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### **ABSTRACT**

Premised on the Anchored Instruction Theory, the study determined how radio could be used to educate people about disaster risk and preparedness. Survey research design was employed with 100 residents along a coastal barangay in Manila and the results emphasized the high level of interest of survey participants to listen to a radio program on disaster risk education and preparedness. Majority of the participants preferred to listen to a radio program with a talk show format during the morning timeslot. Two informants from a commercial radio station were interviewed to find out the reasons for the non-airing of a disaster education program in their entity. Using a problem structure map, it was revealed that a radio station's concerns on its survival and sustainability are the root causes of the absence of a disaster education program. However, the airing of an education program could become plausible should needed mechanisms be effectively implemented and improved by the subject commercial radio station. There is also a necessity to rethink how mainstream media can carry out its noblest role of educating the public.