

PROGRAM FORMATS OF SELECTED RADIO STATIONS IN ILOILO

A Research Report

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by

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ABSTRACT

There are numerous types of entertainment medium that exists in our society today. Internet, music downloading/ sharing and many more, yet with all the new technology that surrounds us, the oldest medium for communication and entertainment radio is still around amidst its competitors. This study aimed to determine the components of radio program formats of the selected FM stations in Iloilo and classify them according to time slot; language used; anchors and content. It was found out that 83.33% of the selected FM Radio Stations use the languages English and Hiligaynon in their overall programming. It was also found out that majority of the radio stations in Iloilo are commercialized. And that 66.67% of the radio stations utilize the program format talk. However, the study only included (6) six out of twenty radio stations in Iloilo namely; Shine Radio, Hope FM, Campus Radio, Love Radio, Wild FM and Star FM, meanwhile a focus group discussion (FGD) of (30) thirty was employed in order to not limit its respondents it is composed of SK Chairperson in Calinog and college students who are FM radio listeners.