



WORK VALUES OF AM RADIO STATION BROADCASTERS IN TUGUEGARAO CITY

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Abstract: *The study revolved around the concept that the personal values of individuals greatly influence their work values. The outcome therefore of the workmanship of individuals or group could be enhanced by redirecting their values towards their job in a more positive way. Since, work values is considered as an influential factor in the job performance of workers particularly the broadcasters of the Five AM radio stations in Tuguegarao City, the main concern of the study is to identify the ten (10) work values of the broadcasters based on the Filipino Work Values Scale of VicentitaM. Cervera and was based from the study conducted by Dr.Teodora L. Baquiran of Cagayan Colleges Tuguegarao. It also determines the possible relationship between their work values and broadcast performance. The study is more comprehensive through the inclusion of the respondent's profile. The researcher used the descriptive-correlational method of research.*

Key Words: *AM Radio Broadcasters, AM Radio Stations, Broadcaster's Profile, Filipino Work Values Scales, Human Resource Management, Work Values*

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INTRODUCTION

The Filipino worker as an individual, having his own set of values and attitudes demands more than mere supervision and simple motivation. In specific terms, it requires a certain quality of supervision and motivation that could be assessed in consideration to the value system he lives. Thus, values are something positive that can lead to the individuals innate motivation to perform his tasks.

What motivates a Filipino worker is not just one factor, but a combination of many factors or values. Filipino workers to be productive need a harmonious working relationship and for the organization to likewise consider the emotional aspect of employees, such as individual self-esteem, reciprocity between management and employees; respect for their human dignity; flexibility in work assignments, schedules and deadlines; supportive role on the part of the supervisor; open communication and complete genuine information; a cooperative and fraternal reward and promotion system.

If management is really honest and gives the worker what is due to him, the Filipino value of gratitude will make him render to the organization's fidelity, adherence and service due to the feeling of a special bond of relationship and gratitude.

Looking at this perception, the researcher believes that an organization needs to be supervised by an administrator who possesses effective management skills or behaviour to cope with the nature of Filipino workers.

Cervera (1987) designed the Filipino Work Values Scale to determine the work values of human resources. She believes that workers who belong to different occupational groups and to different work organizations and as they come from different parts of the country and were raised by families with different family values, they will tend to differ in the importance they attach to their job and to the work environment as well.

Values can be illustrated in the way it is seen in one's behaviour and it is believed that values greatly affect the business and management of organizations. Hence, values are considered an influential factor in job performance. There is a need to really understand the values and attitudes of the Filipinos in order to know how it would affect business and the management of organizations in the Philippine setting. The level of success of certain productivity and motivation techniques therefore, depends to a large extent on the values of the individual.



STATEMENT OF THE PROBLEM

This study attempted to determine the work values of the broadcasters on the five AM radio stations in Tuguegarao City.

Specifically, it answered the following questions:

1. What is the profile of the AM radio broadcasters in terms of age, sex, civil status, highest educational attainment, religion, ethnic group and length of service?
2. What are the work values of the respondents in terms of the different dimensions of work values like environmental, familial, intellectual-achievement oriented, interpersonal, managerial, material, occupational, organizational, religion and variety?
3. What is the over-all work values level of the respondents?
4. Is there a significant relationship in the work values of the respondents with their personal profile such as age, sex, civil status, highest educational attainment, religion, ethnic group and length of service?

HYPOTHESIS

The study was guided by the null hypothesis, that there is no significant relationship in the work values of the respondents with their personal profile.

METHODS

Research Design

The researcher used the descriptive-correlation method of research.

Statistical Analysis

The following statistical tools were used in analysing and interpreting the data.

To interpret the personal profile of the respondents, the frequency count and percentage was used

To determine the significant difference between the mean of the different variables in the study and the respondent's work values, the computation of the mean was employed.

To determine the significant difference between the mean of the different variables of the study and respondent's work values, the t-test and f-test were employed.

To obtain the level of significance, the obtained value was compared with the value given in the t-table. The null hypothesis was tested whether rejected or accepted depending upon the value indicated in the t-table rejecting the null hypothesis at .05 level of significance.



RESULTS AND DISCUSSION

The researcher summarizes the findings as follows:

1. Profile of the AM Radio Broadcasters in terms of:

1.1 Age

Age Range	Frequency	Percentage
20-25	13	54.17
26-30	3	12.5
31-35	2	8.33
36-40	2	8.33
41-45	4	16.67
Total	24	100

As presented above 13 or 54.17% are within the age bracket of 20-25 years while 4 or 16.67% fall within the age bracket of 41-45 years. Three (3) or 12.5% belong to the 26-30 age group, while 2 or 8.33% fall within the age group of 31-35 and 36-40 years respectively. A mean age of 28.33 years was computed which implies that the AM radio broadcasters of Tuguegarao City are relatively young. It means that the AM radio broadcasters are only in their early adulthood, which is often described as the tree of fulfilment. Although the respondents are not fulfilled to the maximum, this fulfilment is attained in their being able to finish a college degree and land in a job. The data further imply that the AM radio broadcasters are young since most of them are fresh graduates who were able to find employment immediately after graduation.

1.2 Sex

Sex	Frequency	Percentage
Male	15	62.5
Female	9	37.5
Total	24	100

As presented above 15 or 62.5% are males, while 9 or 37.5% are females. The data imply that male AM radio broadcasters dominate their female counterpart. This is maybe due to the nature of work of the respondents. Since AM radio broadcasters are more concern on the delivery of news and public service with little entertainment then more males took the courage to accept the very challenging role, hence the above data.



1.3 Civil Status

Civil Status	Frequency	Percentage
Single	7	29.17
Married	17	70.83
Total	24	100

The data implies that 17 or 70.83 are married while 7 or 29.17% are single. Although the mean age of the respondents is only 28.33 years, majority of them are married, since their mean age is also a little over and above the marriageable age in the Philippine setting. In fact many of the respondents were just married adding to the above percentage.

1.4 Highest Educational Attainment

Highest Educational Attainment	Frequency	Percentage
College Undergraduate	-	-
College Graduate	19	79.17
With Masteral Units	5	20.83
Total	24	100

As shown above 19 or 79.17% are college graduates, while 5 or 20.83% are with master's degree units in Public Administration. The data imply that the respondents are educationally qualified in their job since all of them are college graduates. However, many of them are not radio broadcast graduates nor mass media communication and journalism graduates, hence professionally they are wanting in their qualifications.

1.5 Religion

Religion	Frequency	Percentage
Roman Catholic	20	83.33
Iglesia ni Kristo	2	8.33
Born Again	1	4.17
Assemblies of God	1	4.17
Total	24	100

The data implies that 20 or 83.33% are Roman Catholic, 2 or 8.33% are Iglesia ni Cristo while 1 or 4.17 is a Born Again Witness and Assemblies of God, respectively. The data imply that the various religions of the AM radio broadcasters manifest religious freedom among AM radio broadcasters. It also implies that Roman Catholicism is still the dominant religion due to the fact that Cagayan province is predominantly Roman Catholic as a result of Spanish



colonialization that led to the establishment of Roman Catholic churches in Lal-lo, Alcala, Tuguegarao, Enrile, Penablanca and other towns in Cagayan.

1.6 Ethnic Group

Ethnic Group	Frequency	Percentage
Ibanag	6	25
Itawes	4	16.67
Ilocano	11	45.83
Ibaloi	1	4.17
Kalinga	2	8.33
Total	24	100

It shows that 11 or 45.83% are Ilocanos, 6 or 25% are Ibanags, 4 or 16.67% are Kalingas. Only one (1) or 4.17% is an Ibaloi. This implies that the dominant ethnic group is Ilocano, although there are Ibanags, Itawes, Kalinga or Ibaloi. The presence of different ethnic group is attributed to the fact that Tuguegarao City is now highly urbanized. Besides different kinds of people come to the place to either do commerce and trade or find employment.

1.7 Length of Service

Length of Service	Frequency	Percentage
1-3	11	45.83
4-6	7	29.17
7-9	1	4.17
10-12	2	8.33
13-15	3	12.50
Total	24	100

As reflected above 11 or 45.83% have been broadcasters for the past 1-3 years, 7 or 29.17% have been in the service for the past 4-6 years while 3 or 12.5% have been in the service for the past 13-15 years. It is also shown that two (2) or 8.33% have been in the service for the past 10-12 years, while one (1) or 4.17% has been in the service for the last 7-9 years. A mean length of service of 5.17 years was computed which means that the AM radio broadcasters are young in the service. This confirms the earlier findings that the respondents have a mean age of 28.33 years, hence are young because immediately after graduation they are employed. Since the respondents are really young, then their years of service is also short. Hence, a mean of 5.17 years.

2. WORK VALUES OF THE RESPONDENTS IN TERMS OF THE DIFFERENT DIMENSIONS



2.1 Environmental

Environmental Dimension	Item Mean	Descriptive Scale	Rank
1. A place of work which is not far from where you live.	3.19	Important	9
2. A place of work which is accessible to public transportation.	3.99	Important	8
3. A place of work which is not polluted.	4.30	Very Important	1
4. A place of work with complete and updated modern facilities.	4.15	Important	6
5. A spacious working place.	4.13	Important	7
6. A job with a relaxed atmosphere.	4.26	Very Important	7
7. A place of work with good ventilation.	4.18	Important	5
8. A job which is located in a nice, clean environment.	4.19	Important	4
9. A place of work which is quiet.	4.22	Very Important	3
Category Mean	4.15	Important	

The item “A place of work which is not polluted” was rank highest with an item mean of 4.30 or very important. This reveals the awareness of the respondents on their environment especially on the kind of air they breathe. Since the respondents are broadcasters and they always announce on air the importance of clean environment, it is nice to reflect that these broadcasters are environmentalists in their own ways. Although the place of work of most of the respondents is limited in space, since most of them only occupy a cubicle, it is worthy to note that their concern is on pollution-free work environment. In fact they revealed that they can only concentrate better when the work place is free from odor, with good ventilation and with fresh air. Since broadcasters also air advertisements on health alert news, it’s just timely that they prioritize a place or work which is not polluted. Second is rank with an item mean of 4.26 or very important is “a job with a relaxed atmosphere.” The respondents disclosed that a relaxed atmosphere contributes to the effectiveness of their work, since they will be bothered with intrigues, problems and noise which could affect their productivity. A relax atmosphere also reveals that there is oneness and cooperation among the employees, hence they could achieve their goals easily. Third in rank is “a place of work which is quiet” with an item mean of 4.22 or very important. This supports the



earlier work value on relaxed atmosphere, since a relax atmosphere also shows a place of work that is quiet. Other work values that are considered important for the broadcasters are:

1. A job which is located in a nice, clean environment.
2. A place of work with a good ventilation.
3. A place of work with complete and updated modern facilities.
4. A spacious working place.

Lowest in rank with an item mean of 3.91 or important is “A place of work which is not far from where you live.” This implies that the respondents also value distance in one’s place of work. To the respondents it is important that the place of work should be near their residence, so they can go home to their families and attend to their needs. Besides, it would be economical on their part due to scarcity of job opportunities, distance at times is not a problem hence, this lowest rating, although still considered important in one’s work value.

A category mean of 4.15 or important reveals that the respondents attach important work values on their environment. It further implies that broadcasters’ dire need a pleasant and conducive working environment where then can do their tasks effectively and productively.

2.2 Familial

Familial Dimension	Item Mean	Descriptive Scale	Rank
1. A job which does not take you away from your family.	4.19	Important	3
2. A job which gives you enough time to attend to the needs of your family.	4.18	Important	4
3. Work assignments which do not pull you away from your family much of the time.	4.23	Very Important	2
4. A job which your family approves of.	4.27	Very Important	1
5. A job which spares your time to be with your parents.	4.13	Important	5
Category Mean	4.2	Very Important	

The item on “a job which your family approves of” was ranked highest with an item mean of 4.27 or very important. This means that the respondents consider as very important the approval of their family of their job. This is for them to be assured of the unequivocal support their family members would render them in times of needs. When family members



know the nature of their job, they will also know how much time and effort are required from their job. Knowing the time and effort required of their job, will also make the family members know what to expect from them in return. Besides it will give the family members the feeling of importance when they are consulted on matters concerning them and their families' priorities. Besides, the value of building identity with members of the family is still present in many Filipino families especially among broadcasters.

Second in rank is "work assignments which does not pull you away from your family much of the time" with an item mean of 4.23 or very important. This implies that respondents value work which does not take them away from their families most of the time. This is maybe due to the fact that most of the respondents are young and just married hence they want to be with their families most of the time so they can watch over them and supervise their children while they are young.

The other work values considered important along familial dimension are:

1. A job which does not take you away from your family.
2. A job which gives you enough time to attend to the needs of your family.

Lowest in rank is "a job which spared your time to be with your parents" with an item mean of 4.13 or important. Although rated lowest, this was still considered important as reflected in the Filipino value which is on family orientedness. The data further supports the Filipino value on close family ties, that even if the children have families of their own, they still are very much attached to their parents. Due to the upbringing of the respondents and according to Christian standards and way of life, the respondents feel that they are indebted to their parents, hence the need to find time to be with them.

A category mean of 4.2 or very important reveals that the broadcasters are family oriented, and are very much attached to their families, hence disclosing that they prefer jobs which their family approves, work assignments which make them have adequate and quality time with their family members.

2.3 Intellectual-Achievement Oriented

Intellectual-Achievement Oriented Dimension	Item Mean	Descriptive Scale	Rank
1. A job which maximizes your potential.	4.53	Very Important	7
2. A work organization where programs are conducted for the empowerment and	4.55	Very Important	6



occupational advancement of the employees.			
3. Membership in work and / or professional organizations which provide a greater chance for intellectual advancement.	4.49	Very Important	9
4. A job which gives you opportunity for independent thought and actions.	4.69	Very Important	3
5. Work assignments which are challenging enough to motivate your study continuously.	4.82	Very Important	2
6. A job which helps you improve your academic and professional training.	4.82	Very Important	10
7. A job which helps you gain maturity in decision making.	4.58	Very Important	4
8. A boss who gets your opinion about your work.	4.46	Very Important	11
9. A job which gives you a feeling of worthwhile accomplishment.	4.89	Very Important	1
10. Work assignments which give you a feeling of worthwhile accomplishment.	4.51	Very Important	8
11. Feeling of self-worth in your job.	4.57	Very Important	5
Category Mean	4.55	Very Important	

The item on “a job which gives you a feeling of worthwhile accomplishments” was rated highest with an item mean of 4.89 or very important. This implies that as broadcasters, when they reflect at the end of the day will feel very much satisfied especially when their accomplishments were worthwhile like: providing the public which reliable and valid information, reaching the people, providing them with news, public service and entertainment. Although the broadcasters are often accused of being partial in their broadcasting, especially when they are only one-sided in their points of view, still they are very proud of their profession.

Second in rank with an item mean of 4.82 or very important is “work assignments which are challenging enough to motivate you to study continuously.” Due to the nature of their job, the respondents need to upgrade themselves professionally and to keep abreast to newer technologies so that they can effectively reach out to the public: their clientele.

Third in rank with an item mean of 4.69 or very important is “a job which gives you opportunity for independent thought and action.” The nature of the job of the respondents requires adequate independent thought and action hence, this very important consideration



given to this work value. Their work demands immediate actions and decisions, so if they don't have minds of their own, then their jobs are paralyzed. At times painstaking decisions are made by them to make the show go on.

Other work values along intellectual achievement oriented dimension which are considered very important are:

1. A job which helps you gain maturity in decision making.
2. Feeling of self-worth in your job.
3. A work organization where programs are conducted for the improvement and occupational advancement of the employees.
4. A job which maximizes your potential.
5. Work assignments which give you opportunity to improve your skills.
6. Membership in work or professional organization which provides a greater chance for intellectual advancement.
7. A job which helps you to improve your academic and professional training.

Lowest in rank with an item mean of 4.46 or very important is "a boss who gets your opinion about your work." Although lowest in rank it is still very important for the respondents since they love to have a boss who once in a while confers with them on their needs and problems. Being consulted, gives them moral support, honor and prestige on their jobs. It makes them feel important members of the organization.

A category mean of 4.55 manifests that broadcasters have displayed very important work values along this dimension. It is fulfilling that at the end of their radio program they have reach out to people in all corners of the world that could be serviced by their network.

2.4 Interpersonal

Interpersonal Dimension	Item Mean	Descriptive Scale	Rank
1. A work organization which provides opportunity for social interaction among the employees.	4.82	Very Important	5
2. A place of work where everybody is friendly.	4.8	Very Important	6
3. Membership in work and/or professional organization which satisfies your need for acceptance.	4.59	Very Important	12
4. Working with people where the superiors have a personal concern for you.	4.9	Very Important	2
5. A place of work where the superiors have a	4.88	Very	3



personal concern for you.		Important	
6. A job which gives you opportunity to know more people and gain more friends.	4.7	Very Important	9
7. Working with people who do not gossip.	4.62	Very Important	11
8. Working with people who have pakikisama, i.e. who are yielding to the will of the leader or majority so as to make the group completely agree in decisions.	4.86	Very Important	4
9. Working with people who hold values which to a large extent is similar to yours.	4.68	Very Important	10
10. A job which enables you to develop close friendship with your colleagues.	4.73	Very Important	8
11. Working with people who mingle freely with most of the employees.	4.78		7
12. Working with people who are easy to get along with.	4.91	Very Important	1
Category Mean	4.77	Very Important	

The item ranked highest with an item mean of 4.91 or very important is “working with people who are easy to get along with.” This implies that the respondents prefer to be with people whom they can deal with easily; people who are cooperative, adaptable and flexible. They prefer people who are supportive of the programs and activities they manifest and uphold.

Second in rank with an item mean of 4.9 or very important is “working with people who are cooperative.” As revealed by the respondents the plans and actions to be implemented in a work organization would be useless if the people are not ready to support and acknowledge them. In fact in any work organization cooperation is needed for effective outputs.

Other interpersonal work value dimensions considered very important are:

1. A place of work where the superiors have a personal concern for you.
2. Working with people who have “pakikisama.”
3. A work organization which provides opportunity for social interaction among the employees.
4. A place of work where everybody is friendly.
5. Working with people who mingle freely with most of the employees.



Lowest in rank with an item mean of 4.59 or very important is “membership in work and or professional organization which satisfy your need for acceptance.” Although this was still considered very important it was ranked lowest because the respondents have very limited membership in professional organization. The only organization which they are members is Kapisanannmgma Broadcasters saPilipinas.

A category mean of 4.77 reveals that the respondents consider interpersonal value dimension scale as very important because without supportive, friendly and accommodating co-employees their efforts would all be in vain. The feeling of belongingness, friendly atmosphere and concern for everyone add ambiance to the work place.

2.5 Managerial

Managerial Dimension	Item Mean	Descriptive Scale	Rank
1. Work organization which gives you freedom to make decision on matters of which you are responsible.	3.89	Important	3
2. Working with superiors who train you to integrate and coordinate organization's resources toward the accomplishment of objectives.	3.85	Important	4
3. A boss who tells you about the overall plans of the organization and allows you to be involved in the implementation of this plan.	3.47	Neutral	6
4. A job which requires you to integrate the activities of people.	3.42	Neutral	7
5. A place of work which recognizes your ability to make human and physical resources of the work organization productive.	4.18	Important	1
6. A job which offers you opportunities to direct and implement tasks.	3.39	Neutral	8
7. A job which gives you more right and power over others.	3.79	Important	5
8. Working with superiors who make you feel that you are an important part of the organization.	4.12	Important	2
Category Mean	3.76	Important	

The highest rank is “a place of work which recognizes your ability to make human and physical resources of the work organization productive” with an item mean of 4.18 or important. Since the respondents are broadcasters whose task is to disseminate news and



information, they have to see to it that they really reach out to people by giving them correct and updated information. The human, physical and financial resources generated by the employees should be something they are to be commended since; it is really difficult to keep their standards of determination. Broadcasters should endeavour to be credible, sincere and honest in their delivery of public service, if they want people to patronize their program.

Second in rank is “working with superiors who make you feel that you are an important part of the organization” with an item mean of 4.12 or important. The respondents revealed that the feeling of belongingness, acceptability and sense of recognition are important ingredients to success. Broadcasters are happy to note that they are involved in the planning and implementation of goals they set for themselves and the community.

Third in rank is “work organization which gives you freedom to make decision on matters of which you are responsible” with an item mean of 3.89 or important. This implies that the nature of work of the broadcasters entail a lot of freedom in which they are ready anyway to suffer any consequence of their decisions. Broadcasters anyway take care in making decisions especially in airing or disclosing information that affect public interest.

Other work values considered important along managerial dimension are:

1. Working with superiors who train you to integrate and coordinate organizational resources toward the accomplishment of objectives.
2. A job which gives you more right and power over others.
3. A boss who tells you about the over-all plans of the organization and allows you to get involved in the implementation of this plan.
4. A job which requires you to integrate the activities of people.

Lowest in rank with an item mean of 3.39 or neutral is “a job which offers you opportunities to direct and implement tasks.” This implies the desire of to lean in implementing programs within their responsibility. However, the broadcasters are not power-oriented instead they are service conscious.

A category mean of 3.76 or important reveals that broadcasters manifest potentials for effective managership.

2.6 Material



Material Dimension	Item Mean	Descriptive Scale	Rank
1. A high salary/pay.	4.12	Important	7
2. A job which offers you many opportunities to earn extra money.	4.8	Important	8
3. Job security.	4.62	Very Important	1
4. A work organization which has a program for promotions and salary increases.	4.5	Very Important	4
5. A job which has security of tenure.	4.54	Very Important	3
6. Fringe benefits such as housing, SSS/GSIS, insurance, vacation leave, sick or study leave with pay, free sack of rice and others.	4.44	Very Important	5
7. A job which gives you prestige.	4.32	Very Important	6
8. A job which compensates your efforts well.	4.58	Very Important	2
Category Mean	4.4	Very Important	

The item of “job security” was ranked highest with an item mean of 4.62 or very important. This means that the broadcaster’s priority is security of tenure and safety. With job security they can be assured of their job, no matter happens. This means that the broadcasters want to stay permanent in their job that compensates their efforts well.

Second in rank is “a job which compensates your effort well,” with an item mean of 4.58 or very important. This implies that they want recognition and monetary equivalent commensurate to their efforts in upgrading their efficiency.

Third in rank is “a job which has security of tenure” with an item mean of 4.54 or very important. This means that with a security of tenure broadcasters are guaranteed of a lifetime stable source of income.

1. A work organization which has a program for promotions and salary increases.
2. Fringe benefits such as housing, SSS, GSIS, insurance, vacation, sick and study leave with pay.
3. A job which gives you prestige.

Lowest in rank is “a job which offers you many opportunities to earn extra money” with an item mean of 4.08 or important. This implies that the broadcasters do not mind earning extra pay. What is important is for them to gain prestige in their jobs and to have security of



tenure. Besides the nature of their job, do not provide them with sufficient time for moonlighting.

A category mean of 4.4 or very important implies the broadcasters' strong attachment to material values which is essential for physiological survival.

2.7 Occupational

Occupational Dimension	Item Mean	Descriptive Scale	Rank
1. A job which allows you to help those in need of your service.	4.12	Very Important	3
2. A job which is in line with your education and training.	4.86	Very Important	1
3. A job of which you are fully knowledgeable.	4.83	Very Important	2
4. A job which is in line with your interest.	4.74	Very Important	4
5. Working with superiors who are fair in their dealing with their subordinates.	4.62	Very Important	6
6. A job which gives authority proportionate to your position.	4.52	Very Important	7
7. Working with people who recognize your merit.	4.68	Very Important	5
8. Working with honest superiors.	4.18	Very Important	8
9. A job which gives you opportunities for occupational growths.	4.9	Very Important	9
10. A job which maximizes the use of your training and education.	4.2	Very Important	10
Category Mean	4.53		

The item on a "job which is in line with your education and training" is ranked highest with an item mean of 4.86 or very important. This implies the broadcaster's awareness of the importance of professional training and preparation before assuming a job. This further means the importance of professional readiness in the practice of one's job, as an old adage states that "one cannot give what he does not have." Although many of the broadcasters are not mass communication graduates, or journalists, they are upgraded and updated in terms of knowledge and skills of broadcasting by attending seminars and conferences in broadcasting.



Second in rank is “a job of which you are fully knowledgeable” with an item mean of 4.83 or very important. This rating supports the earlier statement of the importance of education and training in one’s job. For any work or occupation to succeed, expertise is necessary in order for one to give his best.

Lowest in rank with an item mean of 4.02 or important is “a job which maximizes the use of your training and education.” Although the broadcasters are educationally qualified, their skills and trainings are not used to the fullest, since the nature of their job simply requires broadcasting which do not require complicated skills. The broadcasters are either highly qualified or under qualified as some of them are Master’s degree holders and college graduate.

A category mean of 4.53 reveals that the broadcasters are equipped with very important work values on occupation dimension which could propel them to success. Due to their skills and interest they can become world class broadcasters.

2.8 Organizational

Organizational Dimension	Item Mean	Descriptive Scale	Rank
1. A work organization which is able to motive its employees to follow policies.	4.16	Important	5
2. A work organization where management exerts effort to make employees be aware of issues affecting them.	4.57	Very Important	6
3. A work organization of which you are proud of being a member.	4.86	Very Important	1
4. Membership in organizations to direct and implement tasks.	7.04	Important	6
5. Working with people who show concern for your well-being.	4.72	Very Important	3
6. Working with superiors who are aware of issues affecting workers.	4.79	Very Important	2
Category Mean	4.52	Very Important	

The item on “a work organizations of which you are proud of being a member” was ranked highest with an item mean of 4.86 or very important. This implies that the respondents are very proud of being broadcasters. Although they are sometimes accused of being bias and subjective for broadcasting news items that are not verified to be true and correct, they are



still very proud that people run to them for public service. The broadcasters are proud that they are into this prestigious profession.

Second in rank with an item mean of 4.79 or very important is “working with superiors who are aware of issues affecting workers.” This implies the fondness of broadcasters have towards their superiors for continuously working for their benefits, including hazard pay and insurances.

It is worthy to note that broadcasters also value working with people who show concern for their well-being. They take cognizance to superiors who support them for the attainment of their goals. They love work organizations where the management exerts effort to make the employees be aware of issues affecting them. They love managers who support them towards quest for truth.

Lowest in rank with an item mean of 4.04 or important is “membership in organizations to direct and implement tasks.” Although membership in organizations adds to one’s prestige, the broadcasters have a very limited opportunity to join clubs and organizations.

A category mean of 4.52 or very important reveals that broadcasters have very important work values along organizational dimension that could make the broadcast industry an efficient public service which will ultimately in the acceptance of public service as public trust.

2.9 Religion

Religious Dimension	Item Mean	Descriptive Scale	Rank
1. A job which gives you time to attend to your church and other religious activities.	3.81	Important	6
2. Working with God-fearing superiors.	3.87	Important	5
3. A job which does not place you into situations which you are in conflict with your religious convictions.	3.9	Important	4
4. A work organization where you are able to stand for your religious principles regardless of the consequences.	4.02	Important	3
5. A job which offers you opportunities to serve God and be close to Him.	4.21	Very Important	2
6. Working with people who have the same religious beliefs as you have.	3.43	Important	7
7. A place of work where you are allowed to exercise your religious beliefs.	4.28	Very Important	1
Category Mean	3.93	Important	



The item on “a place of work where you are allowed to exercise your religious beliefs” was ranked highest with an item mean of 4.28 or very important. This implies the importance of religious freedom, where broadcasters could manifest their faith in God without interfering with the religious beliefs of others. This also confirms that the religious freedom practices in the Philippines are free to exercise for as long as nobody is disturbed in its practice.

Second in rank with an item mean of 4.21 or very important is “a job which offers opportunities to serve God and be close to Him.” This implies the position of broadcasters that in choosing a job, they also consider time schedules, so they can have adequate and quality time to attend masses, religious services and novenas to praise their God.

Third in rank is “a work organization where you are able to stand your religious principles regardless of the consequences” with an item mean of 4.02 or important. The broadcasters revealed that they are willing to uphold their religious beliefs and ready to defend their principles it propagates if there be a need for it.

Other religious work values considered important are: a job which does not place you into situations which you are in conflict with your religious convictions, working with God-fearing superiors and a job which gives you time to attend to your church and other religious activities.

Lowest in rank with an item mean of 3.43 or important is “working with people who have the same religious beliefs as you have.” This was rated lowest because, the broadcasters are aware that due to religious freedom in the Philippines, similarities in religion in an organization would be nil, hence this rating. Besides it’s not important whether broadcasters have different religious beliefs, for as long as they can get along with each other easily.

A category mean of 3.93 implies that broadcasters maintain close relationships with their God who is responsible for their safety, morality and spiritual well-being.

2.10 Variety

Variety Dimension	Item Mean	Descriptive Scale	Rank
1. A job which requires you to deal with different kinds of people.	3.49	Important	4
2. Work assignments which are not boring and tedious.	3.79	Important	2
3. Varied work assignments.	4.09	Important	1



4. A work organization which encourages employees to engage in recreational activities to break the monotony of work routine.	3.63	Important	3
Category Mean	3.75	Important	

Ranked highest is “varied work assignments” with an item mean of 4.09 or important. This implies the versatility of broadcasters in their work. They do not only broadcast but also research and write news items. They can emote, dramatize and role-play varied personalities. This to them is an important work value, for it continuously challenge them to do better.

Second in rank is “work assignments which are not boring and tedious” with an item mean of 3.79 or important. Although the broadcasters have regular radio programs of some title, it is not boring but rather entertaining for them, because every day new things and new techniques are disclosed. The broadcasters also have a work organization which encourage employer to engage in recreational “activities to break the monotony of work routine. This according to the broadcasters makes their work enjoyable.

Lowest in rank with an item mean of 3.49 or important is “a job which requires you to deal with different kinds of people.” Although they do not really personally meet the people they are to interact with, their influence is far and wide depending upon the network of the radio station; thus to take the broadcaster personally meeting different kinds of people was rated last.

A category mean of 3.75 or important reveals that broadcasters are multi-talented. Hence, possess variety of work values essential for a well-rounded personality.

3. OVER-ALL WORK VALUE LEVEL OF THE RESPONDENTS

Work Value Scale	Category Mean	Descriptive Scale	Rank
Interpersonal	4.77	Very Important	1
Intellectual-Achievement-Oriented	4.55	Very Important	2
Occupational	4.53	Very Important	3
Organizational	4.52	Very Important	4
Material	4.4	Very Important	5
Familial	4.2	Very Important	6
Environmental	4.15	Important	7
Religious	3.93	Important	8
Managerial	3.76	Important	9
Variety	3.75	Important	10
Overall Category Mean	4.26	Very Important	



Interpersonal work value dimension is ranked highest with a category mean of 4.77 or very important. This implies that broadcasters are working with people who are easy to get along with, cooperative and have superiors who have personal concern for them. They work with people who have “pakikisama,” a work place where everybody is friendly and have opportunities for social interaction. The interpersonal dimension prioritizes good working relationships between and among broadcasters including their clients.

Second in rank is intellectual-achievement oriented with a category mean of 4.55 or very important. This means that they prefer jobs which give them a feeling of worthwhile accomplishments, work assignments which are challenging enough to motivate employees continuously, opportunity for independent thought and action and maturity in making decisions. It stresses the extreme need to have a job that enhances ones academic freedom and professional training.

Third in rank is occupational dimension with a category mean of 4.53 or very important. This implies the need for education and training in one’s job, a job which one is knowledgeable, a job which is in line with one’s interest and working with people who recognize their merit. It also implies the need for fair dealings of superiors with their subordinates and the commitment towards public service.

Fourth in rank is organizational with a category mean of 4.52 or important. This reveals the desire of being proud of one’s work organization, working with superiors who are aware of issues affecting them, working with people who show concern for their well-being, and work organizations that motivate its employees to follow policies.

The broadcasters also possess material and familial work values like: job security, a job which compensates their efforts well, a job which has security of tenure and for familial are: a job which their family approves of, work assignment which does not pull them away from their family and a job which gives them enough time to attend to the needs of their family.

Other work value scales considered to be important are environmental, religious and managerial. This means that the respondents are health conscious, God-fearing and full of enthusiasm. They are not only resourceful but also service oriented rather than power oriented.

Lowest in category mean is variety dimension which implies that the respondents are versatile, only that their time schedule to participate in varied activities is limited.



An over-all category mean of 4.26 or very important reveals that as a whole the broadcasters possess very important Filipino work values which are necessary for effective mass media dissemination. As a whole therefore the over-all level of work values of AM radio broadcasters is generally wholesome that could spur effective and productive organizational performance.

4. DIFFERENCE OF WORK VALUES OF RESPONDENTS GROUPED ACCORDING

TO:

4.1 Age

Work Values/ Age	2-25	26-30	31-35	36-40	41-45
Environmental	4.50	3.90	4.15	4.44	3.83
Familial	4.11	4.40	3.80	4.24	3.91
Intellectual-Achievement	4.48	4.50	4.33	4.23	4.33
Interpersonal	4.33	4.20	3.67	4.26	4.22
Managerial	4.14	4.18	4.03	4.15	4.17
Material	4.16	4.0	4.23	4.32	4.09
Occupational	4.25	3.6	3.83	4.47	4.03
Organizational	3.52	3.60	3.73	3.30	3.76
Religion	3.79	3.82	6.65	3.43	3.89
Variety	3.67	3.53	3.80	3.66	3.38
Category Mean	4.10	3.97	3.92	4.05	3.96

$F_{cv} = 5.48$

Decision = Reject H_0

$F_{tv} = 2.76$

L.S. = 0.05

The computed F-test value is 5.48 which is greater than the F-tabular value of 2.76 at 0.05 level of significance. Since the F-test is greater than the tabular value at 0.05 level of significance then the hypothesis is rejected, hence, there is a significant difference between the respondents work values and their age. This implies that age affects the work values of the AM radio broadcasters. It further means that the age level of respondents influence their work value patterns. The data may also imply that either the younger or older the AM radio broadcasters are, the better or more wholesome are their work values.

4.2 Sex

Work Values/ Sex	Male	Female
Environmental	4.26	3.5
Familial	4.12	4.16
Intellectual-Achievement	4.28	4.41
Interpersonal	4.20	4.52



Managerial	4.14	4.03
Material	4.22	4.50
Occupational	4.29	3.50
Organizational	4.23	3.09
Religion	4.14	4.00
Variety	3.99	3.78
Category Mean	4.19	3.95

$F_{cv} = 0.79$

Decision = Accept H_0

$F_{tv} = 4.41$

L.S. = 0.05

The computed t-test value is 0.79 which is lesser than the tabular value of 4.41 at 0.05 level of significance. Since the t-test value is lesser than the tabular value at 0.05 level of significance, then the hypothesis is accepted, hence there is no significant difference between the work value patterns of AM radio broadcasters and their sex. This implies that sex in anyway does not influence the work values of AM radio broadcasters. Both have similar work value patterns.

4.3 Civil Status

Work Values/ Civil Status	Single	Married
Environmental	4.07	4.36
Familial	4.01	4.19
Intellectual-Achievement	4.20	4.34
Interpersonal	4.08	4.28
Managerial	3.99	4.23
Material	4.10	4.28
Occupational	4.10	4.35
Organizational	4.19	4.22
Religion	4.02	4.22
Variety	3.69	4.19
Category Mean	4.05	4.27

$F_{cv} = 0.34$

Decision = Accept H_0

$F_{tv} = 1.744$

L.S. = 0.05

The t-test computed value is 0.34 which is lesser than the tabular value of 1.74 at 0.05 level of significance. Since the t-test computed value is lesser than the tabular value at 0.05 level of significance, then the hypothesis stated earlier is accepted, hence there is no significant difference between the work values of AM radio broadcasters and their civil status. It means therefore that civil status does not affect the work values of the respondents. AM radio broadcasters whether single or married have similar work values.



4.4 Highest Educational Attainment

Work Values/ Highest Educational Attainment	College Undergraduate	College Graduate	With Masters Degree Units
Environmental	3.35	4.36	3.71
Familial	2.55	4.29	4.00
Intellectual-Achievement	3.40	4.41	3.00
Interpersonal	3.05	4.33	4.00
Managerial	3.70	4.21	3.43
Material	3.70	4.30	3.43
Occupational	4.20	4.29	3.24
Organizational	3.95	4.24	4.00
Religion	4.05	4.16	3.86
Variety	3.55	4.07	3.14
Category Mean	3.55	4.27	3.58

$F_{cv} = 8.81$

Decision = Reject H_0

$F_{tv} = 3.10$

L.S. = 0.05

The F-test computed value is 8.81 which is greater than the F-tabular value of 3.10 at 0.05 level of significance. Since the F-test computed value is greater than the tabular value at 0.05 level of significance, then the hypothesis is rejected, hence there is a significant difference between the work values of respondents and their highest educational attainment. This implies that highest educational attainment of respondents affects or influences their work values. This further means that the higher educational attainment of respondents the more wholesome work values they exhibit.

4.5 Religion

Work Values/ Religion	Roman Catholic	Iglesia ni Kristo	Born Again	Assemblies of God
Environmental	4.50	4.36	4.23	4.20
Familial	4.00	4.13	4.19	3.96
Intellectual-Achievement	4.50	4.28	4.27	4.27
Interpersonal	3.50	4.10	4.27	4.11
Managerial	4.50	3.80	4.25	4.07
Material	4.00	4.13	4.33	3.96
Occupational	4.50	3.97	4.38	4.13
Organizational	5.00	3.74	4.30	4.22
Religion	4.50	3.67	4.33	4.04
Variety	4.00	3.54	4.13	4.00
Category Mean	4.3	3.95	4.26	4.09

$F_{cv} = 16.83$

Decision = Reject H_0

$F_{tv} = 2.37$



L.S. = 0.05

The F-computed value is 16.83 which is greater than the F tabular value of 2.37 at 0.05 level of significance. Since, the F computed value is greater than the tabular value at 0.05 level of significance, then the hypothesis is rejected hence, there is a significant difference between the work values of respondents and their religion. This implies therefore that religion influences one work values. The influence in one work values however depends upon the teachings of the respondent's religion.

4.6 Ethnic Group

Work Values/ Ethnic Group	Ibanag	Itawes	Ilocano	Ibaloi	Kalinga
Environmental	4.10	3.85	4.36	4.00	4.00
Familial	3.77	3.60	4.30	4.50	4.70
Intellectual-Achievement	4.04	3.75	4.57	3.50	3.40
Interpersonal	3.94	3.75	4.36	3.50	3.40
Managerial	4.06	3.90	4.26	5.00	3.60
Material	4.00	4.65	4.19	3.50	3.60
Occupational	3.96	4.00	4.39	4.00	4.00
Organizational	3.94	4.10	4.31	4.50	4.60
Religion	3.73	4.05	4.29	5.00	3.80
Variety	3.96	3.95	4.08	3.50	3.60
Category Mean	3.95	3.96	4.31	4.01	3.60

Fcv = 10.63

Decision = Reject Ho

Ftv = 2.37

L.S. = 0.05

The F-test computed value is 10.63 which is greater than the F-tabular value of 2.37 at 0.05 level of significance. Since, the F-test value is greater than the tabular value at 0.05 level of significance, then the hypothesis earlier advanced is rejected, hence there is a significant difference between the respondents work values and their ethnic groupings. This implies that ethnic groupings affect the respondent's work values. It further means that the Ybanags, Itawes, Ilocano, Ibalois and Kalingas have work values distinct of their culture.

4.7 Length of Service

Work Values/ Length of Service	1-3	4-6	7-9	10-12	13-15
Environmental	3.83	4.57	3.58	4.21	3.96
Familial	3.71	4.24	4.26	4.13	4.18
Intellectual-Achievement	4.12	4.49	3.71	3.57	4.17
Interpersonal	4.10	4.32	3.87	3.59	4.25
Managerial	3.83	4.32	3.90	3.56	4.09



Material	3.98	4.41	3.74	3.58	3.96
Occupational	4.19	4.40	3.87	3.84	3.94
Organizational	4.14	4.34	3.87	3.86	4.04
Religion	3.64	4.09	4.13	3.75	3.79
Variety	3.4	4.26	3.61	3.55	4.07
Category Mean	3.89	4.34	3.85	3.76	4.04

Fcv = 0.54

Decision = Accept Ho

Ftv = 2.76

L.S. = 0.05

The F-test computed value is 0.54 which is lesser than the F-tabular value of 2.76 at 0.05 level of significance. Since the F-test computed value is lesser than the tabular value at 0.05 level of significance then the hypothesis is accepted, hence there is no significant difference between the work values of respondents and their length of service. This implies that length of service does not affect the respondent's work values. It further means that whether respondents have long or short years of service as AM radio broadcasters their work values are still the same.

CONCLUSIONS:

On the basis of the foregoing findings, the conclusion is hereby derived:

The Filipino Work Value Scales (FWVS) is an instrument designed to determine the work values of people from various walks of life. It is a tool peculiar to our own culture and to our cultural needs which really assess Filipino work values. Due to its nature, it can provide managers and AM radio broadcasters with a framework for understanding the behaviour of other broadcasters and themselves. This is a need to focus on reviewing the Filipinos' respect for human life and individuality. Recognizing that values are better caught than taught, there is a need for value clarification, modification and internalization especially for AM radio broadcasters since they are role models and they cannot be conduits of values which they themselves have not chosen and internalized.

The study shows that the work values of the AM radio broadcasters are relatively positive and that they value very much their job, that's why they are productive. It is likewise revealed that the AM radio broadcasters value most interpersonal dimension followed by intellectual achievement oriented, occupational and organizational value dimension, which reveals that although they are versatile, they lack the time to participate in varied activities because of the nature of their job.



From the result of the study, it was revealed that age, highest educational attainment, religion and ethnic grouping affect the work values of broadcasters.

RECOMMENDATIONS:

In the light of the foregoing findings and conclusions, the following recommendations are made:

1. Values clarification among the AM radio broadcasters should be made in order to re-align their work values.
2. Transparency in the assigning or giving of promotions and incentives in order to achieve smooth interpersonal relationship among broadcasters should be practice at all times.
3. Human resource management programs on values formation should be regularly conducted.
4. Since majority of the AM radio broadcasters are young, they should be encouraged to pursue graduate school program in order to update themselves, especially the nature of their job requires a well-informed broadcaster.
5. Since the result of the FWVS under religious is only rated to be important, the broadcasters should be reminded to put God first in their midst, before anything else, in order for them to be guided in their decisions.
6. Recreational activities for AM radio broadcasters should be regularly provided to break the monotony of their job.
7. Promotions among AM radio broadcasters should also be based on work values, a part from performance.
8. In the recruitment of broadcasters, their work values should be assessed thoroughly since they will be helping in making public opinion.
9. A follow-up study in a wider area should be done.

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