

# Follow-up and Evaluation of Operational Result on Broadcasting Affairs in Thailand

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**Abstract :** The purposes of this research are to follow-up and evaluate the operational result on broadcasting affairs of the Office of the National Broadcasting and Telecommunications Commission (NBTC) in Thailand. The research was carried out by data collection divided into two ways: 1. Quantitative data; the data were collected by using questionnaires divided into (1) measurement of opinion, perception, and operation of the group of officers and authorities working related to broadcasting affairs in the NBTC. The officers and authorities were categorized into 16 work groups, 10 persons per each group, total 160 persons, and (2) measurement of opinion, and perception of the entrepreneurs from government sectors, public sectors, and general people interested in the operation of NBTC on broadcasting affairs, total 328 persons, 2. Qualitative data; the data were collected by (1) In-depth Interview through executives, (2) Public forum; listening to the interesting opinions and issues, requests, and recommendations according to the requirements from 200 people, and (3) Academic documents, government documents, related laws, and rules and regulations.

The research result can be concluded as 6 crucial points, which include, (1) Re-farming and allocation of frequency used in the broadcasting affairs, (2) Consideration of approval on the frequency of radio broadcasting to provide qualitative, fast, and fair services for service users, (3) Transfer to signal reception and transduction of radio broadcasting in digital system, (4) Determination of criteria on frequency use for efficiency without disturbing to one another, problem solving of radio broadcasting established illegally, and tried out broadcasting, (5) corporate of frequency use for establishment of broadcasting affairs, and law enforcement, and (6) conduction of Neung Por. Nor. Radio Station of NBTC.

**Keywords :** Follow-up and evaluation of operational result, broadcasting affairs.

## 1. INTRODUCTION

Under the democracy governance, communication is the important thing to express approval from each part. It builds good relationship from each different region or part of the society. It also reaffirms social value and the common purpose of the society. The message in medium will transmit back and forth between the rulers and subordinate. This is to give chances to many people for making their own decision for the public benefit. Besides, message in the communication can also give opinions to people. Therefore, government in the democracy governance would give freedom in finding information and do not retain or owning any medium. In Thailand an organization for this purpose was established, it was called Office of National Broadcasting and Telecommunications Commission or NBTC. It is an independent government organization, which was established by radio and television frequency allocate organization and operation parliament in the year of 2010. Its duties including frequency allocations and directed the operations of radio broadcasting, television, and telecommunications commission. Where the law enacted, in accordance to the article 47 of the constitution of kingdom of Thailand in 2007. It states that, frequency that use for transmitting television and radio broadcasting is the national device for the public benefit. Therefore, need to be an independent government organization allocate it, as accordance to article 1 and also governance the operation of the radio, television and telecommunication.

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Radio is an important medium to create good understanding between government and people as the attribute of the fast and timeliness medium. Receiver can approach it easily and priceless, can receive it from any places, and it can also be two way communication. The operation of the radio broadcasting is the main duty of National Broadcasting and Telecommunications Commission (NBTC). There process of the operation is to follow the model scheme of the National Broadcasting and Telecommunications edition 1. (years 2012-2016) which is the main point to working on and the assessment of the work. After the working for a while government has decided to follow up, investigate and assess the operation and administration of the NBTC. and present the report to the congress together with report of the annual work of NBTC. Moreover, it needs to be published for the public via the information network of NBTC. bureau. The information needs to reflect an efficiency and effectiveness, the works need to be done under the rules and regulation for more efficiency and effectiveness. In addition, it need to state the suggestion and improvement for further step.

Although, the works of National Broadcasting and Telecommunications Commission in radio broadcasting so far was shown to the public that there are many accomplishment they have done but due to the rapidly changed of situation the works might not promptly and sufficiently meet the need of the people, Thus finding knowledge and follow up to assess the works of National Broadcasting and Telecommunications Commission in radio broadcasting is an advantage to improve the ability in administration and operation to be efficiency and consistent with the new way of government administration

## **2. RESEARCH OBJECTIVE**

To follow and assess National Broadcasting and Telecommunications Commission in radio broadcast working (NBTC)

## **3. LITERATURE REVIEW**

### **Radio broadcasting tendency in Thailand**

The way that the government govern and use the benefit of the frequency source in Thailand by retain the medium for only some group of people and not thoroughly expand it by the public radio station under the administration and governance from government agency and enterprise. The radio business operator or the person who is the concession of the frequency divide times in to sections and sell each section to the small group of radio retailers, this cause highly compete in finding radio program sponsor and compete in radio frequency concession, this cause many big and small groups of radio producers cannot compete in this business stage.

The constitution of kingdom of Thailand in 1997 foresee this problem therefor it has reformed the medium in the topic of returning the radio frequency, telecommunications and broadcasting to the nation. In order to be a national resource. And the frequency arrangement and allocation can be justified. The frequency was given to public organization, private organization, up to the suburb and local area throughout the country of Thailand by state that people can use the frequency no less than 20% of total frequencies that was allocated for radio and television broadcasting thus, there was determined the radio and television broadcasting in to 3 categories which are (1) public service (2) communities service (3) business service, therefor the government have no right to retain it as before. And give approaching chance for people and private business who wants to use the radio frequency directly. The community radio service administration has improved by the community philosophy of to being a medium of people by people and for people. Community radio was created for people in the community can be a part of it. To create the content, produce, giving an opinion, sponsoring, people and resource integrated are public and private organization responsibility and nonprofit able to fulfill public interest. Therefore the main principles of the community radio are

1. Approaching medium by open an opportunity for people to choose program or produce anything useful for one' self legally and it is the channel that give an opportunity for people to giving an opinion about program content, producers, the in charge person
2. Being the part of it means giving an opportunity to the people to do any process that they want to such as planning communication throughout the community, producing planning, producing process, channel for medium, finding resources until the assessment. People would be in charge of all every steps that has been stated.
3. Self's management means take a part in the decision making as determined the policy of radio station operation and processing

The current economic situation, the business competitions are highly in chronological order. This makes high competition in business. Besides, radio stations are increase, especially community radio station which highly increases. This not only effects to now a day competition business structure but also effects to the service value or the radio signal can intervene others signal such as airplane radio signal which can cause the insecure of flight transportation. This problem is also the discussion and need to be solved as soon as possible. However, now the National Broadcasting and Telecommunications Commission (NBTC) was established to control and arrange frequencies but it also important for others related agencies to take part in solving the broadcasting value problem or an intervention from another frequency which are currently problems. These need to be solved in order to fulfill the need of the people, the aim of the law and for the most of the nation benefit.

### **Radio business direction needs to wait for the clear governance**

The short term of radio business direction may wait for result of community radio arrangement from the relate agency. If there is a good solution then it will lead to medium term and long term solution. From previous research, there are opinions about business direction in the next step as below

- The business growth, still depend on advertising income. The growing of the business needs to depend on finding highest amounts of advertisings for the program by offering popular program which, mostly are entertainment program
- From the restriction of the advertising time policy. It states that all category of radio station business such as main station concession frequency radio business and community radio. All categories of radio businesses can advertise 12 and 6 minutes respectively. This makes each program needs to develop its advertising by making advertising as a latency in the program which tends to be increasing and might effect to have a lot of commercial program. Whereas in formativeness and useful program tends to be decrease this effect also happen in television program as well.
- The advertising expansion expense via radio medium is lower and not jumping as in the past
- There are a few that moving to the market compete due to the high competition of the business cause the high capital to invest both in terms of rental stations, copy right cost, DJ. Compensation.
- While the growing of the income is restrict, makes the big investor gain more advantage to operate the business than the small investor and can then approach to the concession system and own many frequencies at the same time. This can be found in both main radio station and community radio station. This makes radio market more difficult to access for the new entrepreneur.
- The changing of broadcasting technology. Currently sending signals via satellite Enable entrepreneur to expand receiver area and have more audiences. At the same time sending analogue signal can be done with a low cost and commonly used by community radio. This makes community radio can give more service but the signal and value is still a problem that need to be solve
- Despite normal radio channel, the internet radio channel is become more popular and tends to be more listener by the innovation of internet technology, which become more faster everyday

- Nowadays the content of radio program is more likely to be a lot of commercial program and entertainment program which, can rate by the audience and earn income to the station. This cause the decreasing of useful and benefit programs. Some stations produce the program for their own benefit more than the benefit of people in the society, including some program has bias attitude and bias criticism for their own benefit. The content of the program will be categories before broadcasting such as news and knowledge program, entertainment program and advertising. This will be arrange and determined of how it should be and also to find appropriate radio presenter and DJ. In addition with a penalty to the program which does not follow the common regulation.

#### **4. RESEARCH METHODOLOGY**

##### **Researcher collected the research data from**

1. Quantitative data; the data were collected by using questionnaires divided into
  - Measurement of opinion, perception, and operation of the group of officers and authorities working related to broadcasting affairs in the NBTC. The officers and authorities were categorized into 16 work groups, 10 persons per each group, total 160 persons, and
  - Measurement of opinion, and perception of the entrepreneurs from government sectors, public sectors, and general people interested in the operation of NBTC on broadcasting affairs, total 328 persons
2. Qualitative data; the data were collected by
  - In-depth Interview through executives,
  - Public forum; listening to the interesting opinions and issues, requests, and recommendations according to the requirements from 200 people, and
  - Academic documents, government documents, related laws, and rules and regulations.

#### **5. RESEARCH RESULTS**

##### **The research result can be concluded as 6 crucial points, which include:**

- Re-calling and allocation of frequency used in the broadcasting affairs, found in year 2014 that there was a seriously re-called of frequencies in the time line that has been stated in the model scheme of National Broadcasting and Telecommunications Commission. Thus, the re-calling was not delay and according to the plan in the model scheme. However it need to have the investigation for making the specific timeline.
- Consideration of approval on the frequency of radio broadcasting to provide qualitative, fast, and fair services for service users, found in the year 2008 that it was approved by the Broadcasting Industry Act 2008, or the existing broadcasting operations. Which is in the process of licensing new frequency allocation process. The case of the new radio or radio operator's trial is still under the consideration to use or not to use the frequency.
- Transfer to signal reception and transduction of radio broadcasting in digital system, is delay from the model scheme
- Determination of criteria on frequency use for efficiency without disturbing to one another, problem solving of radio broadcasting established illegally, and tried out broadcasting.
- Corporate of frequency use for establishment of broadcasting affairs, and law enforcement, found that National Broadcasting and Telecommunications Commission sometimes found the people in suburb area use the frequency illegally. Whereby, in this case the NBTC will implemented the process of law with the person such as to complaint against the person and the arrest in some cases. As well as cooperation in resolving the issue with the authorities concerned.

- Conduction of Neung Por. Nor. Radio Station of NBTC. needs to be changed to new system as well as another public organization with no excuse. This changed is the intention of everyone to reach the goal. However it has to be clear and moral by concerning of every needs.

## 6. DISCUSSION AND CONCLUSION

Vision, National Broadcasting and Telecommunications Commission “aim to create freedom and moral competitiveness. Operate and allocate frequencies for the most effectiveness of the nation and people” policy of National Broadcasting and Telecommunications Commission (1) frequency allocated by allocate frequency with moral and encourage the efficiency using of frequency for making the most benefit to the people and country. (2) licensing is giving in order to make, free and morally competition, against the concession or unfair monopoly competition. (3) Regulatory operations by supporting the functioning of market mechanisms and foster competition rules fairly. So that people receive quality service, accurate, fast and fair (4) The basic service thoroughly by pushing radio broadcasting services, television broadcasting service and telecommunication thoroughly and evenly throughout the country. (5) protect consumers by making a policy that enable people to have a freedom in listening to the radio, watch television and be able to choose various and value media channel one’s want with fair prices. Since, the value of National Broadcasting and Telecommunications Commission is “Towards universal innovation, teamwork, transparency and professional expertise.”

Directing and development of literacy, technology and society. (1) value and service is up to date and now a day technology. The allocation of frequencies to be used in accordance with the standards and controlling the use of licensing to be effectively and appropriate used is the important duty that aim to balance the developing. To develop the value and service in order to be suitable for now a day technology which always changed rapidly. To maximize the benefits to the public. (2) for social care NBTC. is focused on providing consumer protection and the protection of citizens ‘ rights and freedoms . Both to determine the form of regulation and service contract. Controlling value and standard of the service. Create the process to restrain disputes which can effectively use with morality throughout the people.

The principle of work is to use the directing characteristic to assign the task to the subordinate as assign the task to each sub-committee to be in charge and responsible under the indicator of the model scheme and command the group of works, then to organize meeting to follow up the task that has been assigned. It is one of the important key manage technique. Due to the department of the organization has dividied in to minor section. Whereby, the executives need to coordinate, arranging the process of working in order to make each department officers to co-operate to each other and not to dispute against one another. At last is about controlling which means to organize and resolve the characteristic of activities for subordinates to reassure that the purpose or the aim of the organization also the working plan that has been planed will be accomplish with efficiency succeed. NBTC. has the characteristic of many stages of work controlling and balancing.

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