

INTRODUCTION



Did you know that “Ka” Ernie Baron helped educate millions of ordinary Filipinos on topics of history, science, and even traditional herbal medicine?

In the 1960s he was the anchor (host) and scriptwriter for his program “*Mga Gintong Kaalaman*” on DZAQ; in this show he would dazzle his many followers with bits of information on a large amount of different topics. In 1987, he started the program “Knowledge Power” on DZMM, and this brought him a larger audience.



Ernie Baron; from wikimedia

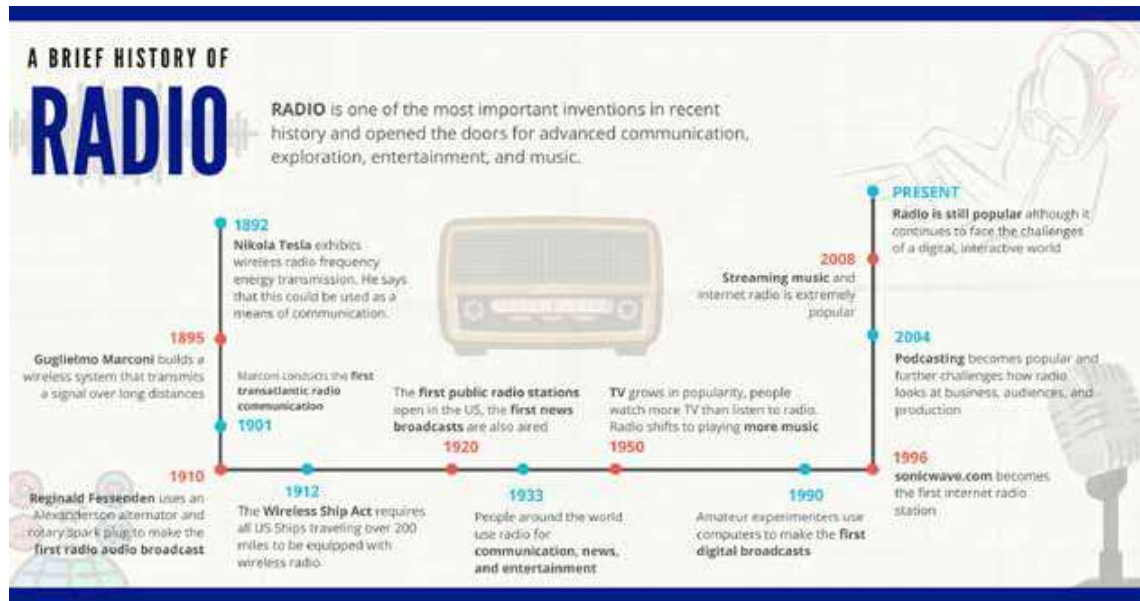
In his show audiences would call in to ask him a maximum of two questions. These questions were pre-screened by his staff to ensure that the caller stayed within the topic being discussed. In many cases audience members would call in with the intention of tricking him or catching him without a proper answer; many times he would also answer jokingly, especially if it was a question he had answered over and over again. Ernie Baron always had the answers to these questions.

In the 1990s he began doing the weather on TV Patrol and he used the end of his report to share new information and trivia to the viewers, he would then always end his report with his famous “*ang inyong lingkod, Ernie Baron*” with his very unique style of speaking.

In his 40 years on radio, Ka Ernie did not just bring knowledge and information to Filipinos, but he made learning fun and enjoyable for his listeners. He passed away in 2006, but will always be remembered by his listeners as the Walking Encyclopedia.

LESSON 1

THE HISTORY OF RADIO



Despite the advancement of digital technology, internet radio and streaming services (e.g. Spotify), and the shifting of audiences, radio continues to be an important and relevant medium for communication, news and information, and entertainment.

Traditional radio is still very popular because it is portable; whether it is a transistor radio, mobile phone, or car stereo, radio as a medium is adaptable and easy to carry around meaning it can be accessed almost anywhere.

It is also free. Still relying on the classic business of selling advertising, radio is still free and accessible to all. This “free to listen” format also makes it inclusive, allowing rich and poor, strong or with a disability, young or old, to listen and enjoy its content.

Radio in the Philippines

The actual beginnings of radio in the Philippines is attributed to a certain Mrs. Redgrave who did a test broadcast from Nichols Field (now Villamor Air Base in Pasay City) in 1922 using a 5-watt transmitter. This could very well have also been the very first radio transmission in Asia.



President Manuel L. Quezon, at his inauguration addressing the nation and broadcast on KZRM in November, 1935. Photo from the US Office of War Information, public domain.

Formal records also name Henry Herman Sr. as a pioneer in Philippine radio. He was a former American soldier and owner of the Electrical Supply Company; in June of 1922 he made test broadcasts from 3 separate transmission stations. In 1924, Herman replaced his test transmitters with a 100-watt transmitter and called his station KZKZ. In October 1924, he transferred ownership of KZKZ to the Radio Corporation of the Philippines (RCP).

In 1929 RCP put up the first radio station outside Manila with KZRC Radio Cebu using a 1-kilowatt (1,000 watts) transmitter.

The station was later bought by Manila Broadcasting Company and called DYRC.

In 1931 the Radio Control Law was passed which designated the Radio Control Board to regulate, license, and allocate radio frequencies in the country. Radio as an industry grew with KZMB and KZRH starting operations in 1933.

During this time radio programming in the Philippines followed the American format and style; all the stations during this time were owned by Americans, and the advertising and business model followed those of American radio.



KZRH continued to broadcast during the Japanese occupation. In this photo an American officer makes an announcement to listeners while a member of the Japanese Censorship Office supervises to ensure he remains on-script. Photo from Manila Broadcasting Company on www.manilabroadcasting.com.ph

In the early 1940s, sometime towards the end of World War II, the US Office of War Information operated a mobile radio station from inside a submarine. Called KZSO, its mission was to send updated information and messages on the ongoing battles against Japan. The transmitter was then brought to Manila by USAFFE forces that landed in Lingayen and it was set up in the Far Eastern University where it helped in the liberation of the country, and eventual occupation by the United States of post-war Philippines.



Francisco "Koko" Trinidad is considered the "Father of Philippine Radio" and pioneered the use of radio for education in the Philippines. Here he is with his wife Lina Flor who was the writer of the very popular radio drama Gulong ng Palad. Photo from The Kahimyang Project at www.kahimyang.com

After WWII KZSO (which had been renamed KZFM) was turned over to the Philippine Government. In 1946 the Manila Broadcasting Company (owned by Filipinos) took over KZRM and KZRH and these were later renamed DZMB and DZRH respectively. These radio stations continue to entertain and inform Filipinos nationwide.

In 1947 radio pioneer Francisco "Koko" Trinidad represented the Philippines at the International Telecommunications Union in the United States. There he lobbied hard for the call letters (the first or first two letters)

assigned to the Philippines to be changed from the American "KZ" to "RP" to recognize the newly independent nation. This request was denied. Instead the ITU allowed the Philippines to use the call letter "D" which was taken from Germany as punishment for using radio to spread Nazi propaganda. By 1952, all radio stations in the country were using the call letter "D" to designate them as licensed Philippine radio broadcasts.

In September of 1972, the declaration of Martial Law closed down most independent radio stations, leaving only those controlled by the government or government agencies. As the years went on, other radio stations opened or re-opened, but this time supervised by the Bureau of Broadcasts under the Department of Public Information.

In February 1986, radio proved to be the crucial tool that toppled a dictator. It was on Radio Veritas, with its transmitter in Bulacan, that Jaime Cardinal Sin made an impassioned plea to the people to gather on EDSA to support the moves by members of the government to break away from Marcos. The rest, as they say, is history.



In February of 1986, when the EDSA Revolution was happening, DZRH was the only station that aired a detailed account of the ouster of Ferdinand Marcos. Photo from Manila Broadcasting Company on manilabroadcasting.com.ph

The EDSA Revolution of 1986 ushered in a new government and a renewed

freedom of expression and protected right to free speech. In 1986, after being shut down by the Marcos regime, ABS-CBN re-launched DZMM which eventually became one of the country's largest radio networks. Today the National Telecommunications Commission reports that there are more than 1,600 AM and FM radio stations around the country. This does not include the hundreds or even thousands of amateur and "pirate" (unregistered or unlicensed independent radio broadcasts) radio stations, as well as artists, musicians, and personalities that conduct podcasts and online music shows using the internet or other broadcast means.

THE RADIO MEDIUM



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Radio as a Medium is a form of communication that allows the listeners to receive information or entertainment directly. The word 'medium' originates from the same word as 'mediate' - meaning 'to come between'. In this instance, Radio becomes in between the one that actually helps put across information and creates a bridge between the source and the listeners. Others include Newspapers, Books, Telephones, Television, including Radio these are all called Mass Media.

Radio is a medium that uses sound and music that is why when you listen to a radio play, you heard a description of a scene, you are now able to imagine and "picture" it in your head. For the general public, radio is an affordable entertainment. Even for those in the developing world, a radio is often of the first items that is bought for a household. The basic elements of program production are quite cheap too, especially compared to television production. And because Radio frequency can reach wide and further. This is the most preferred medium especially when transmitting news and information.

Radio is known for its two channels. Divided respectively as AM or Amplitude Modulation and FM or Frequency Modulation these channels are types of modulation. The difference between these two is that FM utilizes higher recurrence range and a greater transmission capacity than AM. Every FM station is distributed 150 kHz of data transmission, which is multiple times that of an AM station. This implies that a FM station can send 15 fold the amount of data as an AM station and clarifies why music sounds such a lot of better on FM. And that is why our FM carries the music and light radio formats and news, drama and other formats are carried by AM.

The downside or weaknesses of Radio is considered a lot these days because of technology and other factors such as the non-visual form of communication and it relies heavily on description or descriptive form of writing. For example, we cannot demonstrate or do demos to show how to do something. One of the downsides of radio is that if the listener misses it then it is lost forever, the radio disc jockeys don't exactly repeat what they announce, most of the time. And because Radio, relies on sound and music you cannot simply play anything just because you feel like it. In this instance, you need to consult with FilSCAP (Filipino Society of Composers, Authors and Publishers) when you're dealing with sound and music. FilSCAP is a filipino organization that coordinates with musicians and record labels for managing usage rights and collecting royalties from the use of their music. This is not actually a downside, but rather an extra note to work on when you're dealing with public broadcasting. After all It is the protection of every musician to have their materials protected.

What Radio does to the majority of the public is it entertains them, providing relaxation and creates some sort of companionship making the general public think away from the problems and anxieties.

- Radio *informs* and processes information about employment and services fast and efficient. Providing a lot of ideas and opportunities.
- Radio *educates*. It reaches out to meet all forms of learning needs of people who want to grow in knowledge. In fact, with the current pandemic situation, most of the public schools have turned radio stations into a tool to teach students, far and wide around the country.