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ABSTRACT

Using a case study approach, this master thesis conducted in-depth interviews with the heads or editors-in-chief of five (5) publications in the province of Cavite. With ethical considerations in mind, the interview yielded meaningful narratives that shed light on how community media continues to adapt in a digital environment. The researcher used an interview guide, a coding sheet, and thematic analysis to explore the "then" and "now" of the selected papers, which underwent a digitization process. Essentially, themes surfaced and were employed to elucidate how community media is adjusting in terms of ownership, manpower, financial resources, production process, and distribution.

In accordance with the analysis, the research revealed that the ownership has not changed since then as most of the publications are still reliant on government support while the other one thrives as a private-owned newspaper. In terms of adaptability, a lot of them were forced to decrease their manpower since in their case, they needed to decrease their size. Others, however, found it to be a struggle since some of them had to shoulder the responsibility of content creation all by themselves.

Additionally, the study clarified how these publications' production altered as a result of reduced delays brought on by time flexibility and the introduction of technology, which made it easier for them to obtain their sources and presented a chance for innovation. Furthermore, their packaging is still ethically upright despite modifications, particularly when it comes to using human sources. They are making an extra effort to be social media responsible because they are now navigating online. Maintaining the paper digitally requires a certain level of familiarity to maintain not only the effective dissemination of information but also the development of integrity and harmony with their community.

As a result, community media continues to stand firm and, despite maintaining its distinctive nature in the digital age, the stories drawn from each case demonstrated that these local newspapers continue to adhere to the ideals and standards of civic journalism. Therefore, these local newspapers and newsletters are co-existing to raise awareness on issues concerned and highlight realities in the hopes of seeing people fulfill their potential to advance as individuals and eventually create an informed society.

Keywords: Community Journalism; Community Media; Development Journalism; Digital Shift