



Republic of the Philippines
Province of Cagayan
MUNICIPALITY OF CLAVERIA

OFFICE OF THE LOCAL CHIEF EXECUTIVE
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EXECUTIVE ORDER NO. 23A
Series of 2019

REORGANIZING THE COMMUNITY RADIO COUNCIL

WHEREAS, Claveria, Cagayan is the northern most point of Luzon in the Province of Cagayan, a 3rd class municipality with 41 barangays.

WHEREAS, Claveria is endowed with vast agricultural plains and rich bodies of water making farming and fishing the residents' main sources of income;

WHEREAS, on January 5, 2010, a Memorandum of Agreement (MOA) was made and entered into by and between the National Nutrition Council (NNC) and the Municipal Government of Claveria to put up a Nutriskwela Community Radio Station, now known as 97.7 Mhz Radyo Kalugaran community FM.

WHEREAS, the Nutriskwela Community Radio is a recognized member of the Municipal Development Council (MDC) of Claveria, Cagayan;

WHEREAS, the Community Radio Council shall function as an advisory/consultative group on all matters regarding station direction and programming.

WHEREAS, there is a need to reorganize the community radio council who shall be composed of representatives from the major sectors of the community such as farmers, fisher folk, women, the youth, the elderly, indigenous communities, educators, religious and the local governments.

NOW THEREFORE, I, CELIA T. LAYUS, MD, Municipal Mayor of Claveria, Cagayan, by virtue of the authority vested in me by law, do hereby order the immediate creation of the Community Radio Council;

Section 1. Composition of the Community Radio Council. The Community Radio Council shall compose of the following:

Chairman : Hon. Fredelino D. Agpuldo, CPA, MPA
Vice-Chairman : Engr. Edgar B. Llapitan
Secretary : Mrs. Rebecca C. Caliva
Treasurer : Mr. Jayzon Sacro
PRO : Mr. Justino Naceno Jr.
Members- Committee on Programming:
Chairman : Rebecca C. Caliva
Members : Rodolfo Tambio Sr

Darwin Leo Galzote
Justino Naceno Jr
Ptr. Leonardo Ubaldo

Members- Committee on Promotions:

Chairman : SFO3 James C. Duterte
Members : Hon. Floramante Nebab Sr.
Jayzon Sacro
PCRIS Ediemar A. Asuncion

Members- Committee on Resource Generation:

Chairman : Mr. Jeffrey L. Salmon, CPA
Members : Violeta T. Tajon
Joanne Hazel A. Neyra
Norilyn A. Ababa
Rebecca D. Ancheta

Members- Committee on Community Service:

Chairman : Mr. Joselito Aguirre
Members : Mr. Remar Agcaoili
PSMS Bryan U. Galut
Mr. Richard Asuncion
Constancia Balintec

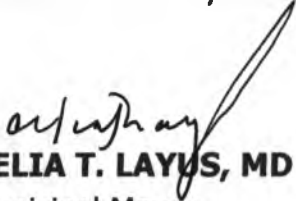
Section 2. Functions of the Community Radio Council. The Municipal Community Radio Council shall have the following functions:

1. The Community Radio Council (CRC) shall function as an advisory/consultative group on all matters regarding station direction and programming. The CRC shall be composed of representatives from the major sectors of the community such as farmers, fisher folk, women, the youth, the elderly, indigenous communities, educators, religious and the local governments.
2. The station manager should:
 - a. Ensure that the policies set by the radio station are being observed and followed;
 - b. Implement the approved plan of the station;
 - c. Ensure the continuous and orderly conduct of the daily programs of the radio station;
 - d. Consult the Community Radio Council on the operations of the station;
 - e. Assign specific duties and responsibilities to the radio station staff;
 - f. Coordinate with the Program Manager on the monitoring of the program schedules; and
 - g. Maintain linkages with the National Nutrition Council.
3. The Program Director/Manager:
 - a. Supervise the day-to-day operation of the station;
 - b. Ensure that nutrition is included in the weekly program of the station and that time allocated to discussion is not less than 30% of the air time;
 - c. Review the content of each program; and
 - d. Ensure that program schedule is followed.
4. Announcer shall adhere to the additional policy of the station and broadcasting ethics and well-informed of updates on local and national issues;

5. The news director shall review gathered news before airing and ensure that there is a balance of local and national news;
6. Writers should prepare news and features gathered from reliable sources and validate information collected; and
7. Radio technician should:
 - a. be licensed by the National Telecommunications Commission;
 - b. should check the equipment before and after his/her duty and maintain the broadcast equipment; and
 - c. Shall duly accomplish the transmitter logbook. The technician will take care of the program from sign- on to sign – off.

Section 3. Effectivity. This Executive Order shall take effect immediately upon signing and shall remain in force unless otherwise revoked.

Done this 8th day of October, 2019 at Claveria, Cagayan.


CELIA T. LAYUS, MD
Municipal Mayor

*need
Stamps*

97.7 Mhz Radyo Kalugaran Community FM

Municipality of Claveria, Cagayan

History

On 5 January 2010, MQ Mediazone Productions facilitated the forging of a Memorandum of Agreement between the National Nutrition Council (NNC) and the Municipal Government of Claveria to put up a Nutriskwela community radio station, now known as 97.7 Mhz Radyo Kalugaran Community FM. Kalugaran is an Ilocano word for townfolk.

Claveria is at the northernmost point of Luzon in the province of Cagayan. It is a 3rd class municipality with a population of 30,275 people in 5,767 households (2002 census). It is politically subdivided into 41 barangays.

Claveria is endowed with vast agricultural plains and rich bodies of water making farming and fishing the residents' main sources of income.

The NNC-Claveria LGU MOA was signed by NNC Executive Director Assistant Secretary Maria-Bernardita T. Flores and Claveria Mayor Dr. Celia Layus, M.D.

The Claveria Municipal Government, in turn, entered into an agreement with the Grassroots Multi-purpose Cooperative (GMC). GMC is represented by its Chair, Inocencio Tablada, Jr.

For more than three decades, GMC has provided credit for Claveria's agricultural workers, laborers, and displaced wage earners. Its commitment to assist and serve the grassroots has spawned a strong financial lending service as well as facilities for trading and marketing.

In its many years, GMC has established a reputation based on mutual trust, confidence and respect. The cooperative's operation reaches as far as some parts of Apayao and the Ilocos provinces.

Aside from innovative economic reforms, Mayor Layus affirms her commitment to implement health and nutrition programs. As a partner in the newly established community radio station, Mayor Layus looks forward to the total eradication of malnutrition in Claveria. She is confident that Radyo Kalugaran broadcasting relevant and timely health and nutrition information will inculcate good practices among the population. Mayor Layus also believes that community radio is a powerful tool to promote Claveria's tourism industry.



A training-workshop was conducted 4-6 January 2011. The 37 participants included representatives from civil society groups, educators, health workers, municipal nutrition officers, barangay nutrition scholars, local business, local radio stations and representatives from the local government unit.

The 3-day schedule of activities covered detailed presentations on Radio Community Broadcasting with emphasis on broadcasting tools and their actual applications, including writing for news, radio plugs, reporting and a discussion on the Broadcast Code of Ethics. Test broadcasts were held simultaneously with the hands-on training.

On the second day of the training-workshop, Assistant Secretary Flores formally launched Radyo Kalugaran at the top Floor of the GMC Building.



At the launching, Assistant Secretary Flores reiterated the importance of proper dissemination of health and nutrition information. She said that the NNC believes in the power of media to inform and educate, particularly radio which has the capability to inexpensively but instantly deliver timely information to the poor and less advantaged and even in far flung areas.

On the third day, after the training-workshop, the participants elected from among themselves officers to Community Radio Council (CRC) and Station Operation Management. These officers were sworn in by Assistant Secretary Flores.

The Radyo Kalugaran CRC officers are:

CHAIRMAN: ELIZER SIMON

VICE CHAIRMAN: CORAZON ESTORQUIA

SECRETARY: TEDDY BALANAY

BOARD OF DIRECTORS:

1. YOUTH: CHRISTIAN CALIBOZO
2. FISHERFOLK: ALEX AGRA
3. PEACE & ORDER: MAJ. ALEX DELOS SANTOS
4. SENIOR CITIZEN: PABLITO PLANTA SR.
5. RELIGIOUS: NELIA HILARIO
6. WOMEN'S GROUP: AURELIA MAGABILIN
7. FARMERS: RODOLFO TAMBIO SR.
8. HEALTH (BNSHW): CONSTANCIA BALINTEC

While the Radyo Kalugaran station management is composed of:

STATION MANAGER: INOCENCIO TABLADA

PROGRAM MANAGER: SB RICHMOND JAY TUMANENG

BROADCASTERS: AMELIA PERDIDO and GIRLIE CATULIN

TECHNICIAN: CHARLIE BAUTISTA

Radyo Kalugaran

Published: 07 November 2017

DZND-FM 97.7 MHz
Region II - Claveria, Cagayan Valley

Claveria is a third class municipality in the province of Cagayan.

According to the 2015 Census of Population of Philippine Statistics Authority, the town has a total population of 29,921

Claveria is blessed with a wealth of scenic attractions which include the Lakay-lakay Lagoon, the rocky formation along the Camalaggaon Caves, the Roadside Park overlooking Claveria Bay, Macatel Falls with its crystal waters that run in abundance throughout the year, the Pata Lighthouse that offers a breathtaking experience, and the Claveria Beach Resort along the serene white sand coasts.

Radyo Kalugaran was established in 2010 by the National Nutrition Council in partnership with the Municipal Government of Claveria and Claveria Grassroots Multi-Purpose Cooperative under Phase II of the Nutriskwela Community Radio Network Program.

At the time of its establishment, the prevalence of underweight among pre-school children was 5.95% (Operation Timbang, NNC).

DZND-FM 97.7 RADYO KALUGARAN started airing on 5 January 2011.

DZND-FM 97.7 RADYO KALUGARAN is located at Bureau of Telecommunications Building, Provincial Road, Centro I, Claveria, Cagayan.

In 2016, the National Nutrition Council upgraded the transmitter of Radyo Kalugaran from 100 watts to 300 watts with ERP (Effective Radiated Power) of 600 watts.

“Kalugaran” is an Ilocano word for town mate.



NUTRISKWELA COMMUNITY RADIO STATION POLICY

The *Nutriskwela Community Radio Station* was established by the National Nutrition Council in partnership with a Local Government Unit or a State University or College with the goal of empowering the community through radio to disseminate correct, current and relevant nutrition and health information, as well as educational and developmental information from all concerned sectors of the community, government agencies and non-government agencies.

A. Administration

1. The Community Radio Council (CRC) shall function as an advisory/consultative group on all matters regarding station direction and programming. The CRC shall be composed of representatives from the major sectors of the community such as farmers, fisher folk, women, the youth, the elderly, indigenous communities, educators, and religious and the local governments.
2. The CRC members shall select a chair and vice-chair among its members whose term shall be agreed upon by the CRC.
3. The CRC shall meet quarterly to evaluate the radio station in terms of adherence to set policies, operations, and issues or concerns of the station.
4. The CRC shall formulate and review plans and policies to carry out the mission and purpose of the Nutriskwela Community Radio station.

B. Operations

1. The radio station's day-to-day activities shall be run by regular station personnel composed of:
 - a. Station Manager
 - b. Program Director/Manager
 - c. Announcer/s
 - d. News Director
 - e. Writer/s and
 - f. Technician
2. All staff members shall work together to reach the goals of the radio station particularly those indicated in the memorandum of agreement with the National Nutrition Council.
3. All staff members shall comply with the rules and regulations of the National Telecommunications Commission.

C. Personnel

Station Manager

1. Ensure that the policies set by the radio station are being observed and followed;
2. Implement the approved plan of the station;
3. Ensure the continuous and orderly conduct of the daily programs of the radio station;
4. Consult the Community Radio Council on the operations of the station;
5. Assign specific duties and responsibilities to the radio station staff;
6. Coordinate with the Program Manager on the monitoring of the program schedules; and
7. Maintain linkages with the National Nutrition Council.

Program Director/Manager

1. Supervise the day-to-day operations of the station;
2. Ensure that nutrition is included in the weekly program of the station and that time allotted to discussion of nutrition is not less than 30% of the air time;
3. Review the content of each program; and
4. Ensure that program schedule is followed.

Announcer

1. He/she shall adhere to the editorial policy of the station and broadcasting ethics and be well-informed of updates on local and national issues.

News Director

1. He/she shall review gathered news before airing and ensure that there is a balance of local and national news.

Writer

1. The writers prepare news and features gathered from reliable sources and validate information collected.

Radio Technician

1. The technician should be licensed by the National Telecommunications Commission. The technician must check the equipment before and after his/her duty and maintain the broadcast equipment.
2. The technician shall also duly accomplish the transmitter logbook. The technician will take care of the program from sign-on to sign-off.

D. Programming

1. Nutriskwela programming shall be 60% developmental information including nutrition and the rest is for music.
2. Nutriskwela programs shall be any of various formats such as talk, radio, magazine, music, news and current affairs or drama. The programs shall feature sectoral representations.
3. Per National Telecommunications Commission rules, all programs shall be recorded and preserved for thirty (30) days.
4. Community members must be made aware of the editorial policy before they are allowed to go on air.
5. Programming shall include additional programs that shall be provided by the National Nutrition Council which shall be done with prior notice.

E. Ethics and Conduct

1. Proper behavior is a must. The conduct of the radio station management, broadcast personalities, and technical personnel on or off the air, in or out of the radio station reflects not only their own person but also the integrity of Nutriskwela Community Radio Station and by extension, of the National Nutrition Council.
2. Station personnel shall not bring personal guests or relatives to the station who have not been advised about proper decorum with respect to order, silence and non-tampering of equipment, as well as maintaining a clean environment.
3. Guests shall not in any way, distract the broadcasters or interfere in the radio station operations.
4. Immoral and/or illegal activities shall not be allowed.
5. All radio station personnel should wear appropriate clothing when reporting for duty at the station. All staff must log in/log out in the attendance logbook.

F. Security

1. Everyone should feel safe and secure in the radio station.
2. All staff/personnel shall carry/display the radio station ID.
3. Guests shall sign the guest's logbook.
4. Firearms and other weapons shall be prohibited within the radio station premises irrespective of whether the person is a member of the police or the military.
5. Any person under the influence of alcohol or drugs shall not be allowed within the radio station premises.

G. Punctuality

1. On-air personnel shall come to the studio at least thirty (30) minutes before his/her broadcast schedule. Others shall come to the radio station on or before their official time.
2. In case of an expected late arrival or absence, the Nutriskwela personnel should be inform the station or program manager beforehand.
3. In emergency situations, the immediately foregoing rules may not apply.

H. Equipment

1. Only trained, qualified and authorized personnel shall operate studio equipment.
2. No piece or any part of studio equipment shall be removed from the premises without written authorization from the Station Manager or duly designated person.
3. Malfunctions or equipment breakdown shall be reported immediately to Management, including pertinent notations on date, time and cause.

I. Solicitations

1. Only persons officially designated by the Community Radio Council may take representations for or solicit donations, contributions, grants or advertisements for either the radio station or individual program.
2. All contributions, donations, funds, grants, earnings and income of the station shall go to a cashier/treasurer who shall keep account of all funds for safekeeping, disbursement and auditing.
3. Transparency, accountability and integrity shall be upheld at all times.

4. The station shall not receive funds from illegal sources/activities or companies manufacturing or marketing cigarettes, alcoholic beverages, and, in compliance to EO 51 or the Milk Code, breast milk substitutes, infant formula, feeding bottles and rubber teats and other paraphernalia which will undermine the promotion of breastfeeding.
5. No fund shall be solicited from politicians, political parties and from other vested interests that may make the station beholden to such interests.
6. Should a question arise, a donation may be accepted only if the Community Radio Council, after careful deliberation, determines that there are no strings attached to the contribution and such donation shall not in any way compromise the integrity of the station.
7. All records related to *Nutriskwela* operations and activities should be systematically arranged and filed for easy retrieval.

J. Other Provisions

1. All broadcast materials produced or collected such as plugs, recorded interviews, tape-on-air are rightfully owned by the station.
2. Records related to *Nutriskwela* operations and activities should be systematically arranged and filed for easy retrieval and for documentation purposes.
3. The license of the radio station is owned by the National Nutrition Council. Any changes in the license that the station personnel may deem necessary shall be requested from the National Nutrition Council.