

An Investigation of Community Radio Broadcasting in Phutthamonthon District, Nakhon Pathom, Thailand

Authors : Anchana Sooksomchitra

Abstract : This study aims to explore and compare the current condition of community radio stations in Phutthamonthon district, Nakhon Pathom province, Thailand, as well as the challenges they are facing. Qualitative research tools including in-depth interviews; documentary analysis; focus group interviews; and observation, are used to examine the content, programming, and management structure of three community radio stations currently in operation within the district. Research findings indicate that the management and operational approaches adopted by the two non-profit stations included in the study, Salaya Pattana and Voice of Dhamma, are more structured and effective than that of the for-profit Tune Radio. Salaya Pattana – backed by the Faculty of Engineering, Mahidol University, and the charity-funded Voice of Dhamma, are comparatively free from political and commercial influence, and able to provide more relevant and consistent community-oriented content to meet the real demand of the audience. Tune Radio, on the other hand, has to rely solely on financial support from political factions and business groups, which heavily influence its content.

Keywords : radio broadcasting, programming, management, community radio, Thailand

Conference Title : ICSCS 2014 : International Conference on Social and Cultural Studies

Conference Location : Rome, Italy

Conference Dates : September 18-19, 2014