

Effective Broadcast Strategies for Bombo Radyo-Iloilo to Meet the Existing Broadcast Code of the Philippines

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Abstract

The primary objective of this study is to formulate effective broadcast strategies for Bombo Radyo-Iloilo, the leading radio station in Iloilo, to meet the existing broadcast media code of the Philippines.

Survey Questions, in-depth interviews, participant observation, and organized discussions were utilized to gather data from the officials of Bombo Radyo-Iloilo and other stakeholders. On the other hand, Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis was used to evaluate and process all collected data from the respondents, as well as the information gathered from the initial organized discussions. The researcher conducted two separate initial organized discussions. Meaning, the first organized discussion was only participated by the officials and other key informants of Bombo Radyo-Iloilo while the second discussion was attended by other stakeholders. Afterwards, the researcher arranged another group discussion for both the officials of Bombo Radyo-Iloilo and other stakeholders.

Based on the findings of the study, the following are the formulated effective broadcast strategies: (1) Reflect and promote local Identity, character and culture, (2) Create diversity of voices and opinions, (3) Encourage open dialogue and democratic process, (4) Promote social change and development, (5) Promote good governance and civil society, (6) Involve the stakeholders in the formulation of policy, (7) Train and educate all broadcast practitioners to have direct knowledge on the existing broadcast media policy, (8) Strengthen community ownership rather than corporate media ownership, and (9) Strengthen self-police power to monitor broadcast practitioners.

The research provides recommendations for Bombo Radyo-Iloilo Philippines, Association of Broadcasters of the Philippines or Kapisanan ng mga Brodkaster ng Pilipinas (KBP), and the Government on how to implement the formulated effective broadcast strategies.

Keywords: Broadcast strategies, code, effective, formulate implementation practices, code program standards, radio

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กลยุทธ์การกระจายเสียงของสื่อวิทยุบอมโบ เรโย อีโลอีโล (Bombo Radyo-Iloilo) เพื่อให้บรรลุมาตรฐานการกระจายเสียงของประเทศฟิลิปปินส์

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บทคัดย่อ

วัตถุประสงค์หลักของการศึกษาในครั้งนี้คือ เพื่อกำหนดกลยุทธ์ในการกระจายเสียงที่มีประสิทธิภาพสำหรับ บอมโบ เรโย อีโลอีโล (Bombo Radyo-Iloilo) สถานีวิทยุชั้นนำในเมืองอีโลอีโล (Iloilo) เพื่อให้เป็นไปตามมาตรฐานวิชาชีพของประเทศฟิลิปปินส์

การศึกษานี้ใช้การเก็บรวบรวมข้อมูลจากแบบสอบถาม การสัมภาษณ์เชิงลึก การสังเกตการณ์แบบมีส่วนร่วม และการจัดประชุมกลุ่มจากพนักงานของบอมโบ เรโย อีโลอีโลและผู้มีส่วนได้ส่วนเสียต่าง ๆ มีการวิเคราะห์จุดแข็ง จุดอ่อน โอกาส และภาวะคุกคามเพื่อใช้ในการประเมินและประมวลผลข้อมูลจากแบบสอบถามและการจัดประชุมกลุ่ม โดยผู้วิจัยจัดประชุมกลุ่มสองครั้ง ครั้งแรกมีผู้เข้าร่วมคือ พนักงานและผู้ใกล้ชิดที่ทราบข้อมูลของบอมโบ เรโย อีโลอีโล ส่วนครั้งที่สองมีผู้เข้าร่วมคือ ผู้มีส่วนได้ส่วนเสียอื่น ๆ ที่เหลือ หลังจากนั้น ผู้วิจัยยังได้จัดการสัมมนา ร่วมกันของทั้งสองกลุ่มอีกครั้ง

ผลการศึกษาพบว่า กลยุทธ์การกระจายเสียงวิทยุที่มีประสิทธิภาพ ประกอบด้วย (1) สะท้อนและสนับสนุน อัตลักษณ์ คุณลักษณะ และวัฒนธรรมของพื้นที่ (2) สร้างความหลากหลายของความคิดเห็นและเสียงสะท้อนจากภายนอก (3) ส่งเสริมการถกแถลงแบบเปิดและกระบวนการประชาธิปไตย (4) สนับสนุนการเปลี่ยนแปลงและการพัฒนาทางสังคม (5) สนับสนุนธรรมาภิบาลและประชาสังคม (6) ร่วมกับผู้มีส่วนได้ส่วนเสียในการกำหนดนโยบาย (7) ฝึกอบรมและให้ การศึกษากับผู้ปฏิบัติงานเพื่อให้มีความรู้เกี่ยวกับนโยบายของสื่อวิทยุ (8) สร้างความเข้มแข็งให้กับชุมชนมากกว่าผู้ถือหุ้น และ (9) สร้างความเข้มแข็งให้กับผู้รับผิดชอบเพื่อกำกับดูแลผู้ปฏิบัติ

บทความนี้ยังได้ให้ข้อเสนอแนะแก่สถานีวิทยุบอมโบ เรโย อีโลอีโล สมาคมวิทยุกระจายเสียงแห่งประเทศไทย ฟิลิปปินส์ (Kapisanan ng mga Brodcaster ng Pilipinas -KBP) และรัฐบาล ต่อแนวทางในการกำหนดและนํานโยบาย ไปปฏิบัติอย่างมีประสิทธิภาพ

คำสำคัญ: กลยุทธ์สื่อวิทยุกระจายเสียง ประสิทธิภาพ การกำหนดแนวปฏิบัติ มาตรฐานวิชาชีพ วิทยุ

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Introduction

Radio station plays a significant role for change and development in every community. It helps the people find solutions to their problems and air their views and sentiments immediately to proper authorities. Radio is also a platform where the people may put pressure on local authorities to observe good governance and transparency to all their actions and transactions. Therefore, local government units should take advantage of the significant role of community radio in fighting corruption, poverty, malnutrition and the like which is important for change and development (Fraser & Restrepo-Estrada, 2002).

Moreover, the lack of political will to create relevant policies of local government authorities to help marginalized sectors improve their conditions is a huge factor that impedes real change and development (Fraser & Restrepo-Estrada, 2002). Majority of the people living in local communities of underdeveloped and developing countries like the Philippines rely on radio since it is the most accessible medium (Grigg, 1991). In fact, among other cities and regions in the Philippines where television becomes the primary medium, radio is still the powerful and influential medium in Iloilo (Guazo, 2013).

Furthermore, radio transforms the very practice of social communication since it is the medium that most likely serves the needs of the community particularly the ethno-linguistic groups and all other minorities thereof. Radio also becomes their venue where people can freely express their sentiments and be heard by the public and can be an instrument for community development (Grigg, 1991). In view of this, the Association of Broadcasters of the Philippines or Kapisanan ng mga Brodkaster ng Pilipinas (KBP), an independent organization that has the sole power to self-regulate broadcast institutions, has created a broadcast media code to address these issues and concerns.

However, numerous broadcast organizations including Bombo Radyo-Iloilo have no clear strategic plans and participatory actions on how to develop more comprehensive and effective broadcast strategies to meet the existing broadcast media code of the Philippines. Involvement of different stakeholders in policy making is significant to develop more comprehensive and effective broadcast strategies (Grigg, 1991). Hence, further studies specifically in local communities like Iloilo should be conducted to assess the factors relevant to broadcast policy implementation so that effective broadcast strategies shall be formulated (Grigg, 1991).

Literature Review

This section presents the theoretical and conceptual framework of this study to provide an in-depth, concrete, relevant, and sufficient foundation from which effective strategies for Bombo Radyo-Iloilo Philippines are formulated.

Setting the Agenda for Development Action and Policy Formation

Agenda-setting aims to gain the attention of media professionals, the public and policy makers. It also explains that media does not tell the public what to think, but what to think about the issue (Dearing & Rogers, 1996). Meaning, why in a democratic society, information about definite issues is available to the public; how these issues try to shape public opinion; and why some issues are addressed through policy actions while others are not. Hence, agenda-setting focuses on social change and social stability. It rotates around the media agenda, the public agenda and the policy agenda and their apparent interrelationships as illustrated below (Dearing & Rogers, 1996).

Gatekeeping and News Flow Theory

News and other information can be altered or shaped by the gatekeepers as it passes through different channels before it reaches the target audience. Shoemaker also recognizes the diverse power and influence of a gatekeeper, whether a correspondent, content officer, editor, etc. in whittling news contents. In addition, Shoemaker does not also debunk the fact that these peculiarities which have greater impacts on the selection of news items are products of the views and attitudes of the gatekeepers which sometimes can be considered self-serving.

Conceptual Framework

Putting the above theory into concepts, media agenda refers on how Bombo Radyo-Iloilo Philippines as gatekeeper manages or handles the content of its programs, as well as its implementation practices of the program standards. The role of a gatekeeper to approve or to reject news items was noticed as the most significant gatekeeping activity. Therefore, the factors relevant to the implementation practices of the program standards of Bombo Radyo-Iloilo are associated to media agenda. The factors are divided into two namely: Internal and external. The following are the internal factors: Age, Gender, Educational Attainment, Designation, Length of Service, Total Annual Income, and Media Background of the officials and other key informants of Bombo Radyo-Iloilo while the external factors refer to the awareness of the officials and other key informants of the network on the Declaration of Principles and State Policies on Communication and Broadcast Code Principles and Objectives, Attitudes on Bill of Rights on Communication and Media Ownership, and Knowledge on Republic Act No. 3846 or an Act Providing for the Regulation of Radio Stations and Radio Communications in the Philippine Islands, and Other Purposes.

On the other hand, policy agenda refers to the current implementation practices of the program standards of Bombo Radyo-Iloilo as enumerated in the schematic diagram of the conceptual framework below. Bombo Radyo-Iloilo adopts the program standards created by

Kapisanan ng mga Brodkaster ng Pilipinas (KBP) or Association of Broadcasters of the Philippines since it is an active member of this organization and is required to comply with the same code. KBP is the only recognized independent organization that has the power to self-regulate broadcast media stations in the Philippines. The researcher wanted to find out how the network addressed issues through policy actions.

Furthermore, public agenda concerns much on the general public as primary recipients of information. This agenda describes the influential role of the media to tell the public what issues are important and their power to present images to the public (Dearing & Rogers, 1996). Agenda-setting studies clearly established that the media can influence public opinion. Public agenda in this study also refers to the attitudes of the stakeholders on the implementation practices of the program standards of Bombo Radyo-Iloilo. Stakeholders refer to local government officials, top ranking official of KBP, community leaders, Church leaders, Youth leaders, professionals, households, and several others who are directly affected by the network.

In view of the aforementioned discussion, the researcher wants to find out the direct and indirect relationship between the factors relevant to the implementation practices of the program standards of Bombo Radyo-Iloilo (Internal and External Factors) and its current implementation practices of the program standards leading to the formulation of effective broadcast strategies. Likewise, the researcher also wants to find out the attitudes of the stakeholders on the current implementation practices of the program standards of Bombo Radyo-Iloilo and compare them with the responses of the administrators of the network for better analysis. In line with this, effective broadcast strategies to meet the existing broadcast code of the Philippines shall be formulated.

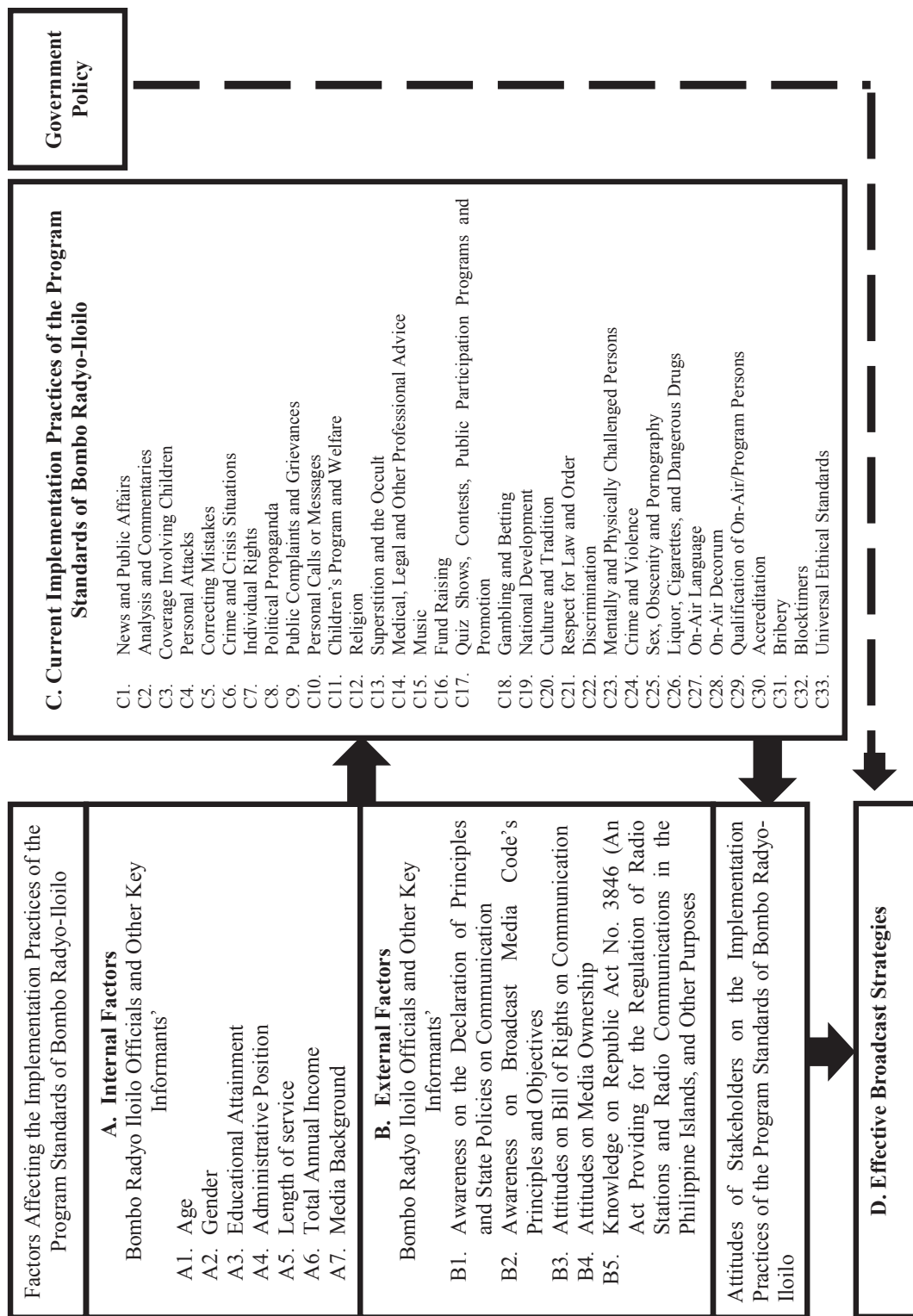


Figure 1. Schematic Diagram of the Conceptual Framework

Methodology

Survey Questions, In-depth interviews, Participant observation, and Organized Discussions were utilized to gather initial data from the officials and other key informants of Bombo Radyo-Iloilo and the stakeholders. Descriptive Analysis was used to analyze quantitative data. On the other hand, Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis was employed to evaluate and process all collected data from the respondents, as well as the information gathered from the initial organized discussions. The researcher conducted two separate initial organized discussions. Meaning, the first organized discussion was only participated by the officials and other key informants of Bombo Radyo-Iloilo while the second discussion was attended by the stakeholders. The stakeholders are composed Local Government Officials, Community, Religious, and Youth Leaders, Professionals, Households, and several others who are directly affected by the services of the network. Afterwards, the researcher arranged another organized group discussion for both the officials and other key informants of Bombo Radyo-Iloilo and the stakeholders in order to formulate effective broadcast strategies for Bombo Radyo-Iloilo to meet the existing broadcast code of the Philippines.

Result and Discussion

It can be seen from the result of the SWOT analysis below that the main concern of the respondents particularly the stakeholders are the lack of trainings and seminars for broadcast practitioners, as well as direct knowledge on the existing broadcast policies, Lack of self-police power to monitor broadcast practitioners, No involvement of stakeholders in the formulation of policy, and other relevant matters. The strategies should focus on the internal strengths to take advantage of the external opportunities while minimizing the internal weaknesses and at the same time avoiding the impact of external threats. Meaning, the strengths and opportunities have been explored to reinforce the weak elements, as well as to minimize the threats, and eventually formulate effective broadcast strategies for Bombo Radyo-Iloilo to meet the existing broadcast code of the Philippines.

Table 1. Result of SWOT Analysis

<p>Strengths</p> <p>S1. The network can reach both literate and illiterate listeners and is relatively inexpensive.</p> <p>S2. The network has consistently been recognized as an outstanding and most trusted radio station in Iloilo by leading survey firms.</p> <p>S3. The network has several seasoned and credible broadcast practitioners.</p> <p>S4. The network is financially stable.</p> <p>S5. The network has strong advocacies to relevant matters.</p>
<p>Weaknesses</p> <p>W1. Lack of trainings and seminars for broadcast practitioners, as well as direct knowledge on the existing broadcast policies.</p> <p>W2. Lack of self-police power to monitor broadcast practitioners.</p> <p>W3. No involvement of stakeholders in the formulation of policy.</p>
<p>Opportunities</p> <p>O1. Uplift Local Identity, Character and Culture.</p> <p>O2. Diversity of Voices and Opinions.</p> <p>O3. Open Dialogue and Democratic Process.</p> <p>O4. Social Change and Development.</p> <p>O5. Good Governance and Civil Society.</p>
<p>Threats</p> <p>T1. Media ownership control.</p> <p>T2. Abuse of freedom of expression due to unclear broadcast policies.</p> <p>T3. Media killings due to fearless commentaries.</p>

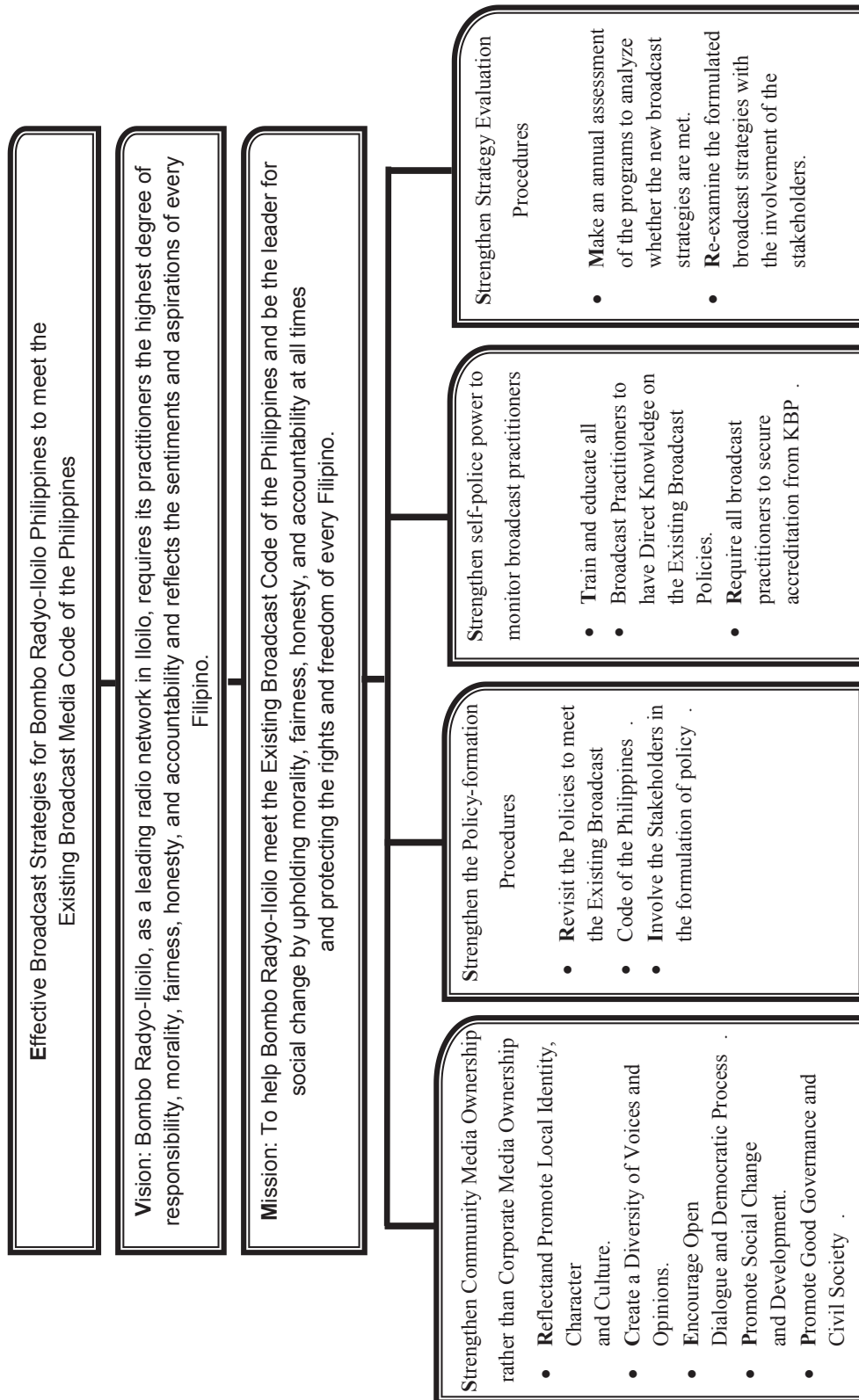


Figure 2. Schematic Diagram of the Formulated Effective Broadcast Strategies (Please See the Implementing Guidelines in the Recommendation Section)

Conclusion

Based on the Results of the Study, the Following Conclusions are Drawn:

Implementation Practices of the Program Standards of Bombo Radyo-Iloilo

The administrative officials and other key informants of Bombo Radyo-Iloilo have neither positive nor negative attitudes on the implementation practices of programs standards of the network. Most argue that some provisions of the program standards are difficult to apply in some aspects of news program like in advertisement, analysis and commentaries, news sources, and many others. Hence, the officials believe that these provisions of the code be revisited.

Factors Relevant to the Implementation Practices of the Program Standards of Bombo Radyo-Iloilo

The age, gender, educational attainment, administrative position, length of service and total annual income of Bombo Radyo-Iloilo Officials and Other key Informants are considered relevant factors in the implementation practices of program standards of the network. However, the researcher cannot determine the fact that having background in other forms of media like television, print, internet, etc. may also be a relevant factor or beneficial to policy implementation practices of the network since there is no variation of media background. Meaning, all officials and other key informants have the same media background which is radio. Hence, it can be noted that media background can either be a factor or not.

On the other hand, the survey result shows that almost all officials and other key informants of Bombo Radyo-Iloilo are strongly aware or have direct understanding on the 1987 Philippine Constitution Declaration of Principles and State Policies on Communication and Broadcast Code Objectives and Principles. However, this result is not consistent with the result of in-depth interviews and organized discussion conducted by the researcher with the same respondents. The respondents were asked what among the guidelines of the above provisions are they familiar with and surprisingly, the researcher found out that only few were aware while others cannot totally recall or unaware of the above policy. Hence, the discrepancy on the result is a clear manifestation that the respondents are either aware or unaware of the aforementioned policy.

Moreover, the result of both survey and in-depth interviews reveals that the administrative officials and other key informants of Bombo Radyo-Iloilo Philippines have either positive or negative attitudes on the the 1987 Philippine Constitution Bill of Rights on Communication and Media Ownership.

Likewise, the survey result discloses that the administrative officials and other key informants of Bombo Radyo-Iloilo Philippines have enough knowledge on Republic Act No. 3846 or an act providing for the Regulation of Radio Stations and Radio Communications in the Philippine Islands, and for Other Purposes. However, this survey result is not parallel with the result of in-depth interviews conducted by the researcher with the same respondents. The respondents were asked to recall what particular guidelines of the aforementioned provisions they know. The researcher was astonished to find out that only few were able to recall while others cannot totally recall. Thus, the incongruity on the result is a clear illustration that the respondents are either knowledgeable or unknowledgeable of the aforementioned law.

Finally, the result of both survey and in-depth interviews shows that the Stakeholders have either positive or negative attitudes on the Implementation Practices of the Program Standards of Bombo Radyo-Iloilo Philippines.

Effective Broadcast Strategies for Bombo Radyo-Iloilo to meet the Existing Broadcast Code of the Philippines

Based on the findings of the study, the following effective broadcast strategies are formulated:

1. Strengthen Community Media Ownership rather than Corporate Media Ownership;
2. Strengthen the Policy-formation Procedures;
3. Strengthen Self-police Power to Monitor Broadcast Practitioners;
- and 4. Strengthen Strategy-Evaluation Procedures.

Recommendations

For Bombo Radyo-Iloilo

Based on the findings of the study, the age, gender, educational attainment, administrative position, length of service and total annual income are considered relevant factors to the Implementation Practices of the Program Standards of Bombo Radyo-Iloilo. In view of this, the following recommendations are drawn:

1. Encourage or hire more female officials to take part in the policy or decision-making process and handle some top positions as defined by the organization;
2. Encourage the officials who have not yet finished their tertiary education to take a diploma course and in-depth series of trainings and seminars related to the chosen profession. Moreover, those who have already obtained their tertiary education or post graduate studies must also be encouraged to undergo the same trainings as previously mentioned;
3. Observe strict selection process of appointing officials. Meaning, the appointment of a broadcaster in a particular administrative position must conform to his/her qualifications and must be willing to perform beyond his/her duties and functions;

4. Consider the length of service of a broadcaster before assigning to a sensitive position that requires high sense of responsibility like policy and decision making;

5. Revisit the remuneration and other benefits of the personnel to prevent them from finding another job that will meet their salary demands. This will also motivate them to do their duties without any reservation and inhibitions;

Moreover, the findings also reveal that the officials and other key informants of Bombo Radyo-Iloilo are either aware or unaware of the 1987 Philippine Constitution Declaration of Principles and State Policies on Communication and Broadcast Code Objectives and Principles. Likewise, the respondents have either positive or negative attitudes on the 1987 Philippine Constitution Bill of Rights on Communication and Media Ownership. Lastly, the result also shows that the administrators are either knowledgeable or unknowledgeable of Republic Act No. 3846: An Act Providing for the Regulation of Radio Stations and Radio Communications in the Philippine Islands, and for Other Purposes. In this regard, the researcher draws the following recommendations:

1. Revisit to scrutinize the existing implementation practices of the program standards with the involvement of other stakeholders; and

2. Hold seminars and trainings to broaden the level of understanding of all administrators on existing broadcast policies.

In like manner, the stakeholders such as the local government officials, religious leaders, professionals, youth, households, etc. have either positive or negative attitudes on the Implementation Practices of the Program Standards of Bombo Radyo-Iloilo Philippines. Hence, it is recommended to involve the stakeholders in future revisions of the broadcast strategies.

On the other hand, the Schematic Diagram as shown in figure 2 shows the Formulated Effective Broadcast Strategies for Bombo Radyo-Iloilo to meet the exiting broadcast code of the Philippines. The strategies are divided into four groups namely: 1. Strengthen Community Media Ownership rather than Corporate Media Ownership; 2. Strengthen the Policy-formation Procedures; 3. Strengthen Self-police Power to Monitor Broadcast Practitioners; and 4. Strengthen Strategy-evaluation Procedures. In this regard, the following are the recommendations on how to implement the aforementioned strategies:

The first strategy (Strengthen Community Media Ownership rather than Corporate Media Ownership) is composed of the following guidelines:

1. Reflect and Promote Local Identity, Character and Culture.

1.1 Focus principally on local content;

1.2 Integrate segments that are particular to community's identity and character;

1.3 The programming of the network should include the languages of any minority groups in the community;

1.4 The value of content or Localness should not be used as an excuse for sub-standard technical production; and

1.5 Strengthen the local culture of the people in the community.

2. Create a Diversity of Voices and Opinions.

2.1 Acknowledge that conflict is necessary for democracy and for democratic communities;

2.2 Air objectively all sides of a discussion without itself taking sides;

2.3 Through an understanding of why conflict exists, the community through the local radio should help the people understand themselves better and pave the way to resolve conflicts;

2.4 Allow its stakeholders to have an access on decision-making process; and

2.5 Allow its stakeholders to participate on decision-making process.

3. Encourage Open Dialogue and Democratic Process.

3.1 Provide the forum for open dialogue to happen;

3.2 Aim to bring democratic decision-making closer to the people concerned;

3.3 Stakeholders' preferences should be taken into account in deciding what formats are most suitable;

3.4 Content should be mainly determined by the lifestyles and livelihood by the community and by the problem it faces; and

3.5 Relay the opinions of the stakeholders to policy makers, thus making it possible to design development initiatives that best meet the aspirations and needs of the people.

4. Promote Social Change and Development.

4.1 Provide perfect platform for people in marginalized communities to hear their individual perceptions about their situation;

4.2 Develop a collective perception of the local reality and of the options for improving it as required for change and development;

4.3 Collective perception can only be achieved through internal discussions to analyze specific problems, identify possible solutions, and mobilize the appropriate people or groups for action;

4.4 Exert pressure from the majority through community radio programs to modify anti-social behavior by minorities in a community; and

4.5 The network through its programs should explain how a civic sense is needed if new-found freedoms are to result in harmony and social progress.

5. Promote Good Governance and Civil Society.

5.1 Broadcast live the discussions of local government meetings;

5.2 Play a community watchdog role that makes local authorities and politicians more conscious of their public responsibilities;

5.3 The marginalized and the oppressed normally have no way to complain when authorities take advantage of them, but the network should give them a voice to air their grievances and obtain their due rights;

5.4 Broadcast the discussions, or questions and answers between members of the community and local authorities on some issues; and

5.5 Encourage the participation of the people by providing a platform for debate.

The above components for the first strategy such as Reflect and Promote Local Identity, Character and Culture, Create Diversity of Voices and Opinions, Encourage Open Dialogue and Democratic Process, Promote Social Change and Development, and Promote Good Governance and Civil Society are adapted from UNESCO as cited by Estrada and Fraser in their study in 2002.

Meanwhile, the second strategy (Strengthen the Policy-formation Procedures) is composed of the following guidelines:

1. Revisit the Policies to Meet the Existing Broadcast Code of the Philippines.

a) Update the policies in conformity with the existing broadcast policy;

b) Substantiate policies with rules and procedures;

c) Repeal policies that do not comply with the existing policy; and

d) Explore other policies beneficial for the broadcast industry.

2. Involve the Stakeholders in the Formulation of Policy

a) Allow the stakeholders to participate in the policy-making processes to meet the demands of the community; and

b) Allow the stakeholders to contribute in the creation of broadcast programs.

Moreover, the third strategy (Strengthen Self-police Power to Monitor Broadcast Practitioners) is composed of the following guidelines:

1. Train and Educate All Broadcast Practitioners to have Direct Knowledge on the Existing Broadcast Media Policy

a) Provide necessary trainings and seminars for their practitioners to observe the protocols and other provisions of the existing code; and

b) Assign an independent body that will monitor the demeanor of the broadcast practitioners based on the guidelines of the existing broadcast code.

2. Require all Broadcast Practitioners to Secure Accreditation from KBP

a) Broadcast practitioners must undergo series of accreditation as basis of their compliance and commitment to the existing broadcast code of the Philippines.

Lastly, the fourth strategy (Strengthen Strategy-evaluation Procedures) is composed of the following guidelines:

1. Make an annual assessment of the programs to analyze whether the new broadcast strategies are met

a) Create a body that will assess the implementation practices of the program standards; to cope with the existing broadcast code of the Philippines; and

b) Allow the stakeholders to air their thoughts and views on the implementation practices of program standards as part of the assessment.

2. Re-examine the formulated broadcast strategies with the involvement of the stakeholders

a) Create a committee with the involvement of the stakeholders that will re-examine the effectiveness of the formulated broadcast strategies;

b) Make necessary adjustments on strategies that have weaknesses or loop holes; and

c) Improve all formulated strategies from time to time based on the future developments and demands.

For Association of Broadcasters of the Philippines or Kapisanan ng mga Brodkaster ng Pilipinas (KBP)

1. Strengthen the regulatory power to monitor all broadcast practitioners and institutions as well;

2. Train and educate all broadcast practitioners to have direct knowledge on the existing broadcast code;

3. Strictly require all broadcast practitioners to undergo series of accreditation;

4. Revisit policies which are ambiguous and out-dated; and

5. Allow the officials of the network and other stakeholders to participate in the process of reviewing the existing program standards.

For Government

1. Consider, without any possible violation of the Constitution particularly the Bill of Rights, the outcome of this study as part of the national strategic communications policy; and

2. Provide seed money as well as permit to use some air time for socially/community-based advertisement.

Future Researchers

Future researchers may consider different research locale with a larger scope of respondents. Future researchers may also dig into other factors relevant to the implementation practices of the program standards of a particular broadcast network so that much effective broadcast strategies to meet the existing broadcast code of the Philippines shall be formulated.

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