

**CHARACTERISTICS OF TV AND RADIO BROADCASTERS
AS PERCEIVED BY THEIR FOLLOWERS**

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ABSTRACT

Nowadays, people rely on the media when it comes to updating what is the recent happening in the society. People mostly watch TV to gather national news, and mostly listens to radio for local news, because some of the Provinces in Iloilo don't have their local TV stations. And the media practitioners or the broadcasters are the one who desiminate the news. The study focusedon determining what is the most and least important characteristics of a broadcaster preferred by the selected respondents. The respondents' demographic profile was determined. In addition, Individual Differences Theory of Mass Communication was applied in this study claiming that each of the respondents will have different preffered characteristics. This study found out that the theory exists, the results showed that each respondent has a different rankings of the characteristics of national TV and local radio broadcasters. The results were gathered, tallied and were analyzed to know which characteristic was preferred most by the respondents as a whole. This study concludes that most respondents preffered "authority" as the most important characteristic of a national TV broadcaster, next is the "appearance", then "communicates well", "relatability/audience rapport", and the "voice quality" as the least important. The study also concludes that a local radio broadcaster, most respodents preffered the characteristic "maintaining high level accuracy" as the most important, then "authority", "communicates well", "relatability/audience rapport" and the least important is the "voice quality".