

ABSTRACT

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Naga City. "Effectiveness of News and Public Affairs
Program in Energy FM in Naga City."

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This study was primarily undertaken by the researchers to determine the effectiveness of news and public affairs program in Energy FM in Naga City I terms of: (a) Content; (b) Format; and (c) Language. It answered the following questions: 1) What is the Media Profile of the respondents? And 2) What are the organizational and environmental factors that encourage FM Station to engage in news and public affairs program?

The method used in this study was the descriptive-evaluation method where 100 listeners of Energy FM in Naga City were used as respondents. The data gathered were analyzed and treated through the use of frequency distribution, percentage, ranking, and weighted mean.

Findings of the study revealed that on the media profile of the respondents, 93 or 93 percent listened to energy FM News and Public Affairs program while the rest did not listen to the program. In terms of program type, public service ranked first in ranging from 1-10 minutes is the longest time of respondents in listening to the program. Along the organizational factors in program standard, commentaries and analysis ranked first and interpreted as Very Satisfactory. For manpower, understanding audience need ranked first and interpreted as Satisfactory. The average weighted mean for program standard was 2.80 and manpower had an average weighted mean of 2.74, both interpreted as satisfactory. Along the environmental factors in the presence of other FM stations, competition of station's ranked first while in the program appeal; most of the respondents prefer self-preservation. The average weighted mean for presence of other FM stations was 3.12 and in program appeal, 3.07 and both are interpreted as Satisfactory. The overall average weighted mean

of 3.29 interpreted as Highly Effective. For program format had a mean of 3.0. For program language, appropriate use of language had a mean of 3.25.

The study concludes that most of the respondents preferred public service program. They listened everyday to news and public affair program in Energy FM station from 1-10 minutes. On the organizational factors of Energy FM station primarily encouraged them to engage in programming. For manpower, Energy FM understands its audience need before providing them the information. On the environmental factors, the competition between FM stations in Naga City gave them the zest to continue programming. On the program appeal, self-preservation was the major factor for engaging in the programming. Overall, across the indicators of effectiveness, the program content was the most effective followed by program language, and program format.