

KNOWLEDGE, ATTITUDE, AND PRACTICES OF LISTENERS TOWARDS COMMUNITY RADIO'S DEVELOPMENT PROGRAMS IN NEW CORELLA, DAVAO DEL NORTE, PHILIPPINES

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Abstract

Despite the assertion that radio is a dying medium due to technological advances, community radio has proven its resilience and relevance as an essential tool for development communication. Launched in 2020, the community FM radio in New Corella, Davao del Norte, has been instrumental in reaching thousands of households with news, entertainment, and developmental initiatives. This program promotes an inclusive, consultative, and participatory approach to local development. Hence, this study investigated the extent of listeners' knowledge, attitudes, and practices (KAP) regarding the development programs and examined the influence of demographic factors on these aspects through a descriptive correlational survey. The 252 listeners were surveyed, and the study found significant associations between their educational attainment, employment status, and ethnicity to their knowledge, attitudes, and practices. These findings underscore the importance of considering demographic variables in enhancing community engagement and the effectiveness of community radio initiatives. Strategies were also proposed to improve development programs based on the data findings such as developing inclusive and creative program content for all ages, ethnicities and genders, and producing radio-based education programs.

Keywords: Development communication, community radio, participatory, KAP, local community

Introduction

Radio is a dying medium (Pease & Dennis, 2018). Studies have shown that radio use has decreased due to technological changes in the media environment. However, the study by Inson and Rivera (2020) proved that radio remains the most potent medium in mass communication as a community-based broadcasting service that works as an integral tool for communication development. Communication for development, as defined by the United Nations Educational Scientific and Cultural Organization (UNESCO) in 1996 Article 6 of General Assembly Resolution 51/172, is broadly centred around two-way communication systems that enable communities to speak out, express their concerns, aspirations, and participate in the decisions that relate to their development. Community radio has enabled large numbers of individuals and groups in the community to share their points of view and experiences in the society in which the higher officials could make their decisions in giving solutions to the citizen's problems and concerns (Moylan, 2019). According to the study of Sada (2022), the responsibility of community radio is to strengthen and encourage the process of producing informed citizens who can decide and act based on the developed information to participate in transforming society.

Moreover, considering the effects and benefits of community radio worldwide, Hermanskys (2022) study on the impact of community radio in the United States shows that it is a crucial resource for addressing challenges, adapting to change, and promoting community development. During the COVID-19 pandemic, community radio has become even more critical in providing information to rural areas.

Additionally, radio broadcasting in the Philippines has been instrumental in providing information, news, entertainment, and advertising, leading to innovations and development. According to a study by

Inson and Rivera (2020), effective community radio programs can stimulate citizen participation in various aspects, such as socio-cultural, political, and economic. Radio has a strong emotional impact on its audience, fostering a sense of community and collaboration. It is essential for influencing people's beliefs, behaviors, and attitudes and promoting community development (Bayable, 2020).

Similarly, among the successful radio programs in Mindanao is Radyo Sandigan, which has helped to promote social influence, justice, and development among minority communities. It has facilitated dialogue, resolved conflicts, and improved livelihoods, leading to changes in behaviour. The program has empowered the community by providing access to information and promoting community engagement in decision-making and conflict resolution (James et al., 2019).

Furthermore, acknowledging the massive potential of community radio as a means beneficial for development, the local government unit (LGU) of New Corella launched its first community radio named Core Radio. It started its broadcast to serve all of the locals and communicate development. Core Radio has been broadcasting development programs for two years to facilitate innovations and societal changes. The daily program talks about services excellence and professionalism of human resources, eco-tourism, and agricultural development, reestablishment of ecologically balanced environment and disaster risk reduction and management, vulnerable and marginalised sectors empowerment, infrastructure advancement and modern communication technology, consultative and participatory process in upholding peace and order, enhancement of education, health and sports development and sustainable livelihood and entrepreneurship. People can easily access the program through traditional radio sets at home. Most people in rural areas heavily rely on radio or face-to-face communication for information (Gallegos et al., 2023) and if Internet connectivity is available in the area, they can also watch live broadcasts on social media, specifically Facebook. With the program's help, the people continuously acquire knowledge from the segment aired that has changed their perception and behavior to participate in making change.

With the presence of community radio in the locality, the researchers believe it is imperative to investigate the impact of development programs on the listeners, emphasising their knowledge, attitudes, and practices (KAP) towards community radio development programs. The study's unique contribution lies in understanding the association of the demographic profile of the listeners to the extent of their KAP towards the radio programs. Understanding these aspects will provide insights into improving the effectiveness and relevance of community radio programs in addressing the needs and concerns of local communities.

Statement of the Problem

The study was conducted to determine the extent of the listeners' Knowledge, Attitude, and Practices towards development programs that talk about issues and concerns on health, education, agriculture and livelihood improvement, empowerment, and risk reduction and management. Moreover, the study determined if there is any significant association between the listener's demographic profile and their knowledge level, attitude, and practices. Specifically, the study sought to answer the following questions:

1. What is the radio listener's demographic profile in terms of:
 - a. Educational Attainment
 - b. Employment
 - c. Ethnicity
 - d. Monthly Income
2. What is the extent of the listeners' Knowledge, Attitude, and Practices towards the community development radio programs in New Corella, Davao del Norte?
3. Is there any significant association between the listeners' demographic profile and the extent of their Knowledge, Attitude, and Practices?
4. What action points can be suggested based on the data to improve the radio programme?

Theoretical Framework

The study on Knowledge, Attitude and Practices of the Listeners towards community radio's development programs was anchored on the Diffusion of Innovation Theory developed by Rogers (1962), which focuses on how, as time passes by, an idea or gains spread through the entire community or the social system and how would they accept and react to it. The study adopted the theory of Rogers, for they have the same goal: to stimulate innovative ideas to influence the community to achieve development and sustainability.

Roger's Diffusion of Innovation Theory Model illustrates the four key elements. In context, these elements can be demonstrated in the study through the development programs (innovation) that are communicated through the community radio (Channel) in the local community of New Corella (Social System) which has impacted the knowledge, attitude, and practices of the residents as they were exposed to information (time).?

Methodology

The study employed a descriptive correlation survey research design, an effective method for collecting data from a large population to draw valid and objective conclusions (Singleton & Straits, 2012). A purposive sampling was used to identify the respondents. The research involved respondents aged 18 and above who are community radio listeners from the Municipality of New Corella, Davao del Norte, Philippines. Based on Krejcie and Morgan (1970) and supported by Roscoe's Rule of Thumb (1975), a sample size of 252 was deemed sufficient for the study, given the town's population of around 60,000.

For data collection, the researchers used a structured KAP survey questionnaire divided into four sections: demographic information, knowledge-related questions, attitude-related questions, and practice-related questions. The questionnaire was validated and refined with the help of three external experts. The survey method was chosen because it allows respondents to express their views freely (Swarchz et al., 1998; Singleton & Straits, 2012).

The data-gathering procedure involved obtaining permission from the community radio station manager. Following approval, a pilot test was conducted, and informed consent was obtained from the respondents. The survey was then administered, and the responses were tabulated and analysed. The data analysis involved editing and tabulating the data according to the research questions (Kathuri & Pals, 1993). Descriptive data analysis methods were employed, such as mode and mean for demographic profiling and frequency and percentage for analysing the extent of knowledge, attitude, and practices. Additionally, a Chi-square test was used to determine the significant associations between the demographic profile and the level of the listeners' KAP. Further, the data from the survey was also used to propose strategies that will improve the program content of the community radio.

Results and Discussion

The findings of this research present the demographic profile of the listeners of development programs and the extent of the listener's knowledge, attitude, and practices toward the programs. The results also determined whether a significant association exists between the listener's demographics and the extent of KAP. The data were analysed and interpreted in the order specified in the research questions.

In Table 1, 252 respondents from the community members were the listeners of development programmes. From the data gathered, 46.42% were male and 53.57% female, and both were participated in by people of different ages, but more individuals aged 60 and above participated. This is congruent with the study of Schoettle (2018); older audiences embrace radio programmes more than teenagers since most of the older listeners grew up in the province and had only the radio as their medium of communication, information, and entertainment. At the same time, the younger generations are moving away from radio to digital operations such as podcasts, YouTube, and other social media platforms. Women also are generally more likely to contribute to a survey and are highly engaged as media consumers and participants. Meanwhile, 23.41% graduated from college, 20.23% college level, 21.03% from high school graduates, 22.22% from high school level, 9.12% from elementary graduates, and 3.96% from the elementary level. This shows that the most significant respondents came from those

individuals who finished college because, according to Curtin et al. (2000), educated and more affluent people are more participative in a survey than less educated because they think that their participation will affect something, and their opinion will contribute meaningfully to the study.

Table 1. The respondent's demographic profile (*n=252*)

Characteristics	Level	Frequency	Percentage
Sex	Male	117	46.43%
	Female	153	53.57%
Educational Attainment	Elementary Level	10	3.97%
	Elementary Graduate	23	9.13%
	High School Level	56	22.22%
	High School Graduate	53	21.03%
	College Level	51	20.24%
	College Graduate	59	23.41%
Employment Status	Unemployed	136	53.97%
	Employed	116	46.03%
Ethnicity	Ata Manobo	15	6.75%
	Mandaya	51	20.24%
	Kagan	12	4.77%
	Bol-anon	37	14.69%
	Bisaya	135	53.58%
	Monthly Income	Less than 10,957	153
	10,957-21,194	74	29.37%
	21,194-76,669	20	7.94%
	More than 76,669	5	1.99%

Additionally, regarding employment status, out of 252 respondents, 53.96% of the unemployed participated in the study, while 46.03% of the employed answered the survey since they were unemployed. Of all people coming from different ethnicities, Bisaya has 53.57% of respondents, Bol-anon has 14.68%, Kagan has 4.76%, Mandaya has 20.23%, and Ata Manobo has 6.74%. Bisaya people participated more in the study than the other ethnicities since New Corella has more Bisaya people, and the medium used is Bisaya or Cebuano. The researcher gathered different ethnicities to answer the survey since research, according to Atkinson (2003), should reflect the diversity of culture and conditions, considering race, gender, age, and ethnicity. It helps the researcher search for novel information and perspectives, leading to essential data since different experiences, different environments, and different voices.

Moreover, from the monthly income of the respondents, the most significant number, 60.71%, who participated in answering the survey were those with less than 10,957 monthly income. Of 252, 29.36% of listeners, with 10,957-21,194 a month, answered the questionnaire. People with a monthly range of 21,194-76,669, 7.93%, and 1.98% of those earning 76,996 a month participated in this study. This means that low-income people have seen access to and participate more on the radio because it is seen that if more people experience the everyday realities of poverty, they understand more why radio is broadcasting about development and empowerment. They access the radio also because they believe that the media is a big help in experience-sharing to represent their views and tell their stories (Sada, 2022).

Table 2a shows the extent of the listener's knowledge of the community development programmes. In the knowledge under health development, the questions received a significant number of YES responses, and question 2 about preventing and minimising the risks of dengue received 11 (2.37%) NO answers. This means some still needed to learn about it from the radio.

Table 2a. Frequency table for knowledge (*n*=252)

Knowledge (Health Development)	Yes	No	Maybe
1. I learned about the effects of COVID-19 and the importance of getting vaccinated.	242 (96.03%)	1 (0.40%)	9 (3.57%)
2. I learned how to prevent and minimise the risks of dengue.	238 (94.44%)	11 (2.37%)	3 (1.19%)
3. I gained knowledge on how to prevent malnutrition.	236 (93.65%)	8 (3.17%)	8 (3.17%)
Knowledge (Agricultural & Livelihood)			
1. I have gained knowledge on how to develop agriculture further.	194 (76.98%)	48 (19.04%)	10 (3.97%)
2. I learned how to start and improve my livelihood.	190 (75.40%)	22 (8.73%)	40 (15.87%)
3. I learned how to support the local farmers.	188 (74.60%)	16 (6.35%)	48 (19.05%)
Knowledge (Citizen's Empowerment)			
1. I learned about respecting the rights of youth and the elders.	251 (99.60%)	0	1 (0.40%)
2. I learned that there is an equal right among men and women, even members of the LGBTQ community.	250 (99.21%)	0	2 (0.79%)
3. I learned that I must share and develop my skills and talents.	248 (98.41%)	0	4 (1.69%)
Knowledge (Risk Reduction)			
1. I learned how to apply first aid in times of risk, disasters and emergencies.	173 (68.65%)	36 (14.28%)	43 (17.06%)
2. I learned about the dos and don'ts before, during and after the disaster.	186 (73.81%)	14 (5.55%)	52 (20.63%)
3. I learned the importance of caring for our environment and natural resources.	240 (95.24%)	2 (0.79%)	10 (3.97%)

For the agricultural and livelihood development question, 48 (19.04%) of the 252 respondents needed more knowledge about developing agriculture. Further, 22 (8.73%) did not learn how to start improving their livelihood, and there were still 16 (6.35%) people who needed to learn how to support the local farmers. For citizen empowerment, all respondents understood and agreed about giving respect and empowerment to their fellow citizens. For risk reduction and management, there were still 36 (14.28%) people who needed to learn how to apply first aid during disasters and emergencies, and 14 (5.55%) of them still needed to learn the dos and don'ts during the risks.

However, overall, in all 12 knowledge questions, most of the respondents, 96.03%, answered YES, 2.38% said NO, and only 1.58% responded MAYBE. The results showed that the respondents who were the program listeners had a high knowledge of the program and its content. It reveals that community radio is still the lifeline for local and remote communities in New Corella. It disseminates essential and valuable information on development, particularly about health development, agricultural and livelihood development, citizen empowerment, and risk reduction and management. Supported by Dunaway (1998), community radio always plays its role as it serves as a knowledge source for the people and has become a knowledge-sharing platform. It also continues to be the primary platform to communicate development issues that affect and interest the constituency it serves.

For the listener's attitude under health development questions, for the 252 total respondents, there were only 197 (78.17%) who had a positive attitude toward vaccination, and there were still 52 (20.63%) who were hesitant to get vaccinated. Based on the data presented, 19 (7.54%) individuals needed more time to be ready to apply first aid during risks, disasters, and emergencies. The total 12 attitude questions showed positive results of 99.20% of them answered YES. The community radio programs on development have positively contributed to the listeners' behaviors. The respondents revealed in their answers that the radio program highly influenced their motivation to participate in the development activities. Significant numbers of respondents agreed with the highlighted factors about the program. Supported by Nes (2022), community radio helps build a sense of encouragement to give voice to the

voiceless or those living in far-flung areas, empowerment to come together into one platform to participate in making change, and a sense of community.

Table 2b. Frequency table for attitude ($n=252$)

Attitude (Health Development)	Yes	No	Maybe
1. I am encouraged to get vaccinated against COVID-19.	197 (78.17%)	52 (20.63%)	3 (1.19%)
2. Discussions on mitigating the risks of dengue are important.	250 (99.21%)	0	2 (0.79%)
3. I want to follow the tips on how to prevent malnutrition.	246 (97.61%)	0	6 (2.90%)
Attitude (Agriculture & Livelihood)			
1. I am motivated to help further develop our agriculture.	243 (96.42%)	1 (0.40%)	8 (3.17%)
2. I am motivated to join livelihood trainings and programs.	242 (96.03%)	1 (0.40%)	9 (3.57%)
3. I am motivated to support the local farmer.	244 (96.83%)	0	8 (3.17%)
Attitude (Citizen's Empowerment)			
1. I must support and respect both the youths and elders.	252 (100%)	0	0
2. The rights of everyone in the society must be respected, men, women or even members of the LGBTQ community.	252 (100%)	0	0
3. I am motivated to share and develop my skills and talents.	242 (96.03%)	1 (0.40%)	9 (3.57%)
Attitude (Risk Reduction)			
1. I am ready to apply first aid during disaster risks and emergencies.	180 (71.43%)	19 (7.54%)	53 (21.03%)
2. I am encouraged to apply the dos and don'ts during disasters.	237 (94.05%)	1 (0.40%)	4 (1.59%)
3. I am motivated to take good care of our environment and natural resources.	249 (98.81%)	0	3 (1.19%)

Table 2c. Frequency table for practices ($n=252$)

Practices (Health Development)	Yes	No	Maybe
1. I got vaccinated against COVID-19.	195 (77.90%)	56 (22.22%)	1 (0.40%)
2. I followed the dos to prevent the risks of dengue.	167 (66.27%)	16 (6.35%)	69 (27.38%)
3. I followed the dos and don'ts and proper eating habits to prevent malnutrition.	157 (62.30%)	15 (5.95%)	80 (31.75%)
Practices (Agriculture & Livelihood)			
1. I supported agricultural development.	216 (85.71%)	4 (1.59%)	32 (12.69%)
2. I supported livelihood trainings and programs.	217 (86.11%)	4 (1.59%)	31 (12.30%)
3. I supported and bought the products of the farmers.	200 (79.37%)	1 (0.40%)	51 (20.23%)
Practices (Citizen's Empowerment)			
1. I do respect the rights of the youth as well as the elders.	252 (100%)	0	0
2. I do respect the rights and equality of men, women and members of the LGBTQ community.	251 (99.60%)	0	1 (0.40%)
3. I joined the activities on sports and talent.	124 (49.21%)	124 (49.20%)	4 (1.59%)
Practices (Risk Reduction)			
1. I applied first aid during emergencies.	139 (55.16%)	91 (36.11%)	22 (8.73%)
2. I applied the dos and don'ts during a disaster.	165 (65.48%)	18 (7.14%)	69 (27.38%)
3. I joined the clean-up drive, tree planting and any activities related to preserving the environment and natural resources.	219 (86.90%)	14 (5.55%)	19 (7.54%)

For the listeners' practices towards the community radio program, there were still 56 (22.22%) who did not get their vaccine, 16 did not follow the dos to prevent the risks of dengue, and there were 15

(5.95%) who did not follow the dos and proper eating habits to prevent malnutrition. Citizen’s empowerment got an equal 124 yes and no; 124 (49.20%) out of 252 were not motivated to showcase their talents and join sports activities. There were also 91 (36.11%) of them who did not apply first aid during emergencies, 18 (7.14%) were unable to execute the dos and don’ts during disasters, and there were 14 (5.55%) who did not join activities such as clean-up drives, tree planting, and many more. There were 12 questions under practices that talked about whether they participated in the development upon hearing its information from the radio; 3.17% (8) were not sure if they participated or not, 4.36% (11) said NO, which means they did not participate, and 92.46% (233) individuals responded YES. This means that even with NO numbers, many respondents said YES that they contributed to the community’s development. Community radio has become an effective tool to encourage and engage people to join activities that significantly contribute to sustainable development. Most of them got vaccinated against COVID-19, followed the health protocols to prevent illness, contributed to the agricultural and livelihood development, showed and gave empowerment, and joined activities to preserve and nurture the natural resources to have a better environment and to lessen the risks of disasters and calamities. Dreher (2017) stated that a community radio’s strength is that it allows listeners to generate more profound understanding and inspires them to join various activities promoting a developed community. As 92.46% of the listeners who answered the survey agreed, the results showed that by the program, there is high participation from the people.

Therefore, 96.03% of knowledge, 99.20% of attitude, and 92.46% of practices resulted from the survey, implying the extent of the listener’s KAP. The findings showed that the listener’s extent of knowledge, attitude, and practices were all high. Similar to the study of Sada (2022), community radio bridges the information gap as it moves society for development activities. The findings were similar, depicting the community members or listeners who participated in administrative activities and that radio gave a venue for the community’s participation and development.

Table 3. Association of the listener’s demographic profile and their extent of KAP

Knowledge vs. Educational Attainment*	No	Yes	Maybe	Total
$\chi^2=74.196$ p-value = <0.001				
Elementary Level	4 (40 %)	5 (50%)	1 (10%)	10 (3.97%)
Elementary Graduate	1 (4.35%)	22 (95.65%)	0	23 (9.13%)
High School Level	0	54 (96.43%)	2 (3.57%)	56 (22.22%)
High School Graduate	1 (1.89%)	51 (96.23%)	1 (1.89%)	53 (21.03%)
College Level	0	51 (100%)	0	51 (20.24%)
College Graduate	0	59 (100%)	0	59 (23.41%)
Attitude vs. Educational Attainment				
$\chi^2=7.056$ p-value=0.217				
Elementary Level	0	10 (100%)	0	10 (3.97%)
Elementary Graduate	0	23 (100%)	0	23 (9.13%)
High School Level	0	54 (96.43%)	2 (3.57%)	56 (22.22%)
High School Graduate	0	53 (100%)	0	53 (21.03%)
College Level	0	51 (100%)	0	51 (20.24%)
College Graduate	0	59 (100%)	0	59 (23.41%)
Practices vs. Educational Attainment*				
$\chi^2=65.260$ p-value=<0.001				
Elementary Level	4 (40%)	3 (30%)	3 (30%)	10 (3.97%)
Elementary Graduate	2 (8.70%)	21 (91.70%)	0	23 (9.13%)
High School Level	3 (5.36%)	51 (91.07%)	2 (3.57%)	56 (22.22%)
High School Graduate	2 (3.77%)	51 (96.23%)	0	53 (21.03%)
College Level	0	49 (96.08%)	2 (3.92%)	51 (20.24%)
College Graduate	0	58 (98.31%)	1 (1.69%)	59 (23.41%)

Note: * denotes significant at 0.05

It can be seen in the table that the most answered yes were from the college graduates who were asked in the survey if they learned from the radio programs specifically in health development, agricultural and livelihood development, citizen's empowerment, and risk reduction and management. The elementary-level respondents exhibited the lowest affirmative responses and the highest negative responses regarding learning from the program. This indicated a significant correlation between respondents' educational attainment and their knowledge.

Meanwhile, the listener's attitude towards the program is not associated with their educational attainment. With the practices, they were asked if they participated in the development programs after listening to the information aired on the radio, such as vaccination, tree planting, seminars, competitions, sports, and many more. The most significant numbers who participated were college graduates, and the least were still from the elementary level.

Moreover, the respondent's educational attainment has a significant association with their extent of knowledge and practices. Helliwell and Putnam (1999) reported that educational attainment is one of the critical determinants of people's knowledge and is correlated with their social participation.

Table 4. Association of the listener's demographic profile and their extent of KAP

Knowledge vs. Employment Status * x²=6.046 p-value=0.049	No	Yes	Maybe	Total
Unemployed	6 (4.41%)	127 (93.38%)	3 (2.21%)	136 (53.97%)
Employed	0	115 (99.14%)	1 (0.86%)	116 (46.03%)
Attitude vs. Employment Status x²=1.720 p-value=0.190				
Unemployed	0	134 (98.53%)	2 (1.47%)	136 (53.97%)
Employed	0	116 (100%)	0	116 (46.03%)
Practices vs. Employment Status* x²=9.822 p-value=0.007				
Unemployed	11 (8.09%)	121 (88.97%)	4 (2.94%)	136 (53.97%)
Employed	0	112 (96.55%)	4 (3.45%)	116 (46.03%)

Note: * denotes significant at 0.05

Table 4 shows whether the listener's employment status is significantly associated with their knowledge, attitude, and practices. Employment status has a significant association with their knowledge. Unemployed people with the answer of 127 (93.38%) yes learned more from the radio program than the employed. At the same time, the listener's employment status has nothing to do with their attitude. The results showed that unemployed individuals participated more in the activities and services from the community's development while employed participated less. It can be concluded that employment status is significantly associated with their knowledge and practices. This agrees with the study of Hammer and Russel (2004), which states that the unemployed have a higher level of understanding and social participation since they have more time to listen to the program and interact and engage with the people in any of the community's projects and activities.

Table 5. Association of the listener's demographic profile and their extent of KAP

Knowledge vs. Ethnicity* x²=40.360 p-value=<0.001	No	Yes	Maybe	Total
Ata Manobo	4 (23.53%)	13 (76.47%)	0	17 (6.75%)
Mandaya	0	50 (98.04%)	1 (1.96%)	51 (20.24%)
Kagan	0	12 (100%)	0	12 (4.76%)
Bol-anon	1 (2.70%)	34 (91.89%)	2 (5.41%)	37 (14.68%)
Bisaya	1 (0.74%)	133 (98.52%)	1 (0.74%)	135 (53.57%)
Attitude vs. Ethnicity* x²=11.715 p-value=0.020				
Ata Manobo	0	17 (100%)	0	17 (6.75%)
Mandaya	0	50 (98.04%)	1 (1.96%)	51 (20.24%)
Kagan	0	12 (100%)	0	12 (4.76%)
Bol-anon	0	35 (94.60%)	2 (5.40%)	37 (14.68%)

Bisaya	0	135 (100%)	0	135 (53.57%)
Practices vs. Ethnicity*				
$\chi^2=39.171$ p-value=<0.001				
Ata Manobo	5 (29.41%)	11 (64.71%)	1 (5.88%)	17 (6.75%)
Mandaya	1 (1.96%)	47 (92.16%)	3 (5.88%)	51 (20.24%)
Kagan	0	12 (100%)	0	12 (4.76%)
Bol-anon	4 (10.81%)	31 (83.78%)	2 (5.41%)	37 (14.68%)
Bisaya	1 (0.74%)	132 (97.78%)	2 (1.48%)	135 (53.57%)

Note: * denotes significant at 0.05

Table 5 shows the significant association between the listener's knowledge, attitude, practices, and ethnicity. Upon asking if they had learned from the community radio program with the series of questions, the most significant listeners who answered yes to the knowledge questions were from the Bisaya 133 out of 135 people. Out of 51 Mandaya who answered the survey, 50 (98.04%) also answered yes, followed by 37 Bol-anon, 35 (94.60%) of whom agreed, 17 people from Ata Manobo responded yes, and 12 Kagan said they got knowledge from different fields after listening to the program.

In addition, the listener's attitude is significantly associated with their ethnicity. The results revealed their answers when asked if the radio programs affect their behaviors and decisions in participating in the community. Out of 135 Bisaya, all of them responded that they were greatly encouraged by the radio program. 50 (98.04%) out of 51 Mandaya, 35 (94.60%) out of 37 Bol-anon, 17 (100%) Ata Manobo, and 12 (100%) Kagan answered yes.

Similarly, when asked if they joined the activities to help the community move into sustainable development and if the radio program inspired them to participate, Bisaya with 132 (97.78%) said yes and had the most significant number of participants. Followed by 47 (92.16%) out of 51 Mandaya, 31 (83.78%) out of 37 Bol-anon, 11 (64.71%) out of 17 Ata Manobo, and 12 (100%) Kagan responded with a solid yes. The findings revealed that the listener's ethnicity is significantly associated with their knowledge, attitude, and practices. Bisaya people participated more in the survey and were more engaged in development programs. Having significant numbers of Bisaya people in New Corella, the radio program uses the Bisaya language, which is why Bisaya understood and participated more.

Table 6. Association of the listener's demographic profile and their extent of KAP

Knowledge vs. Monthly Income	No	Yes	Maybe	Total
$\chi^2=4.592$ p-value=0.597				
Less than 10,957	6 (2.92%)	144 (94.12%)	3 (1.96%)	153 (60.71%)
10,957-21,194	0	73 (98.65%)	1 (1.35%)	74 (29.37%)
21,194-76,669	0	20 (100%)	0	20 (7.94%)
More than 76,669	0	5 (100%)	0	5 (1.98%)
Attitude vs. Monthly Income				
$\chi^2=1.304$ p-value=0.728				
Less than 10,957	0	151 (98.69%)	2 (1.31%)	153 (60.71%)
10,957-21,194	0	74 (100%)	0	74 (29.37%)
21,194-76,669	0	20 (100%)	0	20 (7.94%)
More than 76,669	0	5 (100%)	0	5 (1.98%)
Practices vs. Monthly Income				
$\chi^2=8.488$ p-value=<0.205				
Less than 10,957	11 (7.19%)	137 (89.54%)	5 (3.27%)	153 (60.71%)
10,957-21,194	0	71 (95.94%)	3 (4.05%)	74 (29.37%)
21,194-76,669	0	20 (100%)	0	20 (7.94%)
More than 76,669	0	5 (100%)	0	5 (1.98%)

Note: * denotes significant at 0.05

It can be seen in the table that those with a monthly income of lower than 10,000 have a higher level of knowledge, attitude, and participation towards the program because more than a hundred of the study participants came from them. In contrast, those higher incomes have only a count of 70 and below, so

most of the participants came from the 10,000 below, so they have a significant percentage of their KAP. However, listeners' monthly income has no significant association with their knowledge, attitude, and practices. Supported by the study of Bennett (2020), community members' income, whether lower or higher, has nothing to do with their level of understanding, attitude, and practices. Social participation knows no socioeconomic status and that everyone can find a seat at the table. Monthly Income status is never a barrier to making change.

Table 7. Action points to improve the community radio programming

Key Strategies	Implications
1. Invest in new and creative program content (beneficial to all ages and genders)	<ul style="list-style-type: none"> - According to the data gathered, radio listeners were mostly female and older adults aged 60 and above. So, the radio must be more creative and purposeful in crafting both suitable and beneficial programs for youth, the elderly, and male and female citizens. It can be in the form of song composition, rapport discussion, debate, and commentaries with the participation of the concerned citizen.
2. Address and strengthen more key issues (such as health development, Skills expo, GAD-sensitive content, and risk reduction and management)	<ul style="list-style-type: none"> - Address items needing immediate attention, such as peace and order, more health-related issues, such as mental health and HIV, and segment for the vulnerable such as solo parents, senior citizens, and people with special needs. - According to the data gathered, the station should strengthen its campaigns on COVID-19 vaccination and dengue prevention since some individuals were still not vaccinated. - The station should emphasise discussion on Gender and Development to promote gender equality. - Promote respect and empowerment to allow the citizens to showcase their talents and skills in sports. - Be more active in engaging the citizens in risk reduction and management.
3. Radio-based education	<ul style="list-style-type: none"> - According to the data gathered, out-of-school youths and participants did not finish their studies. So, even with the implementation of full face-to-face, radio-based learning must continue to help them still learn at home or their place of work. The management may invite teachers to discuss on air at the specific time duration given to them.
4. Equal opportunities (for the different ethnicities to participate in the program and the community)	<ul style="list-style-type: none"> - The radio should be more flexible to allow listeners from different ethnicities to understand and participate in the community. The station should listen more to the voices of these people who have lived experiences significant to the segment. The management may invite a representative of each group to consult and have a program intended for them.
5. Participatory, inclusiveness, and consultative	<ul style="list-style-type: none"> - Review current practices by improving the performance of the community radio and its program <i>Lambo Pamilya Uswag New Corella</i>. They should open the lines for those individuals who want to share something significant to the discussion.

Based on the data gathered, Table 7 shows the key strategies and recommended actions for improving community radio programming. This is from the survey conducted and input of the members of the community, specifically individuals who knew about the radio program and those avid listeners who listened closely to its program content. By working creatively and collaboratively, the local government unit of New Corella and the community radio must improve and produce more programs to benefit the public. A participatory approach should be considered, as it strengthens the communication capabilities and helps the program become human-centred and context-sensitive (Gallegos et al., 2023). This will help improve the existing radio program and increase listener's knowledge, positive behaviours, and participation in the development interventions. Moreover, develop more creative, purposeful, and informative content, frequently, remove personal or any political biases in broadcasting, and produce creative writers, competent editors, able commentators, and good sound technicians.

Conclusion

The researchers came up with a conclusion based on the gathered data and information. The findings showed significant participation from the community members as they also showed a greater extent of knowledge, positive attitude, and higher participation towards the community development upon listening to the programs. The results correlated with the theory of Diffusion of Innovation by Rogers, which states that community media is an effective channel for spreading information for development through the social system. The participatory development communication approach is also linked, wherein community radio raised the public's essence of participation through communication in the local community to stimulate progress and sustainable development.

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