

Abstract

Atole, Kristine B. 2010. "Frequency Modulation (FM) Radio Programming: An Innovative Concept". Mariners Polytechnic Colleges, Naga City,

Adviser: Melinda SB. Gimal, Ph.D.

Keyword: Innovative Concept; Radio Programming

This study was undertaken to determine the influence of the FM radio programming, an innovative concept that might affect the listeners. Specifically, it answered the following questions: 1) What are the attributes of the types of programs preferred by the listeners along; (a) flow of the program (b) concerning in the current events; and (c) music? 2) What is the preferred concept of FM radio stations? 3) What are the effects of radio programming on the listeners in terms of; a) flow of the program b) advertisement; and c) promotion.

The method used in this study was descriptive evaluative. 100 students from Mariners' Polytechnic Colleges were used as respondents. Interview questions and survey questionnaire were the tools used this study. The data gathered were subjected to statistical treatment like frequency distribution, percentage, ranking, and weighted mean.

The major findings were: 1) Programs preferred by the listeners along; a) flow of the program; schedule of the program, interest to encourage, sequence in playing of music and informative program (3.92, 3.92, 4.07 and 3.8) satisfied the listeners. b) along current events, weather conditions, (3.98) ranked first, tips and trivia, (3.9) ranked second, public announcement, (3.83) ranked third, politics, (3.81) ranked fourth, educational segment (3.76) ranked fifth, showbiz, 3.72) ranked sixth, crimes (3.71) ranked seventh, health, (3.65) ranked eighth, world news (3.62) rank ninth, economics, (3.54) ranked tenth, and last sports (3.44). along music, love song, (4.43), ranked first and resulted as the very satisfactory, acoustic, (4.16) ranked second, RNB, (4.06) ranked third, next was alternative and OPM that have the same result, (3.99), followed by pop, (3.94), hip hop (3.87), rock, (3.83), mellow (3.73), jazz, (3.63), classical, (3.56), reggae, (3.54), rap (3.37), and religious songs, (3.26) ranked lastly. 2) Preferred concepts of the station; have their target day and time, (4.02) ranked first, have their own DJ's, (3.99) ranked second, followed by advertisement and program are equally distributed among the

program, (3.93), titles of different program, (3.91), have their target audience, (3.87), and separating primetime to non-primetime and objectives of the program, (3.8) were tied lastly. 3) effects of the concept along flow of the program, relaxing (4.15) ranked first, satisfied, (4.09) ranked second, informative (4.07) ranked third and followed by catch your attention (4.05), entertaining, (4.3), encouraging, (4.02), consistent and influential (3.84) are the same, and lastly contented, (3.81). along advertisement, informative (3.95) ranked first, next is encouraging (3.91), followed by helpful, (3.86), fair (3.81), influential (3.72), while consumable (3.7) ranked as last. Along promotion, helpful (4.13) ranked first, seconded by informative (4.06), followed by favorable (4.01), influential (3.85), non favorable (3.34) ranked last.

The conclusions of the research were: 1) The concept of any FM radio programming depends in playing music, since that it is known as music station. 2) In conceptualizing programs in FM station the main setting is to know first the day and time that the programs will fit. Its idea is to look for what time of programs that the listeners usually tune in. 3) Since the content of conceptualizing program is to satisfy the listeners, flow of the program, advertisement and promotion are eventually affects the needs and satisfaction of the listeners.