

F4. COMMUNICATION

Modern communication service facilities play an important role for integrated economic development. They play a major role in the economic uplift of a country as it promotes internal and external trade, economic use of natural resources, mobility of skilled labor force and increase in agricultural and industrial production.

The importance of communication in our society has been experienced by one and all. This is the reason why it is seen to play an important role in everyday living. It is one of the reasons why the world is growing every day. It promotes a better awareness to the society and human life.

Table IF-30. Communication Services Facilities, Year 2017

| Type | Year Constructed | Area Occupied (sq.m.) | Barangay | Ownership | | Hazard Susceptibility (H/M/L) | | | | | | | |
|----------------------------------|------------------|-----------------------|-------------|-----------|---------|-------------------------------|----|----|----|----|----|----|---|
| | | | | Public | Private | Fl | Tc | Eq | Vo | Ln | Ts | Su | |
| Postal Services | | | None | | | | | | | | | | |
| Telephone Service Provider | | | None | | | | | | | | | | |
| Cell Sites Network | 2005 | 256 | Banus | | √ | L | L | L | L | L | L | L | L |
| | 2005 | 256 | Malamig | | √ | L | L | L | L | L | L | L | L |
| | 2003 | 400 | Maligaya | | √ | L | L | L | L | L | L | L | L |
| | 2003 | 123 | Maligaya | | √ | L | L | L | L | L | L | L | L |
| | 2008 | 300 | G. Antonino | | √ | L | L | L | L | L | L | L | L |
| | | 240 | G. Antonino | | √ | L | L | L | L | L | L | L | L |
| Public Calling Stations | | | None | | | | | | | | | | |
| Broadcast and Television Network | | | None | | | | | | | | | | |

Source: Municipal Engineering Office, 2017

In Gloria, communication service facilities are established. Six cell sites network are built in Banus, Malamig, Maligaya, and G. Antonino. Six cell site networks are privately-owned. They are all low levels of hazards susceptibility.

Table IF- 31. Type of Print Media Available, Year 2017

| Type of Print Media | Location | Area Coverage | Circulation | | |
|---------------------|----------|---------------|-------------|------|-----------|
| | | | Number | Type | Frequency |
| NONE | NONE | NONE | NONE | NONE | NONE |

Source: Business Permit and Licensing Office, 2017

The Municipality of Gloria has no print media available.

Table IF- 32. Cell Site Network, Year 2017

| Location | Area Occupied (sq. m.) | Antenna Height (ft.) | Date Installed | Catchment Radius (km) | Owner |
|-------------|------------------------|----------------------|------------------|-----------------------|-------|
| Banus | 256 | 50 | January 17, 2005 | N/A | Globe |
| Malamig | 256 | 50 | June 17, 2005 | N/A | Globe |
| Maligaya | 400 | 50 | July 16, 2003 | N/A | Smart |
| Maligaya | 123 | 50 | May 23, 2003 | N/A | Globe |
| G. Antonino | 300 | 50 | March 11, 2008 | N/A | Smart |
| G. Antonino | 240 | 50 | | N/A | Globe |

Source: Municipal Engineering Office 2017

Six cell site networks are built strategically located in different barangays of Gloria. Four Globe networks

are located in Banus, Malamig, Maligaya and G. Antonino while two Smart networks in Maligaya and G. Antonino. All 6 cell site networks are 50ft. in antenna height.

DEVELOPMENT NEEDS

In social aspect of communication, there is a need for responsible and accountable use of social media. Facebook is used to disseminate good and bad information and users should be taught and oriented the pros and cons of using social media. In the municipality, there is no existing radio station that can cater local news. Moreover, all 27 barangays are provided with 2-way radio communication systems that are useful and capable in the calamity response of the MDRRM and BDRRM.

There are numerous cellular phone users in the municipality yet there is a need of improvement in the slow and unreliable internet connection. Interruption in signal is also observed during brown-out.