



Framing Climate Change Through Radio and Social Media Integration for the Hyperlocal Community of Baguio City, Benguet, Philippines

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Abstract

This study examines how a climate change information campaign using radio and social media framed the global issue as a local concern. Produced by the researcher/producer, the materials integrate production and research in this practice-led inquiry. Data was extracted from 95 audio and video frames to identify the framing and reasoning devices used, their functions, and how they motivated climate action through individual household agency. The findings reveal the role of local languages, community contexts, regional examples, relatable personalities, and relevant media partners in tailoring climate messages for local communities. Framing analysis indicates that the key messages did not diminish in clarity and intent across platforms. The study concludes that climate change communication must (1) break down complex ideas and technical language into actionable attributes; (2) use local language and code-switching for concepts that do not have local translations; (3) use a relatable catchphrase that encapsulates the core frame, addresses the audience, and used repetitively; (4) develop self-sufficient but interlinked materials to avoid information overload; (5) employ scheduling strategies; (6) acknowledge community contexts; (7) use familiar local settings; (8) maximize the affordances of the selected medium; (9) collaborate with relatable and trusted local influencers; and (10) partner with relevant local media to expand reach. For researchers and practitioners, this study shows a systematic approach of evaluating frame production. For climate communicators, this research contributes to growing information on the use of framing for local action. For development communicators, this study provides a framework for community-centered cross-platform communication.

Keywords: Climate Change Communication, Community Media, Framing, Radio, social media

1. Introduction

Climate change is one of today's most serious and pervasive challenges affecting both global and local communities at a significant cost. Despite the growing science and new methods that examine escalating climate risks, studies reveal significant barriers that prevent the translation of climate change information into actionable knowledge among individuals. Some of these barriers include conflicting values, social dilemmas, psychological denial, and emotional

disengagement (Boakye et al., 2023), as well as skepticism and indifference (Vulturius et al., 2019). Additionally, misinformation and disinformation compound the already complex landscape by undermining the credibility of information and information sources - polarizing the perceptions of information users (Lee et al., 2024). These highlight the role of communication in raising public awareness about climate change to continuously motivate collective action.

The United Nations (2022) defines climate change communication as a communications product that involves educating and mobilizing audiences to act in response to the climate crisis. It empowers people's participation by encouraging them to speak out, promote solutions, and advocate for change anchored in their diverse experiences, cultures, and values. Framing is a crucial element used by communicators to highlight climate change through words, images, symbols, and non-verbal cues, such as messengers, music, tone of voice, and gestures (Moser, 2010). Framing does more than serve information but also decides on how to serve that information to encourage action.

Motivated by UN Secretary-General António Guterres' (2024) global call for collective action from all sectors and regions, the researcher developed a citizen-initiated climate change information campaign using radio and social media, specifically tailored for local households and audiences in Baguio City, Benguet, Philippines. As an independent producer, the researcher collaborated with local radio station DWRA 92.7 MHz to produce radio plugs for airing and video reels for online dissemination. The station aired the radio plugs from June 8 to July 8, 2025, and simultaneously uploaded the video reels to their public Facebook page.

This study examines the audio and video frames of this researcher-produced climate change information campaign to reveal how the materials communicated the global issue as a local concern. The goals of this study are to:

1. list the frames used in the radio plugs and video reels;
2. identify the framing and reasoning devices used;
3. analyze how the frames functioned to communicate climate change; and
4. examine how the radio plugs and video reels framed climate change for the hyperlocal community.

As a communication strategy, framing allows communicators to align information and make them personally relevant to the target audience – selectively activating beliefs or emotions that determine how audiences interpret or respond to an issue. This technique connects with the framing approach of Entman (1993), who emphasized that framing reality means selecting and highlighting specific aspects to make it more noticeable. This idea draws from the work of Goffman (1974) who proposed framing as a way of organizing and interpreting experiences to comprehend situations and guide individual actions.

This study provides development communicators with a model for creating and implementing a community-centered, cross-platform messaging strategy using local and social media. As a practice-led inquiry, this study offers researchers and practitioners a reflexive approach that integrates production and research to enrich theory and practice and understand the role of communication in advancing advocacies. While less prevalent and still emerging, research is increasingly focusing on targeted persuasive strategies that not only shape perceptions but also motivate individuals to adopt concrete climate actions (Chadwick, 2017). This study supports climate communicators by contributing to growing information on how framing can be used to motivate local climate action.

2. Literature Review

2.1 Framing as a Source of Knowledge

The concept of framing is rooted in the work of Erving Goffman (1974) who suggested that

framing is a process of applying organized patterns of interpretation, or frameworks, which help individuals perceive and define situations. Goffman (1974) proposed that *frames* are interpretive schemas that help individuals organize things to make sense of social realities and complex issues to guide how they respond or act. Goffman explained that people interpret the world through frames shaped by culture, institutions, and interactions, which are dynamic systems also subject to reinterpretation.

Drawing from Goffman's Framing Theory, Robert Entman (1993), posited that frames are conceptual structures that select and highlight certain aspects of reality, making them more *salient*, or noticeable. By highlighting bits of information about a subject, the information becomes more discoverable and memorable to an audience. Entman (1993) argued that placement, repetition, association with popular symbols, or grouping with similar notions or characteristics, strengthen *salience*. Entman (1993) identified four framing functions. The frame *defines the problem, diagnoses the cause, makes moral judgement, and suggests remedies*.

William Gamson and Andre Modigliani (1989), in their study of media discourse during the early years of divided public opinion surrounding nuclear power use, encountered various frames that interacted with the same issues in different ways. Gamson and Modigliani (1989) cataloged these observations into three categories, particularly *framing devices, reasoning devices*, and the *core frame*. These became the essential tools in identifying broader themes, which they referred to as *interpretive packages*, and then later labelled as *media packages*.

2.2 Framing Climate Change in Communication

In climate change communication, framing significantly impacts persuasive communication, perception change, trust, and collective action (Wu et al., 2022). Nisbet (2009) emphasized that to overcome barriers, messages should adapt to the contexts of the target audience and platforms using relatable metaphors and examples that make issues personally meaningful to initiate a new way of thinking about climate change.

Moser (2010) underscored that climate change communication is driven by the communication initiative's goals, which are either to inform and educate individuals, achieve a level of engagement and action, or motivate changes in behavior. Seven elements are crucial to the climate change communication process, namely *purpose and scope, audience, framing, messages, messengers, media channels, and evaluation* of results and communication effectiveness (Moser, 2010). The communicator must reach the audience by uniquely tailoring frames to adapt to the specific needs of target individuals and populations. Framing provides the necessary tools to tailor narratives using words, images, symbols, messengers, music, tone of voice, and gestures.

Hampton and Whitmarsh (2023) proposed six domains that serve as key areas for influencing individual climate action, these are *food, household energy, transport and mobility, shopping or the use of goods and services, influence on others, and citizenship*. These domains serve as concentration areas for climate action to recenter individuals who are often blindsided by their contribution to waste.

Recent studies on climate change communication have identified major barriers to communication effectiveness. Vulturius et al. (2019) found that while messages reinforced knowledge and belief in climate change of some individuals, others have remained indifferent and failed to modify their behavior. Boakye et al. (2023) point to three persistent barriers: conflicting values and social dilemmas, emotional disengagement, and psychological denial. Conflicting values emerge when values embedded in a message do not align with those of its intended audience, while disengagement and denial may be reinforced by unclear goals, fear, blaming, negative criticism, and a failure to engage the right emotions. According to Lee et al.

(2024), the prevalence of widespread misinformation and disinformation about climate change also complicates the communication system by undermining information, sources, and users. While the expansion of radio, television, the Internet, and social media has ushered in more opportunities for engagement, it has also exposed the audience to biased viewpoints. Several studies highlighted the role of framing in communicating climate change through the use of common and relatable language to convey clear, concise, and easy-to-recall climate messages (Comella Romeu, 2025; Boakye et al., 2023; Lee et al. 2024), better align to the personal contexts of a specific target audience (Boakye et al., 2023; Comella Romeu, 2025; Vulturius et al., 2019), emphasize positive, solution-oriented strategies (Comella Romeu, 2025), and involve trusted peers and media channels in the communication process (Vulturius et al., 2019).

2.3 The Role of Radio and Social Media in Climate Change Communication

Tabing & Osalla (2001) characterized radio as an intimate and personal medium capable of tailoring messages for specific audiences and reaching listeners in their moments of solitude and privacy. As a traditional communication channel, radio is highly valued for its ability to reach remote areas, its cost-effectiveness, and its potential to foster interactive dialogue, making it valuable particularly in developing nations like the Philippines (Sagayo, 2025). These characteristics make radio effective for reaching individuals engaged in multitasking activities, particularly for household-based information dissemination.

The rapid development of the Internet changed the way people traditionally access information (Wu et al., 2022). According to DataReportal's *Digital 2025: The Philippines*, internet penetration in the country has reached approximately 83.8% as of January 2025, with most users accessing the Internet via mobile phones and Facebook remaining among the most widely used social media platforms (Kemp, 2025). The Digital Age has brought both obstacles and possibilities to radio broadcasting, prompting the medium to adapt by embracing digital platforms and incorporating visual elements, interactive features, and user-generated content to build stronger connections with communities (Olayiwola & Dada, 2023).

While there is a decrease in radio and TV's reach for the past years, they remain relevant for those who are not online, (Chua, 2024). Radio continues to adapt to these challenges through the opportunity of radio and social media convergence (Magnaye & Tarusan, 2023). The adaptation of radio content for online platforms extends its reach to digital spaces, reinforcing messages through repeated exposure and interactive engagement. Social media provides opportunities for participatory communication, allowing audiences to comment, share, and co-create knowledge. When used together, radio and social media create a hybrid communication model that leverages traditional credibility and digital interactivity to promote behavioral change.

3. Theoretical Framework

3.1 Framing Theory

This study used the Framing Theory, particularly integrating Gamson and Modigliani's (1989) framing and reasoning devices with Entman's (1993) framing functions, to determine how meaning was constructed by the radio and social media materials produced for community-level climate change communication.

At the center of Gamson and Modigliani's (1989) framework is the *core frame*, a central organizing idea in which interpretations are anchored. The core frame is an internal structure that controls how an issue is processed and understood.

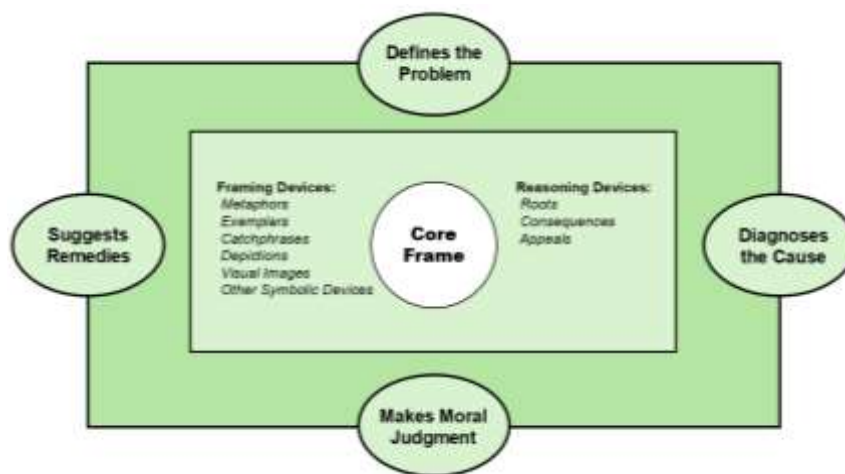
Gamson and Modigliani's (1989) framing devices consist of metaphors, exemplars, catchphrases, depictions, and visual icons that compose the message guided by the core frame. *Metaphors* compare one issue in terms of another. *Exemplars*, or examples, use real-life or historical situations to signify relevance. *Catchphrases* are easy-to-recall keywords or slogans. *Depictions* are characterizations that paint people or issues in a certain way. *Visual icons*, or symbolic devices, are instant representations of an idea or concept.

Reasoning devices are rationalizations that justify the core logic of an issue and imply what should be done about it (Gamson & Modigliani, 1989). These are classified as roots, consequences, or appeals to principles. *Roots* point to the origin of an issue, *consequences* outline its results, and *appeals to principles* link the issue to broader cultural norms or moral claims.

Entman's (1993) framing functions draw the purpose of the constructed frame. The frame *defines the problem* by recognizing its causal agent and determining gains and losses in terms of common values. The frame *diagnoses the cause* by identifying its origin. The frame *makes moral judgement* by weighing its causal agent and its potential effects. Lastly, the frame *suggests remedies* by offering a justified solution to the problem and predicting its outcome.

Figure 1

Gamson and Modigliani's (1989) Framing and Reasoning Devices and Entman's (1993) Framing Functions



Note. The diagram is the author's interpretation of how climate change information is framed by the materials being studied in this research.

The model illustrates how the core frame acts as the central organizing idea of the entire communication. The core frame operates as the guiding principle in selecting the framing and reasoning devices and controls the functions of the larger frame. For instance, audience-targeted persuasive communication deeply considers which framing and reasoning device to use and the purpose for which they are to be used.

4. Methodology

As practice-led research, this qualitative inquiry analyzed researcher-produced audio and video artifacts (i.e., six radio plugs, six video reels) to determine how these framed climate change

information and mitigation strategies as actionable knowledge designed for the hyperlocal community. Purposive sampling was used to select the materials which were aired and posted online by DWRA 92.7 MHz from June 8 to July 8, 2025.

Purposive sampling is the intentional selection of units to provide information-rich insights to the researcher (Bouncken et al., 2025). Practice-led research is a methodological approach that centers on creative work as a way of generating new knowledge that informs and deepens the practice through an exegesis that adds to the operational knowledge and significance of that practice (Skains, 2018). The unique positionality of the researcher/producer provided the opportunity to gain access to archival documentary evidence of creative work and information-rich data on the purpose and processes of frame production.

For data gathering, the researcher retrieved the media artifacts (i.e., script, MP3, MP4, and other documents) from personal archives and the Internet. Each artifact was given a unique source identification number according to medium and intended narrative order (e.g., RP1 for radio plug version 1, VR1 for video reel version 1). The source identification numbers were recorded in a list along with their total running time (TRT), title, language, and file location.

Appendix 1 shows an inventory of the artifacts. Appendix 2 shows a screenshot of the video reel posts. Due to the transitory nature of radio, documentary evidence of the live broadcasts could no longer be retrieved, however, copies of the radio plugs can be accessed through the links in Appendix 1.

For data extraction, the researcher manually converted the media content into texts as formal data units for analysis. The researcher assigned thought units to each frame and labelled them with unique codes (e.g., Frame 01, Frame 02). The researcher manually generated timecodes. The researcher played each audio and video material three to five times before coding the frames. Thematic analysis was used to identify emerging narrative patterns. The researcher tracked the metaphors, catchphrases, depictions, visual images, and other symbolic devices. Reasoning devices enabled the researcher to recognize the roots, consequences, or appeals used in arguments that support the constructed message. Framing functions identified the purpose of each frame. Coding was revisited the following day to validate or make modifications guided by the codebook.

Table 1

Components of the Codebook

Component	Description
Framing Devices (Gamson & Modigliani, 1989)	
Metaphors	Figure of speech that compares one idea to another, suggesting a likeness or analogy between them.
Exemplars	Past or present examples from which lessons are drawn.
Catchphrases	Short, at times repeated expressions that represent or characterize an idea.
Depictions	Descriptive characterizations that paint an idea of someone or something (e.g., voice delivery, gestures or movement, montage, music and sound effects).

Visual icons	Graphic representations that provide instant recognition of a frame’s intent (i.e., logo, photo, audio or video clip).
Reasoning Devices (Gamson & Modigliani, 1989)	
Roots	Identifies the source or cause of a problem.
Consequences	Outlines the outcome if an action is done or not done on an identified problem.
Appeal to Principles	Links the action or inaction to a fundamental set of morals, laws, or social values.
Framing Functions (Entman, 1993)	
Defines the problem	Identifies the issue.
Diagnoses the cause	Identifies the forces/actors that created the problem.
Makes moral judgment	Evaluates the actions or inactions of the forces/actors as right or wrong.
Suggests remedies	Offers and justifies treatments for the problem.

Note. The table shows a list of components and their descriptions derived from the study’s integrated framework model.

5. Results

The radio plugs and video reels being studied are components of a climate change information campaign first developed in 2024 as a science communication plan that leveraged radio and social media convergence. Its three-fold mission was to enhance the local community’s understanding of climate change, raise awareness on the role of daily human activities in global warming and its contribution to climate change, and empower household members to develop and implement climate solutions within their homes.

In an unpublished primer, Gutierrez (2024) stated an overview of its purpose and scope:

“Through condensed information capsules tailored for radio-listening households, the campaign aims to enhance the knowledge of the general public and empower them to actively participate in home-based solutions that reduce global warming” (p. 1).

This climate change communication targeted radio-listening households with internet access (e.g., homemakers, village store owners, home-based workers, and household members who were mostly at home).

The researcher/producer presented the communication plan to the management of DWRA 92.7 MHz. The management adopted the plan in May 2025 as an environmental advocacy campaign.

The radio plugs aired sixteen times per day from June 8 to July 8, 2025, 6:00 a.m. to 8:00 p.m., and were heard throughout the station's broadcast coverage area. Simultaneously, the video reels were strategically posted as social media reels on the station's Facebook page on June 8, 14, 19, 23, 29, and July 9, 2025.

The researcher/producer created six radio plugs and six video versions with identical key messages. The materials were voiced and narrated by the station's local radio personality, *Sexy Inday*, who is a known youth-empowerment advocate. The radio plugs were spoken in *Iloko*, the local language in the region, designed for the local community. The video reels were produced in *Filipino*, the national language of the Philippines, for a broader local audience on the Internet.

5.1 Analysis of Radio Plugs

The researcher extracted 48 audio segments from six interlinked radio plugs and converted them into text frames for analysis. The succeeding tables show the corresponding radio plug's individual attributes: frame identification, timecode, original text in *Iloko* language, and English translation, framing and reasoning devices, and functions.

5.1.1 Results from Radio Plug 1

Table 2 displays the audio frames of Radio Plug 1 (RP1). RP1 is considered as the primary radio material.

Table 2

Summary of Results from the Coding Sheet of Radio Plug 1

ID	Timecode	<i>Iloko</i>	English	Framing Reasoning	/	Function
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01	00:00-00:10	[SFX: Violin stab-chord]		Depiction	Defines the problem
		[Voice-over (VO): High pitch, fast tempo, sharp inflections, depicts urgency]		Depiction	
		<i>Bagyo, landslide, layos...</i>	Storms, landslide, flood...	Consequences	
		[SFX: Violin deep, dark]		Depiction	
		<i>iti sabali nga pagilian, nakaro nga init ken agkurang nga danum.</i>	and in other countries, heatwave and severe drought.	Consequences	
		[SFX: Violin reverberant, horror-esque]		Depiction	
		[MSC: Moderate, low stress, 99 BPM]		Depiction	
		<i>Man-mano laeng dagitoy kadaqiti epekto iti climate change.</i>	These are just some of the effects of climate change.	Consequences	

02	00:10-00:17	<i>Pilipinas kano ti umuna nga</i> at risk	The Philippines is said to be the most at risk	Catchphrase	Defines the problem
		<i>iti epekto ti</i> climate change,	from the impacts of climate change,	Consequences	
		<i>sigun iti World Risk Report 2024.</i>	according to the World Risk Report 2024.	Exemplar	
03	00:17-00:19	[VO: Lowers pitch, slows down to steady rhythm, authoritative, depicts credibility]		Depiction	Makes moral judgment
		<i>Anya aya iti</i> climate change?	What is climate change?	Catchphrase	
04	00:20-00:27	<i>Maawagan nga climate change iti panagbaliw ti klima gapu kadagiti natural nga proseso,</i>	Climate change refers to changes in the climate caused by natural processes	Depiction	Diagnoses the cause
		<i>wenno dagiti inaldaw nga aramid ti tao.</i>	and everyday human activities.	Roots	
05	00:28-00:43	<i>Ti pangag-puor ti fossil fuel ket maysa kadagitoy</i>	The burning of fossil fuels is one of these,	Roots	Diagnoses the cause
		<i>sigun ti</i> Intergovern-	according to the Inter-	Exemplar	

		mental Panel on Climate Change.	governmental Panel on Climate Change.		
		<i>Parte na daytoy ti panag-aramid ken panag- usar iti gasolina ken krudo, ti panag- paandar kadagiti lugan ken makina, ken ti produksyon ti kuryente.</i>	This includes the production and use of gasoline and oil, operating vehicles and machines, and generating electricity.	Roots	
06	00:43-00:56	<i>Kanayonan na, ti panagpukan ti kayo ken panagpu-or, wenno madi nga panag- ibelleng, ti basura, ket mangpangato ti carbon, methane, ken dadduma pay nga green- house gas emissions nga mangpakaro iti panagbaliw ti klima.</i>	In addition, cutting down trees and the burning or improper disposal of waste increase carbon, methane, and other greenhouse gas emissions that worsen climate change.	Depiction	Diagnoses the cause
				Roots	
07	00:57-00:59	[VO: Softens, slow and probing, depicts reflectivity]		Depiction + Appeal to principles (Climate citizenship)	Makes moral judgment
		<i>Adda ngata</i>	Is there	Catchphrase	

		<i>maaramid mo?</i>	something you can do?		
		[MSC: Fades out]			
08	00:59-01:07	[VO: Steady, welcoming, depicts sincerity]		Depiction	Makes moral judgment
		<i>Adda maaramid mo</i>	You can do something	Catchphrase	
		<i>kontra climate change.</i>	to fight climate change.	Metaphor	
		<i>Manipud iti pagtaengan, agbalin a parte ti solusyon iti climate change.</i>	Starting from your home, be part of the solution to climate change.	Appeal to principles (Climate citizenship)	
09	01:07-01:12	<i>Tumutok iti Barangay FM 92.7 Baguio para iti dadduma pay nga impormasyon.</i>	Tune in to <i>Barangay FM 92.7 Baguio</i> for more information.	Catchphrase + Appeal to principles (Influencing others)	Suggests remedies

RP1's definition frame depicted climate change as a global threat by emphasizing its extreme weather-related consequences using an assembly of creative elements – sound effects, music, and variations in the voice-over's delivery (pitch, tempo, and inflections). The material validated these risks using the World Risk Report as exemplar, which implied larger risks for the exposed and vulnerable sectors of the community. RP1's causal frame traced the root cause of climate change to natural processes and human activities. Burning fossil fuels was identified as primary human-related cause derived from generating power, manufacturing goods, transportation, powering buildings, cutting down trees, and consuming goods. The causal interpretation was anchored in IPCC as an exemplar of a global organization that specializes in climate science.

RP1's moral frame is encapsulated in the rhetorical catchphrase, *adda ngata maaramid mo* [Is there something you can do] (Table 2, Frame 07), setting the stage for the call to action: *adda maaramid mo* [you can do something]. This suggests the use of Hampton and Whitmarsh's (2023) climate citizenship domain, which highlights individual choice. The closing spiel used another one of Hampton and Whitmarsh's domain – influencing others.

5.1.2 Results from Radio Plug 2

Radio Plug 2 (RP2) and the remaining radio plugs are considered sustaining plugs. These plugs focus on household climate action. Table 3 contains the audio frames of RP2.

Table 3

Summary of Results from the Coding Sheet of Radio Plug 2

ID	Timecode	Iloko	English	Framing Reasoning	/	Function
01	00:00-00:04	[MSC: Moderate, low stress, 99 BPM]		Depiction		Makes moral judgment
		[VO: Steady, welcoming, depicts sincerity]		Depiction		
		<i>Adda maaramid mo</i>	You can do something	Catchphrase		
		<i>kontra climate change.</i>	to fight climate change.	Metaphor Appeal principles (Climate citizenship)	+	to
02	00:05-00:07	[VO: Warm, steady, concerned, depicts helpfulness]		Depiction		Suggests remedies
		<i>Planu-en nga usto dagiti byahe.</i>	Plan your trips well.	Appeal principles	to	
03	00:07-00:22	<i>Kuna ti United Nations</i>	According to the United Nations,	Exemplar		Suggests remedies
		<i>ket magmagna wenno agusar ti bisikleta nu asideg laeng ti</i>	walk or ride a bicycle if your destination is nearby.	Appeal principles (Low-carbon transport)	to	

		<i>mapanan.</i> <i>Nu adayo met ti papanan, imbis nga agmaneho iti kotse, agusar iti public transport kas iti jeep, taxi, wenno bus.</i>	If your destination is far, instead of driving a car, use public transport such as a jeepney, taxi, or bus.	habits)		
04	00:23-00:34	[VO: Lower, steady rhythm, authoritative, depicts credibility] <i>Babaen kadagitoy, makissayan ti traffic iti kalsada.</i> <i>Maliklikan met lang ti nalabes nga panagusar ti gasolina, krudo, ken dadumma pay nga produkto nga aggapo ti petrolyo.</i>	This helps reduce traffic on the roads. It also prevents excessive use of gasoline, oil, and other petroleum-based products.	Depiction Depiction Consequences (Positive)	Makes moral judgment	
05	00:35-00:43	<i>Dagitoy nga produkto ket aggapo iti panag-puor iti fossil fuel</i> <i>nga agpa-ado iti greenhouse gas emissions nga mangpakaro iti climate change.</i> [MSC: Fades	These products come from burning fossil fuel, which increase greenhouse gas emissions that worsen climate change.	Depiction Roots	Diagnoses the cause	

		out]			
06	00:44-00:52	[VO: Steady, welcoming, depicts sincerity]		Depiction	Makes moral judgment
		<i>Adda maaramid mo</i>	You can do something	Catchphrase	
		<i>kontra climate change.</i>	to fight climate change.	Metaphor	
		<i>Manipud iti pagtaengan, agbalin a parte ti solusyon iti climate change.</i>	Starting from your home, be part of the solution to climate change.	Appeal to principles (Climate citizenship)	
07	00:52-00:57	<i>Tumutok iti Barangay FM 92.7 Baguio para iti dadduma pay nga impormasyon.</i>	Tune in to Barangay FM 92.7 Baguio for more information.	Catchphrase + Appeal to principles (Influencing others)	Suggests remedies

In RP2, the catchphrase *adda maaramid mo* [you can do something], now operates as the slogan or catchphrase of the campaign. RP2's causal frame depicted that the reduction of carbon-based transport can not only reduce the use of fossil fuels that increase greenhouse gases and exacerbate climate change but also reduce the recurrence of traffic jams. The remedy frame focused on practical ways to conserve fuel suggesting low-carbon remedies, such as walking short distances, riding a bicycle for longer ones, and planning trips ahead of time to manage fuel consumption (Table 3, Frames 02-05). RP2 appealed to the principle of climate citizenship.

5.1.3 Results from Radio Plug 3

Radio Plug 3 (RP3) identifies energy conservation at home as a climate action. Table 4 reveals the audio frames of RP3.

Table 4

Summary of Results from the Coding Sheet of Radio Plug 3

ID	Timecode	Iloko	English	Framing / Function
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			Reasoning		
01	00:00-00:05	[MSC: Moderate, low stress, 99 BPM]		Depiction	Makes moral judgment
		[VO: Steady, welcoming, depicts sincerity]		Depiction	
		<i>Adda maaramid mo</i>	You can do something	Catchphrase	
		<i>kontra climate change.</i>	to fight climate change.	Metaphor + Appeal to principles (Climate citizenship)	
02	00:06-00:09	<i>Liklikan ti nalabes nga panag usar ti kuryente.</i>	Save electricity.	Catchphrase + Appeal to principles (Energy conservation at home)	Suggests remedies
03	00:09-00:18	(VO: Warm, steady, concerned, depicts helpfulness)		Depiction	Suggests remedies
		<i>Patayen ken ikkaten iti saksakan dagiti appliances ken gadget nga haan nga maus-usar. Tapno makissayan ti konsumo iti enerhiya.</i>	Turn off and unplug appliances and gadgets when they are not in use. This helps reduce electricity consumption.	Appeal to principles (Energy conservation at home)	
04	00:19-00:28	[VO: Lower,		Depiction	Diagnoses the

		steady rhythm, authoritative, depicts credibility]			cause	
		<i>Ti kuryente ket masansan a maaramid babaen ti panag pu-or iti fossil fuel kas iti coal wenno uging, langis, ken krudo wenno gas.</i>	Electricity is commonly generated by burning fossil fuels such as coal, oil, and gas.	Depiction + Roots		
05	00:29-00:36	<i>Dagiti proseso a kas kada-gitoy ti mangpa-ado ti greenhouse gas emissions nga mangpakaro iti climate change.</i>	This process contributes to greenhouse gas emissions that worsen climate change.	Depiction + Roots	+ Diagnoses the cause	
06	00:37-00:43	<i>Nu mabalbalin, agusar iti nalinis ken nalaka a masukatan nga gubuayan ti enerhiya kas iti solar power.</i> [MSC: Fades out]	If possible, use clean and renewable energy such as solar power.	Catchphrase + Appeal to principles (Climate citizenship)	+ Suggests remedies	
07	00:44-00:52	[VO: Steady, welcoming, depicts sincerity] <i>Adda maaramid mo</i>	You can do something	Depiction Catchphrase	Makes moral judgment	

		<i>kontra climate change.</i>	to fight climate change.	Metaphor	
		<i>Manipud iti pagtaengan, agbalin a parte ti solusyon iti climate change.</i>	Be part of the solution starting from your own home.	Appeal to principles (Climate citizenship)	
08	00:52-00:57	<i>Tumutok iti Barangay FM 92.7 Baguio para iti dadduma pay nga impormasyon.</i>	Tune in to Barangay FM 92.7 Baguio for more information.	Catchphrase + Appeal to principles (Influencing others)	Suggests remedies

RP3 proposed electricity-saving measures as a home-based solution (Table 4, Frames 02-03). RP3's remedy frame appealed for energy conservation and recommended the use of renewable energy (Table 4, Frame 06) to support power generation needs within the household. RP3 appealed to the audience using the principle of climate citizenship.

5.1.4 Results from Radio Plug 4

Radio Plug 4 (RP4) explains the impact of unsound practices in production, consumption, and utilization of consumer goods. Table 5 discusses the audio frames of RP4.

Table 5

Summary of Results from the Coding Sheet of Radio Plug 4

ID	Timecode	Iloko	English	Framing Reasoning	/	Function
01	00:00-00:03	[MSC: Moderate, low stress, 99 BPM]		Depiction		Makes moral judgment
		[VO: Steady, welcoming, depicts sincerity]		Depiction		
		<i>Adda</i>	You can do	Catchphrase		

		<i>maaramid mo</i>	something			
		<i>kontra climate change.</i>	to fight climate change.	Metaphor + Appeal to principles (Climate citizenship)		
02	00:04-00:06	[VO: Warm, steady, concerned, depicts helpfulness]		Depiction		Suggests remedies
		<i>Reduce, Reuse, Recycle, Repair!</i>	Reduce, Reuse, Recycle, Repair!	Catchphrase + Appeal to principles (Sustainable consumption of goods and services)		
03	00:07-00:16	<i>Sigon United Nations,</i>	<i>iti</i> According to the United Nations,	Exemplar		Suggests remedies
		<i>liklikan panag ti single use plastic kadagiti plastic nga alikamen, baso, straw, ken supot.</i>	<i>ti</i> avoid using single use plastic such as plastic utensils, cups, straw, and bag.	Appeal to principles (Sustainable consumption of goods and services)		
04	00:17-00:22	<i>Imbis nga ibelleng dagitoy,</i>	Instead of throwing them away,	Depiction		Suggests remedies
		<i>i-yigid, usaren manen, wenna iyapan iti kaasitgan nga recycling unit.</i>	set them aside, reuse them, or bring them to the nearest recycling unit.	Appeal to principles (Sustainable consumption of goods and services)		
05	00:23-00:34	[VO: Lower,		Depiction		Suggests

		steady rhythm, authoritative, depicts credibility]			remedies	
		<i>Maymayat nu gumatang laeng iti kasapulan ken haan nga agduadua nga agusar iti segunda mano. Ipatarimaan dagiti gamit nga mabalin nga matarimaan, karkaro nu haan nga kasapulan ti barbaro.</i>	It is better to buy only what you need and consider using second-hand items. Repair items that can still be fixed, especially if there is no need to buy new ones.	Depiction + Appeal to principles (Sustainable consumption of goods and services)		
06	00:35-00:48	<i>Laglagipen-tayo nga amin nga pamay-an ti produksyon ket agusar iti enerhiya</i> <i>nga kadawyan nga ag-gapo kadagiti proseso nga mangpa-ado iti greenhouse gas emissions nga mangpa-karo iti panagbaliw ti klima, wenno climate change.</i> [MSC: Fades out]	Remember that all forms of production use energy, which often comes from processes that increase greenhouse gas emissions that worsen climate change.	Exemplar Roots	Diagnoses the cause	
07	00:49-00:57	[VO: Steady, welcoming,		Depiction	Suggests remedies	

		depicts sincerity]				
		<i>Adda maaramid mo</i>		You can do something	Catchphrase	
		<i>kontra climate change.</i>		to fight climate change.	Metaphor	
		<i>Manipud iti pagtaengan, agbalin a parte ti solusyon iti climate change.</i>		Be part of the solution starting from your own home.	Appeal to principles (Climate citizenship)	
08	00:58-01:02	<i>Tumutok iti Barangay FM 92.7 Baguio para iti dadduma pay nga impor- masyon.</i>		Tune in to Barangay FM 92.7 Baguio for more information.	Catchphrase + Appeal to principles (Influencing others)	Suggests remedies

RP4 suggests ways to reuse and convert daily materials into smart materials. The remedy frame proposed the practice of reduce- reuse- recycle-repair, appealing for sustainable consumption of goods and services. RP4 suggested that instead of discarding items, finding another use for them or having them repaired would be beneficial for the environment (Table 5, Frame 05). The material explained through causal framing that all forms of production use energy that often comes from fossil-burning that increases carbon emissions, worsening climate change.

5.1.5 Results from Radio Plug 5

Radio Plug 5 (RP5) explains the impact of food waste on carbon and methane emissions. Table 6 explains the audio frames of RP5.

Table 6

Summary of Results from the Coding Sheet of Radio Plug 5

ID	Timecode	Iloko	English	Framing Reasoning	/	Function
01	00:00-00:03	[MSC: Moderate, low		Depiction		Makes moral judgment

		stress, 99 BPM]			
		[VO: Steady, welcoming, depicts sincerity]		Depiction	
		<i>Adda maaramid mo</i>	You can do something	Catchphrase	
		<i>kontra climate change.</i>	to fight climate change.	Metaphor + Appeal to principles (Climate citizenship)	
02	00:04-00:06	[VO: Warm, steady, concerned, depicts helpfulness]		Depiction	Suggests remedies
		<i>Kissayan ti masaysayang nga makan.</i>	Reduce food waste.	Catchphrase + Appeal to principles (Household food management)	
03	00:07-00:13	<i>Gumatang laeng iti umanay nga makan para iti pamilya.</i>	Buy just enough food for your family.	Depiction	Suggests remedies
		<i>Kissayam iti masayang nga makan wenno leftovers.</i>	Minimize wasted food or leftovers.	Appeal to principles (Household food management)	
04	00:14-00:27	<i>Sigun iti panagsulisok ti United Nations, dagiti</i>	According to the United Nations, decaying food	Exemplar Roots	Diagnoses the cause

		<i>mabulbulok</i> in dumps and <i>nga makan</i> landfills <i>kadagiti</i> produces <i>basuraan ken</i> methane, <i>tambakan</i> <i>ket mang-</i> <i>pataud ti</i> methane <i>nga</i> <i>mangpa-ado ti</i> which greenhouse contributes to gas emissions greenhouse <i>ken mangpa-</i> gas emissions <i>karo iti</i> and worsens climate climate change. change.		
05	00:28-00:44	[VO: Lower, steady rhythm, authoritative, depicts credibility] <i>Agaramid iti</i> <i>compost pit</i> Make a <i>para kadagiti</i> compost pit <i>mabulbulok</i> for <i>nga basura</i> biodegradable <i>kas iti nabati</i> waste <i>nga makan,</i> such as <i>bulbulong,</i> leftover food, <i>ukis ken bukel</i> leaves, <i>ti nateng ken</i> vegetable and <i>prutas, ken</i> fruit peels and <i>dadduma pay</i> seeds, and a food other food cleaning and cleaning and processing processing waste, waste, <i>dutdot ti</i> <i>manok, ukis ti</i> chicken <i>itlog,</i> droppings, agricultural eggshells, waste, agricultural <i>ken nabasa</i> waste, <i>nga papel ken</i> and wet paper <i>karton.</i> and cardboard. [MSC: Fades out]	Depiction	Suggests remedies

06	00:45-00:52	[VO: Steady, welcoming, depicts sincerity]		Depiction	Suggests remedies
		<i>Adda maaramid mo</i>	You can do something	Catchphrase	
		<i>kontra climate change.</i>	to fight climate change.	Metaphor	
		<i>Manipud iti pagtaengan, agbalin a parte ti solusyon climate change.</i>	Be part of the solution starting from your own home.	Appeal to principles (Climate citizenship)	
07	00:53-00:57	<i>Tumutok iti Barangay FM 92.7 Baguio para iti dadduma pay nga impormasyon.</i>	Tune in to Barangay FM 92.7 Baguio for more information.	Catchphrase + Appeals to principles (Influencing others)	Suggests remedies

RP5 reminded the audience to reduce food waste and encouraged backyard composting. RP5 appealed for efficient food management in the household and emphasized the value of buying food just enough for the family to avoid leftovers. RP5 explained that the consequence of decaying food, especially in open pits, is the release of methane into the air which contributes to the increase of greenhouse gases that worsen climate change (i.e., Table 6, Frame 04). In this plug, the voice-over enumerated the types of food waste that should go in a compost pit (i.e., Table 6, Frame 05).

5.1.6 Results from Radio Plug 6

Radio Plug 6 (RP6) explains the importance of proper solid waste segregation and disposal. Table 7 identifies the audio frames of RP6.

Table 7

Summary of Results from the Coding Sheet of Radio Plug 6

ID	Timecode	Iloko	English	Framing Reasoning	/ Function
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01	00:00-00:05	[MSC: Moderate, low stress, 99 BPM]		Depiction	Suggests remedies
		[VO: Steady, welcoming, depicts sincerity]	You can do something to fight climate change.	Depiction	
		<i>Adda maaramid mo</i>		Catchphrase	
		<i>kontra climate change.</i>		Metaphor + Appeal to principles (Climate citizenship)	
02	00:06-00:07	<i>Ibelleng nga nasayaat dagiti basura.</i>	Dispose of waste properly.	Depiction + Appeal to principles (Consumption of goods and services)	Suggests remedies
03	00:08-00:20	[VO: Lower, steady rhythm, authoritative, depicts credibility]		Depiction	Suggests remedies
		<i>Pagsisinaen ti recyclable nga basura sigun iti materyales na kas iti plastik, nagango nga papel, retaso, goma, lata, bote, ken metal, nga mabalin pay nga iproseso manen.</i>	Separate recyclable waste according to material, such as plastic, dry paper, fabric, rubber, can, bottle, and metal that can still be processed.	Depiction + Appeal to principles (Consumption of goods and services)	
04	00:21-00:40	<i>Isina dagiti basura nga</i>	Set aside residual waste	Depiction + Appeal to	Suggests remedies

		residual <i>kas iti</i> <i>abo, uging,</i> <i>nadadael nga</i> <i>bado wenno</i> <i>tela</i> , packaging materials, <i>sando</i> bag, <i>naimpis nga</i> <i>plastik,</i> sanitary napkin <i>ken</i> diaper, tissue, <i>nabuong nga</i> ceramic, <i>sarming,</i> <i>naduma-duma</i> <i>nga</i> wrapper, <i>styropor, ken</i> <i>dadduma pay</i> <i>nga awan usar</i> <i>nan nga gamit.</i>	such as ash, charcoal, worn-out clothes or fabric, packaging materials, <i>sando</i> bag, sachets, sanitary napkin and diaper, tissue, broken ceramic, glass, mixed wrapper, styrofoam, and other non- reusable items.	principles (Consumption of goods and services)	
05	00:41-00:49	<i>Isina met laeng</i> <i>dagiti</i> special waste <i>kas iti</i> household toxic and hazardous waste, <i>bateriya,</i> bulb, <i>ken</i> <i>kemikal.</i>	Also separate special waste such as household toxic and hazardous waste, batteries, bulbs, and chemicals.	Depiction + Appeal to principles (Consumption of goods and services)	Suggests remedies
06	00:50-00:54	<i>Isina met laeng</i> <i>daiti nadadael</i> <i>nga</i> appliances <i>ken</i> electronics.	Likewise, separate damaged appliances and electronics.	Depiction + Appeal to principles (Consumption of goods and services)	Suggests remedies
07	00:55-00:59	<i>Suroten ti</i> schedule <i>ti</i> <i>panagkolekta</i> <i>ti basura iti</i> <i>lugar yo.</i>	Follow the waste collection schedule in your area.	Depiction + Appeal to principles (Consumption of goods and services)	Suggests remedies

		[MSC: Fades out]			
08	01:00-01:08	[VO: Steady, welcoming, depicts sincerity]		Depiction	Makes moral judgment
		<i>Adda maaramid mo</i>	You can do something	Catchphrase	
		<i>kontra climate change.</i>	to fight climate change.	Metaphor	
		<i>Manipud iti pagtaengan, agbalin a parte ti solusyon iti climate change.</i>	Be part of the solution starting from your own home.	Appeal to principles (Climate citizenship)	
09	01:09-01:13	<i>Tumutok iti Barangay FM 92.7 Baguio para iti dadduma pay nga impormasyon.</i>	Tune in to Barangay FM 92.7 Baguio for more information.	Catchphrase + Appeal to principles (Influencing others)	Suggests remedies

RP6 identifies the most recent categories of solid waste materials used in segregation and collection practices. The material enumerated segregation classifications for recyclables, residuals, special waste, and appliances (Table 7, Frames 02-06), depicting the processes of a smart and institutionalized practice. RP 6 appealed to the audience for proper consumption of goods and services, underscoring the need for climate citizenship.

5.2 Analysis of Video Reels

The researcher extracted 47 video frames from the six episodic video reels. The succeeding tables contain the video reel's individual attributes: frame identification, description, original text in Filipino language, English translation, framing and reasoning devices, and framing functions.

5.2.1 Results from Video Reel 1

Video Reel 1 (VR1) is the pilot material. Table 8 shows the analysis of VR1 video frames.

Table 8**Summary of Results from the Coding Sheet of Video Reel 1**

ID	Description	Filipino	English	Framing Reasoning /	Function
01	FADE IN: 1ST PERSON POINT-OF- VIEW:	[SFX: Violin stab-chord]		Depiction + Visual icon (Video clip)	Defines the problem
	HOUSES ON A HILLSIDE DURING A TYPHOON	[Voice: High pitch, fast tempo, sharp inflections, depicts urgency]		Depiction	
		<i>Bagyo, landslide, baha...</i>	Storms, landslide, floods...	Consequences	
		[SFX: Violin deep, dark]		Depiction	
	FADE TO: BLUE SKY WITH THIN CLOUDS	<i>at sa ibang bansa naman, heatwave</i>	and in other countries, heatwave	Consequences	
	AND BRIGHT SUN	[SFX: Violin reverberant, horror-esque]		Depiction	
02		<i>at matinding tagtuyot. Ang mga ito ay ilan lamang sa mga epekto ng climate change.</i>	and severe drought. These are just some of the effects of climate change.	Consequences	
	CUT TO: TEXT OVERLAY: WORLD RISK REPORT	<i>Pilipinas ang pangunahing at risk sa epekto ng</i>	The Philippines is the most at risk from the	Catchphrase + Visual icon (Text overlay; Video clip) Consequences	Defines the problem

	SUPER-IMPOSED ON B&W BACK-GROUND OF PASSING PEDESTRIANS	climate change,	impacts of climate change,	Exemplar	
		<i>ayon 'yan sa World Risk Report 2024.</i>	according to the World Risk Report 2024.		
03	INFLUENCER IN WHITE INSIDE RADIO BOOTH WITH STATION LOGO IN THE BACK-GROUND	[Voice: Lowers pitch, slows down to steady rhythm, authoritative, depicts credibility] [Imagery: Influencer wears white; Hand gestures] <i>Kabarangay, ako po si Sexy Inday...</i> <i>Alamin natin, ano nga ba ang climate change?</i>	 Kabarangay, I am Sexy Inday... Let us find out, what is climate change?	Depiction + Visual icon (Station logo) Depiction Catchphrase + Appeal to principles (Climate citizenship)	Makes moral judgment
04	CUT TO: TITLE CARD SUPER-IMPOSED ON B&W BACK-GROUND OF INFLUENCER ON THE INTERNET SEARCHING FOR ANSWERS	[MSC: Moderate, low stress, 99 BPM]		Visual icon (Text overlay) + Appeal to principles (Climate citizenship)	Makes moral judgment

05	CUT TEXT OVERLAY OF CLIMATE CHANGE DEFINITION SUPER- IMPOSED ON B&W BACK- GROUND OF SMOKING FACTORY	TO:	[Voice: Lowers pitch, slows down to steady rhythm, authoritative, depicts credibility] <i>Ang climate change ay ang pagba-bago sa karaniwang klima na dulot ng mga natural na proseso</i> <i>at mga pang araw-araw na gawain ng tao.</i>	Climate change refers to changes in the usual climate caused by natural processes and everyday human activities.	Depiction + Visual icon (Text overlay; Video clip) Depiction Roots	Diagnoses the cause
06	CUT TEXT OVERLAY OF TRANS- PORT SUPER- IMPOSED ON B&W BACK- GROUND OF ROADSIDE AND PEDES- TRIANS	TO:	<i>Ayon sa Intergovern- mental Panel on Climate Change,</i> <i>isa sa mga gawaing ito ay ang pagsusunog ng fossil fuels sa paglikha at paggamit ng gasolina at krudo para sa mga sasakyan, makina, at produksyon ng kuryente.</i>	According to the Intergovern- mental Panel on Climate Change, one of these activities is the burning of fossil fuels in the production and use of gasoline and oil for vehicles, machinery, and electricity generation.	Exemplar + Visual icon (Text overlay; Video clip) Roots	Diagnoses the cause
07	CUT TEXT OVERLAY	TO:	<i>Bukod pa rito, ang pagputol ng mga puno</i>	In addition, cutting down trees	Depiction + Visual icon (Text overlay;	Diagnoses the cause

	OF TREE CUTTING AND LAND USE CHANGE SUPER- IMPOSED ON B&W BACK- GROUND OF CUT TREE					Video clip)			
08	CUT TO: TEXT OVERLAY OF WASTE MANAGE- MENT SUPER- IMPOSED ON B&W BACK- GROUND OF TIRE AND GARBAGE	<i>at ang pagsusunog o maling pagtatapon ng basura</i>	and burning improper disposal waste	the or of	Depiction + Visual icon (Text overlay; Video clip)	Diagnoses cause	the		
09	CUT TO: B&W BACK- GROUND OF EMPTY BOTTLE IN OPEN DRAINAGE CUT TO: TEXT OVERLAY OF GREEN- HOUSE GASES	<i>ay nagpapa- taas ng carbon, methane,at iba pang greenhouse gas emissions na nagpapa- lala sa climate change.</i>	increase carbon, methane, and other greenhouse gas emissions that worsen climate change.		Roots + Visual icon (Text overlay; Video clip)	Diagnoses cause	the		
10	CUT TO: INFLUEN- CER INSIDE RADIO BOOTH	[Voice: Softens, slow and probing, depicts reflectivity] <i>May magagawa ka</i>	Is there something		Depiction + Appeal to principles (Climate citizenship) Catchphrase	Makes judgment	moral		

		<i>ba?</i>	you can do?		
11	CUT TO: TITLE CARD OF SLOGAN	[Voice: Steady, welcoming, depicts sincerity]		Depiction	Suggests remedies
		<i>Kabarangay, adda maaramid mo</i>	Kabarangay, you can do something	Catchphrase	
		<i>kontra climate change.</i>	to fight climate change.	Metaphor	
12	CUT TO: INFLUEN- CER INSIDE BOOTH	<i>Maging bahagi ng solusyon sa climate change mula sa iyong tahanan.</i>	Be part of the solution to climate change starting from your own home.	Appeal to principles (Climate citizenship)	Suggests remedies
		<i>Tumutok sa Barangay FM 92.7 Baguio para sa karagdagang impormasyon.</i>	Tune in to Barangay FM 92.7 Baguio for more information.	Catchphrase + Appeal to principles (Influencing others) + Visual icon (Station logo)	
		[MSC: End]			

Like its radio counterpart, RP1 (Table 2), VR1's definition frame depicted climate change as a risk by emphasizing its extreme weather consequences. The nature of the medium provided the affordances of visual icons and montage depictions that highlight the consequences as near and present dangers. The establishing frame (Table 8, Frame 01) depicted a familiar scene in the place of study because the region is a mountainous area. The montage quickly transitioned into a frame that depicted extreme heat, painting climate change as a multi-faceted and highly unpredictable phenomenon. VR1 strategically used audio elements (i.e., background music, influencer's delivery) with visual elements (i.e., text overlays boxed in yellow over monochromatic videos) to sustain a sense of urgency and establish the root causes of climate change.

VR1's remedy frame used the previous rhetorical question but in Filipino language: *may magagawa ka ba* [is there something you can do]. This strategy launched the catchphrase in *Iloko*, *adda maaramid mo* [you can do something]. Code-switching between Filipino, *Iloko*, and English provided familiarity, emphasis, and clarity for words that do not have direct local

translation. Color (e.g., influencer's white shirt) and movement (hand gestures) depicted the same sense of credibility, sincerity, and professionalism as demonstrated in the radio plugs. This shows that meaning becomes enriched, rather than diminished, through platform integration.

5.2.2 Results from Video Reel 2

Video Reel 2 (VR2) focuses on reducing carbon emissions from vehicles. Table 9 describes the video frames of VR2.

Table 9

Summary of Results from the Coding Sheet of Video Reel 2

ID	Description	Filipino	English	Framing Reasoning	Function
01	FADE IN: INFLUENCER WHITE, BEHIND RADIO CONSOLE, INSIDE BOOTH, STATION LOGO	IN IN [Voice: Steady, welcoming, depicts sincerity] [Imagery: Influencer wears white; Hand gestures] <i>Kabarangay, adda maaramid mo.</i> <i>May magagawa ka kontra climate change.</i> <i>Maging bahagi ng solusyon sa climate change mula sa iyong tahanan.</i>		Depiction Depiction + Visual icon (Station logo) Catchphrase Metaphor Appeal to principles (Climate citizenship)	Makes judgment moral
02	CUT TO:	[MSC:		Depiction +	Suggests

	EPISODE TITLE CARD: CONSERVE FUEL	Moderate, low stress, 99 BPM]		Visual icon remedies (Text overlay; Blue-green title card)
		[Voice: Warm, steady, concerned, depicts helpfulness]		Depiction
		<i>Pagplanuhan ng maigi ang bawat pagbiyahe.</i>	Plan your trips well.	Appeal to principles
03	CUT TO: WALKING ON SIDEWALK CUT TO: CLIMBING PARK STAIRS CUT TO: RIDING BICYCLE CUT TO: WALKING TO JEEPNEY TERMINAL CUT TO: INSIDE JEEPNEY	[Voice: Lower, steady rhythm, authoritative, depicts credibility]		Depiction + Suggests Visual icon remedies (Video clip)
		<i>Ayon sa</i>	According to	Exemplar
		United Nations,	the United Nations,	
		<i>maglakad o magbisikleta kung malapit lang ang pupuntahan.</i>	walk or ride a bicycle if your destination is nearby.	Appeal to principles (Low-carbon transport habits)
		<i>Kung malayo naman ang pupuntahan, sa halip na magmaneho ng sariling sasakyan, gumamit na lang ng public transport gaya ng jeep, taxi, o bus.</i>	If your destination is far, instead of driving a car, use public transport such as a jeepney, taxi, or bus.	
04	CUT TO: STREET TRAFFIC CUT TO:	[Voice: Lower, steady rhythm, authoritative,		Depiction + Makes moral Visual icon judgment (Video clip)

	MORE TRAFFIC	depicts credibility]				
		<i>Ito ay para mabawasan ang traffic sa lansangan.</i>	This helps reduce traffic on the roads.	Depiction		
		<i>Sa pamamagitan nito, maiiwasan din ang labis na paggamit ng gasolina, krudo, at iba pang mga produktong petrolyo.</i>	It also prevents excessive use of gasoline, oil, and other petroleum-based products.	Consequences (Positive)		
05	CUT TO: WALKING IN PARK CUT TO: MORE WALKING IN PARK	<i>Ang mga produktong ito ay gawa mula sa pagsusunog ng fossil fuel na nakakadagdag sa greenhouse gas emissions na nagpapalala sa climate change.</i>	These products come from burning fossil fuel, which increase greenhouse gas emissions that worsen climate change.	Depiction + Visual icon (Text overlay; Video clip)	Diagnoses the cause	
07	CUT TO: INFLUENCE R INSIDE BOOTH, CLOSING SPIEL	<i>Kabarangay, mag-post na sa comment section para ibida ang iyong mga paraan</i> <i>kontra climate change mula sa iyong tahanan.</i> [MSC: End]	Kabarangay, post in the comment section and share your own ways to fight climate change from your home.	Catchphrase + Appeal to principles (Influencing others)	Suggests remedies	
				Metaphor		

VR2 opened with a moral frame wherein the influencer is seen by the viewer seated behind the radio console, casually removing her audio headset before directly engaging in conversation. This depicted a personality who possesses a sense of ease in a personal conversation (Table 9, Frame 01). The remedy frame presented the proposed climate action by appealing to the principles of low-carbon transport habits (Table 9, Frame 02-06). The influencer then delivered the standard closing spiel inviting social media users to share their climate action choices and experiences online (Table 9, Frame 07).

5.2.3 Results from Video Reel 3

Video Reel 3 (VR3) centered on conserving energy use in the household by proposing measures to manage and reduce its use.

Table 10

Summary of Results from the Coding Sheet of Video Reel 3

ID	Description	Filipino	English	Framing Reasoning /	Function
01	FADE IN: INFLUENCER WHITE, BEHIND RADIO CONSOLE, INSIDE BOOTH, STATION LOGO	[Voice: Steady, welcoming, depicts sincerity] [Imagery: Influencer wears white; Hand gestures] <i>Kabarangay, adda maaramid mo.</i> <i>May magagawa ka kontra climate change.</i> <i>Maging bahagi ng solusyon sa climate change mula sa iyong tahanan.</i>		Depiction + Visual icon (Station logo) Depiction Catchphrase Metaphor Appeal to principles (Climate citizenship)	Makes moral judgment

02	TCUT EPISODE TITLE CARD: SAVE ENERGY AT HOME	TO:	[MSC: Moderate, low stress, 99 BPM] [Voice: Warm, steady, concerned, depicts helpfulness] <i>Magtipid ng kuryente.</i>		Depiction + Visual icon (Text overlay; Blue-green title card) Depiction Catchphrase + Appeal to principles (Energy conservation at home)	Suggests remedies
03	CUT TURNING OFF ELECTRO- NICS CUT UNPLUG- GING UNUSED DEVICES	TO:	<i>Patayin at bunutin mula sa saksakan ang mga appliances at gadgets na hindi ginagamit. Ito ay para mabawasan ang electric consumption</i>	Turn off and unplug appliances and gadgets when they are not in use. This helps reduce electricity consumption.	Appeal to principles (Energy conservation at home) + Visual icon (Video clip)	Suggests remedies
04	CUT GRAPHICS OF DATA AND STATIS- TICS ON FUEL GENERA- TION	TO:	[Voice: Lower, steady rhythm, authoritative, depicts credibility] <i>Malaking porsiyento ng kuryente natin ay likha mula sa pagsusu- nog ng fossil fuel tulad ng coal, oil, at gas. Ang prose- song ito ay</i>	A substantial percentage of our electricity is generated by burning fossil fuel such as coal, oil, and gas. This process contributes to	Depiction + Visual icon (Bar graph) Depiction + Roots	Diagnoses the cause

			<i>nakaka-dagdag sa greenhouse gas emissions na nagpapalala sa climate change.</i>	greenhouse gas emissions that worsen climate change.		
05	CUT HOUSE-HOLD SOLAR PANELS ON ROOFTOP	TO:	<i>Kung maaari, gumamit ng clean and renewable energy gaya ng solar power.</i>	If possible, use clean and renewable energy such as solar power.	Catchphrase + Appeal to principles (Climate citizenship) + Visual icon (Video clip)	Suggests remedies
06	CUT INFLUENCER INSIDE BOOTH	TO:	[Voice: Steady, welcoming, depicts sincerity]		Depiction	Suggests remedies
			<i>Kabarangay, mag-post na sa comment section para ibida ang iyong mga paraan</i>	Kabarangay, post in the comment section and share your ways	Catchphrase + Appeal to principles (Influencing others)	
			<i>kontra climate change mula sa iyong tahanan.</i>	to fight climate change from your home.	Metaphor	
			[MSC: End]			

VR3 appealed to the principles of energy conservation within the household. VR3's remedy frame depicted domestic habits of turning off/unplugging unused appliances and gadgets as actions that help reduce electric consumption often generated through carbon-burning processes that worsen climate change. The bar graph presented a visualization that depicted electricity generation statistics with high coal-dependence (Table 10, Frame 04). This justified the use of a positive consequence frame which showed a pair of solar panels hoisted on a rooftop (Table 10, Frame 5).

5.2.4 Results from Video Reel 4

Video Reel 4 (VR4) focuses on the sustainable concept of reduce-reuse-recycle-repair. Table 11 explains the VR4 video reels which show the impact of production, consumption, and utilization of plastic as one of the causes of global warming.

Table 11

Summary of Results from the Coding Sheet of Video Reel 4

ID	Description	Filipino	English	Framing Reasoning	Function
01	FADE IN: TITLE CARD: SOCIAL MEDIA HASHTAGS	<i>Kabarangay, adda maaramid mo.</i>	Kabarangay, you can do something.	Catchphrase + Visual icon (Title card)	Makes moral judgment
02	CUT TO: INFLUENCER IN WHITE, BEHIND RADIO CONSOLE, INSIDE BOOTH, STATION LOGO, OPENING SPIEL	[VO: Warm, steady, concerned, depicts helpfulness] [Imagery: Influencer wears white; Hand gestures] <i>May magagawa ka kontra climate change.</i> <i>Maging bahagi ng solusyon sa climate change mula sa iyong tahanan.</i>	You can do something to fight climate change. Be part of the solution to climate change starting from your own home.	Depiction Depiction + Visual icon (Station logo) Metaphor Appeal to principles (Climate citizenship)	Makes moral judgment
03	CUT TO: EPISODE	[MSC: Moderate, low		Depiction + Visual icon	Suggests remedies

	TITLE CARS: REDUCE, REUSE, RECYCLE, REPAIR	stress, 99 BPM]		(Text overlay; Blue-green title card)	
		[VO: Warm, steady, concerned, depicts helpfulness]		Depiction	
		<i>Gaya ng tinuro sa atin...</i>	As we have learned:	Appeal to principles (Sustainable consumption of goods and services)	
		Reduce, Reuse, Recycle, Repair!	Reduce, Reuse, Recycle, Repair!		
04	CUT TO: PLASTIC SPOONS AND FORKS CUT TO: PLASTIC UTENSILS CUT TO: PLASTIC BAGS FOR REUSING	<i>Isa sa mga aksyong sinusulong ng United Nations</i>	One of the actions promoted by the United Nations	Exemplar + Visual icon (Video clip)	Suggests remedies
		<i>ay ang pagiwas sa paggamit ng single use plastic gaya ng plastic utensils, cups, straw, at supot.</i>	is to avoid using single use plastic such as plastic utensils, cups, straw, and bag.	Appeal to principles (Sustainable consumption of goods and services)	
05	CUT TO: CONTAINERS FOR RECYCLING	<i>Sa halip na itapon, itabi ang mga ito, i-reuse, o dalhin sa pinakamalapit na recycling unit.</i>	Instead of throwing them away, set them aside, reuse them, or bring them to the nearest recycling unit.	Depiction + Visual icon (Video clip)	Suggests remedies
06	CUT TO: INFLUEN-	[VO: Lower, steady		Depiction + Visual icon	Suggests remedies

	CER BEHIND RADIO CONSOLE, INSIDE BOOTH	rhythm, authoritative, depicts credibility]		(Station logo)	
		<i>Mas mainam kung bumili lamang base sa pangangailangan at gumamit ng second-hand.</i>	It is better to buy only what you need and consider using second-hand items.	Depiction + Appeal to principles (Sustainable consumption of goods and services)	
		<i>Ipaayos ang mga sirang gamit kung hindi naman kailangan ng bago.</i>	Repair broken items if buying new ones is not necessary.		
		<i>Tandaan, ang bawat produksyon ay gumagamit ng enerhiya</i>	Remember that every form of production uses energy,	Exemplar	
		<i>na kadalasan ay mula sa mga prosesong nakakadagdag</i>	which often comes from processes that contribute	Roots	
07	CUT TO: TEXT OVERLAY OF GREEN- HOUSE GASES	<i>sa greenhouse gas emissions na nagpapalala ng climate change.</i>	to greenhouse gas emissions and worsen climate change.	Roots + Visual icon (Text overlay; Video clip)	Diagnoses the cause
08	CUT TO: INFLUENCE R INSIDE BOOTH, CLOSING SPIEL	<i>Kabarangay, mag-post na sa comment section para ibida ang iyong mga paraan</i>	Kabarangay, post in the comment section and share your ways	Catchphrase + Appeal to principles (Influencing others)	Suggests remedies
		<i>kontra climate change mula</i>	to fight climate	Metaphor	

	sa	iyong	change	from
	tahanan.		your	home.
	[MSC: End]			

VR4 remedy frames appeal to the principles of sustainable consumption of goods by discouraging further acquisition of single use plastics and encouraging the green lifestyle habit to reduce-reuse-recycle-repair (Table 11, Frames 03-05). VR4 showed exemplar frames to identify single use plastics – forks, spoons, straws, cup lids, plates, and bags (Table 11, Frame 04) and sustainable practices that depicted plastic bags being aired out to be used again, and discarded bottles neatly piled for recycling.

5.2.5 Results from Video Reel 5

Video Reel 5 (VR5) talks about the impact of food waste on the rising carbon and methane emissions, particularly in open-pit landfills. Table 12 detail the video frames of VR5.

Table 12

Summary of Results from the Coding Sheet of Video Reel 5

ID	Description	Filipino	English	Framing Reasoning	/	Function
01	FADE IN: INFLUENCER WHITE, BEHIND RADIO CONSOLE, INSIDE BOOTH, STATION LOGO	[Voice: Steady, welcoming, depicts sincerity] [Imagery: Influencer wears white; Hand gestures] <i>Kabarangay, adda maaramid mo.</i> <i>May magagawa ka kontra climate change.</i> <i>Maging</i>		Depiction Depiction + Visual icon (Station logo) Catchphrase Metaphor		Makes moral judgment

			<i>bahagi ng solusyon sa climate change mula sa iyong tahanan.</i>	Be part of the solution to climate change starting from your own home.	Appeal to principles (Climate citizenship)	
02	CUT EPISODE TITLE CARD: REDUCE FOOD WASTE	TO:	[MSC: Moderate, low stress, 99 BPM] [Voice: Warm, steady, concerned, depicts helpfulness] <i>Bawasan ang nasasayang na pagkain.</i> <i>Bumili lamang ng sapat para sa iyo o sa iyong pamilya.</i>	Reduce food waste. Buy just enough for yourself or your family.	Depiction + Visual icon (Text overlay; Blue-green title card) Depiction Catchphrase + Appeal to principles (Household food management) Depiction	Suggests remedies
03	CUT INFLUENCER RADIO BOOTH	TO:	[Voice: Warm, steady, concerned, depicts helpfulness] <i>Iwasan ang leftovers tira-tira.</i>	Minimize wasted food or leftovers.	Depiction Appeal to principles (Household food management)	Suggests remedies
04	CUTO CLOSE OF	TO: UP	<i>Ayon sa research United</i>	According to research from the United	Exemplar + Visual icon (Video clips)	Suggests remedies

	LEFTOVERS CUT TO: LEFTOVERS IN OPEN CONTAINER CUT TO: FOOD WASTE FOR COMPOST- ING	<i>Nations,</i> <i>ang</i> <i>nabubulok na</i> <i>pagkain sa</i> <i>basurahan at</i> <i>tambakan ay</i> <i>nagri-release</i> <i>ng methane na</i> <i>siyang</i> <i>nakakadag-</i> <i>dag sa</i> <i>greenhouse</i> <i>gas emissions</i> <i>at nagpapa-</i> <i>lala sa climate</i> <i>change.</i>	<i>Nations,</i> Decaying food in dumps and landfills releases methane, which contributes to greenhouse gas emissions and worsens climate change.	Roots	
05	CUT TO: TEXT OVERLAY OF FOOD WASTE FOR COMPOST- ING SUPER- IMPOSED ON COMPOST PIT	[Voice: Lower, steady rhythm, authoritative, depicts credibility] <i>Gumawa ng</i> <i>compost pit sa</i> <i>iyong bakuran</i> <i>para sa</i> <i>household</i> <i>biodegra-</i> <i>dable waste</i>	Make a compost pit in your yard for household biodegradable waste	Depiction + Visual icon (Video clip) Appeal to principles (Household food management)	Suggests remedies
06	CUT TO: TEXT OVERLAY OF FOOD WASTE FOR COMPOST- ING SUPER- IMPOSED ON COMPOST PIT	<i>gaya ng</i> food waste, yard waste, plant trimmings, vegetable and fruit residue, food cleaning and processing waste, chicken feathers, eggshells, agricultural waste, <i>at</i> <i>basang papel</i> <i>at karton.</i>	such as food waste, yard waste, plant trimmings, vegetable and fruit residue, food cleaning and processing waste, chicken feathers, eggshells, agricultural waste, and wet paper and cardboard.	Appeal to principles (Household food management) + Visual icon (Text overlay; Video clip)	Suggests remedies

07	CUT TO: INFLUEN- CER INSIDE BOOTH	<i>Kabarangay, mag-post na sa comment section para ibida ang iyong mga paraan</i>	Kabarangay, post in the comment section and share your ways	Catchphrase + Appeals to principles (Influencing others)	Suggests remedies
		<i>kontra climate change mula sa iyong tahanan.</i>	to fight climate change from your home.	Metaphor	
		[MSC: End]			

VR5's remedy frame appealed to the principles of household food management. The material depicted the proposed action as a moral frame that appeals to the viewer to buy just enough food for the family and avoid leftovers. VR5 enumerated a comprehensive list of items as basic food waste suitable for composting (Table 12, Frame 06).

5.2.6 Results from Video Reel 6

Video Reel 6 (VR6) emphasizes the importance of proper solid waste disposal management and the guidelines for waste segregation. Table 13 describes the video frames.

Table 13

Summary of Results from the Coding Sheet of Video Reel 6

ID	Description	Filipino	English	Framing Reasoning / Function
01	FADE IN: INFLUENCE R IN WHITE, BEHIND RADIO CONSOLE, INSIDE BOOTH, STATION LOGO, OPENING SPIEL	[Voice: Steady, welcoming, depicts sincerity] [Imagery: Influencer wears white; Hand gestures] <i>Kabarangay, adda</i>	 Kabarangay, you can do	Depiction Depiction + Visual icon (Station logo) Catchphrase

			<i>maaramid mo.</i>	something.		
			<i>May magagawa ka kontra climate change.</i>	You can do something to fight climate change.	Metaphor	
			<i>Maging bahagi ng solusyon sa climate change mula sa iyong tahanan.</i>	Be part of the solution to climate change starting from your own home.	Appeal to principles (Climate citizenship)	
02	CUT TO: EPISODE TITLE CARD: MANAGE HOUSE-HOLD SOLID WASTE	[MSC: Moderate, low stress, 99 BPM] [Voice: Warm, steady, concerned, depicts helpfulness]			Depiction + Visual icon (Text overlay; Blue-green title card) Depiction	Suggests remedies
			<i>Itapon ng maayos ang basura.</i>	Dispose of waste properly.	Depiction + Appeal to principles (Consumption of goods and services)	
03	CUT TO: LIST OF RECYCLABLES SUPERIMPOSED ON SEGREGATION BINS	[Voice: Lower, steady rhythm, authoritative, depicts credibility] <i>Mag-segregate ng recyclables tulad ng plastik, tuyong papel, retaso,</i>		Separate recyclable waste according to material, such as plastic, dry paper,	Depiction + Visual icon (Text overlay; Video clip) Depiction + Appeal to principles (Consumption of goods and services)	Suggests remedies

			<i>rubber, tin can, bote, at metal na pwede pang ire-process.</i>	fabric, rubber, can, bottle, and metal that can still be processed.		
04	CUT TO: LIST OF RESIDUALS SUPERIMPOSED ON SEGREGATION BINS	<i>Pagsama-samahin ang residuals gaya ng abo, uling, sirang damit o tela, packaging material, materyales, sando bag, manipis na plastik, sanitary napkin at diaper, tissue paper, broken ceramics, glass and glazed materials, food wrappers, styropor, at iba pang mga bagay na wala nang gamit.</i>	Set aside residual waste such as ash, charcoal, worn-out clothes or fabric, packaging materials, sando bag, sachets, sanitary napkin and diaper, tissue, broken ceramics, glass and glazed materials, food wrappers, styrofoam, and other non-reusable items.	Depiction + Appeal to principles (Consumption of goods and services) + Visual icon (Text overlay; Video clip)	Suggests remedies	
05	CUT TO: LIST OF SPECIAL WASTE SUPERIMPOSED ON SEGREGATION BINS	<i>Ihiwalay ang special waste tulad ng household toxic and hazardous waste, baterya, bulb, at kemikal. Ihiwalay din ang mga sirang appliances, ganun din ang mga electronics.</i>	Also separate special waste such as household toxic and hazardous waste, batteries, bulbs, and chemicals. Likewise, separate broken appliances and electronic waste.	Depiction + Appeal to principles (Consumption of goods and services) + Visual icon (Text overlay; Video clip)	Suggests remedies	

06	CUT TO: GARBAGE COLLECTION AND RETRIEVAL OPERATIONS	<i>Alamin at sundin ang garbage collection schedule sa iyong lugar.</i>	Know and follow the garbage collection schedule in your area.	Depiction + Appeal to principles (Consumption of goods and services) + Visual icon (Video clip)
07	CUT TO: INFLUENCE R INSIDE BOOTH, CLOSING SPIEL	<i>Kabarangay, mag-post na sa comment section para ibida ang iyong mga paraan</i> <i>kontra climate change mula sa iyong tahanan.</i>	Kabarangay, post in the comment section and share your ways to fight climate change from your home.	Depiction + Appeals to principles (Influencing others) Metaphor
[MSC: End]				

VR6 used remedy frames that appealed to the process of proper waste disposal. VR6 depicted waste separation as a good moral practice to reduce greenhouse gases that rise from unsegregated solid waste in landfills. The material showed a comprehensive segregation list that grouped solid waste into recyclables, residuals, and special categories (Table 13, Frames 03-06).

6. Discussion and Conclusion

Climate change communication involves more than sharing information, more importantly, it aims to persuade and influence individuals to adopt pro-environment behaviors. This study extracted and analyzed 109 individual frames from researcher-produced radio plugs and video reels to determine how they communicated climate change and climate action to a hyperlocal community. Using Entman's (1993) framing functions and Gamson and Modigliani's (1989) framing devices, the findings identified *individual household agency* as the core frame of this climate change communication, which appeals to an individual's willingness to directly participate in climate action through simple, home-based solutions. The findings also revealed that the climate frames produced by the core frame communicated the global issue as a local concern using local languages and code-switching, community contexts, regional settings, as well as relatable personalities and relevant media partners. Findings also indicated that the core message in the radio plugs and video reels remained consistent and did not diminish in clarity and intent across platforms.

Analysis of the remedy frames, or frames that contain recommended solutions, found the predominant use of catchphrase and depiction devices to present the proposed changes in behavior. The proposed solutions align with sustainability principles, such as effective household food and food waste management, energy conservation at home, sustainable consumption and proper disposal or repurposing of goods, and low-carbon transport habits. These suggest that the radio plugs and video reels frame the concept of *household responsibility* as part of *environmental stewardship*. In addition, the action of giving the audience the choice to stay tuned to the station for more climate information or giving them the option to share their personal experiences related to climate action, suggests that communication fosters participation, engagement, and storytelling that can influence how other members of the community think and talk about climate change. These findings align with Hampton and Whitmarsh's (2023) domains of individual choices for climate action which emphasize fundamental areas for affecting individual behavior.

Further analysis revealed the motivation for local individuals to adopt these behaviors is anchored in the materials' moral frames, or the frames that appeal to moral values and motivate action. The moral frames in both the radio plugs and video reels strategically encapsulated each climate message with the *Iloko* catchphrase, *adda maaramid mo* [you can do something], which intends to empower the audience to act. The roots of the slogan can be traced to the rhetorical question, *adda ngata maaramid mo* [is there something you can do]. The question implied a crossroad where the individual faces the option to act, or not to act. The full statement *adda maaramid mo kontra climate change* [you can do something to fight climate change] aligns with the purpose and scope of the materials which is to activate personal agency.

These results show that the climate change communication materials attempted to bridge the gap between the global phenomena and community life. For example, the problem-definition frames in the materials depicted climate change as a multi-faceted phenomenon compounded by its extreme weather consequences (e.g., storms, heatwave, and severe drought) and environmental hazards (e.g., landslides and floods), while the causal frames pointed human causes of climate change to burning fossil fuels for energy generation, food and goods production, and transportation, and indirect human causes such as tree-cutting and improper waste disposal.

In terms of content, the radio plugs manifested these as local audio frames through the tonal variations of the voice-over, the use of the *Iloko* local language, and the depiction of the community context in the climate actions indicated (i.e., simple home-based solutions).

The video reels manifested the same messages in Filipino language for a broader online audience. The affordances of the visual medium provided the opportunity for visual frames to use additional symbolic devices, such as video clips of locally familiar scenes and situations, the appearance and movements of the local influencer/voice-over, and the visual presence of the media partner as a local institution that supports environmental advocacies.

The observations suggest that by applying local contexts, the materials are framing climate change not just as a global issue but as a near and present danger for the local community. These also indicate the use of a local influencer package as a strategy in framing effective cross-platform messages built on local relevance.

The same analysis shows that the integrity of the message remained the same in both radio plugs and video reels. Both audio and video materials indicated that while the causal frames

attach the validity of scientific information about climate change to reputable global institutions (e.g., IPCC, UN, World Risk Report), the moral frames anchor the local context to relevant and relatable actors (e.g., local influencer/voice-over and media partner).

In addition, the station's scheduling strategies revealed that the radio plugs were aired several times per day to make sure that the message was consistently heard by the local community during crucial hours from 6:00 a.m. to 8:00 p.m. daily. The station posted the video reels on their station's Facebook page, strategically selecting the day and time to gain traction from their followers. These actions improve the salience and frame the importance of climate change communication to the target local community.

The study revealed that the materials affirm Nisbet's (2009) idea that climate messages should be tailored to a specific medium and audience using devices that frame personal relevance. Analysis showed that the materials appeal to audiences by influencing attitudes, trust, and encouraging participation that align with the recommendation. This study also affirms a crucial element in Moser's (2010) seven key elements of the climate change communication process - evaluation.

This study found that to communicate climate change to the hyperlocal community, the communicator must: (1) break down complex scientific ideas and technical language into actionable attributes and household solutions using conversational local language; (2) reserve code-switching for concepts that do not have local translations and explain; (3) use a simple catchphrase that concisely encapsulates the core frame, directly addresses the target audience, and repetitively articulated ensures the dominance of the frame in the message; (4) develop several self-sufficient but interlinked materials to avoid information overload due to the multifaceted nature of climate change and climate actions; (5) employ scheduling strategies to disseminate these interlinked materials; (6) consider local community issues and contexts when formulating messages; (7) use familiar local settings as examples; (8) maximize framing devices and the affordances of the selected medium (i.e., voice delivery, gestures or movements, montage, music, sound effects, logo, photo, audio or video clips); (9) collaborate with relevant, relatable, and trusted local influencers who can amplify the message; and (10) partner with a local media organization to expand the reach of climate change communication. For development communicators, this study provides a template for a community-centered cross-platform messaging strategy that recognizes the importance of local media influencers, acknowledges the value of speaking the local language, applies community contexts, uses local examples, collaborates with local media, and employs the programming strategy of scheduling. For researchers and practitioners, this study demonstrates a systematic approach to evaluating climate change frame production. For climate communicators, the result of this research contributes to the growing information on how framing can be used to motivate local action.

The scope of the findings in this practice-led study is limited within the frame production of the researcher-produced radio plugs and video reels mentioned. The researcher/producer aims to share practical experiences in developing climate change communication to enrich the knowledge and discourse about the practice. Future analysis is recommended on how these and other climate change communication materials are received and perceived by the target audience, and which climate actions were implemented and sustained.

The study rationalizes that by helping communities understand the threat of climate change, households would be better-informed to evaluate their actions and the actions of others, thereby creating a community that is more critical and aware of their environment and what others do. Communicating climate change to the local community requires more than the use of language. The proposed behaviors are not entirely new. Most, if not all, are familiar reminders heard and overheard at home, in school, or within our community. But this is what these materials are -

they are reminders of the fundamental practices we have learned in the past, and forgotten, and that we need to learn again. It is important to always remind one another and be reminded - the same way that the COVID-19 pandemic forcibly reminded all of us to wash our hands.

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Appendices

Appendix 1

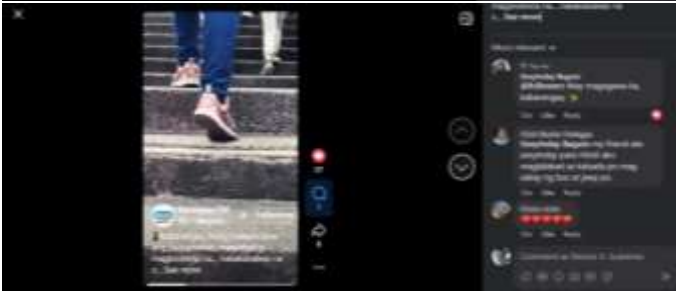
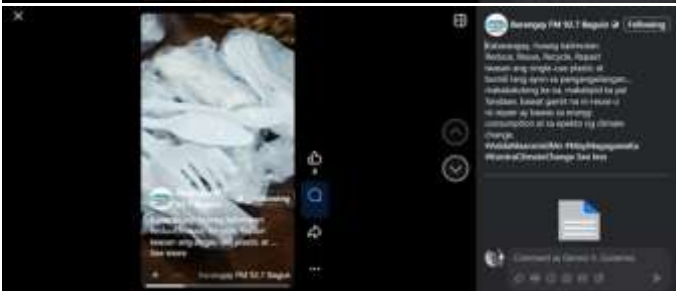
List of Source Materials

Source ID	Medium	TRT (mm:ss)	Title	Language	File location
RP1	Radio Plug	01:12	<i>Anyat</i> ti [What is] <i>Iloko</i> Climate Change?		https://youtu.be/0wYGa6qsAC8
RP2	Radio Plug	00:57	Conserve Fuel	<i>Iloko</i>	https://youtu.be/SqQ2VQL0b9c
RP3	Radio Plug	00:57	Save Energy	<i>Iloko</i>	https://youtu.be/O_ckyd6L3s
RP4	Radio Plug	01:02	4Rs	<i>Iloko</i>	https://youtu.be/QbG57WDe_n0s
RP5	Radio Plug	00:57	Reduce Waste	Food <i>Iloko</i>	https://youtu.be/Ovj-ZqEoNDs
RP6	Radio Plug	01:13	Manage Waste	Solid <i>Iloko</i>	https://youtu.be/AUVcIXlhFq0
VR1	Video Reel	01:12	Part 1: What is Climate Change?	<i>Filipino</i>	https://www.facebook.com/reel/2105860679925241
VR2	Video Reel	01:01	Part 2: Conserve Fuel	<i>Filipino</i>	https://www.facebook.com/reel/9540758782695676
VR3	Video Reel	00:50	Part 3: Save Energy at Home	<i>Filipino</i>	https://www.facebook.com/reel/1240432067662204
VR4	Video Reel	01:03	Part 4: Reduce, Reuse, Recycle, Repair	<i>Filipino</i>	https://www.facebook.com/reel/4217918351786483
VR5	Video Reel	01:02	Part 5: Reduce Food Waste	<i>Filipino</i>	https://www.facebook.com/reel/1227794102430151
VR6	Video Reel	01:12	Part 6: Manage Household Solid	<i>Filipino</i>	https://www.facebook.com/reel/1045657467699371

Waste

Appendix 2

List of Facebook Reels

Title Card	Screenshot of Facebook Reel	Date Posted
		8 June 2025
		14 June 2025
		19 June 2025
		23 June 2025
		29 June 2025

Part 6:

**MANAGE
HOUSEHOLD
SOLID
WASTE**

Segregate garbage
wisely and throw
them properly



The screenshot shows a video player interface. The video content includes a truck with a sign that reads "SOLID WASTE MANAGEMENT" and a person standing next to it. To the right of the video is a social media post from "Beverly TM 52.7 Bago ID" with a "Following" status. The post text says: "Kasapangan: May segregasyon ng basura sa mga probinsya, munisipalidad, at opisyal na mga para-panatiliang pangkalahatan ng mga parangal ng koleksiyon ng basura sa... (See more)". Below the video are icons for like, comment, share, and a heart icon.

9 July 2025
