



Baseline Survey on the Land Governance/ Management Radio Program

Prepared for the

Responsible Land Governance in Mindanao (RLGM)

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

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List of Acronyms

AMWS	Agusan Marsh Wildlife Protected Area
DENR	Department of Natural Resources
FB	Facebook
f	frequency
FM	Frequency Modulation
HH	Household
IEC	Information, Education and Communication
IPs	Indigenous Peoples
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
LGUs	Local Government Units
NCIP	National Commission on Indigenous Peoples
RA	Republic Act
RLGM	Responsible Land Governance in Mindanao
PAMB	Protected Area Management Board
PASu	Protected Area Superintendent
TV	Television
YCA	Youth Capture Agusan

1. Executive Summary

The baseline survey was conducted to assist the GIZ Responsible Land Governance in Mindanao (RLGM) under the Technical Cooperation Module of the Philippine-German Technical Cooperation. The module draws on the results of German development cooperation in land-use planning, resource management, climate change adaptation and conflict transformation disseminating the lessons learned in these areas in Mindanao.

The module objective states that in the Philippines and especially in Mindanao the administration of public lands by mandated agencies, local governments and communities, including indigenous cultural communities, is oriented towards sustainability and conflict sensitivity.

The project is working on three fields: 1) improving the institutional framework for responsible land policy at the national level; 2) capacity development for land management in the local governments; and 3) increasing the transparency of the government's dealings and raising public awareness of land policy.

Awareness-raising initiatives are designed to reach not only the target groups but also the wider public. Examples of activities include multi-stakeholder dialogues with the involvement of civil society and the private sector both regionally and nationally, and the use of radio and social media to raise awareness,

Furthermore, the specific situation will undertake raising public awareness of responsible land governance and biodiversity among the general public, the youth, Indigenous Peoples, environmental managers and decision-makers is a key concern of RLGM; and to this end, RLGM will develop an interactive radio show focused on general issues e.g. the principles of sustainable land use, land titles, ancestral domains, tax declarations, multiple land claimants, tenurial instruments inside a PA, as well on youth and women, hence this consultancy.

Significantly, the results of the baseline survey coupled with the confirmation of pragmatic project frameworks are meant also to complement/support current initiatives on awareness raising; IEC thru radio, social media, etc. that will be in uniform format to be aired in Region 13 and 10. Hence, to optimize the effect of the current initiatives, exploration of other effective media platforms will be considered. In addition, podcasts and social media videos will be as well produced and posted in FB. The main objective of the survey is to collect and provide baseline data for the design and content including the post implementation of the radio program project.

The main methods applied in the baseline survey were: 1) technical expert consultation; 2) in-depth informant interviews; and 3) household (HH) survey interviews collected quantitative and qualitative data from 200 respondents in the 6 LGUs (San Francisco, Rosario, Bunawan, La Paz, Talacogon and Loreto) of AMWS including agencies and institutions serve to its relevance and opportunity cost of the planned radio program design. The data was gathered using a standard survey questionnaire that included details such as socio-demographic profile, type of media preferences, purpose of media consumption, radio listening behavior, perceptions regarding their interest about land use, and land governance issues, among others. Hence, the results from the analysis of this baseline survey identified issues and concerns parameters for the future radio program project.

An important finding of this baseline survey is that the involvement of vulnerable groups such as youths and students, women, farmers, and IPs would benefit them from obtaining crucial information concerning land use management and governance especially optimizing the benefit through access from any available online-digital platform. Subsequently, the radio program project would aid in increasing the interest of the identified sectoral groups considering the significance in cementing their aspirations for their own communities and that would facilitate actual organization of events and discussions about local needs.

Thus, to optimize the apparent benefits of the radio program project, the baseline survey explored the radio listening behavior among respondents sampled with a view to recommend a preferred time and issue-focused to air in radio stations supplemented by airing it in a social media platform like Facebook. Build contract with top 3 radio network for the radio program and that will use Facebook channels as a supplemental medium to communicate wider public. This strategy will extraordinarily become popular among the youth due to its flexibility of network coverage and ability to interact with radio hosts in a regular basis with listeners on the Facebook page while giving notification of upcoming events. With the importance of a Facebook page for the radio program will become a defacto service to connect among the youth as they can instantly send requests for assistance concerning through the page's private messaging service. Also, provide up-to-date announcement thru the use of barangay bulletin boards to inform locals for airing time of radio network.

2. Methodology

2.1 Survey Questionnaire and Key Informants Interviews

These methods incorporated mainly close-ended questions into the survey questionnaire / structured questionnaire, based on the parameters and indicators, for gathering explainable and cumulative responses while letting respondents on an engaging interaction with the data enumerator or interviewer. Also, the short and long term results of this project is in cognizant to the design of the survey questionnaire. The relevant marginalized and vulnerable groups, ordinary villagers, women, YCA, farmers, IPs, LGUs, and other government line agency, such as AdS PENRO, AMWS PASu/PAMB, and NCIP were respondents in the said baseline survey interviews. Their responses were clarified so that the interviewer could use them to support sequential analysis on media preferences, perception on the issues and their interest about land use, and land governance issues, among others. In this case, the researcher enable to understand their behavioral patterns and preferences for impactful and future project interventions. Primarily, it produced baseline data to for project implementer to further discuss on how to set up applicable benchmarks for the radio project to achieve in regards to its intended outcomes.

3. Limitations of the Study

Logistical challenges, travel restrictions due to COVID19 pandemic, and time scheduling constraints circumscribed the data gathering to selected municipalities of Agusan del Sur, nevertheless, the number of intended respondents were attained as proposed in the survey. It took about two long-months for field visits that were supplemented through follow-up calls, request of virtual meetings, and or online interviews by the means of emails and FB messenger platforms. Thus far, the employed methodology in this survey produced both quantitative and qualitative data as stipulated in the proposed TOR.

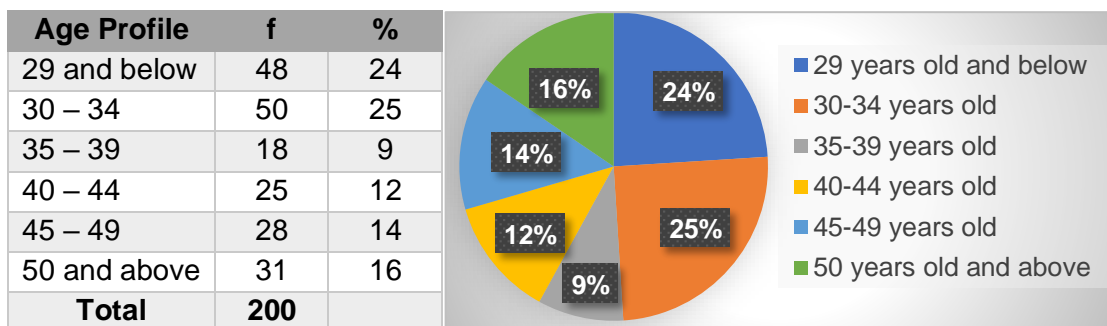
4. Results of Baseline Survey Findings and Field Interviews

4.1 Socio-demographic Characteristics

This section presented the socio-demographic profile of the respondents based on age, gender, occupation, number of family members, media behavioral patterns and preferences.

4.1.1 Age

Table 1. Demographic Profile as to Age



The data shown in Table 1 provides the age profile distribution of the respondents. Of the 200 total samples, majority are about 50 (25%) are between 30 – 34 years old, while only 18 (9%) are under 35 – 39 years old. The participation of the youth and women groups is manifested in this survey result.

4.1.2 Gender

Table 2. Demographic Profile as to Gender

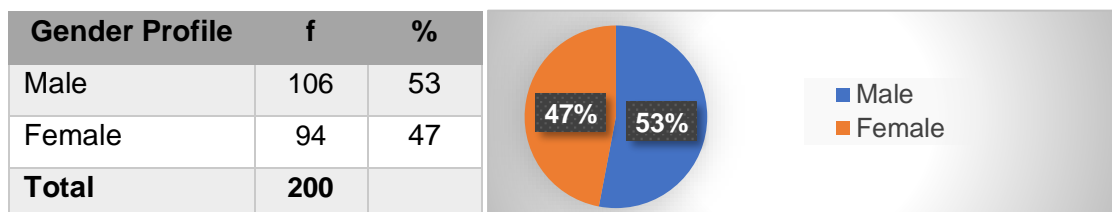
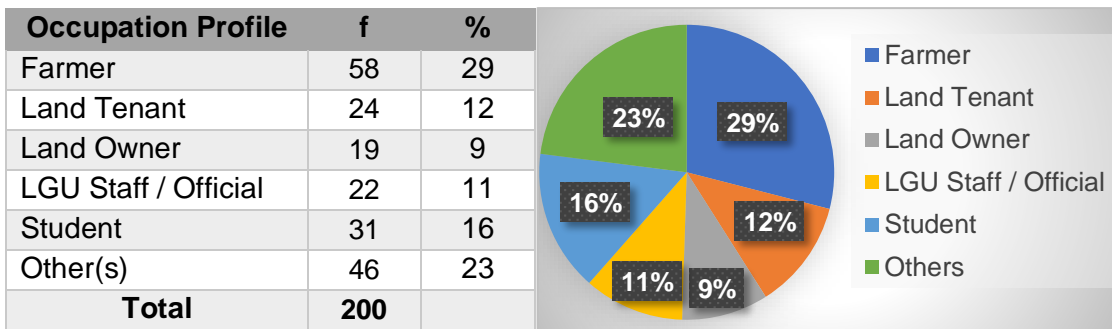


Table 2 outlines the gender profile of the respondents. It can be gleaned that out of 200, most of them are males with 106 (53%), while only 94 (47%) are females. Also, it can be seen that there is not much difference in the number of males and females interviewed.

4.1.3 Occupation

Table 3. Demographic Profile as to Occupation



Based on the information illustrated in Table 3, majority of the respondents occupational data shown that, 58 (29%) of the respondents are farmers, in contrast, only 19 (9%) are land owners. Findings further reveal that most of the respondents cultivable land since Agusan del Sur is entirely agricultural that shared the largest number of farms in Caraga Region. There is also a shared data among the students involved in this survey. Filipino students or youth are those who are aged 15-30 years old as defined in the Youth in Nation-Building Act of 1995. They constitute a large portion of the total population of the country. In particular, Filipino youth plays an indispensable role in the development of the Philippines.

4.1.4 Number of family Members

Table 4. Demographic Profile as to Number of Family Members

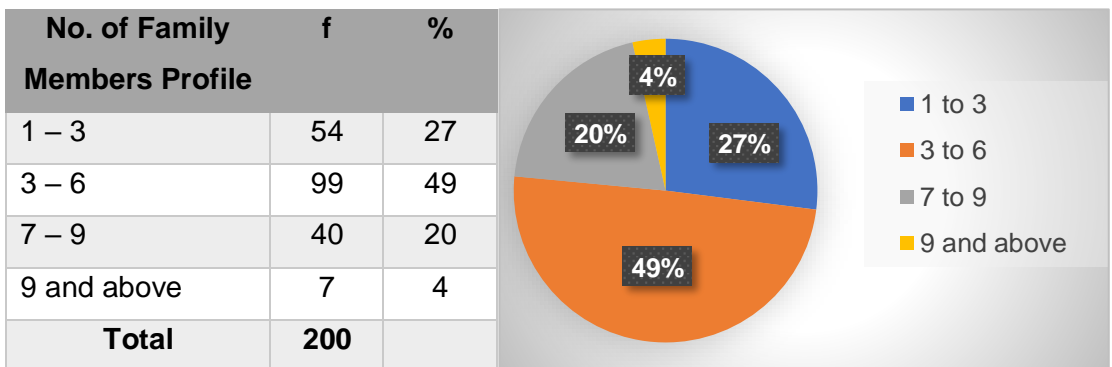
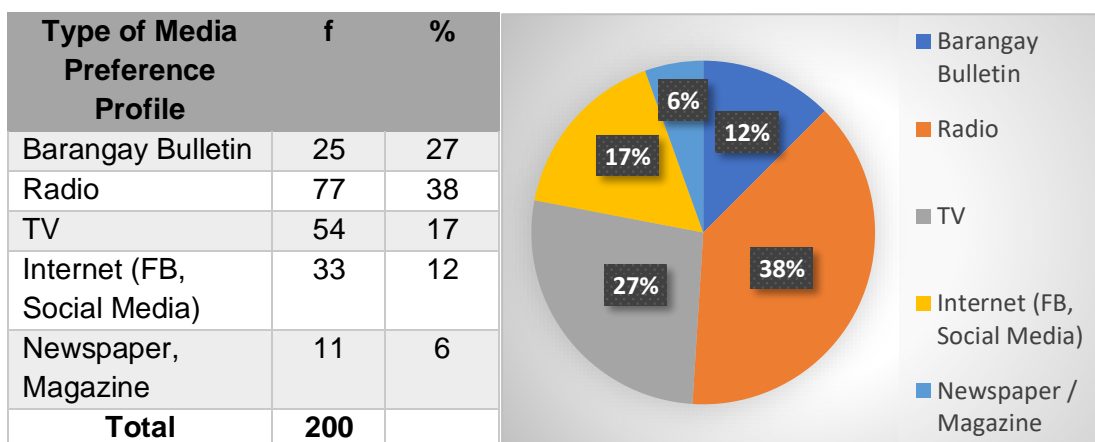


Table 4 reveals the number of family members of the respondents that majority are between 3-6 constituting 99 (49%), while minority of 4% are under between 9 and above only.

4.1.5 Type of Media Preferences

Table 5. Demographic Profile as to Type of Media Preferences



It can be observed that based on Table 5 displays that the respondents preferred type of media is radio with 77(38%) and only 11(6%) as the lowest for preference on newspaper and magazine. Radio in this sense still has the widest audience preference, reaching numbers of local population in the hinterlands who have no access to the internet. This also implies that radio is proving to be valuable tool, even more today, during emergency situations like gaining information on natural disaster or calamities, Covid-19 pandemic, and government response. In Agusan, most radio stations are commercially/privately managed and yet operating to reach the underserved communities.

4.1.6 Purpose of Media Consumption

Table 6. Demographic Profile as to Purpose of Media Consumption

	News/General Knowledge	Entertainment	Education	Communication
Barangay bulletin	92	5	20	34
Radio	76	24	11	14
TV	66	41	20	22
Internet/FB	37	32	14	41
Newspaper/Magazine	34	10	77	2
Total	305	112	142	113

In Table 6 indicated the respondents multiple answers on the purpose for media consumption. It is illustrated that majority of responses on 'News/General Knowledge' consumed for Barangay bulletin (92); Radio (76); TV (66); and Internet/FB (37). While in terms of News/Magazine for the purpose of 'Education' obtained (77) responses. Media consumers know they tune in for variety of reasons hence, media platforms that consumers are used to consume are considered significant and having various perceptions were verified in different forms of consumption, specifically for news or

general knowledge remains dominant. It can also be observed that traditional media such as print and audiovisual, together with popular outlets for local consumption, continue to be the major contributors to people’s knowledge about news and current affairs.

Table 7. Time Spent on Types of Media

	less than 1 hour	1 to 2 hours	2 to 3 hours	3 to 4 hours	More than 4 hours
Barangay bulletin	122	11	4	3	4
Radio	27	86	7	9	23
TV	12	83	16	22	20
Internet/FB	36	29	24	32	13
Newspaper/ Magazine	75	7	6	2	4
Total	270	213	57	53	64

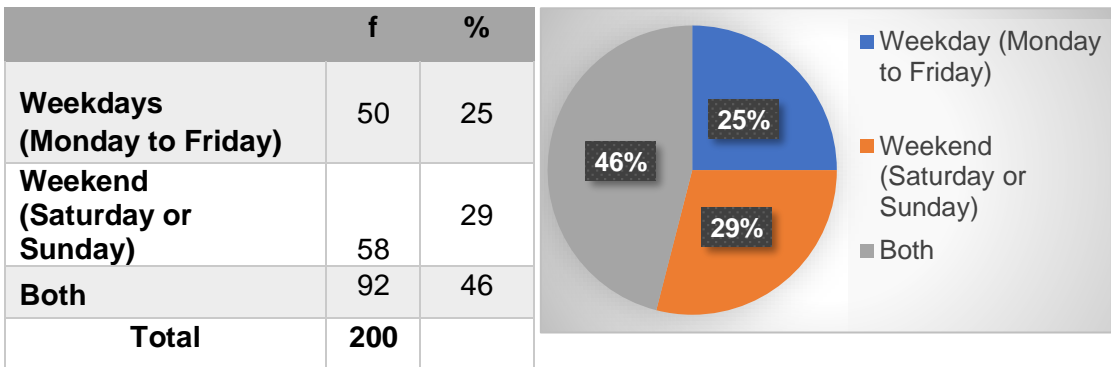
Table 7 indicates that majority of respondents multiple answers for the time spent on types of media. Majority preferred ‘Less than 1 hour’ obtained for Barangay bulletin (122); Internet/FB (36); Newspaper/Magazine (75). While for ‘1 to 2 hours’ obtained for radio (86); and TV (83). It can be noticed that consumers experience in interacting with media platforms or genres does not necessarily measure interest in, engagement with or attention to for time spent in different types of media.

Table 8. Favorite Time for Media Consumption

	9am to 12 nn	12nn to 3 pm	3pm to 6pm	6pm to 9pm
Barangay bulletin	119	16	8	2
Radio	99	56	4	0
TV	23	38	28	56
Internet/FB	26	36	42	17
Newspaper/ Magazine	66	17	2	68
Total	333	164	84	143

According to Table 8 favorite time for media consumption among respondents, majority preferred between ‘9am to 12nn’ for Barangay bulletin (119); and Radio (99) However, between 6pm to 9pm, nobody was interested to listen since this particular time no news update was in the broadcast instead of mainly played songs. While some preferred between ‘6pm to 9pm’ for TV (56) and Newspaper/Magazine (68). Also for Internet/FB (42) between ‘3pm to 6pm. Consumers of these media platforms spend an average of three hours in the morning per day, as listening or browsing to media is a major part of their activities daily. Thus, vital consideration for media programming involves how to cater and in what time particularly most audience tune-in.

Table 9. Preferences for Listening Radio Programs



Overall results in Table 9 presents that almost about half of the respondents of 92 (46%) preferred listening radio programs both during the weekdays and weekend. Only small proportions preferred listening radio programs on weekdays of about 50 (25%) and during the weekend around 58 (29%). Radio listeners preferences tune in at different times during the day, However, approaching these type do not need to be complicated, especially since audience do listen through the entire course of the week.

Table 10. Preferred Listening Radio Programs with or without Company

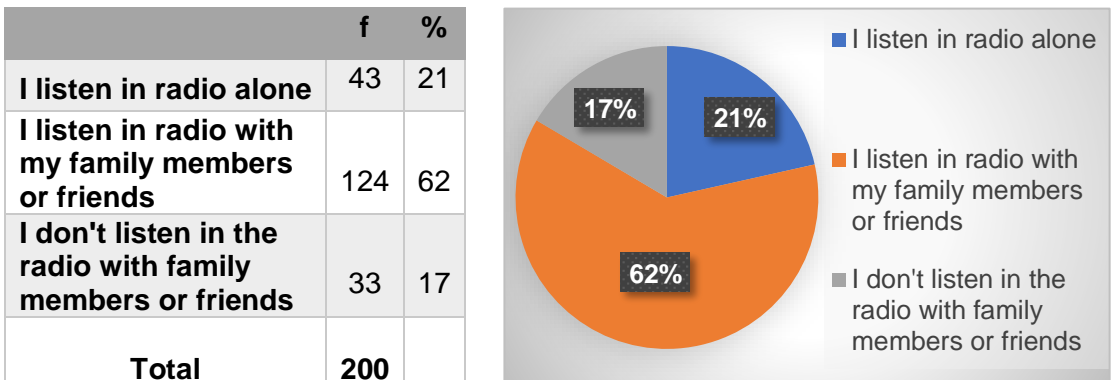
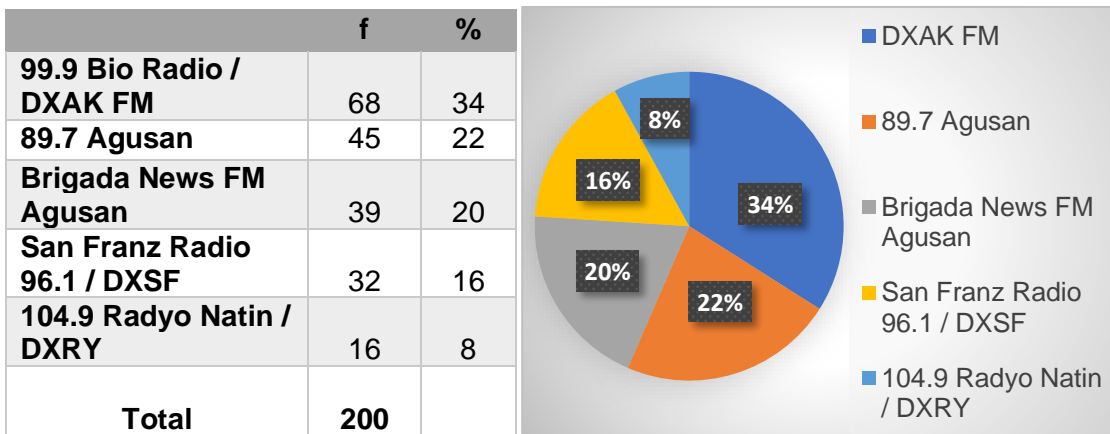


Table 10 indicates that overall notable proportions of preferred listening radio programs is that respondents listen in the radio with family members or friends with 124 (62%). Some preferred listening radio alone with 43 (21%) and some don't listen radio with their family members or friends with 33 (17%). This also means that consumers radio preference listening with family members or friends are significant determinants of the hourly flow of listening throughout the day.

Table 11. Preferred Radio Channels



The data shown in Table 11 refers to the respondents radio channel preferences. It is reflected that most of the respondents preferred “99.9 Bio Radio / DXAK FM” with 68 (34%), while minority preferred “104.9 Radyo Natin / DXRY” with 16 (8%). Radio listeners are either particularly selective in time and day for listening and tuning in to a specific radio station, but also they are extremely selective of their favorite radio station.

DXAK, broadcasting as 99.9 Bio Radio, is a radio station in the Philippines owned and operated by Karaga Biodiversity Linkages. Its studio and transmitter are located inside the Agusan del Sur State College of Agriculture and Technology campus, Bunawan. 89.7 Agusan is a local radio station located in the municipality of Prosperidad, in the Province of Agusan del Sur. Brigada News FM Trento Agusan is a broadcast radio station in the Province of Agusan del Sur, providing news, talk, and adult contemporary top 40 music. San Franz Radio 96.1 / DXSF is a radio station owned and operated by Agusan Communications Foundation. Its studio is located at Brgy. San Isidro, San Francisco, Agusan del Sur. DXRY (104.9 FM), broadcasting as 104.9 Radyo Natin, is a radio station owned and operated by Manila Broadcasting Company. Its studio is located at Purok 2B, Brgy. 1, San Francisco, Agusan del Sur.

These local radio stations have consistently connect with the communities by in giving information that is substantial to their daily lives and existence. They also worked with pertinent authorities to get informational issues and provide a platform for local residents to articulate their demands. In other words, amplifying people’s voices that directed to spiteful attacks targeting those who are discoursing truth to power.

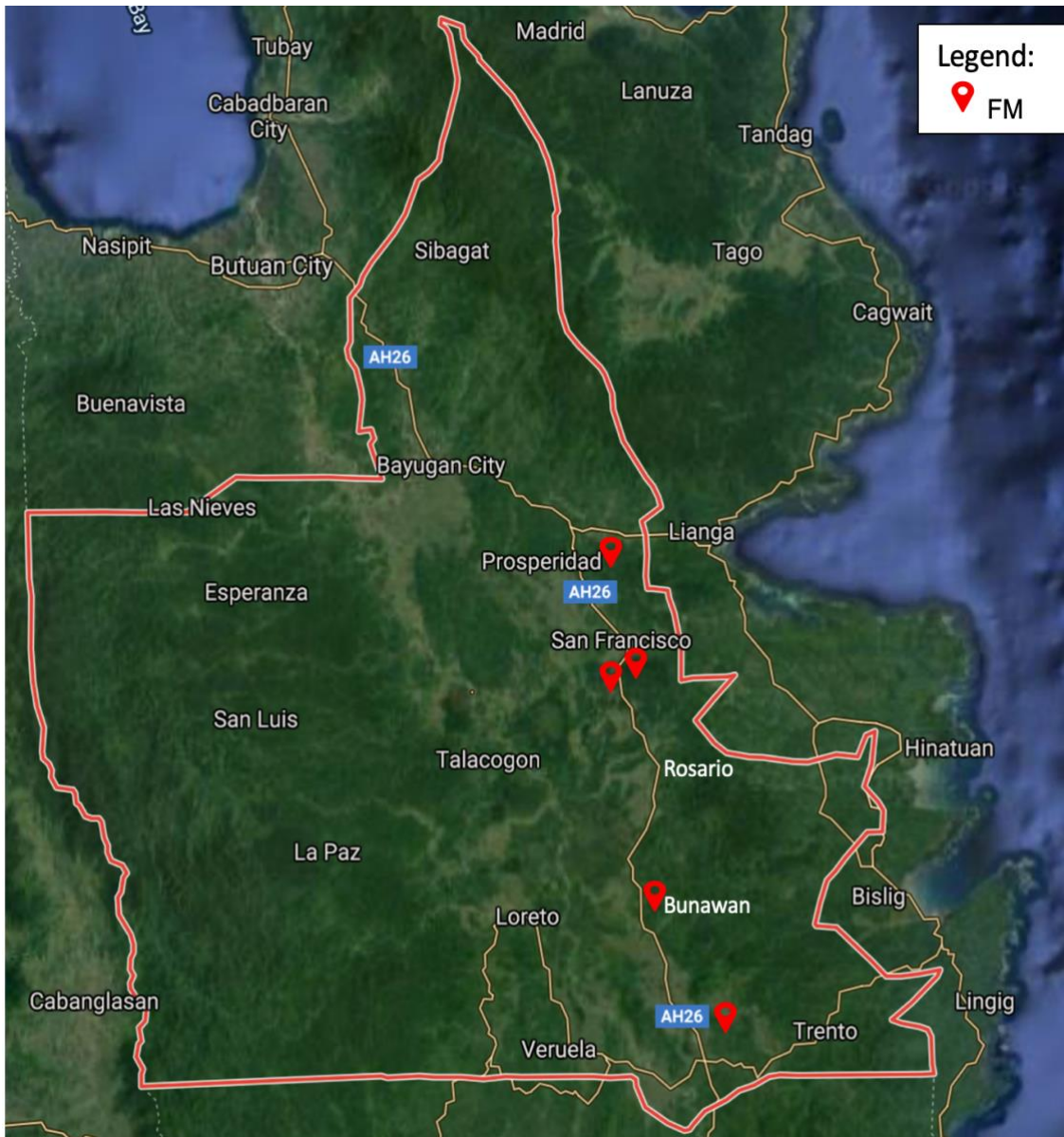


Figure 1. AdS – Radio Station Locator Map

Table 12. Type of Social Media Used

	Yes	%	No	%
Facebook	112	68	62	33
Instagram	50	30	124	67
Others	4	2	-	-
Total	166		186	

Table 12 refers to the type of social media available and used by respondents. It can be gleaned that majority utilized Facebook said “yes” 112 (68%) and “no” 62 (33%), while only few are using “Instagram” with 50 (30%) and mostly don’t use it with 124 (67%). Others refers by using twitter with only 4 (2%). It can also be perceived that some of them have both Facebook and or Instagram account at the same time. It cannot be denied that the Filipinos are still among the top social media users in the world according to a report on January 27, 2021 from an advertising firm ‘We Are Social and Hootsuite’, which gives insights into global social media usage and digital trends for the past year.

Table 13. Time Spent in Visiting Social Networking Sites

	Frequently	3 times a day	Once a day	Once a week	Once a month
Facebook	69	30	19	18	-
Instagram	9	16	10	1	1
Others	2	0	0	0	-
Total	80	46	29	19	1

In terms of time spent in visiting social networking sites as shown in Table 13, Facebook with (69) is ‘frequently’ visited and Instagram with (16) is visited ‘3 times a day’. It can be noticed that social media consumers internet usage is very high and what contributed to the growth of its users is due to e-commerce adoption. This also ascribed to how the COVID-19 pandemic affected people to stay indoors.

Table 14. Purpose of Using Social Networking Sites

	News/General Knowledge	Entertainment	Education	Communication
Facebook	47	33	17	35
Instagram	34	41	1	1
Others	1	6	1	1
Total	82	80	19	37

Table 14 shows that respondents purpose of using social networking sites for Facebook with (47) – ‘News/General Knowledge’ and Instagram (41) for entertainment purposes mostly. In this aspect, it provided a way for consumers to gain relevant societal information that of their interest. Hence, in another way enables content creators online to share information through social networking sites, that allowed a broader reach for news and current affairs, entertainment, education, communication,

and or promotional marketing through online advertisement, and thus, its functionality facilitates to an increasing social media users.

Table 15. Time Spent in Sharing Information from Facebook

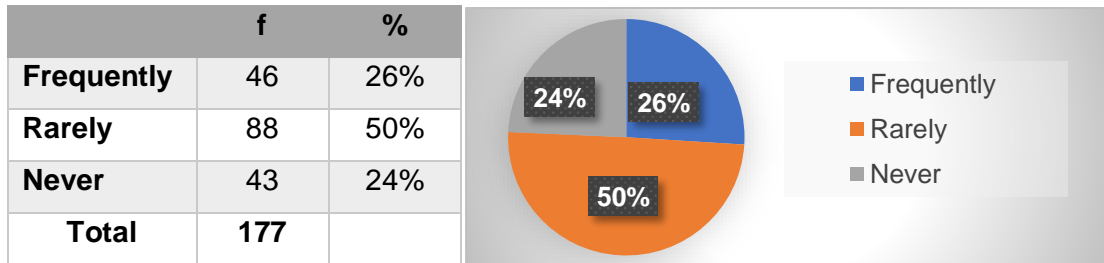


Table 15 shows that 88 (50%) of the respondents “rarely” spent in sharing information from Facebook. Furthermore, 46 (26%) only said “frequently” and 43 (24%) “never” spent any information at all. Most of the respondents interviewed revealed that activities they were into includes surfing information from common friends, family, watching movies and entertainment news, health updates on the covid pandemic, and other relevant social issues to read about. Despite of low internet connection speed in the Philippines with only 3.5 Mbps, less than an eight of market leader’s, South Korea’s, average speed of 29 Mbps, the Philippines also ranked third in terms of internet freedom in Asia based to the Freedom House Index in 2019. Besides, a recent study published by statista.com states referring to the number of Facebook users in the Philippines for 2020 were about 77 millions, and it is forecasted to grow by 2025 to be around 88.1 million. Accessing internet through mobile phones made it also easier for the population to penetrate online market not just in the country as whole, but also in the local areas in particular.

Table 16. Instances on Radio Show Appearance

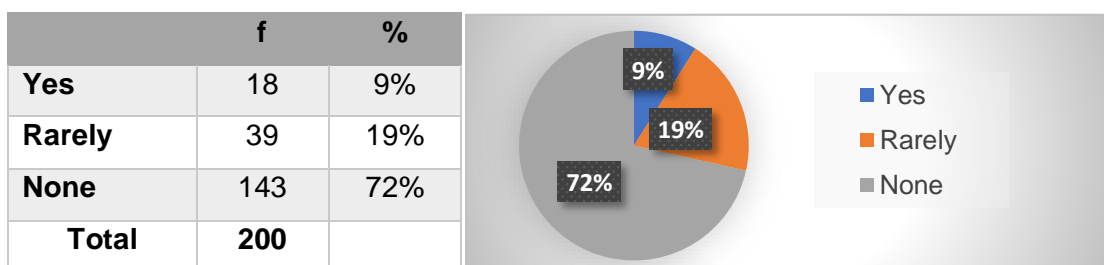


Table 16 outlines that majority of the respondents with 143 (72%) said that they don’t appeared in any radio show. This is followed by “rarely” with only 39 (19%) and “yes” 18 (9%). The local radio stations is an important tool in spreading community news updates with relevance and accessibility because they broadcast a series of programs that could reach remote villages across the province. However, some respondents emphasized that they do not prefer to appear in a radio program as guests particularly with divulging their real identity taking into crucial topics that would endanger their lives and families and this reality became a struggle for resident’s right to communicate.

Table 17. Would you consider if the issue is of interest for you?

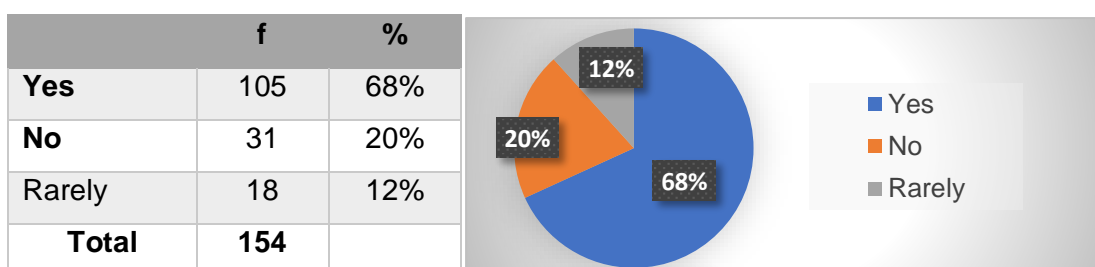
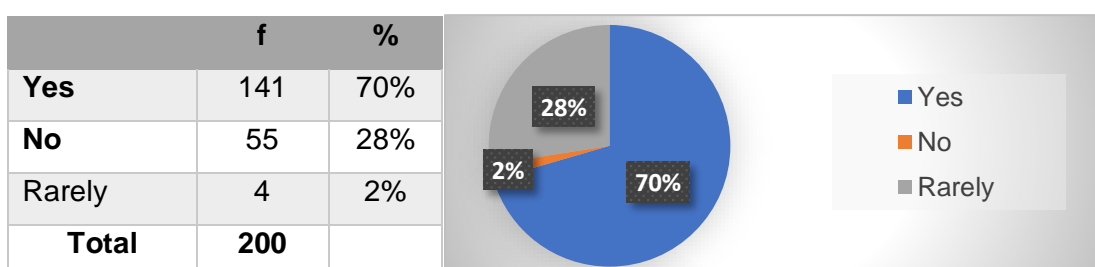


Table 17 shows that relevant number of respondents with 105 (68%) said “yes” and they would like to be interviewed or appeared in a radio show if the issue is of their interest. On the other hand, only few said “no” with 31 (20%) and “rarely” 18 (12%). It can be assessed that majority of the respondents would like to be heard in a radio program to communicate their needs and wants pertaining to enhancing people’s lives in the community.

Table 18. Interest to hear more about Land Use, Land Governance Issues or Climate-Smart Agriculture Options On-Air



Reflected in Table 18 as to matter of their interest to hear more about land use, land governance issues or climate-smart agriculture option on-air, significant numbers of respondents said “yes” with 141 (70%), while only few said “no” with 55 (28%) and “rarely” 4 (2%). Some respondents similarly narrated that the issues on land governance, proper land use and agricultural inputs are of their interests specifically some residents have been either resisting mining practices and expansion of mining interests that have been destroying their ancestral lands, homes, and agricultural livelihoods.

4.2 Perceptions of Respondents on Information Campaigns in Radio

In this section are the following information campaigns in radio that residents paid attention to, learned and that they want to be taken cared of more importantly in radio programs. Among the following information campaigns are:

- About promoting mining industry
- *Paghatag ug benepisyo sa mga farmer* (Giving benefits for the farmers)
- *Paglabay sa basura sa saktong butanganan* (Campaign about solid waste management)
- Update of Agusan Marsh Wildlife Sanctuary
- *Pag-atiman ug sakto sa lasangan* (Taking proper care for the forests)
- *Pagpatuman sa balaud about pagpanguryente sa isda sa mga kasapaan*

- (Law implementation about electrofishing in the creeks/ivers)
- *Pagpatuman sa irrigation project* (Implementation of irrigation project)
- Issues about illegal logging campaign and about livestock
- Some government officials funding secretly of cutting of hardwoods
- Illegal mining
- Campaigns about no to use of Illegal drugs
- *Pagpatuman sa paglimpyo sa mga kanal* (Implementation of cleaning the canals)
- Climate or weather forecast
- Health protocols about COVID 19
- *Pagpangupit sa balsa or sariling sudlanan sa gobyerno* (Graft and corrupt practices in the government coffers)
- *Issue about pagpalusot ug ginabawal nga pag cutting sa mga kahoy* (Issue about allowing illegal logging)
- *Kampanya sa illegal mining og illegal logging* (Campaign against illegal mining and illegal logging)
- *Kalabot sa segregation sa mga basura og dili paglabay sa maong hugaw sa mga sapa o kanal* (About proper waste disposal and to no waste disposal among rivers and canals)
- *Kampanya sa pagpatuman sa health protocol laban sa maong sakit nga corona virus* (Campaign on implementation of health protocol against corona virus)
- Mahitungod sa pagskwela sa mga bata bahin sa module learning og face to face (About children schooling and module learning through face to face)
- *Bawal sa pagkuha sa mga tanom o bulak sa bukid kay pipila ni ini kay endanger species sumala sa ahensaya sa DENR* (No to gathering of plants or flowers from the mountains because some of it are endangered species according to DENR)
- *Pagpananom og mga kahoy* (Tree planting)
- *Kalabot sa kalimidad sa atong lugar o palibot* (About calamity experienced in the local area)
- *Pagpanghatag og scholarship program sa probinsya sa Agusan del Sur para maka tabang sa kabatanonan* (Scholarship distribution program in Agusan del Sur in helping the youth)
- Yes. It was about stopping local insurgency and about the environment
- Yes. RA 9003 and other environmental campaigns

4.3 Perceptions on Issues Related to Land Use and Land Governance

In this section refers to residents perceptions on the matter of issues related to land use and land governance that they want to get more information on air. Among the following issues are:

- Climate change
- Technical know-how about farming
- Crop production
- *Paglikay sa pagpatay sa mga mananap sa lasang* (Prevention of killing animals in the forests)
- *Pag-amping sa mga kasapaan* (Taking care of the river systems)
- *Pag tree planting along the river arun makalikay sa baha* (Tree planting along the river to prevent from flooding)
- Indigenous land rights
- *Pag protect sa mga migrated birds in Agusan Marsh* (Protection of migrated birds in Agusan Marsh)
- Cultivation of land
- *Pag-gamit ug sakto sa abono* (Proper use of soil fertilizer)

- *Paglikay ug sunog sa mga plastic* (Prevention of burning plastic materials)
- To know integrated farming
- Encourage the farmers to use profit in farming

As indicated with the issues and concerns related to land use and governance, respondents view important consideration in the protection of forests, wetlands, and wildlife, maximizing the benefits of sustainable agriculture, crop production and farmers technical capacities, and innovative practices in addressing climate change in the local levels which is key driver of change. Further, respondents view these issues as pressing factors in stimulating demand for services, which eventually affects policy and thus puts pressure on LGUs to provide better public services for its constituents in the form of access, distribution, and often overlooked mechanisms of change outcomes and progress.

5. Conclusions and Recommendations

This section presents the key findings from the analysis of feedbacks to the survey questionnaire and responses to the interviews among the respondents. Hence, the recommendations provide suggestions on meaningful ways of improving the delivery of the radio program in the future.

Based on the findings of the baseline survey, it is clear that the radio project will target at the relevant sectors in the community, especially for the groups among youths and students, women, farmers, and IPs considering that they are the most vulnerable sectors that have limited access to radio information and digital platforms. This situation is most likely to consider the future radio program considering that counterparts from more uninformed groups are likely to show higher exposure to pertinent issues on land use management and management. Furthermore, the majority of the respondents sampled come from low-income strata as exemplified by their occupations and social status thus, they are less likely to be exposed to quality information that concerns them. Given this foregoing observation, it is hoped that the radio program project would aid in reducing the superficial divide of vital information between these vulnerable sectors in the AMWS areas and rural-deprived areas.

Findings of the baseline survey subsequently hoped that the radio program project would help in increasing the interest of the above-mentioned sectoral groups, not only to benefit from the digital revolution, but also to gain importance in their increasing interest on the issues, and concerns prevailing in their communities. The radio program project combined with online-digital information is timely in this regard, as it can also address the limited information considering that our youths and students are into social media. In this current age of gaining information and learning where internet provides access to an infinite body of knowledge, this is undesirable as it further increases the divide among the youth and students in urban-deprived and rural areas. Essentially, it will serve as a supplementary learning medium for them to address this gap thus, complementing what is delivered normally in a radio-based setting.

To optimize the apparent benefits of the radio program project, the baseline survey explored the radio listening behavior among respondents sampled with a view to recommend a preferred time and issue-focused to air in radio stations supplemented by airing it in a social media platform like Facebook. Build contract with top 3 radio network for the radio program and that will use Facebook channels as a supplemental medium to communicate wider public. This strategy will extraordinarily become popular among the youth due to its flexibility of network coverage and ability to interact with radio hosts in a regular basis with listeners on the Facebook page while giving notification of upcoming events. With the importance of a Facebook page for the radio

program will become a defacto service to connect among the youth as they can instantly send requests for assistance concerning through the page's private messaging service. Also, provide up-to-date announcement thru the use of barangay bulletin boards to inform locals for airing time of radio network.

References:

RA 8044 – Youth in Nation-Building Act of 1995. An Act that established the National Youth Commission and the National Comprehensive and Coordinated Program on Youth Development.

RA 9003 – Ecological Solid Waste Management Act of 2000. An Act Providing For an Ecological Solid Waste Management Program.

Annex 1

SURVEY QUESTIONNAIRE

BASELINE SURVEY AND AN END-LINE SURVEY ON THE LAND GOVERNANCE/MANAGEMENT RADIO PROGRAM

Responsible Land Governance in Mindanao (RLGM)

A. PROFILE OF THE RESPONDENTS (*HULAGWAY SA MUTUBAG*)

Direction: Please check (✓) and/or fill-in/shade/highlight/underline the space provided as applied for each item asked about you.

Direksyon: Palihog paki-tsek (✓) o pun-a/landongi/linyahi ang gihatag na bakante para sa matag-usa nga butang na gipa-ngutana kanimo.

Name / Pangalan (Optional / Kapili-an):

Location / Address (Barangay, Municipality, Province):

Ethnic Origin or Affiliation (*Kaliwat/Tribu na gigikanan*):

Age (*Edad*):

- | | |
|---|---|
| <input type="radio"/> 29 years old and below (<i>29 paubos</i>) | <input type="radio"/> 40-44 years old |
| <input type="radio"/> 30-34 years old | <input type="radio"/> 45-49 years old |
| <input type="radio"/> 35-39 years old | <input type="radio"/> 50 years old and above (<i>50 pataas</i>) |

Gender (*Kinatawhan*):

- | | |
|--|--|
| <input type="radio"/> Male (<i>Lalake</i>) | <input type="radio"/> Female (<i>Babayi</i>) |
|--|--|

Occupation (*Trabaho*):

- | | |
|--|---|
| <input type="radio"/> Farmer (<i>Mag-uuma</i>) | <input type="radio"/> LGU Official (<i>Opisyal sa LGU</i>) |
| <input type="radio"/> Tenant (<i>Samuhan</i>) | <input type="radio"/> Student (<i>Estudyante</i>) |
| <input type="radio"/> Landowner (<i>Tag-iya sa yuta</i>) | <input type="radio"/> Other(s), pls. specify (<i>Uban pa, palihog paki-nganlan</i>) _____ |

Number of family members / people living in the same house
(Kadaghanon sa banay o pamilya na nagpuyo sa usa ka panimalay)

- 1-3
- 3-6
- 7-9
- 9 and above (9 pataas)

B. TYPE OF MEDIA PREFERENCE(S) (KLASE SA GUSTO NGA MEDYA)

1. Which of the following media do you consume the most in your daily life?
(Asa aning mga sumusunod nga medya ang labing ginagamit sa imong adlaw-adlaw nga kinabuhi?)

- Barangay bulletin
- Radio
- TV
- Internet (FB, Social Media)
- Newspaper, Magazine

Please select and check (✓) the most important purpose for your consumption of each of the following: (Palihug pili-a ug paki-tsek (✓) ang labing mahinungdanon nga katuyo-an alang sa matag usa sa mga mosunod:)

	News/General Knowledge <i>(Balita/kinatibuk-ang kahibalo)</i>	Entertainment <i>(Kalingawan)</i>	Education <i>(Edukasyon)</i>	Communication <i>(Komunikasyon)</i>
Barangay bulletin				
Radio				
TV				
Internet /FB				
Newspaper/ Magazine				

How much time do you spend on these media every day?
(Pila ka oras ang imong gigahin sa ani nga medya adlaw-adlaw?)

	Less than 1 Hour	1-2 Hour	2-3 Hour	3-4 Hour	More than 4 Hour
Barangay bulletin					
Radio					
TV					
Internet /FB					
Newspaper/ Magazine					

Select your favorite time for each of these media every day.

(Pili-a ang imong paboritong oras alang sa matag usa ani nga medya adlaw-adlaw.)

	9 am to 12 pm	12 pm to 3 pm	3 pm to 6 pm	6 pm to 9 pm	9 pm to 11 pm
Barangay bulletin					
Radio					
TV					
Internet /FB					
Newspaper/ Magazine					

When do you listen radio programs for the maximum time?

(Kanus-a ka maminaw ug mga programa sa radyo nga labing taas nga oras?)

- Weekday (Monday to Friday) *(Adlawng semana (Lunes hangtod Byernis))*
- Weekend (Saturday or Sunday) *(Katapusan sa semana (Sabado hangtod Domingo))*
- Both *(Parehas)*

Do you listen radio programs alone or with other family members or friends?

(Maminaw ka ba na nag-inusara sa mga programa sa radyo o kauban ang mga miyembro sa pamilya o mga higala?)

- I listen in the radio alone. *(Ga-inusara ra ako sa pag-paminaw sa radyo.)*
- I listen in the radio with family members or friends.
(Ga-paminaw ko sa radyo kauban ang akong miyembro sa pamilya o mga higala.)
- I don't listen in the radio with family members or friends.
(Wala ko maminaw sa radyo kauban ang akong miyembro sa pamilya o mga higala.)

Name 3 favorite radio channels listened by you:

(Pangalani ang imong tulo nga paborito nga channel sa radyo nga imong gina-paminaw:)

1. _____
2. _____
3. _____

C. TYPE OF SOCIAL MEDIA (KLASE SA SOSYAL MEDYA)

Are you on? (Naa ka bay?)

- Facebook YES (Oo) NO (Dili)
 Instagram YES (Oo) NO (Dili)
 Any other (Uban pa) _____

**How often do you visit to social networking sites?
 (Unsa ka kanunay na mobisita sa mga social networking sites?)**

	Frequently (Kanunay)	3 times a day (tulo sa usa ka adlaw)	Once a day (Ka-usa kada adlaw)	Once a week (Ka-usa kada semana)	Once a month (Ka-usa kada buwan)
Facebook					
Instagram					
Any other / Uban pa. _____					

**For what purpose do you use social networking sites?
 (Alang sa unsang katuyo-an nga gigamit nimo ang mga social networking sites?)**

	News/General Knowledge (Balita/kinatibuk- ang kahibalo)	Entertainment (Kalingawan)	Education (Edukasyon)	Communication (Komunikasyon)
Facebook				
Instagram				
Any other / Uban pa. _____				

**How often do you share interesting information in FB?
 Unsa ka kanunay nimo gipaambit ang ganahan nimo nga kasayuran sa FB?**

- Frequently (Kanunay) Rarely (Talagsa ra) Never (Dili gyud)

**Have you ever called in during radio show to ask questions or write to a radio station?
Nakasulay ka ba sukad sa pagpa-tawag sa pasundayag ng radyo para pag-pangutana
o mag-sulat sa stasyon ng radyo?**

- Yes (Oo) None (Wala) Rarely (Talagsa ra) None (Wala)

**If none, would you do that if the issue they are talking about is interesting for you?
Kung wala, buhaton ba nimo kana kung ang isyu nga ilang gihisgutan ganahan nimo?**

- Yes (Oo) None (Wala) Rarely (Talagsa ra)

Do you pay attention to educational or information campaigns in radio? If so, can you tell us what about was the campaign (the issue of the campaign) and what have you learned?

(Nagtagad ka ba sa mga kampanya sa kasayuran sa edukasyon o pang-impormasyon sa radyo? Kung mao, mahimo ba nimo isulti kanamo unsa ang bahin sa kampanya (isyu sa kampanya) ug unsa ang imong nahibal-an?)

Are you interested to hear more about land use, land governance issues or climate-smart agriculture options 'on-air'?

(Interesado ka ba nga maka-dungog labi pa bahin sa pag-gamit sa yuta og mga isyu sa pag-dumala o mga opsyon sa agrikultura nga haum sa klima 'sa-kahanginan'?)

- Yes (Oo) No (Dili) Rarely (Talagsa ra)

About what issues related to land using and land governance would you like to get more information 'on-air'?

(Bahin sa unsang mga isyu nga adunay kalabotan sa pag-gamit sa yuta ug pag-dumala niini nga gusto nimo makakuha dugang nga kasayuran 'sa-kahanginan-?')

Thank you for your participation! / Salamat kaayo sa inyong pag-apil!