table 9. Program Preference for Wednesday

Wednesday Program	Weighted Mean	Verbal Interpretation
8:00-9:00 am –Sign On	1.66	Low Priority
9:00-11:00 am- Extension Office : Unibersidad para sa Komunidad	2.06	Low Priority
11:30-12:00 pm –Music Automation	3.08	Medium Priority
12:00-1:00 pm- Noontime Buzz	2.46	Medium Priority
1:00-3:00 –CET Program	1.92	Low Priority
3:00-6:00 pm- Music Automation	2.76	Medium Priority
6:00 pm- Sign Off	1.00	Not Priority
Grand Total	2.19	Low Priority

Table 10. Program Preference for Thursday

Thursday Program	Weighted Mean	Verbal Interpretation
8:00-9:00 am –Sign On	1.74	Low Priority

9:00-11:00 am- School of Graduate Studies: Huron huron	2.1	Low Priority
11:00-1:00 pm –Salogon Campus	1.9	Low Priority
1:00-3:00 pm- Lagonoy Campus	1.8	Not Priority
3:00-6:00 – Music Automation	2.96	Not Priority
6:00 pm- Sign Off	1.68	Low Priority
Grand Total	2.03	Low Priority

While Music Automation has the highest number of responses which 2.96, Sign is off, on the other hand, has the lowest which is 1.68. Music Automation is followed by the School of Graduate Studies program: Huron huron which is 2.1, 1.9 for Salogon Campus, 1.74 for sign-on, and 1.8 for Lagonoy Campus. Thus, program preference for Thursday is a low priority for listeners that has a grand total of 2.03. For Thursday, as indicated above the programs are few compared to other days, but still the listening rate is low as seen on the grand total and verbal interpretation above that is low priority.

Table 11 shows that Friday has a grand total of 2.33 which means it is a medium priority for the respondents. Music automation has consisted of a 3.32 weighted mean, next is Tinambac Campus which has 3.04, 2.28 for Noontime buzz and 2.22 for the Caramoan Campus. Additionally, Sign on and Sign off is Low priority thus, the listeners for the Friday program do not usually tune in on the said programs.

Table 11. Program Preferences for Friday

Friday Program	Weighted Mean	Verbal Interpretation
8:00-9:00 am -Sign On	1.7	Not Priority
9:00-11:00 am- Tinambac Campus: Boses nin Kalikasan	3.04	Medium Priority
11:00-12:00 pm -Music Automation	3.32	Medium Priority
12:00-1:00 pm- Noontime Buzz	2.58	Medium Priority
1:00-3:00- Caramoan Campus	2.22	Medium Priority
3:00- 5:00-NSTP Program : NSTP lang sakalam	1.98	Low Priority
5:00-6:00 pm – Flag Lowering Ceremony / Sign off	1.5	Not Priority
Grand Total	2.33	Medium Priority

Table 12. Program Preferences for Saturday

Saturday Program	Weighted Mean	Verbal Interpretation
8:00-9:00 am -Sign On	1.48	Not Priority
9:00-12:00 pm- Music Automation	3.46	Medium Priority
12:00-1:00 pm –Noontime Buzz	2.6	Medium Priority
1:00-6:00 pm- Music Automation	3.22	Medium Priority

6:00 pm – Sign Off	1.64	Low Priority
Grand Total	2.48	Medium Priority

Saturday program is presented in the table above, and it appears that Music Automation for the morning has the highest number of listeners which has a weighted mean of 3.46 and 3.22 for the afternoon program. Meanwhile, noontime buzz is composed of 2.6 which is a medium priority for the audiences. Lastly, sign-off is 1.64 which is low priority and 1.48 for sign-on. Thus, the Saturday program has a grand total of 2.48 which means that it is a medium priority.

Table 13. Program Preference for Sunday

Saturday Program	Weighted Mean	Verbal Interpretation
8:00-9:00 am -Sign On	2.36	Medium Priority
9:00-6:00 pm- Music Automation	3.76	High Priority
6:00 pm – Sign Off	2.5	Low Priority
Grand Total	2.87	Medium Priority

It appears on the table 13 above that Sunday's result has a grand total of 2.87 which is medium priority. The weighted mean of the respondents that tunes in from sign on is 2.36 that is medium priority and 2.5 for sign off that reveals to be low priority. The result means that Sunday programs are medium priority for the respondents and music automation as high priority which means that listeners tunes-in because of music.

As cited in the study of Krause (2020), since the majority of radio stuff is composed of up of music, it is reasonable to come up with conclusions about how radio listening could be used in daily life by relying on studies involving music listening. One of the most common hobbies reported across age, race, gender, and cultural groups is listening to music.

Conclusion

Based on the results of the study, most of the listeners that tunes in to PSU campus radio-103.3 are men, which is 60% of the total respondents higher than the percentage of women. Almost all of the respondents are married, which happened to have the highest percentage than single and widow. The age bracket of the respondents that has the highest number is 20-26 years old, so mostly, the listeners of the radio are younger because it has the highest result compared to the older that has the lowest number of responses. Further, Campus Radio 103.3 is only 100 MHz so it does not have wide scope making it failed to cover the ten municipalities of Partido such as Caramoan, Garchitorena, Goa, Lagonoy, Presentacion, Sagñay, San Jose, Siruma, Tigaon and Tinambac.

When it comes to the frequency of listening, the listeners does not often tune in to PSU Campus Radio 103.3 because it revealed that most of the respondents listens twice a week only. Reasons for listening on the other hand showed that 74% of the total respondents said that through listening they learn new information so this means that the information and programs that the radio has helped the listeners gain knowledge. There are also who responded that they are entertained, the announcers has good diction, and it does not need internet to play radio. Lastly, the one with the lowest number of respond is because radio is easy to use.

Lastly, the result of the program preferences of the audience showed that Monday, Tuesday, Wednesday and Thursday programs are low priority while Friday, Saturday and

Sunday are medium priority. This means that PSU campus radio lack programs that attract the interest of the listeners, only the music automation and the Doctor's corner. Also, there is no fixed program followed every day that is why it is being suggested that the campus radio must add radio dramas, 80's and 90's music and improve the news and information dissemination.

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