THE RATING SYSTEM AND THE PROGRAMMING OF ILOILO RADIO STATIONS

A Descriptive Study

AN UNDERGRADUATE THESIS

Presented to the

Division of Humanities

University of the Philippines in the Visayas

In Partial Fulfillment

of the Requirements for the Degree

of Bachelor of Arts in Broadcast Communication

By

Ma. Lucinda V. Cabug

March, 1987

ABSTRACT

This research paper is a descriptive study on the rating system and programming of Iloilo radio stations.

The researcher included all the managers and program directors of the radio stations in Iloilo City as sample respondents. Eighteen respondents were interviewed. It has been found out that eleven adhere to the rating system. When the station's program do not rate, they undertake certain measures such as: scrapping the program format, formulating new program concepts, and changing the person handling the program. It should be noted that although most of the respondents adhered to the rating system, ratings were not considered the major basis in making programming. Instead, the main consideration is the station's target audience.

Non-credibility of the rating results was the main reason cited by respondents who do not adhere to the rating system. Consequently, most radio stations independently conduct their own researches to ensure validity and reliability of the rating results.