

RADIO THAILAND

the Government's Public Relations Department
of the Royal Thai Government

Background History

On June 24, 1932, the administrative system of Thailand was changed from an absolute monarchy to a constitutional one. The adoption of the Western form of democracy came peacefully with only a mild resistance. However, the people in general still had the faintest idea of this new form of the national administration.

Therefore, the Public Relations Department (PRD) was set up on May 3, 1933, to carry out the task of informing the people on parliamentary democracy. It was then a small bureau under the Prime Minister's Office with the mandate to educate the people on democratic form of government and publicize activities of the government and government agencies.

Five years later the PRD took control of radio broadcasting from the Post and Telegraph Department which had been responsible for allocating frequencies until the Office of the National Broadcasting and Telecommunications Commission has been set up in 2010 and bearing thus responsibility ever since.

The HSPJ radio station, the first public radio broadcasting station of the country, put under the control of the PRD, was given the name as Radio Thailand. The station has been continuing its service up to now.

Apart from radio broadcasting, PRD operates other two major media including television network of the National Broadcasting of Thailand (NBT); and the National News Bureau of Thailand (NNT).

Radio Thailand

Radio Thailand has its headquarter in the city of Bangkok. The main station is in charge of central domestic service and the world service of Radio Thailand.

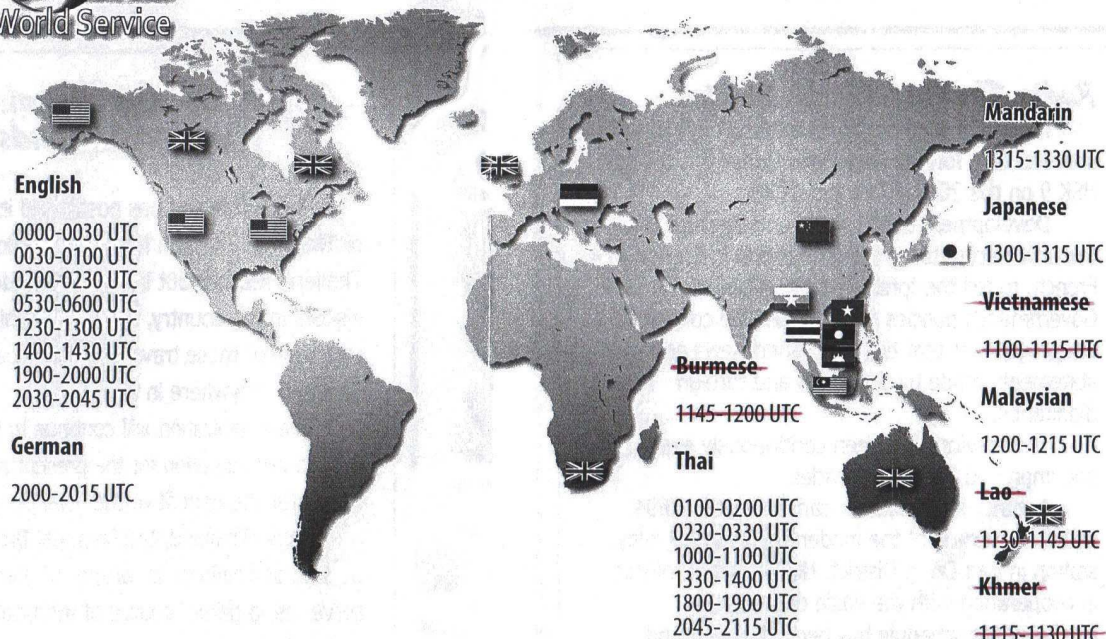
The policy of Radio Thailand has been laid down in line with the policies of the government and the PRD. It aims to inform, educate and entertain the public and at the same time serving other government agencies, charitable organizations and educational institutions by providing them airtime and publicizing their work.

Radio broadcasting network under PRD strictly observe the rules and regulations laid down by the Radio and Television Broadcasting Board of Directors.

Since it began operations in 1930s, Radio Thailand has been continuing to develop its programs and broadcasting

As far as the signals reach, we are friends.

STAY TUNED



Radio Thailand Vision:

"Radio Thailand strives for excellence as the national public broadcaster promoting better understanding and creating a society of lasting happiness."

techniques, emphasizing the mission of disseminating news and information about the Government's policies and projects.

In carrying out the government's policy to provide radio service to people all over the country, the PRD has maintained and extended radio stations across Thailand. It now covers the entire country with its broadcasts via 148 radio frequencies, comprising AM, FM, and short-wave frequencies. All radio stations except some specialist stations, such as the one dedicated to traffic reports, hook up with Radio Thailand for official newscasts, which are transmitted daily at 7:00 a.m. and 7:00 p.m.

Radio Thailand also presents programs in dialects for tribal groups to suit the audience in different areas. It began foreign language services in 1938, aiming at informing Thais abroad and listeners in all parts of the world of developments on all fronts of Thailand.

