

# The national broadcasting services of Thailand

Wichai Chanthamarit

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**By**

**Wichai Chanthamarit**

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The Public Relations Department  
The National Broadcasting Services of Thailand

Thailand

Prepared by: Mr. Wichai Chanthamarit

Country Report

The Government Public Relations Department had its inception on May 3, 1933 as the publicity division under the control of the cabinet. For the following 20 years or so it went through name changes and added responsibilities. By March 8, 1952, it became The Government Public Relations Department (PRD) the center for disseminating news and information for the government and creating good relations between the government and the general public.

The functions and responsibilities of the Public Relations Department are as follows:

- Publicizing the policies, projects and achievements of the Government national institutes and state enterprise through publications, broadcasting and other media,
- Collecting and analysing data and reactions on major public problems to be put at the disposal of the Government in formulating the national policies,
- Disseminating and furthering the democratic-form of government with the King as Head of-State and also giving active contribution to the maintenance of the national security and unity.
- Presenting news about Thailand to the world at large

through the various media of information including printing so as to create a favourable image of the country.

- Providing non-formal education through radio and television broadcasting.

- Co-operating in working out public relations-programme for other government departments as well as arranging training courses for their personnel,

- Operating the national radio and television networks, called "Radio Thailand" and "Television Thailand".

#### National Braodcasting Services Of Thailand

The Public Relations Department owns and operates 90 AM/FM radio stations. More FM. radio stations will be set up between 1989 and 1991.

PRD own and operates Television Thailand Channel 11 in Bangkok with a network covering all regions in the country.

Radio and Television stations under control of PRD are know as National Broadcasting Services if Thailand (NBT).

All NBT radio stations of general programme services information and entertainment except for Services-Two and Three and some FM stations. They link up with the parent station in Bangkok at 7.00a.m., 12.30 a.m., 7.00 p.m. and 8.00 p.m. for national newscast and at other period of time for special broadcast. The four national newscasts are relayed by other radio stations as well.

The Bangkok NBT Radio Station run three services - The Regular Service, Service Two and Service Three.

### The Regular Service

The Regular Service is the principal channel of national news and general knowledge.

In addition to the four main national news bulletins, the station offer 10 other news programmes and a few news commentaries and current affairs programmes during its 17 1/2 hours of daily broadcasting.

General knowledge programmes in various forms of presentation feature national development issues covering economic, social, educational and agricultural interest.

Cultural programmes are also presented with the aim of preserving and promoting national culture and introducing local culture to audience 'nationwide'. Religious programmes feature discussion, lectures and sermons on Sundays and Buddhist Holy Days.

The Regular Service after 12 entertainment programme per day, most of which are musical in style, ranging from Thai classical to middle-of-the-road, Traditional dramas and light entertainment.

### Service Two

The NBT works in close co-operation with the Ramkamheang Open University in offering some 8,030 half-an-hours course in a year to students and the general public.



### Service Three

Service Three aims to give Bangkok Metropolitan listeners fine music, traffic reports and public service announcements.

### Radio Thailand, External Service

Radio Thailand now broadcast in 10 languages English, French, Lo, Mandarin, Vietnamese, Kmers, Malay, Japanese, Burmese and Thai, for a total transmission time of 11 hours 35 minutes a day Mon-Fri.

### NBT Radio Station

At present NBT has 58 A.M. radio stations and 32 F.M. radio stations throughout the country. The biggest premise is situated in Bangkok.

Radio Thailand Station in Bangkok has small record & cassettes library, it was established in 1973. The material in the library and give an approximate media estimate of the collection. Audio-Tapes, Thai-4000 and some English language. Record, Thai language 10,000, Eng. language 10,000. The station also has library books collection, the collection are about 3,000 books and magazines.

Annual budget of the archives/library about 2,000 US\$ a year. There are 3 persons in Record & Cassettes library and 2 persons in library (Book).

We work only the weekday on Mon-Fri from 8.30am to 4.30pm and we are serving lending only government officers and all producers of NBT. Now there is not inter library/archives

borrowings..

At present PRD has a committee to study about the computer system to use computer in PRD. May be 3/4 years we will be at Computer's World.