

# Assessing Tangubanon's Level of Awareness Through DXCT News Programs

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## ABSTRACT

Radio news programs is significant in delivering timely information on current events, weather updates, and local issues, particularly in rural areas with limited access to television or the internet. This study assessed the level of awareness of Tangubanons regarding DXCT news programs in Tangub City. A descriptive–quantitative research design with a correlational approach was employed, using a researcher-made questionnaire administered to 359 randomly selected respondents from the barangays of Migcanaway, Silanga, and Maloro. The findings revealed moderate level of awareness of the DXCT programs Yanong Balita, Kasayuran, and school-related programs, while awareness of religious programs was very high level of awareness. Results further indicated no significant relationship between respondents' demographic characteristics (age, sex, and occupation) and their level of awareness of DXCT news programs. The study concludes that Tangubanons generally demonstrate high awareness of DXCT programming; however, further enhancement of news and school-related content is recommended to sustain audience engagement and strengthen public awareness.

**Keywords:** DXCT News Program, Kasayuran, level of awareness, Religious Program, School Programs, Yanong Balita

## THE PROBLEM AND ITS SCOPE

### Background of the Study

Radio has long been one of the oldest and most reliable sources of information, especially in local areas like Tangub City. Even today, many people continue to rely on radio for daily news updates, government announcements, public service advisories, and community events. In Tangub City, one of the most well-known radio stations is DXCT (10.65 FM), officially known as Radyo Pilipinas, which is owned and operated by the Local Government Unit (LGU) of Tangub. This station airs different programs every day that focus on informing the public about what is happening in the city and nearby areas. These include programs about health, education, religious programs, disaster preparedness, local projects, and national news that affect the people of Tangub. Because many Tangubanons, especially those in local barangays, may not have regular access to the internet or television, DXCT plays an important role in keeping the community informed and aware.

According to Parido (2021), community FM radio stations in New Corella, Davao del Norte play a vital role in delivering locally relevant and culturally significant information. These stations serve as key channels for disseminating essential knowledge on health, education, agriculture, and governance, ensuring that communities remain well-informed. They also provide platforms for marginalized groups, amplifying their voices and fostering civic engagement and community participation. Similarly, Rivera (2020) explored the impact and contributions of DXUP-FM, a community radio station in Maguindanao, Philippines. This station has evolved to address a range of local issues and needs. In Maguindanao, the presence of various community radio stations highlights how this medium supports grassroots development and strengthens community engagement. Through targeted programming and local involvement, these stations empower citizens and promote social awareness. The review underscores the significant role of community radio in filling the gaps left by mainstream media, demonstrating its effectiveness in fostering local development and addressing specific community concerns. Furthermore, Devajana (2024) emphasized that by providing a platform for underrepresented voices, community

radio strengthens civic participation and encourages dialogue on local issues. Its accessibility and grassroots nature make it a powerful tool for disseminating important information and fostering a sense of unity within the community.

However, despite the efforts of DXCT in airing informative programs, it remains unclear whether the people of Tangub City are truly aware of the issues and topics being discussed on the radio. There is no formal study or available data showing how much residents are learning from the programs or how frequently they listen to them. While some individuals may tune in regularly, others may not even know when or where to access the broadcasts. Additionally, it is uncertain which programs are considered most helpful or engaging by the public. This lack of information highlights a gap in understanding the effectiveness of DXCT in raising awareness among Tangubanon.

This study aimed to measure and assess the level of awareness among Tangubanon based on the information shared through DXCT news programs. It sought to determine how many people regularly listen to the programs and their demographics. By doing so, the study can help identify the strengths and weaknesses of the current news programs and provide recommendations for improvement so that more people can benefit. Ultimately, this study aimed to help DXCT become a more effective tool disseminating accurate and timely information to the people of Tangub City.

### **Theoretical Framework**

The study is anchored on the Uses and Gratifications Theory (UGT), which posits that individuals actively use media to fulfill specific needs such as acquiring information, emotional connection, social interaction, or entertainment. Unlike traditional communication theories that treat audiences as passive recipients, UGT highlights the audience's active role in selecting and engaging with media content that aligns with their goals, interests, and circumstances. In this study, UGT serves as a lens to explain how Tangubanon engage with DXCT news programs to satisfy their informational and social needs, which in turn influence their awareness and understanding of local issues.

In the context of Tangub City, UGT provides insight into why listeners tune in to various DXCT radio programs according to their distinct motivations. The program *Yanong Balita* fulfills cognitive needs by delivering news and current affairs, while *Kasayuran* offers timely community updates relevant to daily life. The Religious Program caters to affective needs by providing spiritual guidance and emotional support, and the School Program addresses both cognitive and personal integrative needs by promoting learning and self-confidence. These examples demonstrate how DXCT effectively caters to diverse listener motivations, reinforcing the idea that radio continues to be a medium that connects people through content that resonates with their everyday experiences.

The independent variables of this study include the respondents' demographic profile (age, gender, and occupation) and the type of DXCT programs they listen to, while the dependent variable is their level of awareness of local news and issues. UGT supports the view that purposeful and consistent media use enhances audience awareness, as motivations and demographic factors influence both listening behavior and interpretation of messages. Supporting studies strengthen this framework: Cojti (2021) found that radio remains a vital source of information in rural communities; Chew (2024) showed that emotionally engaging news enhances understanding; Rusmana (2024) emphasized the importance of relatable content; and Abdulai et al. (2021) observed that local-language radio programs effectively engage older and low-income listeners. Thus, UGT provides a solid theoretical foundation for analyzing how exposure to DXCT programs shapes Tangubanon's awareness of local issues and contributes to community development.

### **Inceptual Framework**

This study was guided by the assumption that exposure to DXCT radio programs significantly influences the level of awareness of Tangubanon regarding local issues, events, and community developments. The framework posits that DXCT functions as a vital communication channel that facilitates information dissemination, strengthens civic engagement, and enhances the public's understanding of local matters. Consistent with the role

of local media in promoting community awareness, radio continues to serve as a reliable and accessible medium that bridges information gaps, particularly in rural areas (Gasana, 2023). Thus, the framework underscores the contribution of DXCT programming in shaping an informed and participative citizenry within Tangub City.

The framework further proposed that consistent and purposeful exposure to various DXCT programs, such as Yanong Balita, Kasayuran, the Religious Program, and the School Program, led to a higher level of awareness among listeners. Each program fulfilled different cognitive, affective, and social needs in accordance with the Uses and Gratifications Theory (UGT), which explained that audiences actively select media to meet specific informational and emotional goals (Beachy, 2024). Through continuous engagement with these programs, listeners not only stay updated on community issues but also cultivate stronger social connections and a deeper understanding of their local environment. This interaction supported the idea that radio remains a participatory space where citizens' needs for information and connection are meaningfully addressed.

Moreover, the framework recognized that the demographic characteristics of listeners such as age, gender, and occupation affect both media preferences and the degree of information absorption. These demographic factors served as moderating variables that influence the relationship between exposure to DXCT programs and awareness levels. As recent studies have noted, variations in audience demographics shaped patterns of media use and interpretation, leading to different levels of awareness and engagement (Santos, 2022). Hence, the conceptual framework illustrated the dynamic interplay between media exposure, audience characteristics, and awareness of local issues, emphasizing the enduring role of radio as a tool for community education and empowerment in Tangub City.

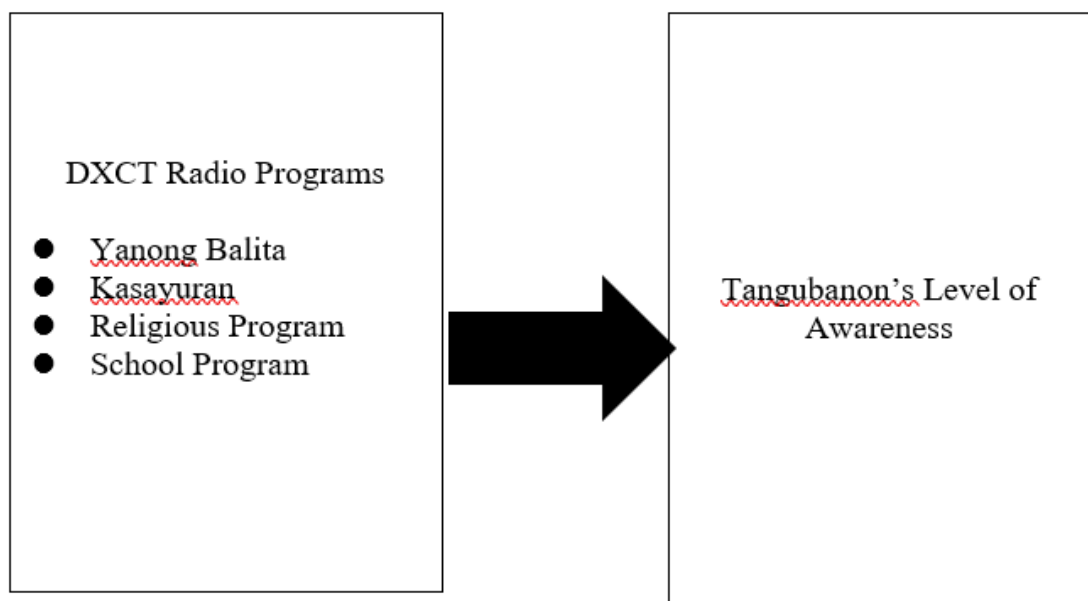


Figure 1. Schematic Diagram of the Study

### Statement of the Problem

This study aimed to assess the level of awareness among Tangubanon residents through the DXCT News programs in Tangub City.

Specifically, the study sought to answer the following questions:

1. What is the demographic profile of the respondents in terms of:
  - 1.1 Age;
  - 1.2 Sex; and
  - 1.3 Occupation?

2. What is the current level of awareness among Tangubanon towards DXCT radio programs in terms of:
  - 2.1 Yanong Balita;
  - 2.2 Kasayuran;
  - 2.3 Religious Program; and
  - 2.4 School Program?
3. Is there a significant difference between the level of awareness as grouped according to the demographic profile of the respondents?

What enhancement program could be proposed based on the result of the study?

### Significance of the Study

The study is significant as it provides valuable insights into the role of community radio in raising public awareness and promoting community engagement. The findings may benefit the following stakeholders:

**Civil Society Organizations (CSO).** The findings will help CSOs assess the level of public awareness regarding social and community issues. This can guide them in working with DXCT to spread useful information and encourage people to take part in community activities.

**DXCT Management.** The study will provide DXCT with a better understanding of which programs effectively reach and engage the public, as well as those that require improvement. This can help them make better plans and adjust their content to serve the listeners more effectively.

**Tangubanons.** The study will help the people of Tangub recognize the importance of radio programs in keeping them informed and connected to their community. It may also show if there is a need for more awareness or improvements in the delivery of information.

**Future Researchers.** This research can serve as a guide or starting point for students and researchers who want to study media awareness, public communication, or community involvement. It provides useful ideas and data that they can be further explore in the future studies.

### Scope and Limitations of the Study

This study aimed to assess the level of awareness among Tangubanon regarding the DXCT news programs in Tangub City. The study was conducted across selected barangays, Maloro, Migcanaway, and Silanga of Tangub City, located in the province of Misamis Occidental, Region X, Philippines. The respondents consisted of randomly selected residents aged 18 to 78 years old. A total of three hundred fifty-nine (359) respondents from different barangays participated in this study during the academic year 2024–2025.

As a limitation, the study was confined to three selected barangays in Tangub City and may not fully represent the awareness levels of residents from other barangays or neighboring communities. The study also utilized a quantitative survey approach, which focused on measuring respondents' level of awareness but did not explore in depth their perceptions, listening experiences, program preferences, and motivations. Furthermore, the study examined only selected demographic variables such as age, sex, and occupation and did not include other factors such as educational attainment, income level, media consumption patterns, and access to digital platforms that may influence awareness of DXCT news programs.

## RESEARCH METHODOLOGY

This section discusses research design, research setting, research respondents, research instrument, instrument validity, data gathering procedure and data analysis.

**Research Design.** The study utilized a correlational research design with a descriptive quantitative technique. A correlational design, according to Bhandari (2021), looks at correlations between two variables without letting the researcher change or work with them. Curtis (2019) also emphasized the importance of correlational research findings, which involve determining prevalence and correlations between variables and projecting future events based on available data and knowledge. Through this approach, the study assessed the level of awareness of Tangubanon through DXCT news programs in Tangub City.

**Research Setting.** This study was conducted in Tangub City, where the selected barangays are located. Tangub City was chosen as the location for this study because it is where the selected barangays are situated, and it has a significant number of residents who regularly listen to DXCT news programs. This makes it an ideal area to gather relevant and accurate data from the target audience. The respondents were the residents aged 18 to 78 years old who regularly listen to DXCT news programs.

**Research Respondents.** The respondents of the study were Tangubanon aged 18 to 78 years old residing in Barangay Silanga, Barangay Maloro, and Barangay Migcanaway in Tangub City. A **random sampling technique** was employed, wherein each individual in the population had an equal chance of being selected as a respondent. Using the Raosoft Sample Size Calculator with a 95% confidence level and a 5% margin of error, a total of 359 respondents were determined from the combined estimated population of 5,422 individuals aged 18 to 78 across the three barangays. This sampling method ensured that the findings accurately reflect the level of awareness of DXCT News Programs among residents of the selected barangays. The distribution of the sample size across the three barangays is presented in the table below.

Table 1 Number of Respondents

Barangay	No. of 18 to 78 years old	Sample Size
Maloro	2,255	149
Migcanaway	1,812	120
Silanga	1,355	90
Total	<b>5,422</b>	<b>359</b>

**Research Instrument.** To attain the purpose of this study, the researchers utilized a researcher-made questionnaires. The questionnaire contains questions about the respondents' demographic information and exposure to various types of news programs. Before the full data collection, a pilot testing was conducted to ensure the clarity, reliability, and validity of the questionnaire items.

**Instrument's Validity.** To ensure the correctness and appropriateness of the research instrument, the researchers consulted experts in the field. A copy of the researcher-made questionnaire was submitted to three (3) master's degree holders for evaluation. These experts reviewed the instrument in terms of clarity, content relevance, and alignment with the study's objectives. The researchers integrated the suggested modifications and improvements based on the evaluators' feedback. After all revisions were incorporated, pilot testing was conducted among non-respondents who shared similar characteristics with the target population to further ensure the accuracy and reliability of the instrument prior to its final administration. In addition, the researchers utilized Cronbach's Alpha to determine the reliability or internal consistency of the Likert-scale items. Cronbach's Alpha was used as the basis for assessing whether the instrument accurately measured the variables of interest. According to George and Mallery (2003), the following guidelines were applied in interpreting the reliability coefficients:  $\alpha > 0.9$  (Excellent),  $\alpha > 0.8$  (Good),  $\alpha > 0.7$  (Acceptable),  $\alpha > 0.6$  (Questionable),  $\alpha < 0.5$  (Poor), and  $\alpha < 0.4$  (Unacceptable). The results yielded reliability coefficients of  $\alpha = 0.892$  for Yanong Balita,  $\alpha = 0.908$  for Kasayuran,  $\alpha = 0.895$  for Religious Program, and  $\alpha = 0.890$  for School Program. These values indicated good internal consistency, confirming that the test items were reliable, acceptable, and suitable for administration to the respondents.

**Data Gathering Procedure.** The researchers utilized a researcher-made questionnaire that was reviewed and validated by the research adviser, editor, and research instructor to enhance the reliability of the study. After the validation process, approval was secured from the research adviser and the institute dean to formally conduct the research. Prior to data collection, the researchers identified and selected qualified respondents based on the established criteria. Once suitable participants were identified, they were provided with a formal letter of request and an informed consent form. Upon obtaining consent, the researchers proceeded with data collection by distributing the questionnaire and explaining its purpose as well as the instructions for answering. The researchers provided immediate assistance to respondents who encountered difficulty in understanding any part of the questionnaire. In cases where a respondent declined to participate, the researchers respectfully acknowledged the decision and proceeded to the next qualified participant. The collected data were then gathered, tallied, analyzed, and interpreted for the study.

**Data Analysis.** The researchers carefully analyzed the collected data to extract meaningful findings and address the research objectives. Frequency count, percentage distribution, and weighted mean are the statistical tools weret was used to come up with appropriate analysis and interpretation of the data gathered. The researchers used weighted mean to interpret the average response of the respondents of each indicator presented in the tool. The mean was calculated by adding the scores together and dividing by the number of scores added. In interpreting the computed mean, the researchers used the following interpretation:

<b>Numerical Value</b>	<b>Hypothetical Range</b>	<b>Qualitative Description</b>	<b>Implication</b>
4	3.26-4.00	Very Aware	Very High Awareness
3	2.51-3.25	Moderately Aware	Moderate Awareness
2	1.76-2.50	Slightly Aware	Low Awareness
1	1.00-1.75	Not Aware	Very Low Awareness

### **Verbal Interpretation**

4 – Respondents are very aware of the role of DXCT news programs in promoting awareness among Tangubanons, indicating that the level of awareness is very high.

3 – Respondents are moderately aware of the role of DXCT news programs in promoting awareness among Tangubanons, suggesting that the level of awareness is moderate.

2 – Respondents are slightly aware of the role of DXCT news prgrams in promoting awareness among Tangubanons, which implies that the level of awareness is low.

1 – Respondents are not aware of the role of DXCT news programs in promoting awareness among Tangubanons, signifying that the level of awareness is very low.

### **Ethical Considerations**

The researchers followed ethical rules while doing the study, making sure to protect the privacy and confidentiality of everyone who took part. Before giving out the questionnaire, they asked for written permission and clearly explained that all the information collected would only be used for school purposes. They promised that no names would be shared and that all answers would be kept private. To make sure the study was trustworthy, they used a good research plan with the right way of choosing participants and collecting information. They also asked experts to check if their understanding of the data was correct, and other researchers reviewed their work to make sure the methods and results were accurate.

## Definition of Terms

The terms used in this study are defined both theoretically and operationally to provide a clearer understanding of their meanings within the context of the research.

**Awareness.** This refers to the state of being informed or having knowledge about events, issues or developments in one’s surroundings. According to Ibardeola (2022), awareness enables individuals to make informed decisions and actively participate in community matters. In this study, it refers to the level of understanding and consciousness of Tangubanons regarding local issues, events, and community developments disseminated through DXCT radio programs.

**Civil Society Organization (CSO).** This refers to an organization that plays a vital role in promoting civic participation, transparency, and social responsibility (Dela Cruz, 2022). In this study, this refers to a group of individuals who work to foster community development, social justice, and good governance through advocacy, service delivery, and partnerships with both public and private sectors.

**Community Radio.** This refers to a platform that amplifies local voices and encourages civic involvement (Chard, 2024). In this study, this refers to how DXCT provides localized news and updates that are helpful and meaningful to the people of Tangub City.

**DXCT.** This refers to a public radio station which serves as a vital channel for promoting transparency and civic participation (Mujala,2023). In this study, DXCT is identified as the primary source of local information and awareness for the people in the area.

**DXCT Management.** This refers to an effective radio management that ensures media organizations align their programs with audience needs and social objectives (Villanueva, 2022). In this study, DXCT Management is considered the body responsible for designing and implementing news and public service programs that aim to inform and raise the awareness of Tangubanons.

**Tangubanons.** This refers to a community identity that plays an essential role in understanding how people engage with local media and development programs (Eslit, 2024), In this study, Tangubanons are the residents in Tangub City who are surveyed and interviewed regarding how they listen to and comprehend the news and updates broadcast by DXCT.

## Presentation, Analysis, And Interpretation of Data

This chapter shows the presentation, analysis, and interpretation of the data gathered by the researchers.

Table 2 Respondents’ Profile in terms of Age

Age	Frequency	%
18-27	18	5.01
28-37	27	7.53
38-47	172	47.91
48-57	43	11.98
58-67	32	8.91
68-78	67	18.66
<b>TOTAL</b>	<b>359</b>	<b>100</b>

Table 2 shows above the respondents’ profile in terms of age. Out of the total 359 respondents, 5.01% were between 18 and 27 years old, 7.53% were between 28 and 37 years old, and the largest group 47.91% were aged between 38 and 47 years. Meanwhile, 11.98% of respondents were between 48 and 57 years old, 8.91% were between 58 and 67 years old, and 18.66% were between 68 and 78 years old. The data clearly indicates that the majority of the participants belong to the 38–47 age group, suggesting that middle-aged individuals were the most represented in the survey. This implies that people in this age bracket are more engaged or interested in matters related to DXCT news programs in Tangub City. It may also reflect that this age group has greater exposure to or awareness of local news media compared to younger or older respondents.

Randolph and Shearer (2025) stated that listeners in the 38-40+ age group are a significant demographic for radio news due to their established habits, work-life stages, and specific information needs. Unlike younger generations who are more likely to get news from social media and podcasts, older adults continue to rely on traditional media like radio. However, Nashville (2023) highlighted that women 35+ still want entertaining talk or chat alongside music, while for call-in shows, the largest share of the sample is “very/somewhat likely” to listen to funny or unusual stories, in addition to entertainment/pop culture topics and news/current events. Moreover, Matsa (2023) argued that this group is more likely to tune in during daily routines and is drawn to radio for its trusted, local coverage. And older podcast listeners are more likely than those 30 plus to 49 to say staying up to date with current events is a major reason they listen to podcasts. The topics preferred by each age group also differ, listeners turning podcasts about politics and government, calamity issues the locality.

Table 3 Respondents’ Profile in terms of Gender

Sex	Frequency	%
Male	155	43.18
Female	204	56.82
<b>TOTAL</b>	<b>359</b>	<b>100</b>

Table 3 presents the gender distribution of the respondents. Out of the total 359 respondents, 43.18% were male while 56.82% were female. The data indicates that most of the respondents were female. This suggests that women were more responsive or participative in the survey assessing the Tangubanon’s level of awareness through DXCT news programs in Tangub City. The higher percentage of female respondents may imply that women are more engaged with or attentive to local news and media broadcasts, reflecting their active involvement in staying informed about community affairs.

More female wants to listen radio podcast than male because female listen music and local advertisement not just in morning drive but throughout the day. For mornings, companionship, local news and information, humor, inspiring conversations, and interesting stories are rated “very/somewhat important” by the largest share of respondents (Nashville, 2023). Also, Bouvard (2023) stressed that female is a most of the listeners in Top 40/Contemporary Hit Radio and Adult Contemporary, the tastes and interests of women have been a constant focus. AM/FM radio towers over TV, social media, online music streaming services, and online video during the 5AM to 8AM time. AM/FM radio is the accompaniment to women’s lives and the media platform they consume as they get ready for their day. Furthermore, Santia (2024) stated that female may prefer radio news because they can listen to it while doing other activities, such as driving, working, or doing chores and more interested in local news, health and education stories, and human-interest features, while men tend to show a greater interest in political news, sports, and international relations. Some radio news programming caters specifically to these interests.

Table 4 Respondents’ Profile in terms of Occupation

Occupation	Frequency	%
Student	9	2.51

Housewife	163	45.40
Teacher	6	1.67
LGU	4	1.11
Fisher	30	8.36
Farmer	27	7.52
Parttime Job	4	1.11
Dried Fish Retailer	11	3.06
Carpenter	23	6.41
Sarisari Store	23	6.41
BHW	5	1.39
CVO	7	1.95
Construction Worker	4	1.11
Fish Vendor	20	5.57
Tricycle Driver	21	5.85
Sales lady	2	0.57
<b>TOTAL</b>	<b>359</b>	<b>100</b>

Table 4 shows the respondents' profile in terms of occupation. Out of the total 359 respondents, 2.51% were students, 45.40% were housewives, 1.67% were teachers, 1.11% were employed in the Local Government Unit (LGU), 8.36% were fishers, and 7.52% were farmers. In addition, 1.11% were part-time workers, 3.06% were dried-fish retailers, 6.41% were carpenters, 6.41% were sari-sari store owners, 1.39% were Barangay Health Workers (BHW), 1.95% were Civilian Volunteer Organization (CVO) members, 1.11% were construction workers, 5.57% were fish vendors, and 5.85% were tricycle drivers. The data reveals that the majority of the respondents were housewives, comprising nearly half of the total participants. This indicates that women who stay at home were the most represented group in the study. Their higher participation could suggest that housewives are more likely to be available and engaged in community-related activities or media, such as listening to or watching DXCT news programs. This also implies that they may have a significant level of awareness of local news and issues in Tanguib City, possibly due to their consistent exposure to radio or television broadcasts during their daily routines.

Fletcher (2023) found out that most of the housewife listen to the radio podcast by staying informed specific information they were interested such as politics, local news, weather conditions, entertainment etc. Moreover, Krause (2023) stated that housewife can stay informed while simultaneously doing household tasks like cooking, cleaning, and washing dishes. Radio can play in the background without interrupting their work because radio can feel like a "surrogate friend," reducing feelings of loneliness by providing a constant human voice in the background. Therefore, Silwal (2024) argued homemakers often listen to radio news, including its ability to provide multitasking-friendly information, companionship, and a strong connection to the local community.

Table 5 Respondents' Response on the Level of Awareness among Tanguibanon towards DXCT Radio Programs in terms of Yanong Balita

Indicators	Mean	Interpretation
The program Yanong Balita aired on DXCT.	2.38	Slightly Aware

The schedule and airing times of Yanong Balita.	2.49	Slightly Aware
The topics discussed in the program.	2.52	Moderately Aware
The program helps listeners stay updated on local news and issues.	2.45	Slightly Aware
The program influences awareness of current events in Tangub.	2.53	Moderately Aware
The topics covered reflect real issues in Tangub City.	2.58	Moderately Aware
The program delivers news in a clear and understandable manner.	2.46	Slightly Aware
The program encourages interest in local government actions.	2.50	Slightly Aware
The accuracy of the information provided in the program.	2.43	Slightly Aware
The program motivates listeners to discuss local news with others.	3.18	Moderately Aware
<b>Grand Mean</b>	<b>2.55</b>	<b>Moderately Aware</b>

Table 5 presents the respondents' level of awareness of DXCT radio programs in terms of Yanong Balita. The highest mean score of 3.18 indicates that respondents are moderately aware the program motivates them to discuss local news with others. In contrast, the lowest mean score of 2.38 indicates that respondents are slightly aware of the program. Overall, the grand mean of 2.55 shows that respondents are "Moderately Aware," indicating the respondents have moderate awareness in DXCT's Yanong Balita Program. This suggests that although the program has established relevance among Tangubanon, additional promotion and outreach may be necessary to expand its reach and strengthen familiarity within the community.

These findings are consistent with Ahmadi (2022), who emphasized that local radio news enhances public awareness by prioritizing community concerns such as government decisions, traffic updates, school events, and weather conditions. The moderate awareness observed among Tangubanon reflects this role of radio in fostering engagement with local issues. Similarly, Hari (2025) highlighted that radio programs incorporating local languages, traditions, and cultural expressions strengthen cultural identity and community pride. This aligns with the way Yanong Balita motivates listeners to discuss local news, thereby reinforcing cultural bonds within Tangub City. Singh (2022) further noted that local radio stations function as non-profit platforms designed to promote residents' well-being by representing their culture, viewpoints, and issues. The relatively low awareness scores in this study suggest that while Yanong Balita contributes meaningfully to community information and representation, its potential impact could be maximized through stronger promotion strategies and diversified content.

Overall, the results and related literature showed that Yanong Balita plays an important role in informing and engaging Tangubanon, especially on local news. However, the moderate level of awareness highlighted the need for improved outreach to ensure DXCT radio remains a trusted source of community information and supports cultural preservation in Tangub City.

Table 6 Respondents' Response on the Level of Awareness of DXCT Radio Program in terms of Kasayuran

<b>Indicators</b>	<b>Mean</b>	<b>Interpretation</b>
The program Kasayuran aired on DXCT.	2.26	Slightly Aware
The schedule and airing times of Kasayuran.	2.63	Slightly Aware
The information and updates provided by the program.	2.21	Slightly Aware

The program helps listeners stay updated on local news and issues.	2.51	Slightly Aware
The program influences awareness of current events in Tangub.	2.66	Moderately Aware
The topics covered reflect real issues in Tangub City.	2.64	Moderately Aware
The program delivers news in a clear and understandable manner.	3.16	Moderately Aware
The program encourages interest in local government actions.	2.60	Slightly Aware
The accuracy of the information provided in the program.	2.61	Slightly Aware
The program motivates listeners to discuss local news with others.	2.32	Moderately Aware
<b>Grand Mean</b>	<b>2.56</b>	<b>Moderately Aware</b>

**Table 6** reveals that respondents demonstrate a moderate level of awareness toward DXCT radio programs in terms of Kasayuran. The highest mean score of **3.16** indicates that tangubanon's are moderately aware that the topics discussed in the program are timely and relevant to the needs of the people in Tangub City. In contrast, the lowest mean score of **2.21** indicates that tangubanon's are slightly aware of the information and updates provided by the program. Overall, the **grand mean of 2.56** interpreted as “Moderately Aware”, indicating that tangubanon's have moderate awareness in DXCT's Kasayuran Program. This suggests that the program successfully addresses community issues and provides relevant local information, but it still needs to improve clarity and accessibility by simplifying its delivery so listeners can easily understand and apply the updates in their daily lives.

These findings are consistent with Uth (2025), who emphasized that local news serves as a central pillar in citizens’ information ecosystems by not only disseminating information but also fostering a sense of community. The moderate awareness observed among Tangubanons reflects this role of local radio in sustaining community engagement. Abdulai (2021) similarly noted that community-based news stations respond to the needs of the populations they serve, contributing to progressive development and social change through localized broadcasting. This aligns with the way Kasayuran addresses timely and relevant issues in Tangub City, though its clarity of delivery remains an area for improvement. Stonbely (2023) reinforced this perspective by highlighting the importance of local news in public safety, particularly in delivering timely information about emergencies and threats to public order. The relatively lower awareness scores on clarity of updates in this study suggest that while Kasayuran contributes meaningfully to public awareness, its potential impact could be maximized through clearer communication strategies and more accessible presentation of information.

Overall, the results and related studies showed that Kasayuran helped inform Tangubanons about important and timely issues. However, the moderate level of awareness highlighted the need for better outreach and clearer delivery so that DXCT radio can remain a trusted source of information and cultural connection in Tangub City.

**Table 7** Respondents’ Response on the Level of Awareness of DXCT Radio Programs in Terms of the Religious Program

Indicators	Mean	Interpretation
DXCT airs religious programs.	3.14	Very Aware
The schedule and airing times of these programs.	3.18	Very Aware
The religious messages and teachings presented.	3.53	Very Aware
The program’s role in guiding values and spiritual life.	3.42	Very Aware

The program’s contribution to moral awareness in the community.	3.40	Very Aware
The relatability and daily applicability of the teachings shared.	3.32	Very Aware
The spiritual encouragement provided when listening to the program.	3.43	Very Aware
The program’s influence on positive behavior at home and in surroundings.	3.49	Very Aware
Opportunities to share lessons learned from the program with others.	3.54	Very Aware
The program as a source of hope and comfort during difficult times.	3.57	Very Aware
<b>Grand Mean</b>	<b>3.40</b>	<b>Very Aware</b>

**Table 7** presents the respondents’ level of awareness among Tangubanons toward DXCT radio programs in terms of the religious program. The highest mean score of **3.57** indicates that tangubanon's are very aware that the program serves as a source of hope and comfort during difficult times. In contrast, the lowest mean score of 3.14, also indicates that tangubanon's are very aware in the religious program aired in DXCT. Overall, the **grand mean of 3.40** indicates that respondents are “Very Aware”, indicating that Tangubanons have very high level of awareness to the DXCT’s religious programs in Tangub City. This suggests that the religious programs play a vital role in guiding values, strengthening faith, and fostering moral awareness within Tangub City, while also highlighting their importance as a source of spiritual support and cultural identity.

These results are consistent with Sumila (2025), who emphasized that radio broadcasting functions as a lifeline by delivering critical updates, safety guidance, and emotional support, helping communities cope with uncertainty. The strong awareness of DXCT’s religious programs reflects this role, as they provide comfort and hope to listeners during challenging times. Bethy (2023) similarly noted that mass media plays a vital role in disseminating accurate information and educating communities, which aligns with the way DXCT’s religious programming fosters moral awareness and strengthens values among Tangubanons. Gifford (2025) further highlighted the resilience of radio infrastructure in providing timely and factual updates even during crises. This perspective reinforces the importance of DXCT’s religious programs, which remain accessible and trusted sources of guidance and inspiration for the community.

The findings and related literature suggested that DXCT’s religious programs are highly valued by Tangubanons, serving not only as sources of spiritual guidance but also as platforms that promote positive behavior, moral awareness, and community unity. The very high awareness levels confirm that these programs have become influential in the community. This strong link between faith and engagement reflects Tangub City’s cultural identity, guided by the mantra “Una ang Ginoo” (God First). The prominence of this principle explained why religious programming resonates deeply with listeners. By continuing to provide accessible and meaningful religious content, DXCT strengthens both awareness and the spiritual foundation of Tangubanons, ensuring the programs remain relevant, inspiring, and aligned with the community’s core values.

Table 8 Respondents’ Response on the Level of Awareness of DXCT Radio Programs in Terms of the School Program

Indicators	Mean	Interpretation
DXCT airs school/educational programs.	2.40	Slightly Aware
The schedule and airing times of these programs.	2.56	Slightly Aware
The content presented in the school program.	2.58	Slightly Aware

The program provides academic updates and student activities.	2.59	Slightly Aware
The program emphasizes the importance of education in the community.	2.49	Slightly Aware
The school program encourages parents to be more involved in their children’s learning.	2.78	Moderately Aware
The program showcases the achievements and talents of local students.	2.56	Moderately Aware
The school program promotes lifelong learning for listeners of all ages.	3.14	Moderately Aware
The educational content is clear and age-appropriate.	2.64	Moderately Aware
The school program motivates students to value their education more.	3.09	Moderately Aware
<b>Grand Mean</b>	<b>2.68</b>	<b>Moderately Aware</b>

Table 8 presents the respondents’ level of awareness among Tangubanons toward DXCT radio programs in terms of the school program. The highest mean score of **3.14** indicates that respondents are moderately aware that the school program supports lifelong learning for listeners of all ages. In contrast, the lowest mean score of **2.40, interpreted as slightly aware, indicating that Tangubanons have low** awareness of the school/educational programs aired on DXCT. Overall, the **grand mean of 2.68**, interpreted as “Moderately Aware”, indicating that tangubanon's have moderate awareness in DXCT's School Program in Tangub City. This suggests that while the school program is acknowledged as beneficial, its reach and visibility within the community are not yet maximized, highlighting the need for DXCT to improve promotion and dissemination so that more people become aware, participate, and support education and lifelong learning in Tangub City.

These findings are consistent with Reuni (2024), who emphasized that radio serves as an effective medium for providing timely updates on school events, ensuring quick dissemination of announcements even to those without internet access. The moderate awareness observed among Tangubanons reflects this role, as radio allows students and parents to remain informed and engaged with academic activities. Backhause (2024) similarly highlighted that radio is widely used and easy to listen to, serving as a reliable platform for keeping communities updated on school happenings, achievements, and interviews. This aligns with the function of DXCT’s school program in promoting educational involvement, though its limited visibility suggests that more active promotion is needed. Okeke (2021) further noted that radio is an important educational tool, offering students a more engaging way to absorb lessons compared to reading alone. By connecting learners and making content more entertaining, radio fosters collaboration and strengthens educational engagement, especially during times of crisis. This perspective reinforces the potential of DXCT’s school program to enhance lifelong learning if its content and delivery are made more accessible and widely recognized.

The results and related literature indicated that DXCT’s school program plays an important role in promoting education, lifelong learning, and community involvement. However, the relatively lower awareness levels showed that there is still untapped potential. Enhancing promotion and dissemination such as sharing program schedules, featuring more student-focused content, and involving parents and educators can help increase recognition and ensure that DXCT radio remains a trusted platform for educational development in Tangub City.

Table 9 Summary of Respondents’ Awareness of DXCT Radio Programs Among Tangubanons

Indicators	Grand Mean	Interpretation
Yanong Balita	2.55	Moderately Aware
Kasayuran	2.56	Moderately Aware

Religious Program	3.40	Very Aware
School Program	2.68	Moderately Aware

The results from Table 9 show that DXCT’s religious program received the highest mean score of **3.40 “Very Aware”**, indicating that it is the most listened to and recognized by Tangubanon. This reflects its vital role in guiding values, strengthening faith, and fostering moral awareness within the community. In contrast, Yanong Balita 2.55, Kasayuran 2.56, and the School Program 2.68 recorded lower mean scores, interpreted as **“Moderately Aware.”** These findings suggest that while the religious program is strongly valued, other programs require improved promotion, clearer delivery, and more relatable content to increase public engagement and awareness.

Literature supports these results. Basith (2025) explained that religious broadcasts are often considered acts of worship and serve as community anchors through donations and social programs, though care must be taken to avoid commodification that shifts focus away from values. This perspective aligns with the very high awareness of DXCT’s religious program, which Tangubanon view as both spiritual nourishment and cultural identity. Boadi (2023) emphasized that radio in religious services sustains well-being in difficult times and reshapes intergenerational learning experiences, particularly during lockdowns. This reinforces the finding that DXCT’s religious program provides comfort and resilience, making it the most trusted and recognized segment. Similarly, Alshawi (2022) noted that religious programs provide platforms for sermons, discussions, and Q&A sessions, enhancing spiritual growth and understanding among listeners. This directly supports the role of DXCT’s religious programming in fostering moral awareness and community solidarity.

Overall, the results and related literature showed that DXCT’s religious program is highly effective in engaging the community and reinforcing cultural identity. However, the moderate awareness levels of the news and school programs suggested untapped potential. To maximize their impact, these segments should improve promotion, accessibility, and relevance, ensuring that DXCT radio remains both a source of spiritual guidance and a comprehensive platform for community information and education.

Table 10 Significant Differences of the Level of Awareness among Tangubanon towards DXCT Radio Programs and their Demographic Profile

Profile	F-Statistic	p-value	Decision
Age	0.910	0.479	Not Significant
Sex	1.16	0.313	Not Significant
Occupation	0.979	0.482	Not Significant

The results reveal p-values of **0.479, 0.313, and 0.482** for age paired with sex and occupation, all greater than 0.05. These indicate that there is **“No Significant Relationship”** between the level of awareness among Tangubanon toward DXCT radio programs and their demographic profile. This further implies that demographic characteristics such as age, sex, and occupation do not influence awareness of DXCT programming.

Literature supports these findings. Ramadhani (2022) explained that many people with jobs or occupations listen to radio because it makes them feel happier and more informed, with news, traffic updates, on-air personalities, and the live nature of radio serving as key drivers for choosing radio over other forms of media. This suggests that radio listening is more about the **content and experience** than demographic background. Olayiwola (2023) added that some employed individuals listen to specific radio channels for OPM music and drama, yet also noted that streaming services, podcasts, and social media platforms have emerged as alternatives to traditional radio, offering diverse and personalized content suited to listeners’ preferences. This highlights that awareness and engagement are shaped more by **media choices and accessibility** than by demographic profile. Moreover,

Kenealey (2022) emphasized that listening to music during repetitive tasks at work can improve focus, reduce errors, and enhance mood by triggering the release of dopamine. This reinforces the idea that radio listening is tied to **psychological and situational needs**, rather than demographic categories.

The results and related literature indicated that awareness of DXCT radio is not affected by demographic factors. Instead, listener engagement depends on the relevance, emotional impact, and accessibility, and variety in its programming rather than tailoring content to specific demographic groups. By doing so, DXCT can reinforce its role as a trusted medium that appeals to the entire community, regardless of age, sex, and occupation.

## **INTERVENTION PLAN**

### **Proposed Enhancement Program for DXCT News Programming**

#### **Rationale**

DXCT Radio Station plays an important role in informing, educating, and engaging the community through its news, religious, and educational programs. As a community-based radio station, it serves as a trusted source of information, promotes cultural values, and supports public awareness, contributing to community development and unity. Programs such as Yanong Balita and Kasayuran provide timely and relevant news to listeners. However, the study identified areas that need improvement. These include the need to sustain audience engagement, improve the clarity and timeliness of news delivery, increase the visibility of school-based programs, and expand reach through modern media platforms. Limited audience interaction and the lack of digital integration were also found to affect the overall impact of the station’s programming.

A radio station cannot continue to improve without a well-planned enhancement program supported by management, broadcasters, and community partners. Strengthening program content, using audience-centered approaches, and combining traditional broadcasting with digital platforms are necessary to remain relevant in a changing media environment. This proposed enhancement program aims to address these gaps, build on existing strengths, and improve the effectiveness of DXCT’s news and public service programming for the community.

#### **General Objectives**

With the aim of enhancing the effectiveness and impact of DXCT News Programming, this proposed enhancement program is developed to:

1. sustain and strengthen the cultural and spiritual relevance of religious programming;
2. enhance the visibility and educational impact of school-based radio programs;
3. improve the clarity, timeliness, and community relevance of news programs, particularly Yanong Balita and Kasayuran;
4. broaden program reach and listener engagement through the integration of modern media platforms and feedback mechanisms; and
5. promote participatory, responsive, and community-centered broadcasting that supports public awareness and lifelong learning.

#### **Proposed Activities and Strategies**

Table 11. **Proposed Activities and Strategies**

<b>Objectives</b>	<b>Strategies</b>	<b>Activities</b>	<b>Expected Outcomes</b>
1. Sustain the strength of religious programming	Maintain cultural and spiritual relevance	- Continue faith-centered content aligned with “Una ang Ginoo”	- Sustained high awareness of religious programs

		<ul style="list-style-type: none"> <li>- Add interactive segments (Q&amp;A, testimonies, values-based storytelling)</li> <li>- Partner with local churches and faith-based group</li> </ul>	<ul style="list-style-type: none"> <li>- Deeper listener engagement</li> <li>- Stronger cultural identity and community solidarity</li> </ul>
2. Enhance visibility and impact of school program	Increase promotion and student-centered engagement	<ul style="list-style-type: none"> <li>- Publicize schedules via schools, social media, and community bulletin boards</li> <li>- Feature student achievements, interviews, and interactive quizzes</li> <li>- Collaborate with DepEd and universities to integrate radio lessons</li> <li>- Use storytelling and dramatizations for a younger audience</li> </ul>	<ul style="list-style-type: none"> <li>- Higher awareness of school programs</li> <li>- Greater student and parent participation</li> <li>- Stronger role in promoting lifelong learning</li> </ul>
3. Strengthen news programs (Yanong Balita & Kasayuran)	Improve clarity, timeliness, and relatability	<ul style="list-style-type: none"> <li>- Present news in simple, accessible language</li> <li>- Focus on local issues and community concerns</li> <li>- Ensure timely updates for public safety</li> <li>- Include community voices (leaders, workers, youth)</li> <li>- Disseminate highlights via Facebook, podcasts, SMS alert</li> </ul>	<ul style="list-style-type: none"> <li>- Increased trust and relevance of news programs</li> <li>- Improved public safety awareness</li> <li>- Stronger community connection through participatory news</li> </ul>
4. Broaden overall program reach and engagement	Integrate modern platforms and feedback mechanism	<ul style="list-style-type: none"> <li>- Launch “DXCT On-Air and Online” awareness campaign</li> <li>- Conduct listener surveys, call-in segments, and online polls</li> <li>- Train broadcasters in educational delivery and digital integration</li> <li>- Complement radio with podcasts, livestreams, and social media snippet</li> </ul>	<ul style="list-style-type: none"> <li>- Balanced awareness across all program types</li> <li>- More responsive and adaptive programming</li> <li>- Expanded audience reach, especially younger listener</li> </ul>

## SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the summary of findings, the conclusions made, and the recommendation endorsed.

### Summary of Findings

The study, entitled “Assessing Tangubanons’ Level of Awareness Through DXCT News Programs in Tangub City,” aimed to examine the level of awareness among Tangubanons regarding DXCT’s news programs, including Yanong Balita, Kasayuran, religious programs, and school programs. Findings indicated that the overall level of awareness of DXCT programs among Tangubanons ranges from moderate to high. Among the programs, the religious program stands out as the most recognized and valued. This reflected the community’s strong faith, consistent with Tangub City’s cultural mantra “Una ang Ginoo” or “God First,” and highlights the program’s significance in guiding values, strengthening faith, and fostering moral awareness.

The school program showed moderate awareness among the community, suggesting that while its content is acknowledged as beneficial, its reach and visibility are not fully maximized. This contributed to a need for more active promotion and wider dissemination to increase participation and engagement. Similarly, Kasayuran and Yanong Balita also received moderate awareness, indicating that while the programs provide relevant and timely information, improvements in clarity, accessibility, coverage, and timeliness could further enhance listener engagement and community impact.

Overall, the findings affirmed that DXCT serves as an effective platform for promoting Tangub City's cultural and spiritual values, with programs aligned to these beliefs receiving stronger recognition and appreciation from the community. Furthermore, the study revealed that demographic factors such as age, gender, and occupation do not significantly affect the level of awareness. This suggests that awareness of DXCT programs is generally consistent across different segments of the community, regardless of demographic differences.

## Conclusion

Based on the findings, the study concludes that while Tangubanos demonstrate a generally high level of awareness of DXCT programs, this awareness is uneven across program types. The Religious Program record the highest awareness, reflecting the city's guiding mantra "Una ang Ginoo" or "God First," whereas Yanong Balita, Kasayuran, and especially the School Program show comparatively lower levels of awareness. This gap indicates that although DXCT effectively engages its audience through religious content, other programs have not achieved the same level of recognition or impact. Highlighting this disparity underscores the need for DXCT to strengthen its news and school-related segments to ensure balanced awareness and engagement across all program offerings. This affirms the station's role in promoting cultural values, strengthening community identity, and ensuring that relevant news and educational content is accessible to all. Continuous enhancement of its news and school-related programs is recommended to further increase engagement and sustain its impact as a unifying source of information.

## Recommendations

The recommendations presented below are drawn from the results of the study and aim to improve practices and address identified gaps.

**DXCT Radio Station.** DXCT should focus on making its programs more engaging, relevant, and accessible to listeners. Improving promotion, diversifying content, and ensuring clarity and relatability can enhance listener experience. Regular feedback from the audience and continuous staff training can help maintain high program quality. Expanding reach through online platforms and collaborating with schools and community organizations can increase participation and strengthen DXCT's role as a trusted source of information, education, and community engagement.

**Tangubanos.** They may continue supporting and engaging with DXCT news programs to stay informed about local events and community issues. They may also actively provide feedback and suggestions to help improve the content and quality of the programs. By remaining engaged and sharing accurate information, Tangubanos may contribute to stronger community communication, awareness, and unity.

**Local Government Unit or (LGU).** The LGU may continue to provide institutional support through policy guidance, resource provision, and collaborative information dissemination, which may help ensure that accurate, timely, and community-centered programs reach the public. Strengthening partnerships with DXCT Radio Station can further promote public awareness, transparency, and active citizen participation in local governance initiatives.

**Future Researchers.** Future studies may expand the sample size by including respondents from additional barangays in Tangub City and neighboring communities to improve the generalizability of the findings. Researchers are also encouraged to employ mixed-methods approaches that combine quantitative surveys with qualitative interviews or focus group discussions to gain deeper insights into audience perceptions, listening habits, program preferences, and levels of engagement with DXCT news programs. Furthermore, future

investigations may examine additional variables such as educational attainment, income level, media consumption patterns, and access to digital platforms to better understand the factors influencing public awareness and engagement with community radio programs.

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