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ABSTRACT

One hundred thirty-three mothers of underweight and severely underweight children from five coastal barangays in the Municipality of Agoo, La Union were surveyed to find out the gratification they look for and get from listening to “One Nutrition, One Nation” (ONON) radio program. Guided by the Uses and Gratification Theory, the study determined the difference between the gratification sought and gratification obtained from listening to ONON using Wilcoxon Signed-Rank Test. Increased difference from gratification sought and obtained surfaced in reference to statements about intent of listening presence of health experts to advice on how to prevent diseases, presentation of symptoms and prevention of certain diseases which could be due to poor nutrition, and ability to change attitude when to seek medical help. The results imply that listeners listen to nutrition radio programs if expectations are met which means ONON should be proactive in coming up with program content and delivery. Furthermore, the presence of health experts in the program seems to communicate the importance of immediate feedback should listeners decide to call the radio station for advice or response to questions needing some answers.