

A Survey on the Educational Qualifications of AM Radio
Broadcasters in Iloilo City

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by

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ABSTRACT

This study "A Survey on the Educational Qualifications of AM Radio Broadcaster in Iloilo" aims to (1) identify the educational qualifications of AM Radio Broadcasters in Iloilo City; (2) determine the number AM Radio Broadcasters in Iloilo City earned a degree in Mass Communications/Broadcasting and other communication-related courses; (3) and identify the qualifications considered by AM Radio Stations in hiring broadcast practitioners.

According to the data gathered by the researchers, almost all of the respondents have a high educational attainment. It showed that out of 42 respondents, 39 are graduates of a 4-year course. Only one practitioner is Undergraduate while the other two are graduates of a 2-year course. Five graduates of communication-related courses were also able to have a post-graduate study.

The results of the study show that there are only 24 graduates of Mass Communication, Broadcast Communication and other communication-related courses working in the industry.

Meanwhile, almost all of the AM radio station managers ranked a graduate of a 4-year course as the most considered qualification in hiring broadcast practitioners. Other qualifications considered are communication and writing skills, mental/intellectual capacity/ analytical, work ethics/attitude/character, talent and abilities, voice quality/diction, civil service eligibility, and experience.