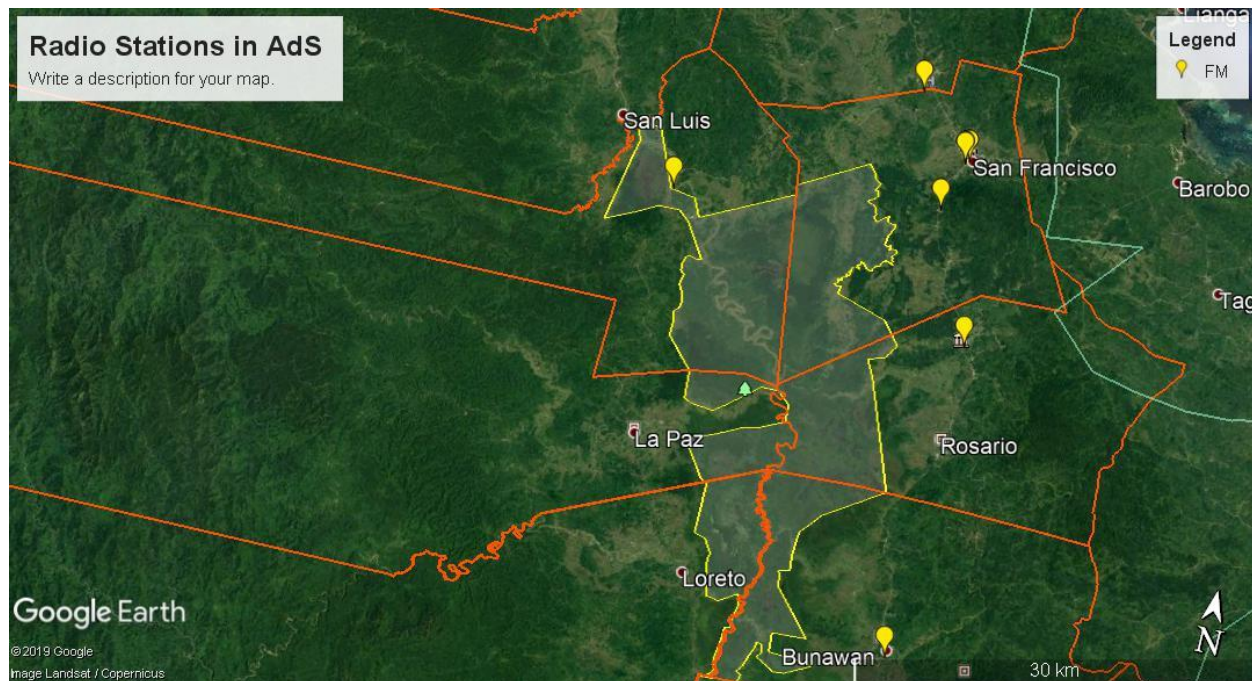


## Result of the Radio Station visits in Agusan del Sur

November 2019 and February 2020

By: Pandeli Pani and Elmo Dela Cruz



### Noteworthy:

1. The Provincial Radio Station of Agusan del Sur is the only public radio station in all the stations visited. It is also a TV station of the provincial government;
2. DX SF have the widest coverage. It is evident in their tower situation (situated in a relatively high area compared to the rest of the stations visited, mostly are small and less equipped) and equipment set-up. Additionally, the station manager of DXSF is the current president of the KBP;
3. All radio stations have loyal listener especially when it is a very local radio station;
4. Noteworthy, all visited radio stations were private stations are somehow a marketing strategy of an individual owner or group;

### 29 January 2020:

#### Station name: Real Radio 88.9 FM

Municipality: San Francisco, AdS

Station Manager:

- DJ Arjun Sabalde Ramones – Traffic officer and marketing incharge/ 09488632399
- Ryan Canumay Amdao – Radio Technician -
- Angie Canciller – DJ (student)

Manpower: 8 (4 regulars, 4 part-time)

Membership: KBP – kapisanan ng mga broadcaster ng pilipinas/ 1hour per agency

Airtime: 4am to 1030pm

Year operated:

Programs:

- Commercial,
- music,

- news thru newspaper and police report local news,
- Call in program, yes. Live thru facebook...and guest and interview and guest in the studio and call in interaction -possible
- the KBP president invites agencies

Block time: paid/air-time 5000 (negotiable) for 4x programs (1 hour each week), 1 month

Coverage:

- Primary – San Francisco
- Secondary - AdS
- Portion of: Surigao del Sur, Tagbina, Lianga
- Listeners: Monitoring of the listener thru FB

Others:

- Equipment room
- Wifi not so fast; small studio camera to FB connection;
- With a newscaster and as DJ, responsible for the program and content of the news
- Can you air new programs/ possible free/
- for updates...
- Pre-recorded material prepared by GIZ + studio guest for live interaction w/the listeners

**Station name: Radyo Natin, 104.9 FM Private**

Municipality: San Francisco, AdS

Station Manager:

- Jemerma Tepan – Operations head – 09193766774/ rnsanfrancisco@yahoo.com
- Rodgien Apor – DJ and marketing – 09079253392, radyonatinfm@yahoo.com

Manpower: 2 regular, 3 part time

Membership: KBP

Airtime: 4am to 12min daily

Year operated:

Programs:

- Friday 1hour
- national news DZRH, local – pre recording
- FB page (not regularly updated): KPB Agusan
- Interview guest (walk in)

Block time: 20000/month daily at 1 hour per day (if once a week 5k/month free 30sec material advertisement)

Coverage:

- Primary - whole SF, Sibagat, Bayugan center, Talacogon, prosperidad, SF to Barobo, Tagbina, AMWS LGUs covered
- Portion of: AdS due to slope;

Listeners:

- Survey: local and national, not really scientific...

Others:

- Wifi in the station strong

**Station name: Flash FM 89.7 Private**

Municipality: San Francisco, AdS

Station Manager:

- Ivy Claire Ruiz Operations manager
- David Joseph Estenor Radio Technician 09463386692

Manpower: 4 regular and 3 part time

Membership: CBAP-community broadcaster association of Philippines

Airtime: 4am to 10pm daily

Started:

Programs:

- Commercial,
- public affairs,
- local national
- FB: flashfmsanfranz, live broadcast fb
- Walk in interview
- Public affairs mon-fri:

Block time: primetime AM 6am-12nn – 1hour 12k... 10k (like water district), 1hour per week per month

Coverage:

- Primary - AMWS LGU (SF, Rosario, Talacogon, others portion thru texter)llianga
- Portion of: SdS portion,
- Listeners:

Others:

- Survey on listener, not done...thru text 1-3pm about love and medications

**Station name: DXSF FM, 96.1**

Municipality: San Francisco, AdS

Station Manager: Maxim Libres Tutor – Station Manager, KBP President.

Manpower: 1 regular, 2 technical...3 student broadcaster (DJ, reporting, technical knowledge/operations/ modular of the foundation)

Membership: KBP

Airtime: 5am-12mn, daily (17hours)

Started:

Programs:

- Drama (sponsored by herbal products)
- Advocay: basura, drug, dengue, human trafiking, illegal logging, fares, music
- Marketing: herbal capsule, organic fertilizer, unifeeds,
- FB live, thru DXDA Balita (no FB, only personal)
- Wait for block time
- No regular public affairs
- No video patching
- For campaign

Block time: 30min, every Friday, 8000 per month: block time, Friday or **sat or sun**

Coverage:

- Primary – AdS: SF, Rosario, Bunawan, Loreto, Lapaz, Talacogon, San Luiz, Prosperidad, Bayugan
- Secondary – Butuan City, Impasugong, Bukidnon, Davao area COMVAL province
- Tertiary- unknown

Listeners:

- call ins, dedication program, song request, greetings, FB live
- Survey: own phone survey, based callers, only by municipality

Others:

- **(foundation, 15 members, broadcast journalist)**
- Public affairs: 6-7am daily, interviews, phone patch, personally come to the station esp government personnel
- Public affairs: 6-7am daily not Saturday-Sunday
- KBP hour: 1000-1100, synchronize program 2 provinces (AdS and SdS), public issues
- Previous program (school on the air), education, 10 years ago 2 years program, recognizing the IPs....interviews, free food...they go to the station...
- Commercial, plugging, block time, new 7-12-6 national, local, internation, showbiz, music

**Station name: DXAK-FM, 99.7 FM: advocacy on the environment**

Municipality: Bunawan, AdS

Station Manager: Alfredo V. Lobog – Station manager, 09187421024,

[Dxakfm999@yahoo.com.ph](mailto:Dxakfm999@yahoo.com.ph) same for FB

Manpower: Manpower: 3 regular/ partime 2

Membership:

Airtime: 330am-10pm daily (330am-5am test broadcast); 5am-10pm official airtime

Started:

Programs:

- Commercial (developmental plugs from diff institution e.g. gov and private, ascot)
- Plug
- Live interviews : 6-7am daily mon-fri (public affairs)...in calls thru celfone patching live and facebook live
- DOH live, DENR
- Counseling

Block time:

- 1hour for 4days a month = 6/month
- 600/per program...30min to 1 hour
- Regular rate 1hour at 1800 per per program

Coverage:

- Coverage: primary – bunawan, Trento, loreto, santa Josefa, veruala, lapaz/comval; part of Bukidnon
- Secondary: san Francisco, rosario, bayugan, SdS
- Survey: 15000 listener

Others:

**30 January 2020**

**Station name: Dream Radio 97.1 FM Private**

Municipality: Talacogon

Station Manager: Analyn Precillas, 09486556729

Membership: CBAP

Manpower: 2 regulars; 2 part time

Airtime: 5AM – 10PM

Started: 1 year running

Programs:

- Drama (sponsored by herbal products)
- Advocay: basura, drug, dengue, human trafiking, illegal logging, fares, music
- Marketing: herbal capsule, organic fertilizer, unifeeds,
- FB live, thru DXDA Balita (no FB, only personal)
- Wait for block time
- No regular public affairs
- No video patching
- For campaign

Block time: 5000/month , 1hour, mon-fri 2500 1 hour/month....if including mon-sun 3000/month

Coverage:

- Primary - Talacogon, San Luis, Lapaz
- Portion of SF, Portion Esperanza, Sibagat, Portion of Bayugan #3, AdS and SdS
- Listeners: Surveys, based on calls and texts

Others:

- Branch of Dream Radio Rosario
- Randel Colipano – station manager/owner, 09463361759
- Gather info for maintenance