TPBS: Toward Building a ‘Civic Minded’ Society

A study by
Dr Palphol Rodloytuk

Asian Media Information and Communication Centre
CONTENTS

Chapter 1
Introduction........................................................................1

Chapter 2
Background........................................................................17

Chapter 3
Strengthening Civil Society..............................................51

Chapter 4
Making of ‘TV Jor Nuer’...................................................99

Chapter 5
Public Participation,
Conclusions & Recommendations..............................137

Appendices........................................................................153

Bibliographical Section..................................................187
CHAPTER 1
INTRODUCTION

The Thai Public Broadcasting Service (TPBS) was established on 15 January 2008. Its sole TV station, Thai PBS, known as ‘TV Thai’ since early 2009, also started its telecast on 15 January 2008. Its main objective was to present news, information, and other programmes of quality and diversity that were beneficial for the people.¹

According to the Chairperson of the TPBS Board of Governors (Policy Committee) Kriakkiat Pipatseritham², ‘TV Thai’ not only presents useful information, but also aims to participate in the process of bringing about change to make it a more moral society.

The TPBS Board of Governors was selected independently and in a transparent manner to control and monitor the policy and its implementation by the Director and other executive members³. ‘TV Thai’ is also gearing up to cover more news and affairs about other countries in Asia. In the near future, it intends to help make Thai viewers more informed about their neighbours in Asia. The content and coverage of these countries will reflect their culture, history, social and political conditions and their views about Thailand⁴.

TPBS was started in a climate when Thailand needed independent media that would follow professional standards and public broadcast philosophy. The people could then have a choice of right media amidst the trend of commercial and state media that had been dominant and influential in Thailand for decades⁵. One of the challenges for the first team of executives appointed in 2008 was to not let the public down with respect to their expectations about TPBS. One of the missions for the executives was to use creative strength to build the culture and tradition for public service broadcasting. They also wished to make the channel’s philosophy understood to the people. According to Pipatseritham, this needed public consciousness, ethical behaviour, and performances acceptable to the audience.

Thailand’s long history of radio and later, TV broadcast, goes back to 80 years. Its long journey in the Thai media industry is full of changes (and transformation). One thing that remains unchanged is that the society has been influenced first by state and later by commercial broadcasting.

According to TPBS Managing Director, Thepchai Yong, people often asked what public broadcasting was and whether it would survive. When the term ‘public broadcast’ was new to Thai society, or even to many other societies in this region, it was

---

¹ TPBS Background Pamphlet. Thai trans.
² TPBS Background Pamphlet.
³ Interview, Somchai Suwanban, 16 June 2009.
⁴ Interview, Thepchai Yong, 24 June 2009.
misunderstood and under-appreciated. As ‘TV Thai’ is free from political intervention and commercial pressures, many have high expectations about receiving accurate, fair and just information and news. These can be beneficial, edutainment-oriented, and conducive to bringing creativity and imagination to society.

As a public broadcast service, ‘TV Thai’ has more roles to play than normal broadcasters. It needs to involve and induce public participation to bring about desirable change in the society by imparting news, knowledge and content that is beneficial to the people. ‘TV Thai’ is distinct in inducing participation from the civil society to help enhance creative programming and induce diversity. It is a home to quite a few independent producers and has allotted time for ‘citizen journalists’ as representatives from various areas to report and reflect upon their problems. As a policy, TPBS involves civil society directly or indirectly in guiding the programme production. Apart from this, TPBS has set up the Audience Council, which induces knowledgeable views of and participation from various public groups, which can be beneficial for the programming and production.

TPBS used the following participation model from the beginning in 2008: It stipulated five levels and forms of participation by the people - participation in thinking (ruamkid), participation in building (ruansarn), participation in development (ruampatana), participation in learning (ruamrienroo), participation in doing (ruamtam), participation in production (ruampalid), participation in gaining benefit (ruamrabprayot), and eventually, participation in ownership (ruampenchaokong). The TPBS participation model started with organization of regional forums from March to April in 2008. ‘Ruampatana’ and ‘ruamrienroo’ resulted in helping to provide directions for ‘TV Thai’, which is connected to ‘ruamtam’ and ‘ruampalid’. The ‘ruampatana’, ‘ruamrienroo’ aspect includes monitoring, checking, critique, suggestions and complaints about ‘TV Thai’

The Audience Council and ‘Friends of Public Media’ (‘Puen Seur Satarana’ in Thai), communities and civil society groups come into play clearly about ‘ruampatana’, ‘ruamrienroo’ part. As for ‘ruamtam’ and ‘ruampalid’, citizen journalists and independent producers play a part in it. With regard to ‘ruamrabprayot’, the public at large enjoys the benefit of having a media organization of creativity, ethics, and quality. ‘Ruampenchaokhong’ refers to helping save, safeguard and seek funding to sustain this station.

Active citizens, who are viewers of ‘TV Thai’, not only have a keen sense of public consciousness and know the importance of communication, but they also play important roles in reflecting stories about their communities and areas through ‘TV Thai’. Such a group of active citizens includes citizen journalists.

In many countries, citizen journalism has taken root and worked for decades to create a learning society with active citizens at the center. It requires networks as well

---

as dedication of citizens and to learn to move away from being just consumers and audiences\textsuperscript{7}. ‘TV Thai’ helps to build an equal and democratic society with participation from all levels. It also covers cultural diversity and needs with people’s benefit at the core. Citizen journalist groups can include children, youth, teachers, lecturers, academics, NGOs, labour, farmers, disadvantaged groups, ethnic groups and fishermen, but overall they work in line and cooperation with professional journalists\textsuperscript{8}.

As for the Audience Council, according to former Chairperson of the Audience Council Paiboon Wattanasiritham, it has been a part of TPBS directives since the beginning to have public participation\textsuperscript{9}. When people are at the center, it is important that people participate in the station, functioning directly as well as indirectly, so that it can be the station of the people, for the people, and by the people in real sense.

The Audience Council was formed on the basis of the TPBS Act 2008 as a mechanism to work with ‘TV Thai’ in order to organize hearings and forums to reflect on the audience feedback. It is expected to benefit the broadcaster in terms of development of service and contents to be in line with the public and society. ‘TV Thai’ needs to adhere to its public broadcast core values, involving honesty and public consciousness with accurate information that is all-round and balanced. It needs to heed community news, reflecting a wide diversity of cultures and ethnicities with concern for local problems in mind.

\textbf{Source: TPBS Performance Report 2008, p 66 (Thai trans.)}

Another mission for ‘TV Thai’ is strengthening democracy and promoting the concept

\textsuperscript{7} TPBS Performance Report 2008, p 68.
\textsuperscript{8} TPBS Performance Report 2008, p 69.
\textsuperscript{9} TPBS Performance Report 2008, p 8 and 9.
of citizenship rather than just consumerism. The people need to be well informed and participatory, and should assist in two-way development so as to drive agendas and empower groups and society.

Definitions
As per its objectives, ‘TV Thai’ aims to produce programs with public benefit and interest in mind, including

- promotion of knowledge and participation by people in building a democratic society, reporting news and issues for debates, with public benefit as the essence
- as a learning and intelligence building tool and happiness enhancing agent for people in all age groups to create quality citizenship
- reflection of social diversity by creating more space for the marginal and minority groups for participation and equality at community, local, and national levels
- building an understanding and relation between committee, people and the world.

Executives and staff must pursue the public interest as a basis for decisions at policy and implementation levels. TPBS Act defines programming as details about programming, timing of broadcast and target audience. Producers refer to producers of programs on TV and radio, while independent producers refer to those having no affiliations or institutions. They are independent producers who conduct small business or work at community levels. Policy committee (Board of Governors) and executive committee (Executive Board Members) are bodies overseeing such operations.

Producers of Thai PBS should be leaders who evolve news programs that have high standards, values, quality, social sector participation - as individuals and social groups, content that aims to develop a pluralistic society, and representative voices of the voiceless to create an emphatic society. The Audience Council must consist of viewers and listeners of TPBS programs (TV and Radio at the moment) who have civic consciousness and are devoted to the work. They are entrusted with the task of collecting opinions and suggestions of viewers and listeners in regions or within groups in order to propose recommendations to policy and executive committee members.

Active citizens, who want to create, exchange and report news and information about their local areas to others across the society, in other words contributors to TV

---

10 We Are Thai PBS: We Are Public Media Booklet. Thai trans., p 6, 7, and 9.
12 We Are Thai PBS, p 12-15.
13 We Are Thai PBS, p 42.
programme contents, can engage in citizen journalism.

The definition of citizen journalism can, by and large, be applicable to other types of active citizens who contribute to TV programme content, for instance for the Northern TV Program (‘TV Jor Nuer’ in Thai) which was launched in November 2009.

**Conceptual Framework**

When the research about TPBS involves two distinct civil society-strengthening mechanisms such as the Audience Council and active citizens’ contributions in TV programme contents, e.g. citizen journalism stories, terms related to the civil society strengthening notion must be addressed to include public consciousness, public broadcast, public sphere, citizenship, civil society and participation.

According to prominent social thinker Poldej Pinprateep, ‘public consciousness’ is one form of volunteer spirit which is crucial to improve society. It is an inherent development tool for ‘transcending the self’. It enables individuals, groups, organizations and beyond, to help improve others and society. Public consciousness is geared to create common good, concern for common benefit and property. It is the ‘root’ for creating active citizens.14

‘Public broadcast’, as can be reflected in the case of BBC, strives to create taste, decency and democratic, cultural and creative values. Public broadcast in this sense upholds intellectual and educational values, and social and community values. It is known for its truthfulness and accuracy, news agenda, news packaging, context and perspective, and interpretation. With the experience gained from overseas and from Thailand’s media reform in the past, ‘TV Thai’ is a public TV station upholding values and standards that a public TV station should have. It provides high professionalism and operates as an alternative to the mainstream commercial media. It gears similarly to the BBC model to build educational, intellectual, cultural, community and social strengths for Thai society.15

An article on a website www.thaicivicnet.com16 on ‘civil society’ discusses civil society concepts posited by prominent Thai social and political thinkers such as Paiboon Wattanasiritham, Anek Laothamatas, Theerayut Boonmee, Saneh Chamarik, Prawase Wasi, and Choochai Supawong.

Theerayut Boonmee emphasises the importance of a partnership between all the diffused sectors. This differs from the past thoughts, such as the ‘majority of people’ or the ‘power of people causing change’. The gathering of people from all sectors can help push for the change. Anek Laothamatas stresses the importance of the middle class population, ‘participation’, emphatic relation, ‘citizen consciousness’

---

TPBS: Toward Building a ‘Civic Minded’ Society

(samnukpollamuang), and ‘face to face relationship’. Civil society alone is a vague term and it needs a basis and framework, and ‘community culture’ to provide such basis and framework as a starting point.17

Chai-anand Samuthavanich thinks that Thai civil society is different from western civil society. It cannot separate itself from the government whereas the western society tends to be separate from the state. But it warrants the ‘partnership’ from all parties, which in turn emphasises movements - or in this case, civic movements by various groups and sectors.

Choochai Supawong thinks that civil society results in members of society seeing a complexity of problems with a common goal to solve these problems for creating ‘civic consciousness’. This requires the ‘coming together’ of civic groups, whether ‘state’, ‘business’ or ‘social’, in the form of partnership. Within this civic network, ‘love’, ‘empathy’, and effective management system are required.

Paiboon Wattanasiritham says that civil society is a society where ‘people in general have important roles’ in managing their lives and day-to-day affairs ‘based on organizations’, ‘mechanisms’, processes, and ‘activities’. Any sector can help create such change; it thus becomes a society of civil groups. But he clearly points out that civil society has ‘non-state’, ‘non-business’ sectors as vital mechanisms.

Prawase Wasi maintains that citizenship is at the heart of building a democracy. People do not imply quality, it may involve clients and subjects, but citizen does imply quality. Citizenship includes ‘integrity, freedom, knowledge, reasoning, participation in common good’ and policy making. Citizenship does not limit anyone, whether one is an ordinary citizen, ‘civil commissioner, soldier, business person, media person, academician’, or anything else - they only need the will to be citizens.18

‘Participation’ is two-way, genuine, righteous and empowering. It can range from participation to thinking, development, learning, doing, and gaining benefit, though participation in production and ownership could be ideal.19

‘Public sphere’ as a foreign notion to Thai society is a strange, neutral term which shows no ownership or connection, e.g. public TV. Drawing on Jurgen Habermas, the term ‘public’ is a sector that is non-state, non-economic, and non-individual which brings balance to power and development (Collective Thinking and Building of TV Thai, Public TV, 1st Time, 34-35). The sphere is the space through which power and development discourse can be negotiated. Public has many levels as a playing field from the family, community, district, province, country, region, and the world. It is within this public sphere that people’s participation comes in to play.

Levels and forms of participation differ from weak to strong, from staying outside the picture of participation to being fully involved as a participant. The public broadcast media, e.g. ‘TV Thai’, is expected to play a role of widening the public sphere for the

viewers, allowing them to engage in a rich participatory public life. Hence, expectations come in for diversity, creativity, accuracy, informed citizenry, community relations, social values (ethical, social, democratic, and human), and public consciousness.

It is therefore conceded that this study actually involves a ‘model for studying TPBS’ mechanisms for strengthening the civil society sector: Phenomena ‘from behind the screen’ to ‘on the screen’. The conceptual framework and definitions follow thoughts and theories by opinion leaders and proponents of stronger civil society in Thailand such as Prawase Wasi, Chuchai Supavong, Anake Laothammathat, Paiboon Wattanasiriritham. More thoughts and theories about stronger civil society from overseas that are deemed useful for this research will be discussed in Chapter 2.

Concepts and terms to be operationalised in this research are drawn from the aforementioned frames of reference, namely TPBS, public space, public consciousness, participation, and citizenship.

‘TV Thai: Public Television’ (‘Tewee Thai: Tewee Satarana’ in Thai), known by short name ‘TV Thai.’ is the first public broadcasting service (PBS) TV station in Thailand. It is only a part of the planned Thai Public Broadcast Service (TPBS), which has branched out into radio and website operations. In this research, TPBS and ‘TV Thai’ will be referred to throughout the ensuing chapters as TPBS, the larger media organization under which TV Thai functions.

‘Public’ refers to groups of viewers, which are ever-expanding. Within this group of public one finds civil society sector referring to an association of social members which collude to build ‘public consciousness’. The nature of their gathering is such that the group or association comes together to help solve problems and reach certain common goals.

‘Public sector’ or ‘citizen sector’ refers to grouping or networking of civil society groups with a certain degree of public consciousness. In the case of TV Thai, one finds at least 16 civil society groups from nine regions who are called ‘Friends of Public Media’ in the official language by TPBS executives, and as it appears officially in the TPBS Newsletter called ‘Newsletter to Friends of Public Media’ published monthly. However, at the forums held across the provinces in the country, Audience Council members and the organizers tend to call them ‘Friends of TV Thai: Public Television’ for a better understanding by the participants who may be new to TPBS and ‘TV Thai’. Citizens in the case of this research are active citizens, as described by TPBS in its Annual Performance Report 2008. They are ones who have independent thinking, knowledge, reasoning and a keen sense of participation and who willingly strive to achieve social good. Citizens amass to find knowledge and commit good deeds to develop society into one with an equal and horizontal structure for most people.

‘Public space’ (public sphere) is the space for people, both on the screen and off the screen, that can be conducive to participation, dialogue and sharing of knowledge and viewpoints.

---

20 Collective Thinking and Building of TV Thai, Public Television: 1st Time, p 32 – 51.
‘Participation’ signifies the coming together of audiences or viewers in developing quality programming contents on ‘TV Thai’. Levels of participation vary from low to medium to high, and forms include ‘ruamkid’, ‘ruamtham’, ‘ruamsarng’, and ‘ruamplukdun’. The process of participation includes dimensions of participation at the horizontal and vertical levels, along with steps in developing and improving participation.

Four aspects are included in this study, namely public space (W); public consciousness (x); participation (y); and citizenship (z). Two participation-inducing mechanisms between public and TPBS are the Audience Council and active citizens contributing to TV programming contents, e.g., citizen journalists with a focus on the making of the ‘TV Thai’ Northern TV Program (‘TV Jor Nuer’ in the Thai language). These co-variants, combined, make a strong design for translating the off-screen or behind the screen aspirations into on-screen reality. These two mechanisms are clear links to studying w, x, y, and z. There is a clear tendency for w, x, and y to influence z.

**Honing the Focus of This Research**

The Audience Council, its expansion ‘Friends of Public Media’ and the launch of the Northern TV Program called ‘TV Jor Nuer’, which is available in 17 Northern provinces, are emerging as very specific aspects regarding the public participation in improving TPBS. The expanded network of ‘Friends of Public Media’ (Friends of TV Thai: Public Television in the language commonly used at Audience Council forums for a better understanding by the forum participants) starts with the network of Audience Council members and goes down to core liaison persons at the provincial level and further down to the district and smaller units.

As for ‘TV Jor Nuer’, this TV program includes segments such as citizen journalism, the documentary, and the ‘Local Dialogue’, among a few. They are prepared and produced almost entirely by citizen journalist groups who have been trained as citizen journalists by ‘TV Thai’. This highlights the elevation of work by local citizens as ‘producers of news’ in bringing local issues out to the wider public, at least in the case of Northern provinces. Part of this segment will be a rerun on national ‘TV Thai’ programs as deemed fit at a later stage.

The nature of this research is participatory and gears to study the process in which TPBS is building a stronger civil society that includes its viewers. Thus, the honing of the research project is necessary to reflect the reality in the field. Such deepening in scope and angle happened after a few months into the research which allowed the researcher to get acquainted with the executives of TPBS from the executive and policy committees, as well as understand in depth the structure and work of the Audience Council and active citizens’ contributions to TV programming contents, for e.g. ‘TV Jor Nuer’ at the grassroot level.

This positively affected the design of research methodology, scope and size of
data collection, and ways and means to draw insight and lessons from the TPBS experiment in building civil society among its viewers. This Thai model can be worthy of discussion and learning among dozen other countries in South East Asia and even other countries which desire to have their own public broadcasting service TV stations.

In the beginning, the data collection phase followed the initial steps of meeting TPBS executives, including Yong, TPBS Deputy Managing Director in charge of civil society, Pannipa Sotthibandhu, and the Director for the Civic Media Network Department, Somkiat Juntusima, at the TPBS Head Office. Yong introduced his aforementioned Civil Society colleagues after he learnt about the interest the researcher has in TPBS and its role in building a civic conscious society among the viewers, which is a participatory process between the TV station and its audiences, who are active citizens.

At this meeting, the notion of Audience Council and Citizen Journalism were confirmed as the points of core emphasis by TPBS, one as an internal mechanism to integrate with the wider public and the other as an external mechanism for participation that viewers want from ‘TV Thai’ at the incipient stage of this station - both of which provide a basis for studying this model for public participation in TPBS. That is at the core of this research. These seed ideas later evolved into the Audience Council and its expansion ‘Friends of Public Media’ and ‘active citizens’ contributions to TV programming contents, e.g. ‘TV Jor Nuer’ with citizen journalism as part of the program.

From there, documentary research began in May 2009, with previous research materials downloaded from the TPBS website. The website updates internal and external research in Thailand about TPBS, and research about public broadcasting service models from other countries by UNESCO and the like. Some of the works were translated in Thai and some were summarized in Thai. A few visits to TPBS and the civil society unit provided the researcher with the documents, by-laws, TPBS acts, and other handouts about TPBS. But these documents do not provide a clear direction and imperatives of the mechanisms for developing and improving ‘TV Thai’ by active citizens from 2009-2010 and beyond, something that the researcher needs to find out in order to further hone the scope of this research.

The researcher was advised by TPBS executives at the initial meeting (on April 29, 2009) to spend more time exploring and observing the aspects involving Audience Council and Citizen Journalists, which will be very vast. The researcher contacted the TPBS civil society team to obtain the activity calendar both about Audience Council and Citizen Journalists to know about activities before honing the specifics: a) meetings, b) forums, and c) others.

During March and April 2009, the researcher gathered basic information about the topic under study from the TPBS website, the civil society unit, and the TPBS event calendar for Audience Council meetings. In May, efforts were made to evolve data collection mechanisms, begin survey and in-depth interview, and the observation.

---
21 The meeting took place on 29 April 2009.
guideline. While it is put on hold, the researcher went ahead to observe Audience Council forums. There, it was learned that an important aspect in the civil-society strengthening mechanism of the Audience Council is through its role in expansion of ‘Friends of Public Media’ (see more details in Chapter 2). This notion of ‘Friends of Public Media’ is nothing new to public broadcasting service operations in the West but it added a new dimension and inhered into the structure of TPBS. The study, thus, focuses on the work of the Audience Council and expanding of ‘Friends of Public Media’ at the regional level before the provincial level of ‘Friends of Public Media’ in the later months. The researcher was advised to observe this process in order to enhance the research mechanisms, which would be employed in the later months.

The month of May saw a few opportunities for the researcher to observe the expansion of Audience Council and ‘Friends of Public Media’ at regional forums held by the Audience Council. It was informed at these regional forums that the months of May and June focused on organising the regional forums for Audience Council and ‘Friends of Public Media’ in the North, Northeast, South, and Central Plain etc. Altogether the regional forums were organised in nine regions to create proper understanding of the Audience Council, its roles in inducing public participation to develope ‘TV Thai’ and ‘Friends of Public Media’ and its other roles and responsibilities. The researcher was encouraged by the TPBS civil society team to learn the overall process and plan devices to collect data and design methodology proper to this research22.

The Audience Council, working under the supervision of the TPBS Department of Public Participation, is tasked with inducing public participation as part of the mechanism for strengthening civil society. The other mechanism involves developing the networks and collaborations with active citizens and civil society groups in Northern Thailand with ‘TV Thai’ news staff from Bangkok and the North. In the other mechanism, TPBS Civic Media Network Department is also tasked with expanding civic media networks, with contributions of active citizens to contents and ideas of TV segment and programs as a means for strengthening civil society to launch the ‘TV Thai’ Northern TV program called ‘TV Jor Nuer’ in Thai in November 2009.

All these help summarise the main aspects for studying Audience Council and ‘Friends of Public Media’ as follows: the focus is now on the process of expanding ‘Friends of Public Media’ down to the local grassroot levels through the network of Audience Council and civil society that TPBS sets up and is connected to. The survey will be administered on four key areas related to citizenship and participation, including the notion of citizenship, participation, public sphere, and public consciousness. The three target groups to be covered in the survey are ‘Friends of Public Media’, Core Liaison Persons and Audience Council Members from ten provinces across regions to get wide representation of areas and civil society groups. The list of areas and contact persons was obtained through the civil society building team within Thai PBS and

---

22 Forums were held in Had Ban Din Resort, Kanchanaburi Province (Central-Western Region), May 4, 2009; Pailin Hotel, Phitsanulok (Lower Northern Region), May 6, 2009; Seminar Building Park, Chacherngsao Province (Central-Eastern Region), May 25, 2009.
Chapter 1: Introduction

through the network of Audience Council.

Regarding citizen journalism, which later evolved as active citizens’ contributions to TV programming contents, the researcher was advised by Yong23, among others, to study the launch of the ‘TV Thai’ Northern TV Screen segment starting in the later part of 2009. Active citizens include citizen journalists who will contribute their stories in this TV program while playing a big part in the making and producing of this segment and play an important role in pushing their agendas to the higher level. It also may help the researcher to develop ways and means for studying citizen journalists.

The focus was on the launch of the Northern TV Program on ‘TV Thai’ and the developments a few weeks thereafter. The launch was initially set for October 2009, and it was to be a one-hour weekly program. This process will enable the researcher to understand how off-screen and behind the screen reality can be translated into on-screen reality. It is needed to be understood at this stage that ‘TV Thai’ has launched and broadcast the Southern TV Program namely ‘D-Slatan Nadaentai’ for almost a year with considerable success already. This was the second attempt before other regional TV programs will be launched across the country and before tens of thousands of citizen journalists within the TV Thai network will crop up across the country.

Research Methodology

An integrated research methodology is employed, including survey, in-depth interviews, observation, reflection and documentation. The research began with document research from the TPBS website, literature, documentations, and reports. Then more meetings were conducted with the related TPBS executives for in-depth interviews. Other techniques such as survey, observation and reflection were employed in the field for both, the Audience Council across nation-wide forums for expanding ‘Friends of Public Media’, and for active citizen groups contributing contents and ideas for the ‘TV Thai’ Northern TV Program (‘TV Jor Nuer’), which was to be aired in 17 Northern provinces in the latter part of 2009. Data was compiled and analysed in all perspectives to build a database that would explain the model that ‘TV Thai’ is using for strengthening civic consciousness among its viewers in order to enhance its public broadcasting service (PBS) function.

Details of the survey, in-depth interviews, observations, and reflections that were actually used with each one of these mechanisms would be available after the research proceeds further and is reported in the later chapters.

Research Questions:

- What specific format does the Audience Council and its structure of ‘Friends of Public Media’ have? (Chapters 2-3)

23 Interview, June 24, 2009.
What process is involved in making this approach by TPBS a success? (Refer chapters 2 and 3)

Does the viewers’ feedback, collected through many months by the Audience Council and ‘Friends of Public Media’ in the form of forums and networking, materialise in a desirable change in ‘TV Thai’ programming contents, and even in policy change by the policy committee of TPBS? If so, why and how? If not, why not? (Refer chapters 3 and 5)

As in the case of the Northern TV Program called ‘TV Jor Nuer’, broadcast once in a week on ‘TV Thai’ in 17 Northern provinces, what role do active citizens contributing to TV programming contents (e.g. citizen journalists in several northern provinces) play in making this segment a success? (Refer chapters 4 and 5)

What process is involved in making the initiatives by ‘TV Thai’ viewers-cum-active citizens a success or failure? To what degree does it translate off-screen aspirations by the network of active citizens involved in the making of the Northern TV Program on TV Thai into on-screen reality? (Refer chapters 4 and 5)

Does this widening of public space through the lens of the Northern TV Program (‘TV Jor Nuer’) result in elevating issues of local significance to national significance? (See chapters 4 and 5)

In what way(s) do the two mechanisms under study (the Audience Council and the Northern TV Program) help enhance the notion of citizenship in ‘TV Thai’ audiences, who are directly involved with the expansion of ‘Friends of Public Media’ and the making of the Northern TV Program? Does the sense of public consciousness of active groups of citizens improve or deepen in this process of making ‘TV Thai’ a public service broadcasting (PSB) TV station in Thailand? (Discussed in chapters 3, 4, and 5)

**Expected Outcome of the Research**

It is expected that this research will produce a TPBS civil society-strengthening model - which could be useful for other countries in the Asian region and beyond - that which is groping for a public service broadcasting (PSB) model and that which already has a PSB station in place, but constantly seeks to improve upon it (see chapters 2 and 5). Even before this research began, one could find characteristics of Thai society which could be common to many developing societies across Asia. Thailand is an agrarian society with the civil society sector playing a vital role in supporting development mechanisms of the country; Thailand has also witnessed a pushed for media reform and strove to establish independent media institutions, e.g. public broadcast media. Though the duration of this research is only less than a year from April to early December 2009, and the TPBS undertaking is novel and has yet to grow,
the two mechanisms under study will just provide a way, a small initial step, towards understanding this approach.

Certain aspects of civil society strengthening from off to on-screen are expected to be realised and reported in this research, but various other aspects that are being recommended to the concerned executives will not be translated into reality in the duration of this research.

It was expected that the Audience Council and the expanding of ‘Friends of Public Media’ as well as the ‘TV Thai’ Northern TV Program (‘TV Jor Nuer’) mechanisms would, to some degree, materialise from off-screen aspirations to on-screen reality during the time of this research. The impact of the Northern TV Program is likely be felt after the broadcast more than the impact of what is reflected through the Audience Council to executive members and policy members. TPBS would translate into programming change and policy change down the road. Such changes would likely to follow in the first or second quarter of 2010.

These pending outcomes for change as a result of civil society building mechanisms will be reported in the conclusion and recommendations chapter. Also, in the final chapter of this research, other future research approaches and aspects about the ‘TV Thai’ (as a PSB TV unit within TPBS) station by itself, or in comparison with that of other countries, will be recommended. Besides, other aspects about the TPBS creation, including the website and radio station worthy of future research will be recommended.
References

Thai Language

Publication

We Are Thai PBS, We Are Public Media Booklet. No author, 2008. Bangkok: TPBS.

Interview


Meeting


Forum

Had Ban Din Resort, Kanchanaburi Province (Central-Western Region), May 4, 2009.
Pailin Hotel, Phitsanulok (Lower Northern Region), May 6, 2009.
Seminar Building Park, Chacherngsao Province (Central-Eastern Region), May 25, 2009.

Website

Chapter 1: Introduction

In over 80 years of its history, Public Service Broadcasting in Thailand has gone through many political and social upheavals. Past research reveals that radio and TV broadcasting have been under the tight control of a number of influences. Somkiat Tangkitvanich, a Thailand Research Development Institute (TDRI) academic who is keen on broadcast reforms, makes similar conclusions in his research. These controls have caused the industry to be clustered in a small representation of sectoral interests in the marketing and commercial arena. Concerns have also been raised about the mission of TV broadcasts, as it failed to enhance learning and education opportunities for children and youth even though it strived to do so¹.

Public Service Broadcasting (PSB) is a concept that took shape in developed countries. The political climate and the phenomenon surrounding Independent TV (ITV) in the past few years in Thailand have obliged a move to reform and shape the Thai Public Service Broadcasting model television. Points to be pondered over here include the meaning of public service broadcasting, the benefit of public service broadcasting to Thai people, cost of establishing and operating it, its structure, management, revenue, monitoring and assessment.

Somkiat outlines the differences in nature of public, commercial, and state media. Public broadcasting defines people as citizens, unlike commercial and state media, which define them as consumers. The roles of media are to expand the public sphere and to improve the market and voice. Its objectives include public benefit, vested interest and propaganda. Thus, public expectation calls for freedom, quality, programming standards, code of conduct and mechanisms for inducing public participation, including independent producers and communities. The Thai public is expected to gain from this in terms of programming, which will include news, current affairs, education and entertainment for children and youth, documentaries on science, society, and culture, and edutainment programs.

A comparative cost analysis has been made by Somkiat for forming a new public broadcasting service (PBS) TV station as opposed to other alternatives including setting up new channels, producing programs to be broadcast on cable TV or IP TV channels, and reforming Channel 11 or Independent TV (ITV) into a public television channel².

¹ TPBS Performance Report 2008. Thai trans., p. 22
The study by Somkiat also found that it was best to transform ITV into a PBS by enacting the Public Broadcasting Service Act to form a body called ‘Ong Karn Krajai Siang Lae Phrae Pab’ in Thai. The rest of his findings specify ways to select the board, ways of monitoring and financial structuring. These features have been adopted fully and manuals have been drafted in the Thai Public Broadcasting Service (TPBS) now. Somkiat also wrote another research paper on ‘Structure of Marketing for Radio and TV’ as part of the ‘Media Reform Project’ supported by Thailand Research Fund (TRF) in 2003. He was of the opinion that the previous structure was much too market-driven and market-oriented. There was no room for public broadcast TV or radio and community media. Besides market intervention, there was a strong concern about state interference. Also, the issue of non-transparent handling of electromagnetic frequency had not been settled. There was a great deal of imbalance in terms of content fed to the people, which was not conducive to public learning. There was a need for other types of media, including free-to-air radio and TV, subscription TV, public radio and TV, and community radio and TV. In his conclusions, Somkiat has drawn attention to the need for media reform of radio and television that would allow options for public benefit.

Statistics show that Thais over the age of 10 spend an average 3 hours each day watching TV. 86 per cent of Thais view TV every day. In all, 93 per cent of Bangkok’s residents view TV every day and about 84 per cent of these are from the grassroots. Of the more than 2000 people surveyed, 91 per cent find dramas full of violence and with strong plots which depicts issues such as harassment, while 80 per cent find a need to set a rating system for TV programming. An ABAC poll in 2007 found that over 1000 viewers in the age group of 18 to 60 think that only a small percentage of drama is creative and beneficial to the society, children and youth. This leads many to worry about the family relationships among the viewers of such dramas. A Durakij Pundit University study on children and youth programs finds that more than half of the programming in December 2008 was violence-ridden. It also reflects upon violence in terms of language, body language and so forth, with cartoons being the clearest example of what needs to be improved. A media monitor study during 13-19 May 2007 across all free TV channels including ITV, showed that they portray audiences as consumers and rarely as citizens. The content gives little to enhance citizen politics and participation, the building of public sphere, social mobilization and freedom of expression. Even after the media reform reflected in the constitutions passed in 1997 and 2007, it hardly improved the situation.

These issues about media reform and independent media erupted once again during the government of Surayud Chulanont. As a result, the ITV station—which was formerly majority owned by the the Shin Corp, the family business of former Prime

---

6 General Surayud Chulanont was the Prime Minister of the military installed government after the September 2006 coup which toppled the regime of Thaksin Shinawatra.
Chapter 2: Background

Minister Thaksin Shinawatra - was transformed into a public broadcast station. Thai PBS (the name of the public broadcasting service TV station used until the end of 2008, and changed in early 2009 to ‘TV Thai, Public Television’; ‘Tewee Thai, Tewee Satarana’ in Thai, popularly known as ‘TV Thai’ had safeguards against those pitfalls that ITV fell into in the past.

ITV (Independent TV) was the first ‘independent TV station’ in Thailand. Its creation was the direct result of the military crack-down on civilian democracy demonstrators and it assuming control of media during the bloody mass demonstration of May 1992 (‘pluetsapatamin’ in Thai). During the Prime Minister Anand Panyarachun’s tenure in 1992, a project was launched to set up a TV station that could protect public benefit and interest by presenting news that was accurate, contextual and free from state and commercial pressure.

However, after several years of operation, ITV (which changed its name to TITV) restructured its management after it was taken over by the business group connected to the government of former Prime Minister Thaksin Shinwatra. Concession conditions were changed, which allowed the station to reduce the proportion of news and increase the entertainment content. It was during the tenure of the caretaker government of former Prime Minister General Surayud Chulanont, which assumed power after the coup in September 2006 by overthrowing the then Prime Minister Thaksin Shinwatra, that the concession was cancelled and the electromagnetic frequency used earlier by ITV was called back. The stage was set for establishing Thai PBS (TPBS Performance Report 2008, p 25).

In the latter part of 2007 the thoughts and processes for transforming ITV into Thai PBS were crystallized and reflected in the report titled ‘An Establishment of the Public Broadcast TV in Thailand’, the Thailand Development Research Institute (TDRI) Report, 46th Issue, June 2007. The report pointed out the necessity to alter TITV with its commercial mandate to public broadcast TV station, which serves public interest, for the media reform in Thailand to advance further. A PBS Act was recommended to be passed with a committee to be set up to select the first group of members for policy formulation, who in turn would select the Director and other Board members. Other steps and procedures were recommended in the report to make sure that the transition could be carried out smoothly. It turned out that the report’s recommendations were strictly followed by the government of Prime Minister Surayud Chualonont, which allowed for the change to occur in the latter part of 2007 before the Thai PBS TV station started broadcasting in January 2008.

The ad-hoc policy committee overseeing Thailand’s first public broadcasting service organisation functioned from the time of the government of the former Prime Minister Surayud Chulanont to the time of the newly elected government. It included Kwansuang Athipo, Nualnoi Trirat, Narong Jaiham, Apichart Thongyoo, and Thepchai Yong. During their term, they had to design programmes, issue directives, lay down directions and policies for the TV station and pass the baton to their successors.
They handled both policy and executive matters. Meanwhile, the recruitment of the new lot of executives and policy committee had begun. It took five months to shortlist nine candidates for the Board of Governors (policy committee). The names were finalised and published in the gazette to serve four-year terms. The committee consisted of experts from three areas - management, civil society and media. Kririkkat Pipatseritham, Poldej Pinprateep and Chintana BhandhuFalck were from the public service sector, Jon Ungphakorn from the NGOs, Kamol Kamoltrakul from Forum Asia, Mattana Homlaor from the Thai Environmental and Community Development Association, Aurasri Ngamwittayaphong from Thammasat University, Uajit Virojtrairatt from Institute for Media for Civil Society Development, and Somchai Suwanban from BBC7.

Regional forums were conducted in nine regions for a few months in 2008 for collective thinking on setting up of the TPBS TV station. The goals set for discussions were: clarification of TPBS; public good as raison d’etre; utility of TPBS to solve problems; work relationships with the viewers group and future planning. Meetings were divided into eight issues and eight sub-groups, e.g. education, occupation, culture, rights, environment, future, citizenship, participation, media, poverty, and marginality8. The ‘Unwrapping of Box’ activities, a brainstorming and discussion format popular in Thailand, which culminated in a workshop during 10-11 May 2008, revealed specific program contents and it resulted in changes being implemented in programs like ‘The

8 Collective Thinking and Building of TV Thai, Public Television: 1st Time, Thai trans., p 68-71.
Chapter 2: Background

The ‘Unwrapping’ activities pre-tested a formula for public participation and involvement with different groups. The outcome suggested a strong need for a regional news center, which could work in close cooperation with the local viewers and areas for the purpose of getting local news having great diversity.\(^9\).

After the structure of the new policy makers and the executive board members was in place, the further details were worked out, according to mass communication lecturer from Ramkamhaeng University, Supanee Nitsmer\(^10\).

The Thai PBS receives a subsidy, which is currently equivalent to 1.5 per cent of the taxes collected from liquor and tobacco each year, but not exceeding two billion baht. This amount will be revised every three years in accordance with the economic situation, the previous year’s inflation, the TPBS’s performance; Independent Television (ITV) assets, liabilities and frequency rights taken over from customs, service fees or income from other services; money or properties earned from supporting organisations; income and profit from copyright and intellectual property rights of the organisation and interests on loans or a return on investment of the organisation’s properties or organisation fund. The Thai PBS also receives income from donations and brand royalty fees. But it must remain independent from politics and commercial influences.

The funds will be given directly to TPBS. In case of a shortfall, the Ministry of Finance will allocate the extra funds that are required. Excess amount, if any, will be returned to the Ministry of Finance. All financial accounts have to be examined and evaluated on the basis of value of the money, before submitting them to the internal audit committee, the policy committee and then the National Auditing Office\(^11\).

The TPBS’s mission is ‘to broadcast radio and TV programs to underpin social development, the quality of life and morality of Thai-ness; to proportionately and suitably produce high-quality news, education and entertainment programs for the public without political bias and commercial interests; to promote the freedom of information exposure so as to build a democratic society where people have equitable access to such information; to directly and indirectly encourage people’s participation in determining the direction of Thai PBS; to support public activities.’

The TPBS has a nine-member Board of Governors (Policy Committee Members), which includes four experts in public service, selected from the areas of democracy promotion, community or locality development, child and youth development and protection and promotion of rights for the disabled; three have expertise in organisation management and the other two are mass communication experts. The first and the

---

\(^9\) Collective Thinking and Building, p 91-104.
present TPBS Board of Governors was selected from candidates nominated by various organisations and agencies. The term is four years. Every two years the term of four of the nine members expires, the members to retire being selected by drawing of lots. However, they continue to function until new members replace them.

The Board of Governors is entrusted with formulating the general policy of the organisation; protecting and ensuring freedom of the executive board of directors, department directors and staff, finalising implementation plan, broadcasting schedule and the budget; promoting research for program development; setting up an accountability system; setting up administrative regulations for finance, budget, assets, personnel; selecting the executive board of directors; selecting and removing the directors; designing the salary and benefit schemes for the executive board of directors; setting up a sub-committee for handling complaints; making an annual report and presenting it to the cabinet and parliament and disseminating information to the public.

The Board of Governors oversees the Executive Board’s conduct and performance. The Executive Board comprises of a President (Managing Director), Vice Presidents (Deputy Managing Directors) and four Directors, who are reputed experts in mass communications, management, social and cultural issues, or law. They are prohibited from conducting any business related to TPBS activities. The executive board’s responsibilities include: checking that the programmes fit to the organisation’s policy; directing the TV station to perform according to the procedures and regulations; implementing the affairs of the TV station and preparing the program schedule for presenting it to the policy committee; framing the organisational, personnel and financial rules and the development plan for the policy committee; pursuing the network development master plan and evaluating broadcast programs.

According to the TPBS Performance Report 2008, out of the total of 1,790.87 million Baht that TPBS received in support from the sources mentioned above, it registered expenses of 1,012.42 million Baht. The break up of the budget was as follows:

- Salary and Compensation - 282.11 million baht
- Production and Purchase of Contents - 282.11 million baht
- Management costs - 213.38 million baht.
- News Production - 75.98 million baht
- Beneficial Programming - 128.73 million baht
- Entertainment, Art, and Culture - 74.40 million baht
- Supporting Independent Producers - 45.53 million baht
- Expenditure Involving Audience Council - 3 million baht\(^\text{12}\).

(see Appendices B 1-2 for further details.)

With emphasis placed on news and programs deemed beneficial to the viewing public, ‘TV Thai’ designs its program content structure in the following manner:

According to Pannipa Sotthibandhu\textsuperscript{13}, Deputy Managing Director of TPBS, the present Board of Governors prepared the management organisation chart, departments to be included, roles and responsibilities of policy and executive members. After his appointment in October 2008, the Managing Director, with the approval of the Board Governors, appointed the Deputy Managing Directors and other Directors to each department as planned in the management flow chart.

The Department of Public Participation facilitating the work of the Audience Council and the Department of the Civic Media Network, which looks after citizen journalism and the liaison between civil society groups and Regional News Centers (e.g. Northern Regional News Center) to involve active citizens in contributing to contents, receive adequate financial support.

According to Sumana Suwan-umpa\textsuperscript{14}, Director of the Department of Public Participation, the works concerning the Audience Council activities and related activities in promoting public participation (e.g. the forums and activities involved in the expansion of ‘Friends of TV Thai’) received the substantial allocation of around 22 million baht per year starting from 2009. This figure includes around 15 million baht for the Audience Council forums and related activities to collect and analyse data from the field and recommend them to the board members. It falls under the operating cost. The figure was worked out in a budget proposal and details are approved by the executive board and policy committee members. The figure is expected to remain about the same for the next year.

According to Somkiat Juntusima\textsuperscript{15}, Director of the Civic Media Network Department, the budget for supporting citizen journalism training and related activities stands at around 1 m. baht for 2009, and it should be similar next year. Other smaller budgets are

\begin{itemize}
  \item Telephone interview, December 11, 2009.
  \item Telephone interview, December 11, 2009.
  \item Telephone interview, December 12, 2009.
\end{itemize}
set aside for workshops and training programmes outside the scope of citizen journalism training (e.g. documentary). These funds can be channelled to support the citizen groups and networks in their efforts to produce materials, for example, for the Northern TV Program. However, the large subsidy, for example, for ‘TV Jor Nuer’ comes from the Northern Regional News Center, which is the main function by ‘TV Thai’ to support joint production activities of TV materials between active citizen groups, related local networks, and the TV Thai News team. This is a TPBS format for inducing citizen participation.

When the TV station was started, a network of active citizens, who called themselves the ‘Network of Friends of Public Television’ (‘Krua Khai Puen Tewee Satarana’ in Thai) had actively assisted Thai PBS (now called ‘TV Thai’) in giving their opinions and their ideas to build structures for the TV station; many of these citizens are now ‘Friends of Public Media’. On 11 January 2008 they helped to organize seminars to discuss what Thai PBS should be and what should be included in its programming, among other things. They issued a statement and handed it over to Dhipawadee Meksawan, the former Minister to the Prime Minister’s Office overseeing state media under the government of General Surayud Chulanont. The statement made the following demand:

1. Keep Thai PBS as an independent TV station as stipulated in the clause.
2. Hold forums and hearings across the regions to hear views about Thai PBS programme contents.
4. Hold public relations exercises and create public understanding among people through state media entities.

They then assisted in holding 10 seminars and forums across Bangkok and other regions to create this understanding in society. They also worked closely with Thai PBS and children and youth networks to lay down foundations for ideas for program contents conducive to benefiting children and youth on Thai PBS. They also pushed for the selection of policy committee members who are suited for the job to create a real Thai PBS16.

From the initial 20 social grouping structures utilised earlier (see diagram on p 13), it was trimmed down to 16 civil society groups, which are now used as a reference for social groupings by ‘TV Thai’. This formula is also adopted by the Audience Council for its expansion of ‘Friends of Public Media’ scheme throughout the year 2009. As will be evident in Chapter 3, the term ‘Friends of Public Media’ or ‘Puen Seur Satarana in Thai’ is officially used by TPBS to refer to friends and supporters of TPBS media, including TV, radio and the website audiences and any other media type to be launched in future. On a more casual level, for example, at Audience Council forums held across the country in 2009, a preferred term used is ‘Friends of TV Thai, Public Television’ or

---

‘Puen Tewee Thai: Tewee Satarana’ in Thai for better comprehension by forum participants from across 16 civil society sectors. This research will adopt the term ‘Friends of Public Media’ in the official sense.

It is this seed idea which later linked the concept of the TPBS Audience Council and the expansion of ‘Friends of Public Media’. Public participation comes in other internal and external forms to monitor the work of ‘TV Thai’ to meet the objectives of TPBS as the larger public broadcasting service organisation.

TPBS is subject to thorough scrutiny by internal and external committees and bodies, including the Parliament. In order to have transparency and to work in line and within the mission stated in the TPBS Act, TPBS is also subject to having a parliamentary hearing every year, to examine its performance. The 2008 review took place in August and September before the Members of Parliament (MPs) and Senators respectively. At both the hearings the TPBS Board of Governors and Executive Board members were present to answer any queries raised by the people’s representatives. The condensed versions of both hearings were broadcast on ‘TV Thai’ on Saturday and Sunday, September 19-20 in the ‘Open the House’ Program which ran for about 10 minutes on each night. This program is devoted to the promotion of civil society building activities of TPBS.

Source: TPBS Performance Report 2008, p 66 (Thai trans.).
Though the detailed break-down of the budget used was provided in the annual performance report 2008, many questions about the salaries of the executives and staff, the buying of a plot of land for the new office building in Bangkok, and the upkeep costs of the news and programming equipment and production were asked. Both MPs and senators expressed doubts about the wisdom and transparency of the expenditure. Thepchai Yong and Krikkiat Pipatseritham responded to these queries in a detailed manner. Recruitment of staff and the conduct of the executive and policy committee members were also discussed in detail\(^\text{17}\). 

On grounds of conduct by the TPBS Board of Governors, which tend to interfere with the operations of ‘TV Thai’ in various shapes and forms, Somchai Suwanban, a member of the TPBS Board of Governors, said that while the Board of Governors enforces policies on others within TPBS they also make it applicable to themselves. They follow rules and regulations strictly. Any misconduct would eventually come out in open and would be scrutinized. Thepchai agreed that any wrongdoings by the executives would eventually come to light and be made public.

Also discussed was the issue of blacklisting certain political parties and authorities from the programmes. MPs complained that ‘TV Thai’ does not welcome certain political figures and academics in its news programs, which also tend to be biased on certain issues. Thepchai Yong responded by citing the Media Monitor reports about news coverage and quality. This report is accepted by all TV channels and it showed that ‘TV Thai’ coverage of a specific issue during the political crisis in April 2009 was the best and most accurate among all channels.

With the number of the citizen journalists cropping up across the country, there were queries about the conduct and ethical standards of the now popular citizen journalist segment. Thepchai Yong replied that anything that is broadcast on ‘TV Thai’ must meet ethical and legal standards and criteria and that aspect is closely monitored by the internal Question & Answer mechanisms. Queries were also made about the role of the Audience Council in receiving feedback and complaints from the forums, and what and how their feedback are used by the Board of Governors and Executive Board members. Thepchai explained that there are steps and means through which the views and feedback are handed over to the related bodies for further action. Besides, the Audience Council members have solid networks of civil society behind them – they do not exist independently\(^\text{18}\).

These two issues - Audience Council and its expansion of ‘Friends of Public Media’, and the involvement of active citizens contributing to TV program contents – are the subject of focus for this research.

Internal mechanisms include “Ethical guidelines and rules for committee, executives and staff 2008; organisational management; finance”. Externally, it includes hearings and forums, the Audience Council, appointment of outsiders on sub-committees, annual

\(^{17}\) Source: Tape of the TV Thai ‘Open the House’ Program broadcast on September 19-20, 2009. Thai trans.

\(^{18}\) Source: Taped Program of the TV Thai ‘Open the House’ Program broadcast on September 19-20, 2009.
report to parliament, evaluation and assessments by outsiders. Transparent organisational management structures are required, right from recruitment to regular staff meetings. Financially, apart from Office of the Financial Audit (‘Sor Tor Ngôr’ in Thai), TPBS needs to be open to enquiries from the Parliament, Office of the Prime Minister and the public. During the past one and a half year or more, ‘TV Thai’ has won awards and trophies for its news reports and programs in various categories - ‘Issue Setting’ (‘Perd Pom’ in Thai), citizen journalists, Same Family, among others. Outside assessments of the programmes in 2008 included Durakij Pundit University and the ABAC Poll studies, a survey conducted among applicants for the Audience Council; compilation of reports from outside by the internal ‘TV Thai’ committee assessing quality of programs; an AGB Neilson Media Research (Thailand) study. ‘TV Thai’ also invited initiatives and ideas from outside to propose methodology and ratings (popularity) studies, which would be suitable for the nature of ‘TV Thai’. Details of studies and assessments from within as well as from outside sources were very thorough and detailed, including all segments of programming in 2008 through many channels and means, e.g. research, questionnaire, e-mails, in writings, phone, fax, forums, auditing, and observations.

Additional studies were also made by Media Monitor, an independent media watchdog entity scrutinizing the work of the media, especially TV. In one of its studies during April 2009 when Thailand faced a political crisis, the Media Monitor report found that ‘TV Thai’ presented the most accurate and impartial news coverage and analyses with commentaries, in comparison with other free TV channels.

**TPBS, Legal and Ethical Implications**

The TPBS TV channel reveals its public service broadcasting qualities in the legal and ethical framework it has adopted.

TPBS claims to instill the notion of viewers’ participation through its structure and policy, the TPBS design of involving civil society in its policy-making affairs. Out of nine members of the Board of Governors, four are from the civil society sector. Besides, TPBS also appoints participation committee members, including outside parties and sub-committees, for hearing of complaints. TPBS has also written in its policy guidelines the avenues for inducing participation by people, to monitor work of Thai PBS. Details of the Audience Council members and the names of the groups and geographic locations that they represent also reflect such structure of participation.

In the ‘Compiled Booklet on TPBS ACT, Code of Ethics, Audience Council, and Hearings and Complaints from people from 2008-2009, Part I (2008)’, Clause 3 refers to

---

contents which are produced for ‘TV Thai’ and which are meant for non-commercial purposes; ‘programming’ means details about programmes to be broadcast; ‘producers’ means producers for programming; and ‘independent producers’ means non-staff producers or independent producers from smaller operations; ‘supporters’ means people who give support, financial assets or other items for the benefit of ‘TV Thai’; ‘supporting funds’ refers to money or income gained from collecting excise taxes; ‘organisation’ refers to organisation of TPBS; ‘Board of Governors’ refers to Policy Committee members for TPBS; ‘Executive Board members’ refers to executives of TPBS. Clause 4, states that government and cabinet are entitled to follow these clauses.

According to Clause 7(2) in the same booklet (p. 4-5), TPBS would produce programs, news, and entertainment, maintaining balance and high quality, emphasising diversity without bias, and without ulterior motives or for commercial gain; supporting people in learning to progress and to update them about changes inside the country and around the world; promote freedom in receiving news and producing democratic society; induce direct and indirect participation, for the services of the people in a fair and just manner; and support other beneficial public activities.

According to the TPBS Act Booklet, under Clause 43, programming of different sorts must have following features and values:

1. News that affects the public must be fair, accurate, latest. It should also be transmitted fast.
2. Production of programmes must induce participation of people in the form of debates and opinion voicing to allow diverse voices to emerge. Information has to be balanced and analytical.
3. Programmes which would promote education, the studies of various subjects and strands of knowledge for children and youth, help improve quality of life of people and those suited to the time for viewers and listeners, would be preferred.
4. Programmes that are suitable for producing independently, with balanced consideration and without conflict of interest, and with adequate time slots for such programs as per the judgment of the station, will be considered. It bodes well with the requirements of independent programming which does not strive for profit.

According to Clause 43 (7), the Director of TPBS needs to propose changes in programming and report this to other executives. This needs to be done in accordance with the ‘three month per every change policy’, with strong reasoning and backing.

Clause 8 (3) stipulates for TPBS to serve these purposes to support and develop potential for creative production of independent producers. Clause 11 deals with

---

24 Compiled Booklet on TPBS ACT, p 6, 8-9, 42-43.
sources of revenue such as tax money, money or assets transferred to TPBS as stipulated by the act; initial funds provided by government; revenue or income gained from copy rights and patented materials. Clause 12 is about money gained from excise tax.

With regard to the Audience Council, Clause 45 highlights the benefit of development for service and production of programmes, to reflect diverse needs of audiences and induce wide participation from the public. The number of Audience Council Members shall not exceed 50 and it should represent wide civil society groups and regions. This council would work closely with policy committee members in proposing ideas and suggestions for desirable change to the TPBS as stipulated by Acts and Clauses.

TPBS regulations about Professional Ethics for Production and Broadcast of Programs are included in Part II in the same booklet. This document, in Point 3, covers productions / work by professional producers, staff or independent, which can be groups or civil society sectors as appropriate. Point 4 covers ethics on righteousness and accuracy; ethics on balance and justness. Point 6 refers to ethics of professional freedom, devoid of conflict of interest and public responsibility, ethics of human integrity, privacy and human rights, ethics for protection of children and youth from violence and harassment in programming to avoid foul language, immorality, ethics on handling of victims and mourners and on fair protection and treatment of sources, events and contents about politics and public policy.

The TPBS Decrees on Rules and Procedures for the Audience Council (Points 17 and 18) passed by the policy committee of TPBS in December 2008 and which took effect in early 2009, stipulate the building and expansion of ‘Friends of Public Media’, or ‘Puen Seur Satarana’ in Thai, (described as one who wishes to participate in expressing opinions and viewpoints to induce public participation, enlist ideas and comments about programs and affairs of the organisation, and participate in events organized by ‘TV Thai’ and the Audience Council). It also says that audience council members are all ‘Friends of Public Media’. Points 3 and 4 stipulate the work of the Audience Council members, of listening to and collecting opinions and comments from forums among listeners and viewers from wide regions and civil society groups; compiling and sending reports to executives and policy members. Point 11 recommends that the TPBS delegate work and tasks to staff or units, and to allocate funds necessary for the work by the Audience Council to be successful.

According to the TPBS ACT 2008, Clause 7(5) emphasises ‘support for participation by people directly and indirectly in guiding and directing the organisation of PSB for public benefit’. Concepts for participation, as an objective, start from various clauses such as collection of supporting funds (Provision 1), broadcasting (Provision 4), and

---

25 Compiled Booklet on TPBS ACT, p.33-35.
27 Compiled Booklet on TPBS ACT, p.151-152, 158
28 Compiled booklet on TPBS ACT, p 4-5.
Audience Council (Provision 5) and monitoring, checking and balancing by people (Provision 6). Working with civil society sectors is one of the missions of TPBS. This would include forming associations and groups, working with active citizens across regions and building networks. At the heart of civil society lies the work for horizontal coordination and networking with groups.

The Audience Council, consisting of 50 members, holds a general meeting at least once a year and abides by the rules and regulations set by the Board of Governors. The Board of Governors may stipulate that this council be further broken down into regional level councils, but they must match the needs of the areas and diversity of society. The executive committee will collect opinions and recommendations from the council and submit them to the policy committee while proposing plans and directions for further development and production improvement — or up to the amendment and improvement of the TPBS ACT to render it relevant and applicable to reality.

Conceptual Framework for TPBS Civil Society Strengthening

A framework for informing the civil society notion suited to Thai society can be drawn from the opinion expressed by such individuals as Paiboon Wattanasiritham, Chai-anand Samuthawanich, Anek Laothamatas, Theerayut Boonmee, Saneh Chamarik, Prawase Wasi, Poldej Pinprateep, and Choochai Supawong.

Prawase Wasi points out that sectors such as government and business are strong, but the social sector remains weak. He thus promotes ‘community strengthening’. This community, which bodes well for civil society, is full of ‘love’, ‘caring’, concern, ‘bonding’, sharing, and participatory communication, and is marked with the networking among various social groupings for the purposes of its strengthening.

Theerayut Boonmee emphasizes the partnership between all the ‘diffuse’ sectors. This differs from past ideas about agents of change, which were, typically, the ‘majority of people’ or the ‘power of people’. The gathering of people from all sectors can help push for the change.

Anek Laothamatas stresses the importance of the ‘middle class’, ‘participation’, emphatic relations, ‘citizen consciousness’ (samnukpollamuang in Thai), and ‘face to face’ relationships. Citizenship plays a vital role in it. But the previous structure of Thai society has it that citizens are subjects or clients (followers), and they cannot quite discern the structure and superstructure of the society, which impedes such progress toward citizenship. Civil society alone is a vague term and it needs a basis and framework, with ‘community culture’ providing such a basis and framework as a starting point.

Chai-anand Samuthawanich thinks that Thai civil society is different from western

---

29 Compiled Booklet on TPBS ACT.
31 TPBS Act Booklet, pp. 28-29.
civil society. Thai society cannot separate itself from the government, whereas its western counterparts tend to remain ‘separate from the state’. But it warrants for ‘partnership’ from all sides, which in turn emphasises movements or, in this case, civic movements by various groups and sectors. He emphasises activities as the center of participation rather than being set up by someone. He emphasizes the participatory process, as is reflected in the 8th national development plan using area-function participation (AFP).

Choochai Supawong suggests that civil society should result in members of society looking at the complexity of problems, with common goals to solve these problems for creating ‘civic consciousness’. This requires the coming together of civic groups – ‘state’, ‘business’ or ‘social’, in the form of a partnership. Within this civic network, ‘love’, ‘empathy’ and effective management systems are required. In the past decade, civic groups have been strengthened to deliver their causes, but impediments remain -such as the political party system, the civil commissioner system, the state, the education system, mass media, the vertical relationship in society and lack of freedom in some ways.

Paiboon Wattanasiritham says that civil society implies is a society where people in general have ‘important roles’ in managing their lives and personal affairs based on ‘organisations’, ‘mechanisms’, processes, and ‘activities’. Any sector can help create such change; it thus becomes a society of civil groups. But he clearly points out that civil society has ‘non-state’, ‘non-business’ sectors in society as vital mechanisms.

However, the analysis in this article seems to be that the building of civil society is ripe in an atmosphere where the sense of citizenship is clear, i.e. in the western countries.

Prawase Wasi maintains that establishing a democracy in the ‘heart and soul’ requires strong ‘citizenship’. While the term ‘people’ may not imply ‘quality’ - and it may imply clients and subjects, the term ‘citizen’ does imply ‘quality’. Citizenship includes ‘integrity’, ‘freedom’, ‘knowledge’, ‘reasoning’, and ‘participation’ in common good and policy making. Citizenship does not exclude anybody, whether one is a member of the general public, ‘civil commissioners’, ‘soldiers’, ‘business people’, ‘media’, ‘academics’ - provided they all have the will to be citizens.

He suggests that the higher the number of citizens, the higher the chance for creating the structure and mindset for democracy in the following manner: people with integrity continue to do good things; they organize gatherings for fact-finding and researching ways to do good things, networking to form the ‘new structure’ in society on the ‘horizontal’ end. The horizontal relationship in this society is filled with empathy, ‘learning’ and ethical participatory manners, for building a new structure in this society. This is called ‘civil society’ or ‘democracy by substance’. People’s politics or citizen’s politics thus involves civil society. It creates a righteous society where all sectors drive to support and move society forward peacefully under the ‘rule of law’ with

---

‘compassion’, ‘patience’, and ‘wisdom’.

But citizenship without the proper context of community is not complete in itself. One needs a strong ‘local community’ and ‘citizens’ politics’. Universities and educational institutions should promote ‘civic education’ and mass media should promote the cause of citizenship and citizens’ politics. All other sectors should help strengthen the ‘citizen sector’ as well. There ought to be laws and acts promoting citizens’ politics and citizen sector to make it known that this is not ‘street’ politics, but something that involves everyone.

Spirit of volunteerism, which had become evident since October 1972, was revived during the tsunami disaster of 2004. ‘Public Consciousness’ as one form of volunteer spirit spurred the political and ideological interest in 1972. Volunteer spirit comes in many forms for many people, all related to power to improve society. It is an inherent development tool for ‘transcending the self’, which can be divided into five levels. What is commonly found in individuals, groups, organisations for empowerment includes ‘self-determination’, ‘self-management’, ‘self-government’, and ‘self-reliance’. But this does not mean they will extend it to help improve others and society. Public consciousness is the higher form of volunteer spirit. It helps to create common good, concern for common benefit and property. It is the ‘root’ for creating active citizens. It creates enthusiastic and active citizens. There is another kind of volunteer spirit suited for growing civil society (chit asa in Thai), which combines both aspects of self-reliance and public consciousness. Society with citizens with chit asa can easily lead to strong society and moral society. The other two types are ‘consciousness for heroism’ (weerachon), in which one may ‘sacrifice’ ones life and compassion of Buddhas-to-be (bodhisatva), the latter being the higher form34.

Over the past ten years, people from various sectors defined civil society differently, i.e. as NGOs for ‘citizens’ movement’, ‘strong community’ or as the coming together of people within a community (prachakom in Thai) in the language of Thai civil commissioners. Over all, it came to mean collective effort by members for networking to achieve a common goal and using resources or power between people and state. Whatever civil society one talks about, it must involve ‘civic virtue’ of citizens. Civil society hinges upon the public consciousness that serves a common cause. Civil society ‘must differ from’ interest groups. People are different from citizens as citizens take part in the governance process, including monitoring the exercise of power by state, public hearing and referendum. Citizens in this sense may not be hard to create, but citizens with civic virtue are very hard to mould, as it involves ‘self-discipline’, ethics and sense of goodness or selflessness, which can be found in all religions. It’s the three-fold learning (trisikka) in Buddhism35.

In Enhancing Political Culture in Thai Society by The Ministry of Culture.

many of the qualities and characteristics for the four elements underpinning the TPBS mechanism for strengthening civil society among the viewers of ‘TV Thai’ can be found in the foundational elements for building and enhancing political culture in Thai society as outlined by the Ministry of Culture. The Ministry insists that democracy be embedded within the culture at the national and local levels. From the democratic framework, it cites aspects such as people’s mandate, ‘equality’, ‘rights’ and responsibilities, ‘respect’ for the voices of both majority and minority groups, hearing and reasoning, ‘voluntary participation in activities’, ‘unity and reconciliation’ and ‘public consciousness’ and public benefit. This applies across all levels and units of society including families, educational institutions and communities. Even at the micro-local level, emphasis should include devotion and ‘participation’ in development activities with public benefit as the focus. Members of communities must be induced to express their views with regard to development affairs. There should be a formation of groups, including ‘savings’ and ‘cultural council’ (‘Friends of Public Media’). Diverse information should be closely followed. News and programming from ‘TV Thai’ as well, and decision-making and solutions must be based on information and reasoning. These are ground rules for being citizens, and some aspects for inducing participation, for deepening public consciousness as well as widening public space. What would bode well in particular with Thai people are the ten benevolent rules for the moral king (thotsapit racha dhamma) that His Majesty the King Bhumibol Adulyadej has set as exemplary, in terms of the moral leadership that Thai citizens could follow, i.e.

1. working with knowledge and expertise with the performance as proof
2. perseverance, determination, with firm awareness of moral, ethical standards and righteousness as a guideline
3. humility, modesty, simplicity and saving
4. public benefit as a goal
5. hearing and listening to others with respect for their opinions
6. determination and labour
7. honesty and gratitude
8. self-reliance and support for good and competent people
9. love for others
10. empathy and compassion

The notion of citizenship and participation can be adequately understood in the context of citizen’s politics. David Mathews\(^37\) thinks that this form of politics has long been in existence but it does not leave out other forms of politics including politics by representation. Looking at the dynamics of citizenship and its involvement in politics, citizen’s politics involves such aspects as citizen’s ‘responsibility’, the ‘capacity’ building of the citizens, the attaining of ‘power’, the building of ‘relationships’ between

---

\(^{36}\) Enhancing Political Culture in Thai Society by The Ministry of Culture. Thai trans., 2009, p 4-11.
Critics could ask whether citizenship and its other related notions are necessary, and whether they really work in the real political situation, e.g. that in the United States. One could ask, for example, whether such a thing as ‘citizen’s politics’ really works and how much responsibilities a social entity called ‘public’ can bear in the political process. In a similar vein, one can also ask whether a public is needed; whether the citizen’s active engagement in communication, e.g. debate and dialogue, is necessary; whether they serve their purported function. One can continue to query about terms such as ‘civic responsibility’.

It is within this context of citizen’s politics, according to Prawase Wasi that a meaningful form of citizen participation in the political process can take place. This includes the ‘formation of public policy’, execution, development and monitoring of policies and works by politicians. According to Theerayut Boonmee, it is also within this context of citizen’s politics that the widening of ‘public sphere’ or public space can be achieved for the benefit of strengthening the citizen sector, among other things.

Thinkers and proponents of ‘citizen’s politics’ in Thailand and overseas emphasize such cornerstone principles that enable the formation and strengthening of citizenship to succeed, such as including ‘community groups’ through collective action, ‘voluntary action’ through ‘charity’ and philanthropy and ‘new social movement’ through ‘open society’. Other principles also include ‘grassroots organisations’ and ‘civil society’ with NGOs and POs being a major component. Overall, it requires vision and action for change through collective actions and responsibilities as well as through the attaining of citizen’s power to bargain with the authorities to get what they want.

Experience from Overseas

BBC is well-established, not only as news station, but also as a cultural institution and a forum for intellectual debate. The impact that BBC has created makes it the best of British brands from the perspective of UK. BBC emphasizes taste, decency and democratic, cultural and creative values. In addition, there are intellectual and educational values and social and community values. BBC was entrusted with the role of most trusted broadcaster, upholding values and standards. BBC is renowned for high standards of truthfulness, accuracy, context, perspective, and interpretation.

It is based on the philosophy of development of this group in terms of mental, social, physical and intellectual health. The learning process can occur both in formal

---

Chapter 2: Background

education and non-formal education channels. Learning through media is crucial but media have not been properly utilised for this cause. Models of PSB exist in US and UK, which could be adopted in Thailand. The UK has such channels as BBC and Channel 4 (cooperation between state and private interests, and other private operators professing roles in public broadcast). UK passed the Communication Act 2003 with Ofcom as FCC to oversee operations, except for BBC (with a Business Charter warranting its existence for over 60 years). Programmes for children, youth and family are given time slots between 5 and 9 p.m. BBC has started separate channels for children in the digital and website-supported format for school children to learn from, and even download games and video clips. BBC is an interactive format for viewers to view and play games via TV such as CBBC and CBeebies. Guidelines have been formed and pursued clearly and thoroughly as to timing, decency, taste, monitoring, and code of conduct is made for producing child, youth and family programmes.

The term ‘public broadcasting’ is aptly defined as a ‘meeting place’, where all citizens are welcomed and considered equals’. The US model is based on private media and operators, as those who are protecting public interest, to look after public broadcasting, unlike other countries, which rely on state model. Public broadcasting in other countries tends to be in the hands of the government. Some countries maintain that public broadcasting could not be served by private entrepreneurs. The third model (BBC) evolved with the notion of finding an organisation that could serve public interest with independence from private and governmental intervention. These three models evolved during the initial years of radio, and are now applied even in the era of TV. The commercial model has stayed viable, while the state model has lost importance, but the public service model has stayed put.

Public broadcasting as a concept is not new. It has been around since the inception of mass media, before the age of specialized and segmented media. It carried three distinct features, to which the fourth must be added. They are universality, diversity, independence and distinctiveness. Universality means giving access to all citizens of the country, reflecting the ‘egalitarian and democratic goal’ with equal rights for citizens as an aim. Diversity should include differences in genres of programming, different audiences being served and different subjects as a focus. Independence hinges upon free expression of ideas and free flow of ‘information, opinions and criticisms’. Distinctiveness requires innovation and creation of new idea, setting a new pace for broadcasting, without an exclusion of any genre.

Public broadcasting has a role to inform and educate the people while entertaining them. This must be done in the context of public broadcasting, which is to create informed citizens on various subjects who can acquire new knowledge. Public broadcasting has a mission to bolster national identity. It could aim to strengthen citizens’ sense of nationality, while ensuring independence of broadcasting. In the UK,

---

for example, the Royal Charter was passed to ensure the establishment of BBC, which spelt out its objectives, internal structure and financing. The agreement was also signed by the minister and broadcaster involved to indicate its missions and emphasize quality standards, impartial information and diversity of programming. Accordingly, plans for financing agree that financing must grow to keep pace with the broadcaster’s expenses in a substantial and predictable manner, to avoid political intervention and pressure from commercial industry\(^{43}\).

To this end, public broadcasting will be able to reconcile between government and its political accountability. It is between the board of directors and CEOs and the government. In Australia, the Board of Directors of the Australian Corporation is obliged to preserve its independence and the integrity of public broadcasters. The appointments must not be political. Experience, knowledge of broadcasting and ability to manage are the pre-requisites to becoming executives. In other countries, instruments have been set up to warrant the executives’ independence and credibility. In Germany, the Board of Directors are appointed by the state’s broadcasting members and consist of representatives from NGOs and civic groups.

In case of BBC, the Chairman and members of board are appointed by the Prime Minister and they, in turn, appoint the CEO to manage daily operations. Theoretically, the broadcaster should only report to the Parliament and not to the government. The public should be able to assess the public broadcast TV to keep the ‘arm’s-length management’ spirit. Canada and France have regulating bodies to issue licenses and evaluate whether the public broadcasting networks have lived up to the expectations. Many other countries have bodies to regulate and supervise broadcasting affairs. Canada has established an ombudsman to bring closer ties between public and broadcasters. This allows the citizens to air their views about the broadcaster, helping public responsibility to come in to play. The public broadcaster needs to fulfil its missions and goals and satisfy the public. In terms of evaluation, an indicator that differs from that of the commercial broadcasters can be set up if a measurement for public satisfaction is required.

Apart from posing questions such as whether certain programming be abandoned by public service broadcasting and audience fragmentation leading to lesser roles by public broadcasting, another question is regarding the role of public service broadcasting in the age of digital media.

One may ask questions as follows:

- Does digitisation raise questions about the need for a universal service, addressing people as citizens rather than consumers? Does digitisation eliminate the possibility for broadcasting services different from the myriad commercial services on the market? Will it supersede the need for public forums?
- Will digitisation, with emphasis on individual consumption, result in the loss of interest in broadcasting services that gear for creating a sense of belonging?

to any community, who want to see themselves as citizens?

This won’t be the case for as long as we maintain the democratic values with an aim to create egalitarian societies. Instead, public broadcasters should make good use of new technologies. To prepare for the news world, Germany for example, has created more public stations - one for political education and one for children. Public broadcasters should create social links in the modern fragmented world44.

Public Service Broadcasting (PSB) acts as an agent to bring balance in a world where the population is still predominantly rural, yet full of change, thanks to the advent of new technologies in the past few decades. It is a world that is torn between the state media model and commercial media model. This is particularly true with the concern for building and strengthening citizens.

PSB is facing three challenges: ‘disintegration in channel capacity’ and ‘disappearance of audio-visual borders’; ‘disintegration of the state broadcasting model’; and ‘upsurge in market broadcasting’ and the ‘introduction of mixed broadcasting systems’. PSB ought to be encouraged for its ‘good practices’ model and any future models with emphasis on innovation covering such aspects as management, programming, or financial structures. PSB acts as an essential tool in developing countries in ‘promoting access to education and culture, developing knowledge, and fostering interactions among citizens’. Thus, it ought to be emphasised that public broadcasting be supported and promoted, with its content being preserved in the age of new media and globalization, where traditional and new media converge and PSB also plays a vital role. PSB ‘serves the interests of people as citizens rather than as consumers, by reaching all populations and specific groups and thereby contributing to social inclusion and strengthening civil society’. Public broadcasters encourage access to and participation in public life.45.

PSB promotes informed citizenship with participation as key, strong human rights and transparent governance. PSB is faced with the task of ‘reformulating the public sphere’. Public space requires media literacy (media education) and social responsibilities. Public sphere needs to lead to ‘open citizenship’ whereby new technology is adopted to benefit the opening and building of public sphere. This framework needs to set these as goals, including ‘full citizen-participation’ and ‘information-sharing’46.

Even in countries where there is no PSB, elements or seed ideas for PSB can be found, such as in India, where a television segment is dedicated to the face-to-face dialogue between citizens with the concerned authorities. In Thailand, there is a radio show supported by the ministry of social development and human security called

social window (‘Natang Sangkhom’ in Thai). It provides a space for listeners to air their complaints and views. Sri Lanka has the talk-back with the President, a live radio program where the president discusses issues and takes calls. People’s participation in PSB is always a complex issue. It comes in many forms such as the prescribed legislations, nomination processes, administrative formats or channels for creating programs with people’s participation in the production processes. Participation should be genuine and done within the internal processes.47

The audience participatory formats can come in other ways: providing access and mechanisms for feedback to improve ‘programming relevance, quality, and accuracy’. NHK sponsors independent research to assess the quality of its programming. The research looks at the larger picture of NHK programming to cover the ‘social, political, cultural, economic, ideological and technological contexts.’ The larger frame for assessment allows them to assess PSB from the point of view of Japanese values. This allows for a variety of views and feedback to come in. The Canadian Broadcasting Corporation (CBC) uses different systems of checks and feedbacks such as consultations with the public and independent studies by external bodies to estimate audience satisfaction and the financial performance of the network. As in the case of Britain, the broadcasting regulator (Ofcom) sponsored a study to evaluate how viewers value PSB. They study, for example, program costs or ‘opportunity cost’.48

In other cases, like the case of SBS or the government-funded Special Broadcasting Service television in Australia, a weekly magazine program called vox populi or voice of the people was launched as a news and current affairs program to reflect an ethnicity issue. The people from the grassroots are interviewed in their ‘mother tongues’, and the programme is broadcast with English subtitles. In the case of Malawi and Zambia, radio listeners’ clubs were formed to facilitate audience’s participation in programming, creating dialogues between audiences and authorities or service providers concerned on development issues, from solutions to implementation of such solutions. As for the Canadian Broadcasting Corporation (CBC) and National Public Radio-USA, the Ombudsman was appointed as an independent entity to handle complaints and enquiries or criticisms.49

According to Silj, ‘Public broadcasters are faced with a paradox ‘either to remain true to itself and its mission as a public service as it is traditionally defined’, or follow ‘its competitors by imitating their models, especially as regards programming, but without the means necessary to achieve superior quality’. On the one hand, public television might become more and more commercialised which would justify its privatization. On the other hand, the image of a television channel which focuses on fulfilling a few traditional public service obligations would suggest the creation of a

---

sort of cultural ghetto which would only draw an extremely limited audience⁵⁰.

There is a ‘tendency to believe that the commercial private sector in television participates, or can participate, in a public service enterprise…which would see itself as noncommercial…public television is being forced to change into a commercial enterprise’. Paddy Scanel says that as for the BBC model, there was an introduction of term of ‘pluralism’ in the mid-70s and of late by ‘multiculturalism’. Public broadcast is faced with pressure of social and cultural denial of some groups of people by other groups of people, rather than by market or state pressure. National programming must represent national and universal values applicable to the entire society. It is hard to expect mainstream media to fulfil all these obligations.

Citizens’ participation is centered on people’s participation with PSB and the two-way dialogue between the public and PSB. This ensures that their goals to ‘inform, educate, and entertain’ the public could be best met with an understanding of the ‘values and priorities of citizens and society at large’. Two workshops on media for citizens’ participation were organized by UNESCO and AIBD and World Radio and Television Council (WRTVC) in Kuala Lumpur in 2004 and 2005. The workshops explored the roles of civic groups and citizens to establish quality media and broadcasting, with follow-up actions laid out. Citizens’ participation in this regard was perceived as vital, yet weak.

Thus, mutual trust is required between citizens and broadcasters for the functioning of a public broadcast in a democratic environment. The website provides this forum for other forms of media. Other publications with similar goals were published to understand the manner in which citizens’ engagement with the media could be understood. These publications help to strengthen civil society in their involvement with the media. For the PSB, it is crucial to set up an independent monitoring body to give feedback from viewers and audiences and call for programming contents and requirements (Public Service Broadcasting: A Good Practices Sourcebook, 2005, p 56-57).

Similar set-ups in foreign countries include: Friends of Canadian Broadcasting (Canada), formed in 1985. This is a non-profit association with 60,000 households as members who pay fees to support this. They provide watchdog roles, research services, policy evaluations and public opinion feedback. Apart from doing research and preparing papers, they also come to parliamentary hearings to give statements when called upon to represent their friends. The British have the Voice of the Listener and Viewer (VLV), a non-profit and independent association that enjoys the financial support of the members representing citizens’ interests. It was founded in 1983. VLV keeps listeners and viewers updated about the improvements in the British broadcasting industry. The VLV gives to listeners and viewers a voice that speaks to the MPs, government departments, the BBC, and other entities. VLV holds conferences and discussions with the public, civic groups, and relevant groups and bodies. VLV does not handle complaints.

Friends of the ABC (Australia) strives to ‘defend and promote the Australian Broadcasting Corporation (ABC) in its vital role as Australia’s independent, national broadcaster’. It is against attempts to censor ABC and attempts to restrict independence from advertising pressure. It is a national-level body operating through state-based organisations, with web-based information to inform the public about ABC.

Pakistan has the Citizens’ Media Commission as an informal network of citizens formed in 1997. It enables the citizens’ views and perspectives on the media to be reflected to the public at large and to other responsible entities. It aims to create citizens’ participation and dialogue with and about the media. The US has the Citizens for Independent Public Broadcasting (CIPB) as a national-level organization supported by membership fees. It promotes the public broadcasting cause so as to create the debate about the broadcast future. CIPB musters strengths for pulling grassroots-level involvement in this scheme. CIPB has local chapters to promote the good of public broadcasting stations at the community level. CIPB at the national level has developed a proposal for a Public Broadcasting Trust (PBT) as an independent and accountable organization (Public Service Broadcasting: A Good Practices Sourcebook, 2005, p 58-60).

A presentation by Sir Michael Lyons, Chairman, BBC Trust, at the Voice of the Listener and Viewer’s annual conference on 29 November 2007, indicated that the Audience Councils closely cooperate with the BBC Trust in countries such as England, Northern Ireland, Scotland and Wales. The coordination focuses on enhancing the understanding of ‘needs, interests and concerns of audiences’. The councils are well-connected to the viewing public and communities and can be consulted on important issues such as reviews of service licenses and proposals about ‘public value test’. The councils for Scotland, Wales and Northern Ireland consist of 12 members (members and a chair), but the UK has a larger body of members from regional audience councils as well. The Audience Councils are paid remits according to the Charter and Agreement, and strictly follow protocols on accountability. The work and guideline of the Audience Councils follow the BBC Trust rules and regulations.

The Trust closely communicates with, and abides by the interest and recommendations by license fee-payers before making decisions. Decisions and other considerations are also based on audience research and public consultations. The annual survey with the license fee-payers also plays a part in this decision making and improvement in the functioning of the BBC. In a participatory research work, 104 representatives from the license fee-payers’ group deliberate and assess issues, objectives, and policies of the BBC. These findings are impressive and are highly heeded. After rounds of public consultation, the Trust published a paperwork titled ‘Our Promise to You’ as a guideline for engaging the viewers in the process of developing and improving the BBC. Levels and types of participation and the issues of interest to the participating public groups reveal that the situation leaves much to be desired and
there is a lot of room for improvement. The consultations with the Audience Councils revealed the Nations’ Impartiality Reviews and the Network Supply Review, which the Trust across four countries has now keenly adopted.

Reflections from different countries vary: for example, in the UK, the Audience Council felt that adequate diversity has not been reflected at the national level. The Scottish counterpart felt that the reportage of the local and national affairs is not ‘sufficiently accurate’, complete or well-emphasized. In the Wales’ assessment, concerns were raised about the ‘inadequate reflection of the devolution in network news and current affairs’. The Northern Ireland talked about the ‘treatment and priority given to coverage of the devolved administration and the wider political, legal, economic and cultural arenas’, together with the ‘low number of hours and spend of local commissions for network television’. There is also a lack of ‘representation in network output of life in Northern Ireland’.

Thitinan Pongsuthirak and Weerayut Kanchanachuchat wrote that according to a PSB and a commercial TV station as stipulated by Atkinson and Raboy, there are at least three aspects that are distinct, including citizen, culture, and public sphere for the PSB, versus consumer, economy, and market for the commercial TV. In addition, there is a cross-comparative table compiled by Pongsuthirak and Kanchanachuchat to pit BBC, NHK, and PBS against each other (see Appendix A).

TPBS Local Adaptation As a Focus of Research

With the experience from overseas and the past experience from Thailand and improvements required in terms of reform, ‘TV Thai’ is founded as a public broadcast TV station upholding values and standards that a public TV station should have. It provides high professionalism and as an alternative to the media. It gears similarly to the BBC model to build educational, intellectual, cultural, community, and social strengths for Thai society.

The TPBS Audience Council as a Thailand experience combines the element of the Audience Council and Friends of Public Service Broadcasting (PSB) as is evident overseas, but it has a Thai touch to it. It combines the roles and responsibilities of the Audience Council with the public participation aspect from the so-called ‘Friends of Public Media’ (see Appendix A1).

Formed in late 2008, the Audience Council has 50 members who were shortlisted and appointed by Board of Governors of TPBS. Through this council, it is stipulated that the viewers will be able to voice their views, which could influence the policy and implementation of TPBS. Their roles include: collect information and feedback from listeners and viewers, organize activities and processes to achieve such goals in the

---

51 A Handout of Presentation by Sir Michael Lyons, Chairman, BBC Trust at the Voice of the Listener and Viewer’s annual conference 29 November 2007, handout provided by Somchai Suwanban.
regional provinces of Thailand and with the public, put forward recommendations with strong evidence and arguments to executives and policy committee for further action. These 50 members were shortlisted from nine regions altogether and also from 16 civil society groups. This represents a balance between male and female and their term is of two years. Some of the qualifications of these council members are their civic consciousness, independent thinking, honesty, impartiality and time.53.

Another form of public participation in improving the works of ‘Thai TV’ as a public broadcast TV station is through active citizens’ contributions to TV program content. Citizen journalism is one form of such active citizen involvement in exchanging news and information and even in part producing news and information about themselves. This is indeed an overseas concept being adapted to fit Thai society. The notion of ‘active citizen’ is strongly emphasized by TPBS, as is evident in the TPBS Performance Report 2008 and is stated on various occasions by TPBS Managing Director Thepchai Yong.

Citizen journalism has taken root and grown over many decades in several countries to create a learning society with active citizens at the centre. It requires networks as well as dedication by citizens and their wish to learn to move away from being just consumers and audiences54.

Citizen journalism is a relatively new term, at least from the perspective of the available data and related terms accessible on Google. Seminal 2003 Report We Media: How Audiences are Shaping the Future of News and Information by Bowman and Willis defines citizen journalism in general as involving the public who play an ‘active role in the process of collecting, reporting, analyzing and disseminating news and information’55.

The same ‘Citizen Journalism’ article mentioned earlier distinguishes ‘citizen journalism’ from other terms such as ‘community journalism’, ‘civic journalism’, and ‘collaborative journalism’. The other three terms could involve the work of professional journalists with communities, with the stories for communities, or in collaboration with amateur reporters about their stories. But citizen journalism has a clear context of journalism by non-professional reporters or journalists.

In ‘Citizen Journalism: Why Thailand Leads the Way’56, it is suggested that Thailand is at the forefront for the expansion of the citizen journalism movement in the region for quite a few reasons. Some of them being that Thailand has faced constant political instability, has a large expatriate community, affords high quality English language press that has been relatively free and its relatively open access to the Internet. This height of awareness is reflected even a few years ago when a conference was held at Thammasat University on 19 March 2006, on the roles of bloggers as a reflection of the

53 Source: Flier on the Audience Council by TPBS. Thai trans.
54 TPBS Performance Report 2008, p 68.
56 Article on the JOT ASEAN website, accessed on December 1, 2009.
Chapter 2: Background

The increased awareness about citizen journalism and the functions and roles it serves in Thai society results in training sessions being organized for Thai citizen journalists by ‘TV Thai’ as well as outside organizations.

Another round of workshops had been held for people and groups interested in working as citizen journalists in Thailand in the Central Province of Bangkok, the Northern Province of Chiangmai and the Southern Province of Hat Yai. Among the participants were representatives from Thai PBS and another network of citizen journalism called ‘Thai Netizen Network’. The workshop, which was sponsored by the U.S. Embassy, was held on June 16-20, 2009.

In addition, TPBS has organized numerous citizen journalist workshops for people from various sectors and regions. Between June and December 2008, about 500 citizen journalists were trained. It is up to each region or province to propose to arrange the workshop through the recommendations by networks, civil society groups. A small group of 15-20 participants is preferred. If the people from the area where the workshop is organised allow it, groups from nearby areas or provinces are also welcome to join. The arrangements are made through local liaison persons and coordinators of TPBS.

A workshop on citizen journalism was conducted from 26 to 28 May 2008 together with the Office for National Health (‘Sor Chor’ in Thai) and civil society groups across the country to train citizen journalists to help build TPBS as a public sphere for people. Afterwards, more such workshops will be conducted with other regions and areas of the country.

Citizen journalist news clips were telecast in the programme ‘Here Is TV Thai’ (Thini Tewee Thai), telecast from Monday to Friday between 9.10 and 10.10 p.m. with one three-minute tape shown every day. From June to December 2008, 150 stories were aired. Eleven of them were from central and eastern regions; 25 from Northeast; 30 from North; 44 from South; 35 from Bangkok and six were on natural calamity issues such as storms and floods.

However, the contributions of citizen journalism only represent a fraction of the forms of active citizens’ involvement in creating and producing content suited to the needs and taste of the local viewers of ‘TV Thai’ across regions. In early 2009, ‘TV Thai’ launched the Southern TV program named D-Slatan Nadeantai to allow active citizens to reflect on their diverse cultural, historical and personal backgrounds, in particular in the southernmost peninsula and their Islamic culture. Before this operation could be a success, a working committee was established for activating and producing local news and programs for Southern provinces. The committee, consisting of

---

academics, local media and NGOs in cooperation with the Center for News of Southern province, was entrusted to give guidance on formats, issues and details of the broadcast, while including local and independent producers in the making the Southern TV segment61.

On 29 April 2009, a meeting was held at Rajabhat Mahasarakam to receive ideas from civil society groups in the Northeast about TV program context suited to the regional viewers. At the meeting, the case study of D-Slatan in the South was cited as a case for emulation and comparison with other regions and ideas. Points of concern included local language, local wisdom, accessibility by other regions, improvement of editorial work for news, support in program production of Center for News in the Northeast of ‘TV Thai’ between local organisations and TPBS62.

In this research work, two TPBS civil society strengthening mechanisms, namely, the Audience Council and the active citizens’ contributions to contents and ideas of the Northern TV Program (‘TV Jor Nuer’) will be studied. By strengthening civil society, TPBS entails inducing public participation of audiences to help improve its working, specific to this case ‘TV Thai’, and expanding civic media networks with contributions of active citizens to content and ideas of TV programs.

The Audience Council is under the supervision of the TPBS Department of Public Participation, and is entrusted with inducing public participation as part of the mechanism for strengthening civil society. The other mechanism involves the networks and collaborations being developed with active citizens and civil society groups in Northern Thailand with ‘TV Thai’ News staff from Bangkok and in the North and the TPBS Civic Media Network Department also entrusted with expanding civic media networks with contributions of active citizens to content and ideas as a means for strengthening civil society to launch the ‘TV Thai’ Northern TV program called ‘TV Jor Nuer’ in Thai.

The civil society strengthening task of the TPBS has been further explained by TPBS Deputy Managing Director in charge of civil society Pannipa Sotthibandhu, on the one hand, and TPBS Managing Director Thepchai Yong, on the other. Pannipa said in her interview and in a few forums that the researcher accepted that the executive committee and policy committee members pay very close attention to the task of inducing public participation and in strengthening civil society. These committees meet once every week. They are kept well-informed about the forums and the common and particular feedbacks that are gathered by the Audience Council and ‘Friends of Public Media’63.

But according to Pannipa Sotthibandhu, the Audience Council and ‘Friends of Public Media’ is one aspect among the many that TPBS cherished, including the

---

63 Interview, October 25, 2009.
receiving of feedback from the viewers through the ‘Center for Friends of TV Thai’ through website, telephone, fax and other means of correspondence. ‘TV Thai’ provides a more intermediate feedback response and correction of errors upon receiving them from the viewers. The unit called public media looking after citizen journalism to be aired on ‘TV Thai’ is also another vital mechanism for strengthening civil society through engaging citizens as reporters in their own right⁶⁴.

At this point, it needs to be stressed again the differences between the use of terms in the official sense by TPBS and in the unofficial sense at Audience Council forums across the country. ‘Friends of Public Media’ or ‘Puen Seur Satarana’ in Thai is used to refer to viewers, listeners, and even other types of audience, e.g. for the website of TPBS media, therefore it is a sweeping terminology. The expansion of such audiences across the country by TPBS is then called ‘expansion of Friends of Public Media’ and this research will use this phrase consistently. However, at Audience Council forums held across the country in 2009, another term which is more informal is used to refer to the same group of audiences, being ‘Friends of TV Thai: Public Television, or Puen Tewee Thai: Tewee Satarana’ in Thai. This assists the audience in understanding the term better. Then TPBS coins the term ‘Friends of TV Thai’ and ‘Center for Friends of TV Thai’. The former refers to audience of TV Thai in general, but not in the same sense as ‘Friends of Public Media’, though there could be an overlap of the two. The latter refers to a feedback center for TV Thai for comments, complaints, and suggestions to improve the work of TV Thai. This research does not concern ‘Friends of TV Thai’ and ‘Center for Friends of TV Thai’ in this regard.

Somkiat Juntusima⁶⁵, Director of the TPBS Civic Media Network Department in charge of citizen journalism and the liaison between civil society groups and Regional News Centers to involve active citizens in contributing to TV content said in the interview that the timing of the citizen journalist segment has been changed from 10 p.m. to 8 p.m. after several complaints and feedback from the forums. Active citizens’ contributions, including citizen journalism stories and other contributions such as documentaries were put on the ‘TV Thai’ screen with the launch of the Northern TV Program later in 2009.

According to Somkiat Juntusima, the citizen journalists who have been trained by TPBS were asked to participate in the process of the making and launching of the Northern program. The program is an hour long and includes a citizen journalist reports from a civil society group in the Northern provinces, a documentary segment, a talk show or a dialogue and some other tidbits of news and information in the North. It is aired once a week and available for viewing live in the Northern provinces only. Re-runs are available through the website and the internet later.

---

⁶⁵ Interview, August 15, 2009.
Thepchai Yong\textsuperscript{66} elaborated further about the direction of citizen participation not only in the form of citizen journalists, but also in the strengthening of the regional news centres following the launch of the Southern TV Program aired once a week called ‘D-Slatan Nadaentai’. This is a main mission to be accomplished by the TPBS organisation next year.

In conclusion, Chapter 2 discusses the history of the Thai Public Broadcasting Service (TPBS) media organisation in general and ‘TV Thai’, the first public broadcast television station in Thailand in particular. It also hones the concepts and theories concerning civil society strengthening by thinkers and theorists from overseas and in Thailand. Along with this, experiences and ‘best practices’ from overseas are cited to illustrate ways in which Public Service Broadcasting (PSB) TV stations overseas have been functioning and ways in which these stations engage the viewers in their schemes to improve the networks’ performances to better serve the viewing public. One particular channel from some of these PSB TV stations from overseas induce public participation through the mechanism of the Audience Council and ‘Friends of PSB’.

To this end, Chapter 2 highlights four key concepts as they are related directly to TPBS civil society strengthening mechanisms, including ‘participation’, ‘citizenship’, ‘public space’, and ‘public consciousness’. These concepts are deemed useful for the study of the two TPBS civil society strengthening mechanisms, namely the Audience Council and its expansion of ‘Friends of Public Media’ and the making of the Northern TV Program (‘TV Jor Nuer’) on ‘TV Thai’ to be revealed in Chapters 3 and 4 of this study.

\textsuperscript{66} Interview June 24, 2009.
Chapter 2: Background

References

Thai Language

Publications


Flier on the Audience Council by TPBS. No author, 2008.


September 2009 issue of Newsletter to ‘Friends of Public Media’ distributed at regional forums for the Audience Council in 2009.

Book


Thai Website Article

‘Civil Society’ from www.thaicivicnet.com

Prawase Wasi, Bangkok Business News


‘Public Media: Building Public Value’. by Somchai Suwanban (Chp. 1)

Thai Language from the Website


Other Thai-Language Materials

Tape Program

Tape Program of the TV Thai ‘Open the House’ Program broadcast on September 19-20, 2009. Provided by the TV Thai ‘Open the House’ Program production team.

Forum Presentation and Document


Presentation by Tarn Chua-Sathapanasiri from the Media Monitor group on August 22, 2009 at the Audience Council Provincial Forum).
Chapter 2: Background

Interview


Thepchai Yong. TPBS Head Office, Bangkok, June 24, 2009.

Telephone Conversation

Telephone Conversation with Pannipa Sotthibandhu, December 11, 2009
Telephone Conversation with Somkiat Juntusima, December 12, 2009

Forum

Songkhla Province, Songkhla Provincial Forum held at the Center for Animal Control, August 15, 2009.

English Language

Website Publication


Publication in English

Print-out of Presentation by Sir Michael Lyons, Chairman, BBC Trust at the Voice of the Listener and Viewer’s annual conference 29 November, 2007, p.1-7, handout provided by Somchai Suwanban)
**Website Article**


‘Citizen Journalism: Why Thailand Leads the Way’ from the JOT ASEAN Website, accessed on December 1, 2009.


This chapter documents the first Thai Public Broadcasting Service’s (TPBS) civil society strengthening mechanism for active citizens-viewers of TV Thai, namely the Audience Council and its expansion scheme of ‘Friends of Public Media’ (‘Puen Seur Satarana’ in Thai). It is now crucial to set the background of the Audience Council and its work in perspective. Eventually, the Audience Council will be responsible for translating the feedback received from all sorts of TPBS (viewers and listeners) audiences into changes and improvement desired by them. But in the initial stage, it mainly covers viewers of ‘TV Thai’.

It needs to be addressed at this stage that ‘Friends of Public Media’ is the official term used by TPBS, but the unofficial term commonly used at Audience Council assemblies and forums held in Bangkok and across regions in the country is ‘Friends of TV Thai: Public Television’ or ‘Puen Tewee Thai: Tewee Satarana’ in the Thai language. Though this case study chapter will report about Audience Council activities citing the term ‘Friends of Public Media’ in the main, on several occasions, it will use ‘Friends of TV Thai: Public Television’ when comments or issues are raised by or about those ‘Friends’ at Audience Council assemblies and forums to reflect the reality as could be observed on the field.

It is now crucial to set the background of the Audience Council and its work in perspective. Eventually, the Audience Council will be responsible for translating the feedback received from all sorts of TPBS (viewers and listeners) audiences into changes and improvement desired by them. But in the initial stage, it mainly covers viewers of ‘TV Thai’.

The Audience Council has been formed effectively from November 2008, after 50 Audience Council members were selected and appointed by the Board of Governors of TPBS. The Audience Council serves a two-year term from November 2008 to 2010\(^1\). The Rules and Regulations of the Audience Council were passed in August 2008 by the Board of Governors of TPBS. Some of the qualifications of the council members are their civic consciousness, independent thinking, honesty, impartiality and time they can devote to this task. Through this council, viewers at large are expected to voice their views, which could influence the policy and implementation of TPBS. Their roles include: collecting information and feedback from listeners and viewers, organising activities and putting forward recommendations with strong evidence and arguments to executives and policy committee for further action. The members of this council

---

\(^1\) Interview with Nisit Sakayaphan, Udonthani Provincial Forum, September 9, 2009.
were shortlisted from within nine regions overall, in addition to 16 civil society groups.

As a civil society-strengthening mechanism by TPBS, the Audience Council and its expansion of ‘Friends of Public Media’ scheme is underpinned by at least four aspects, as this research proposes, including participation, citizenship, public space and public consciousness. These four aspects are highlighted in previous chapters.

The notion of public and participation has been made clear and that provides the basis for the process which was called ‘Collective Thinking and Building of TV Thai, Public Broadcast TV: 1st Time’ in the first few months of the launch of the Public Broadcast TV in Thailand in 2008. The term ‘public’, which is foreign to Thai society, is neutral and can be used by anyone. The notion of modern society or life was adapted to explain a phenomenon in Thailand where the public (citizens) and state participate and interact in various issues at various levels. Particular attention is paid to levels of participation which are evident in the public or citizen sector in relation to state. It shows a clear improvement on the ways and levels of participation by the public sector in Thailand at present2.

Other concepts that give significance to this research, and which are also vital instruments for improving the works of ‘TV Thai’, are public space–on-screen and off-screen–public broadcast, and public consciousness. Comparison is made between commercial and public broadcast TV as can be applicable to Thailand, starting from the viewpoint of viewers as consumers versus viewers as citizens; monitor bodies as owners and shareholders versus public; profit as success versus success as public benefit; and narrowly focused benefits versus participation, public life, informed citizenry, development, and better social relations among members of society. Some of these attributes are democratic values, which can be achieved through quality programming3.

A participatory model in the form of forums and public hearings had been experimented with and employed during the months of March and April 2008 by the ad hoc policy (acting as policy as well as executive) members of TPBS (see Chapter 2) during the transitional period. This model clearly provides the pretext and format to today’s forums and public hearings by the Audience Council and the expansion of ‘Friends of Public Media’. Nine regional areas were focused on to collect ideas, opinions, and comments from the diverse public groups concerned on the following issues:

- the origin of the public broadcasting service TV called ‘Thai PBS’
- correct understanding about the benefit that this station could bring to the society
- the broadcast situation and whether this TV station is a worthwhile venture
- the utility of this TV station
- modes of participation and relations between the TV station and the various public groups and communities

---

2 Collective Thinking and Building of ‘TV Thai’, Public Television: 1st Time, p 32-41.
3 Collective Thinking and Building of TV Thai, Public Broadcast TV: 1st Time, p 47-51.
Chapter 3: Strengthening Civil Society

- the future outlook and sustainability of this TV station.

Twenty diverse public or civil society groups were represented at the forums in early 2008. But they were clustered into eight issues for eight groups of discussion. These issues and groups include formal and non-formal education; occupation and profession; art, culture, music, religion, and sports; rights, power, justice, and transparency; natural resources; future and new generations; citizen life, participation, and media; and marginalized groups and poverty. Dialogue and mind-mapping techniques were used with the help of competent facilitators, flipcharts, notebooks, panel speakers and active engagement by the groups of participants at different forums and hearings.

All these formats are still used today for the Audience Council and the expansion of ‘Friends of Public Media’ with adaptations to fit different modes of operation.

The findings of these region-wide forums and hearings are further analysed and synthesised in the form of the ‘programming box’ by professionals, the ‘Network of Friends of Public Television’ and concerned public groups in May 2008 (before the term ‘TV Thai’ was coined in early 2009). The results of this form of ‘public participation in developing the PBS TV station reveal seed ideas for contents on the Thai PBS in 2008 in terms of the eight issues, e.g. educational series after the evening news, children and youth programming, ‘The Same Family’, ‘Good Kids vs Clever Kids’; profession and occupation including ‘One Day, One Occupation’, ‘Alternative Occupation’, Agricultural Citizen’, ‘People’s Station’; rights and transparency, including ‘Transparency in Local Government’, ‘Here is TV Thai’, ‘Community of Clever People’; Labour Friends’; art, culture, including ‘Public Mind’ ‘Local Craftsmanship’, ‘White Elephant’; environment, including series and short documentaries, including ‘Looking Back’ and ‘Environmental Conservation’; new generation, including ‘Role Model’, ‘Country Kids’, ‘Solution’; media and citizen life including ‘Box People’ ‘Marginalized People’, and ‘Country…Bangkok’.

Two active members of the family and parents network - Audience Council member Anyaorn Panichpuengrat and Manager from the Foundation of Family Network Wanchai Boonpracha – described the ‘Network of Friends of Public Television’ who played vital roles in pushing for the birth of what is known today as ‘TV Thai’. Many of those ‘Friends’ who remained faithful to the TV station’s efforts from the beginning are still helping it in different capacities. Boonpracha is helping in the brainstorming and production process of a newly launched daily family program broadcast in the late afternoon, when students return home from school. Others, according to him, are local civil society groups, including the local media group who partake in forums (expanding of ‘Friends of Public Media’) and other public activities to assist in the work of ‘TV Thai’.

---

4 Collective Thinking and Building of TV Thai, Public Broadcast TV: 1st Time, p 66-90.
6 Interview, September 2, 2009.
Panichpuengrat added that while others are doing that, some are Audience Council members like her. They add strength to the networking and expanding of ‘Friends’ with the expertise they bring from their local areas and civil society groups.7

A solid conclusion and recommendation that came from the forums and hearing activities in the first half of 2008 pointed to a need for an effective ‘TV Thai’ regional news center which would connect the localities to the national news bureau. Within this operation lies two-way and active participation between the diverse public groups, local communities and the station. Input and contributions from the local areas could come in the form of ideas and even participation in the production process at different levels.8

According to TPBS Performance Report 2008, the ‘Network of Friends of Public Television’ as a group was formed before the birth of the TPBS organization in early 2008, but it was officially launched on January 11, 2008. After a seminar, the group handed over its declaration to the minister of the prime minister’s office on four grounds:

a) that this public broadcast station be allowed to remain independent as is stipulated by the TPBS ACT 2008

b) that forums be held across regions of the country to design programming contents and details according to public needs, with diverse programming structure

c) that forums be held across regions to prepare for the set up of the Audience Council

d) that a public relations campaign and awareness raising campaign be launched to promote the TV station

Afterwards, more than 10 academic forums were organised by this group – the ‘Network of Friends of Public Television’ - to raise awareness about the TV station and involve various public groups in brainstorming about the TV station’s programming preferences. Other forums were also organised by this group in co-operation with other networks, such as Family Monitor for Creative Media and other media entities on issues regarding programming appropriate for children, youth, and family, as well as for policy making of TPBS so that it would reflect the public needs (p 28-29).

The TPBS model for public participation, which makes it Thailand’s first public service broadcasting (PSB) TV station on six levels, has been employed since January 2008, and it bore strong results with lasting impacts.

It is this model that needs to be elaborated in this research and further tested and correlated. One obviously sees the need for studying the off- and on- screen impact of this participation and how certain elements concerning public broadcast media, including participation, public space, public consciousness, and citizenship, interplay to bolster the work of these mechanisms and feed upon this participation model (see diagram next page).

7 Interview, November 1, 2009, Nonthaburi Provincial Forum.
8 Collective Thinking and Building of ‘TV Thai’, Public Television: 1st Time, p 106-107
Chapter 3: Strengthening Civil Society

This research proceeds to study the Audience Council and its expansion of ‘Friends of Public Media’ mechanism using mainly the note-taking, observation, interview, and survey techniques.

Initially, TPBS executives, including TPBS Managing Director Thepchai Yong, were interviewed in Bangkok on June 24 2009 about the making of ‘TV Thai’ into a PSB TV station. It was also asked about its future plans, including Audience Council and Citizen Journalists. Young encouraged the researcher to study the Northern TV Program, which was launched in late 2009, a unique people’s participation project for citizen journalists from Northern area. TPBS member of Board of Governors Somchai Suwanban suggested during an interview on June 16, 2009 a study of policy aspects of TPBS with regards to public participation, Audience Council and Citizen Journalists. Both Yong and Suwanban provided background and history of ‘TV Thai’ in order to project the future of this public broadcast TV station.

Core Audience Council members were also interviewed on 4 June and 8 June, 2009. One of them, Chatphol Jarimopas, talked about the selection of Audience Council members, the work and expansion of ‘Friends of Public Media’ and public communication; Traiphop Khrotwongsa described strengths and weaknesses of Audience Council members, TPBS and its role in building civil society, and citizenship as a concept, which is still unfamiliar to many Thais.

In addition, meetings were also held with TPBS civil society team members. They included Director of the Public Participation Department, Sumana Suwan-umpa, about the work and policy of the civil society strengthening task and the participation unit, as well as the work of Audience Council on 25 August 2009; Research Coordinator Varinthra Boonchai, about the nature of the research the researcher is doing and focus.

Source: TPBS Performance Report 2008, p 66 (Thai trans.)
TPBS: Toward Building a ‘Civic Minded’ Society

and emphasis of TPBS in the success and failure of its model on Audience Council, on 23 June and 25 August 2009.

As the researcher prepared for field work about Audience Council and ‘Friends of Public Media’, he also shared and discussed the nature and details of the survey, in-depth interview, and observation schemes with the civil society unit members mentioned earlier, as well as with core Audience Council members whom the researcher met at regional forums in June (see Chapter 2), for advice and assistance from them while going down the field to collect data.

As for attending forums, the researcher began with regional forums before proceeding to provincial forums. The following is an example of regional forum held by the Audience Council. On 4 May 2009, the researcher visited Had Ban Din Resort in Kanchanaburi Province from the Western Plain. Two Audience Council members from the West and one core liaison person conducted the forum with 40 people in the audience who are ‘Friends of Public Media’ but who are also expected to go down their areas to expand ‘Friends of Public Media’ to about 500 friends in each region in the next few months. Several civil society groups were represented at the forum and introduced to material about ‘TV Thai’.

Recommendations were made at the forum and notes were taken to be handed over to the TPBS civil society team, executives and board members for the regional feedback about Audience Council and ‘Friends of Public Media’. A special event at this forum was the presenting of the Audience Council survey which was comprehensive and lengthy. The Audience Council, the forum was told, formed a research committee, among other committees, to compile, collect feedback at these regional forums to provide some indications about the Audience Council and ‘Friends of Public Media’. The data collection continued until the provincial forums were held from August until September 2009.

The researcher went to three other regional level forums for Audience Council and ‘Friends of Public Media’: one at the province of Phitsanulok in the North on May 6, 2009 at the Pailin Hotel, the second at the province of Chachoengsao in the Eastern Region at the Seminar Park near Rajabhat Teacher’s College on 25 May 2009, and the third at Ratana Hotel in the Eastern province of Chonburi on 10 July 2009. The formats and procedures were similar, but the communication style of the organizers, coordinators, and participants was different and unique. In some forums, the structure of ‘TV Thai’ and concept of PSB were emphasized, and the meaning and some history of Audience Council was narrated, citing examples of overseas models, such as BBC and NHK. At the forum in Chachoengsao province, a key policy board member, Somchai Suwanban, put PSB in perspective before the participants. TPBS civil society team members from the level of the coordinators up to the head of the unit and even the Assistant Managing Director participated in the regional forums to put in perspective the responsibility of TPBS regarding building civil society.

---

9 Had Ban Din Regional Forum, May 4, 2009.
Chapter 3: Strengthening Civil Society

These regional forums for the Audience Council and ‘Friends for Public Media’ were properly understood in its scope and work when the researcher went to observe the 3rd Audience Council Assembly held at Rajabhat’s Teacher College, Suan Dusit in Bangkok, on 23 May 2009. A reasonable amount of time was devoted to the reflection of forums at the regional level, in preparation for the provincial level of ‘Friends of Public Media’ and expansion of these to strengthen public participation and improve the ‘TV Thai’ in the process.

Active members of the Audience Council from the Central Plain, Northeast, and other regions chimed in to share views and ideas about the use of information in a uniform way, need for frequent discussion by the Audience Council rather than just in alternate months, the outgoing and incoming Audience Council, whose term is two years, and other aspects of the Audience Council, which also involve Radio (a future project). The details of the discussion and procedure at the assembly will be given in the chapters devoted to the subject. In the afternoon, executives, including the Director and Vice Directors from different departments, arrived to listen and respond to any enquiries, doubts or questions from the assembly and also to highlight certain points that needed to be focused and improved upon. The direction for the next few months’ work of the Audience Council and ‘Friends of Public Media’ and the building of civil society was clearly laid out and discussed. Key personalities in different regions that the researcher needed to contact during the next few months for field work were also present. This allowed the researcher to be acquainted with them and to introduce to them what the researcher was looking for. They all supported the idea.

The Audience Council has a unique way of interacting with the public (civil society groups from across the regions which provide grounds for ‘Friends of Public Media’), and with the internal organisms of TPBS in the units and executives. One clear example is the Audience Council assembly, which takes place almost every other month since its inception in November 2008. Up to the time that this research concluded, 6 meetings of this Council have been held.

The researcher attended the 3rd and 4th Audience Council Assemblies, which took place in Bangkok, at Suan Dusit Place Hotel, on 23 May 2009, and at Ramada D’ma Hotel on 26 July 2009. At each assembly, minutes of the previous assembly and the agenda for the current meeting were provided. The format of the meeting was standardized as in the west, but the contents, the level and form of participation were unique. It continued from 9 a.m. to around 5 p.m. with the (now former) Chairperson of the Audience Council Paiboon Wattanasiritham presiding over the assembly; in his absence, the deputy chairperson took his seat. The morning session dealt with the adoption of the ideas that were raised earlier, the report of the previous meeting, the resignations of Audience Council members due to personal reasons and replacing them with new members. At the third meeting, careful scrutiny was made to approve the logo of the Audience Council, the abbreviation, and other subjects. Viewpoints were raised widely from the Audience Council members and when disagreement was strong,
the chair stepped in to reconcile the case. The discussions were recorded and reported to the executives and board members at the later stage.

The morning session ended with the participants being divided into working groups according to their regional relevance or topical relevance so that discussion could ensue for an hour, or even longer, before the emerging points were summed up, presented and reported to the all participants in the afternoon. The afternoon session began with the executive members and policy committee members participating to hear the points and join the discussion. Immediate issues were raised with the executive or policy committee members, who responded to them right away, with solutions following. At the third assembly, for example, progress about the expansion of ‘Friends of Public Media’, at the regional level covering all nine areas, was reported. Factual and analytical, as well as critical comments were made after the issues were highlighted and summarized by the chair and concerned Audience Council members for the participating board members. Key board members, the director, assistant directors on civil society, media, law, and management, and other concerned staff from within the civil society section from the research, coordination, Audience Council and secretariat attended.

While raising the issues, focus was on the working TPBS staff and coordination between them and the Audience Council. Observations were made about the lack of coordination, and they were answered. Measures were taken to immediately redress issues such as finance and reimbursement. Then subcommittee heads within the Audience Council reported on their progress in so far as forums and hearing, coordination, academic, and management works are concerned. Agreements, disagreements, questions, and comments were made widely from many of the Audience Council members attending the meeting. In all, 35 out of 50 members were present at the assembly. The whole day prior to each assembly was spent to gather key Audience Council members and the civil society staff to discuss, lay out and go over the issues, and read and approve the minutes of the previous meeting so as to smooth over the issues and conflicts that may arise in the assembly.

At the fourth assembly held at Ramada D’ma Hotel in Bangkok on 26 July 2009, the proceedings of the meeting reflected the points that were raised and the solutions to the problems discussed at the previous assembly as well, e.g. on the reimbursement of all expenses by the Audience Council members concerned. About 35 people attended this assembly, similar to the previous assembly. Most of the absent members communicated through their network of friends in the Audience Council the reasons for their absence, which were announced at the assembly. The deputy chair conducted the meeting in the absence of the chair. Other updates about the appointments and resignations of the Audience Council members were given. A few members have left since November 2008. Reasons for their resignations were given. While some of them mentioned personal problems as a reason, some found the work not to be in line with their expectations or too time-consuming. Other remedial measures were also taken to
improve the work of the Audience Council in its effort to expand ‘Friends of Public Media’ which was to be activated in August and September 2009 across provinces. This included actions such as a formation of a committee to assist in collecting viewpoints about ‘TV Thai’, but which would not overlap with the work of the Audience Council.

The chair of the hearing and complaint sub-committee shared with the Audience Council Members five complaints and reported how they were dealt with in a timely and adequate manner by the board members and concerned staff of TPBS. Other aspects were also added to make the Audience Council and its work more interesting and better known to the incoming body of ‘Friends of Public Media’ and other public areas which until then had remained strangers to ‘TV Thai’. A signature song for the Audience Council was approved. A document about the BBC experience of the Audience Council was also attached to the information file for the participants, as it was deemed useful for the Thai counterparts.

Before lunch break, the group was divided among the regional forums and hearings activities to update the entire Audience Council about these two topics as well as the preparation for the provincial level expansion of ‘Friends of Public Media’. It was at this assembly that overall plans and ideas for expanding and improving the work of ‘Friends of Public Media’ for the next few months were discussed. Key persons in the regions were identified. The dynamics of civil society groups and civil society strengthening were better understood in regards to ‘TV Thai’ and public at large.

Three levels of involvement for expanding ‘Friends of Public Media’ - the Audience Council, Core Liaison (contact) Persons, and ‘Friends of Public Media’ - were clearly explained. Observations about the strengths and weaknesses of the people for the three groups were made as they concerned the understanding of their roles and responsibilities. For the first two groups, capacity building was an important issue. Problems, which could be a hindrance to the expansion of ‘Friends of Public Media’ at the regional and provincial level, were discussed by Audience Council members. Issues were raised and discussed among the four subcommittees in the morning. At this assembly, the academic sub-committee gave a report about the survey that was being conducted at the various regional forums in the past few months, and the type of feedback received about ‘TV Thai’ and its programming. The final report was to be available soon, and was to be sent to the Board for further action and improvement. Other observations were made about the works of the Audience Council.

In the afternoon, in addition to the Executive Board members, the managing director and the deputy director on civil society, the ‘TV Thai’ station director, also participated to listen to complaints about programming and responded to questions concerning his work. In the afternoon session Thepchai Yong raised a few points and answered them for the benefit of the overall audience. One of them was about the nature of PSB represented in this TV channel. He cited examples and described progress that ‘TV Thai’ has made in becoming a PSB TV station. Though much remains to be done,
progress was made from six months to a year ago. Thepchai Yong told the participants that for the past month, the Executive Board members have been actively seeking comments and views on how to improve the work of ‘TV Thai’ - comments and feedback were solicited from the Audience Council assembly and key audience council members, as well as from independent academicians and observers of ‘TV Thai’. The board members also involved concerned staff in the programming, in these discussions. They wanted to make sure ‘TV Thai’ could fulfill the tasks as stipulated in the TPBS ACT.

Pannipa Sotthibandhu, TPBS Deputy Managing Director looking after civil society, said that one of the difficulties in the work of civil society strengthening was that the forums are spread far and wide across the country. The TPBS Executive Board members attended the forums by rotation. The provincial level forums would be far more difficult, though challenging. Though she maintained that the work was on the right track, the weaknesses, including the lack of staff and opportunities to reflect upon the work by the Audience Council members and the staff and personnel concerned were addressed. She commented about the strengths of citizen journalists and explained further about the role of and expectations from the coming Northern TV Program. She explained the set up and readiness and strong points of the civil society aspects in the North that could make this a success.

Other Executive Board members present also explained their roles and touched upon the policies and comments made by the Audience Council. They showed willingness to redress these issues and fulfill the requirements in the TPBS ACT and policy. ‘TV Thai’ made it essential to answer and show progress made on the setting of regional news centers and the cooperation and coordination with the local areas to expand the viewership and improve the working of this PSB TV station.

Comments and Questions from Floor and Comments and Answers from Board Members, 3rd Assembly

Comments from Audience Council Members:
The Audience Council should be able to lodge its own views about the work of ‘TV Thai’ each month, they must not be restricted to only reflecting upon the views of the various public groups. This will be an additional mechanism to help improve the work of ‘TV Thai’.

The Audience Council can do both, collecting and reflecting their views and the views of the public groups about ‘TV Thai’. In the reports to the Board members, these points and issues can be identified and discussed.

The Audience Council should have its by-law or constitution which stipulates its roles, responsibilities, duties, conduct, and standpoints clearly. In reaching any decision or consensus, there ought to be an officially recorded voting process.

The Audience Council needs a better data collection system to keep track of
complaints from the numerous public groups.

The TV station is only one aspect of the TPBS organisation. There is also a radio station, the trials of which are on. These media should be used to support each other to push public agenda.

Mails and documents which are deemed useful for Audience Council members in discharging their duties, such as translated documents about BBC Protocol and BBC Trust, should be circulated to the members. Board members should be included in the Audience Council structure to make them connect in a better way with its members. An Audience Council directory should also be distributed to the public to make them aware of the council’s existence.

Different countries have different systems for running their Audience Councils for their PSB TV stations. Certain features which are deemed useful with TPBS can be adopted.

Though there is still a lot of work to be done for ‘TV Thai’ to be a model PSB TV station, improvement has clearly been made in its programming. It is a role and responsibility of the Audience Council to report on the positives and the negatives of ‘TV Thai’ for it to continue to improve.

Comments from Executive Board Member:
About ‘TV Thai’ being a PSB TV station, a Media Monitor Group study during the month of April 2009 showed that ‘TV Thai’, in comparison to other free TV channels, provided more depth and wider variety of views on the political conflict.

There is an Audience Council Act which guides and stipulates works and responsibilities of the Audience Council. It also stipulates ways in which the Board members can work in co-operation with the Audience Council. The TPBS Board of Governors appointed the Audience Council members. At small group meetings among Audience Council members and in the future forum activities, the roles, responsibilities, and duties of the Audience Council in relation to the public and executives of TPBS should be made clear in a better manner.

Comments from 4th Assembly:

Comment from TPBS Executive:
Certain by-laws of the Audience Council have been amended, based on the points raised in the previous assembly, e.g. about the expenses and their reimbursements to make the work of the Audience Council members easier and more efficient.

Comments from Executive Board Member:
TPBS has assigned specific roles, duties, and responsibilities to executives and concerned staff to look after various civil society building and strengthening aspects in
so far as the Audience Council and citizen journalists are concerned. They work hard
to achieve these tasks and goals. Recommendations by the Audience Council are
considered seriously and they would provide ground for change in the future. ‘TV
Thai’, in the past two years, has been learning and actively seeking ways to improve its
work as a PSB TV station.

In the past several months, feedback, good and bad, has been received from different
sectors including academicians, media, and other constituents of the public. Their
comments, ideas, and recommendations have been seriously considered and taken into
account to improve the working of ‘TV Thai’. These recommendations, after a year or
so, will be translated into policy change and amendment in the master plan of ‘TV
Thai’. Of late, more positive feedback has been received from these sectors.

*Comments from Audience Council Members:*

Any appointment of a working committee to assist in the work of the Audience Council
should be made official and a proper announcement about it should be made. The
meeting reports should be prepared in a uniform format. Each sub-committee or working
committee should be given reports of the meetings to keep it abreast of points, issues
and agreements made. However, clear improvement has been made on the meeting
reports.

Agreements reached during the meetings by the Audience Council are not absolute.
They can be amended and changed as deemed fit on later occasions. All 50 Audience
Council members should be kept informed of all such changes, so that future
recommendations and endorsements by the Audience Council to TPBS board members
can be claimed to be by the entire Audience Council.

If the workload on any subcommittee is too heavy, it should be reduced, and perhaps
shared by Audience Council members from other subcommittees as feasible. If other
Audience Council members who have not served on any sub-committees wish to join,
they are welcome.

A facility for filing complains online on the TV station’s website should be created
for the public groups. There should be clear steps and channels to make the complaints
and express concerns about ‘TV Thai’, so that the messages are not lost and actions on
them are initiated in time.

Board members and executives concerned should listen to the complaints and
concerns raised by critics of ‘TV Thai’ as well, and address them accordingly.

‘TV Thai’ has clear rules and regulations for public complaints and concerns. The
Audience Council members should receive those complaints and concerns in their
regional and provincial forums.

‘TV Thai’ should focus its attention on issues such as corruption, malpractices and
misconduct. As a PSB TV station, it should be at the fore to raise standards of ethical
practice in the society.

The Audience Council members should exchange their knowledge and expertise
with their colleagues in conducting forums across the country. For certain things that they lack, such as skills in conducting forums, they can learn from their colleagues who are more experienced at this. The council members should also learn the strengths and weaknesses of their core liaison persons who coordinate groups of people to join these forums. There also should be more variety and diversity of groups of people, based on their strengths and interests, who are to be invited or included as ‘Friends of TV Thai: Public Television’ (Friends of Public Media’ in the official TPBS term, see page 1). Better liaising with the local groups will ensure that this goal be achieved. This will bring more efficiency in Audience Council’s work.

Separate meetings of sub-committees of Audience Council have been held to collect ideas and views for holding forums on a variety of programs on ‘TV Thai’, including news, documentary records, educative and informative, and children and youth programmes. It was planned that after September, such forums will be held in Bangkok and nearby provinces.

Comments from Audience Council Members:
There should be more uniform formats for the Audience Council forums across the country in using CD-ROMs, literature, etc.

To connect with the audiences, speakers at the forums should have knowledge about the local audiences and areas, apart from their knowledge about the Audience Council and ‘TV Thai’.

There should be updated information about the work of the Audience Council at various forums to keep the ‘Friends of TV Thai: Public Television’ informed about their work.

Any details about complaints and concerns should be included in the Audience Council reports to the Board Members, and these nuances should be translated into focus group activities in the future to elaborate on these issues.

Up to this stage, a few points can be deduced which provide the basis for the research about TPBS: Audience Council. It is now clear that the expansion of network of ‘Friends of Public Media’ at the provincial level will be ongoing and coinciding with the duration of this research.

The research can thus observe the process of how this works, and it will also be able to see what can materialise off- and on- screen by the end of November 2009. It was learned from the forums and meetings with TPBS, executives and Audience Council Assembly, that significant changes to the programs, functioning of civil society, production and even policy level will likely take place in the first or second quarter of 2010.

It takes time to compile reports, conduct surveys at various forums across the country, then synthesise, decide and implement. This drives the researcher to find a
focal point for the research tools, which were designed and developed in June (2009) and employed in August to September (2009) and beyond. A survey of TPBS and ‘TV Thai’, and the modifications and discussions on the floor, helped during a part of the research and subsequent survey in the field. It is now clear that three levels of participation need to be studied. They are: Audience Council Members, Core Liaison Persons at the local level, and ‘Friends of Public Media’ (‘Friends of TV Thai: Public Television’, the term commonly used at Audience Council assemblies and forums). In-depth interviews will also be conducted with Audience Council members and core liaison persons to find out about issues related to PSB and citizen participation including citizenship, participation, public space, and public consciousness. Watching various regional forums function taught the researcher to develop schemes for observation of forums with focus on sessions, discussions, talks, material presentations, and interactions before, during, and after the forums.

Altogether, 10 provincial forums across all 9 regions were attended as designated by the civil society works of TPBS. At these forums, 100 ‘Friends of Public Media’, 10 Core Liaison Persons and 10 Audience Council members responded to the survey. Besides them, 10 Core Liaison Persons and the 10 Audience Council Members gave detailed interviews focusing on four aspects concerning the strengthening of civil society, namely participation, citizenship, public space, and public consciousness. The survey data was compiled and analysed, while the detailed interviews were deciphered and interpreted separately.

The list of 10 provincial forums, their venues, and the interviewees are as follows:

1. Ban Suan Thip Resort, Samut Songkram Province, West, 13/08/09. One Audience Council member, Issarawooth Thongkum, was interviewed, and one core liaison person, namely Renoo Pooarworn, was interviewed.
2. Animal Control Center, Songkla, Lower South, 15/08/09. One core liaison officer, namely Pishsarnu Muneenaem and one Audience Council member, namely Pichaya Kaeokhao, were interviewed.
3. Piyavate Hospital, Bangkok, Bangkok and the Vicinity, 22/08/09. Two audience council members, namely Pakkamas Sringam and Sujin Roongsawang, were interviewed.
4. Firefighter’s Station, Phuket, Upper South, 23/08/09. Two core liaison officers, namely Roongarun Inthawong and Prasert Uthairat were interviewed.
5. Lekka Thamma Kitti Temple, Nakhon Nayok, East, 24/08/09. One audience council member, namely Kanyawee Faktong, and one core liaison person, namely Sitthichai Thanootong, were interviewed.
6. Ratcha Thani Hotel, Sukhothai, Lower North, 30/08/09. One audience council member, namely Somporn Thongkamdee, and one core liaison person, namely Ritichai Suriyan, were interviewed.
7. External Education Center (Kor Sor Nor), Udonthani, Upper North East, 09/09/09. One audience council member, namely Nisit Sakayaphan, and one core
liaison person, namely Kannapop Ounkaew, were interviewed.
8. Chiangmai Hills Hotel, Chiangmai, Upper North, 11/09/09. One audience council member, namely Boonchan Chanmor, and one core liaison person, namely Nantha Benjasilarak, were interviewed.
9. Provincial Local Administration Office (Or Bor Jor), Lower North East, 12/09/09. Two audience council members, namely Opart Charoenpochana and Pissana Kamphaen, were interviewed.
10. Karnmanee Palace Hotel, Bangkok, Bangkok and the Vicinity, 13/09/09. Two audience council members, namely Phramaha Pongnarin Thitavamso and Tanapat Weawngam, were interviewed.

It is worthwhile to illustrate the proceedings at the provincial forums to understand the formats of participation, the ways in which the voices of diversity were reflected, and the insights gained by ‘Friends of Public Media’ and the parties concerned.

The program of one provincial forum with an emphasis on ‘Documentary’ held in Bangkok on 13 September 2009, with the similar but clearly unique aspects from other ‘Friends of Public Media’ provincial forums, is as follows:

The programme began with registration at 8.30-9.00 a.m., followed by a welcome and introductory note by Deputy Chair of the Audience Council sub-committee on Hearings and Opinion for Bangkok and the Vicinity Krisda Boonchai. After that a VCD was played on the TV Thai ‘Open the House’ Program (‘Perd Baan Teeweethai’ in the Thai language), which telecasts updates about the PSB work of civil society strengthening off and on screen. As the focus of this forum was on documentary formats desirable for viewers, an experienced documentary producer, Theerapap Lohitkul, was invited to give a talk. After the talk, questions were asked by citizen groups who are ‘Friends of Public Media’ and are interested in helping improve the documentary on ‘TV Thai’. Questions were also asked by and some of them who are interested in becoming independent documentary producers. Theerapap, who is now on the committee for ‘TV Thai’ documentary screening, inspired the viewers by announcing new styles of documentaries to be launched next year, which will invite more works from citizen viewers as independent producers.

Afterwards, fresh insights and ideas for producing documentaries were provided by venerable monk Phramaha Pongnarin, who is a key Audience Council member in terms of empowering youth through the production of alternative media materials based on Buddhist moral values. After the talk, comments and questions and answers, the chair of the academic sub-committee updated and explained details about the survey to collect opinions and comments about ‘TV Thai’ from ‘Friends of Public Media’ who attended this forum.

Like other provincial forums conducted previously, this forum divided the participants into three groups to hone their thinking and opinions on specific points of the topic assigned, which in this case was about the documentary. They touched upon:
a) strengths and weaknesses of ‘TV Thai’ documentaries with regard to contents, formats, presentations, airtime, and presenters
b) trends of documentaries which will allow this TV station to improve as a PSB station
c) public participation in helping to create and improve documentaries in this channel.

The afternoon session enabled more discussion of ideas in groups before group reports and presentations were made, and points summarized for the audience. Conclusions and recommendations were made by the organisers before the closing of the forum.

At other provincial forums, different adaptations were evident, which gave local as well as academic flavour to the participating ‘Friends of Public Media’. Local dialects and vernacular language were used in forums held in the Northern, Northeastern, and Southern areas. At one Northeastern forum, a local folk song was sung to highlight the works of ‘TV Thai’, which drew considerable audience interest. Other literature and handout materials that ‘Friends of Public Media’ received at the forum included a leaflet, a booklet, and a pamphlet about the Audience Council, a CD-ROM containing songs about the Audience Council, a programming update from ‘TV Thai’, and a handout explaining how the ‘Center for Friends of TV Thai’ is a channel for receiving feedback from the viewers about this channel, the Audience Council subscription form to become ‘Friends of Public Media’ and a survey about ‘TV Thai’ programming.

Other academic handouts included articles about the PSB experience in Thailand and overseas, about the vocabulary of PSB, a Media Monitor report on News and Edutainment programs across TV channels prior to the establishment of Thai PBS, as well as a summary of the Media Monitor study about TV reports on certain cases, including a case about Thai PBS. At each forum, a few key members of the Audience Council and a local expert who understands the nature of ‘TV Thai’ in relative dimensions were involved as speakers and panelists to enhance the understanding about this TV station, and the participants’ roles in improving and expanding the friends’ network further in their local areas. Key liaison persons and coordinators of ‘Friends of Public Media’ took active role in connecting the participants to the forum and inviting them to join the forums.

Most of the provincial forums saw very competent key Audience Council members, who are representatives from various regions, conducting the forums. They not only demonstrated competent communication and personal relation skills, but were also able to explain the work to expand ‘Friends of Public Media’ and inspire the participants to increase their engagement in improving ‘TV Thai’.

At some forums, however, no Audience Council members were present, except for the core liaison and coordination persons, who did a relatively good job in conducting the forum. To enhance the performances of the forums, the civil society team from
Chapter 3: Strengthening Civil Society

TPBS, quite often the deputy director and heads of civil society units, take part in the forums as speakers. This helps even when there is a shortcoming in the delivery and presentation by Audience Council members. At forums where the civil society team members were present, gaps in explanation were filled by them.

Equipment and facilities at venues were better equipped when forums were held at hotels or resorts. Locations for some forums selected for the convenience of the local organisers were apt for the taste of the local audiences despite certain technical and facility shortcomings. After all, it was the level and manner of participation that counted, which was found to be satisfactory. At quite a few provincial forums, it was obvious that core liaison persons were from the young generation, in their 20s and early 30s, who were still learning to coordinate and conduct forums and discussions.

Thus, despite wholehearted efforts at achieving the objectives of the forums, there were a few glitches. Interactions with these liaison persons and the Audience Council members present after the forums revealed the need for systematic capacity-building of co-ordinators who are organizing forums at the provincial and smaller areas to improve their work and performances.

Comments from Audience Council Members, Liaison Persons, and ‘Friends of Public Media’ at provincial forums, Samut Songkram, 13 August 2009

Viewers should be proud of their localities, and keep in mind ways to make use of public space on ‘TV Thai’ in broadcasting contents about their areas in the form of documentaries, news, etc.

According to reports by Media Monitor and the Thailand Report (TNG), ‘TV Thai’ has the highest degree of beneficial reality programs. It is worth thinking as to how Korean series can be made popular among Korean viewers and those overseas. Such series are cultural as well as entertainment material. ‘TV Thai’ can help viewers in developing a taste for viewing series or dramas that are different from other free TV channels.

‘Friends of TV Thai: Public Television’ are active viewers, who are expected to be familiar with the programming of ‘TV Thai’ in order to make informed comments. Core liaison persons help developing network of public groups within the area, and bring them to the forums have fruitful discussions, among other things (Audience Council Member).

Comments from people belonging to different groups:
Programming by and large is good and meets public expectations, e.g. news is up-to-date, documentaries are informative, forums, youth-oriented programs, and dramas well-informed, well-researched, and well-presented. (Audience Council Member)

Many people allege that only a limited viewers watch ‘TV Thai’. So, this forum provides an opportunity for participants to demonstrate how well they know about
TPBS: Toward Building a ‘Civic Minded’ Society

‘TV Thai’ and whether they find something they can appreciate about ‘TV Thai’ (Core Liaison Person).

One strength of ‘TV Thai’ is that it is without commercials (from the floor).

Strengths and weaknesses of ‘TV Thai’ need to be addressed as it is a concern for ‘Friends of TV Thai: Public Television’ (Audience Council Member).

There should be more such forums on a smaller scale, which are more frequent. After that, the comments should be sent to ‘TV Thai’ for considering any relevant changes (‘Friends of TV Thai: Public Television’ Member).

Feedbacks from regular channels are instant and timely, but they are not like the group recommendations. Feedbacks from forums carry more weight and can be given more preference and importance for consideration (Audience Council Member).

Timing and appeal of the programmes for the specific groups of audience need to be improved. Many programs are broadcast when many people from within the target audience are not at home or do not have access to TV. These programmes include evening news, dramas, or even historical documentaries. Programme presenters and adaptations of useful programs should cater to the youth groups as well. Currently, these programmes appeal mainly to adults only (‘Friends of TV Thai: Public Television’ Member).

More programmes related to environmental issues must be aired. Any series from foreign countries, such as Japan, should be accompanied by analyses and commentaries to enable viewers to understand the main points. Dramas can then be a learning tool for the viewers (‘Friends of TV Thai: Public Television’ Member).

‘TV Thai’ should spearhead within families the culture of watching TV programs together. That means a program should have a broader appeal and should be suited for a family to watch together (‘Friends of TV Thai: Public Television’ Member).

There needs to be more use of sign language for more programs and there ought to be more space for the issues and problem related to marginalised and disadvantaged groups as well as reflecting their achievements in the children and youth programs.

There ought to be more programs reflecting diverse cultures, traditions, and occupations (‘Friends of TV Thai: Public Television’ Member).

‘Friends of TV Thai: Public Television’ can receive viewers’ feedback and concern through networks of ‘Friends’ or through local liaison persons and Audience Council members (Audience Council Member).

More programs on health and wellness are required. Provincial center for ‘Friends of TV Thai: Public Television’ or network of ‘TV Thai’ and more local forums should be set up (‘Friends of TV Thai: Public Television’ Member).

‘TV Thai’ is impartial in its presentation of news, which is good. It should present programs for children that stimulate their thinking and bring in a positive outlook towards life. Cartoons should be less compared to other free TV channels. There should be new time slots for original telecast and reruns of citizen journalists stories. It should not be only in the late prime time. Many viewers are interested in this news segment.
The Audience Council should host more local forums even down to the district or sub-district levels. More documentaries addressing issues related to pollution caused by factories and their impacts on people’s lives should be shown. Local affairs and issues that have greater significance should be pushed to be public issues (‘Friends of TV Thai: Public Television’ Member).

There is still a strong feeling among viewers that ‘TV Thai’ has not been popular. One point is that ‘TV Thai’ needs to be clear about its role as a PSB and programmes that are important to the diverse groups of audiences which other free TV ignores. Programming about diverse cultures and sub-cultures, local sports, customer care, consistent air time for these programs, congratulating people who commit good deeds for society and more programmes to raise public consciousness must be included (‘Friends of TV Thai: Public Television’ Member).

Comments from Audience Council Members, Core Liaison Persons, and ‘Friends of Public Media’ at Hadyai, Songkhla Province on 15 August 2009, were as follows:

There is a vast difference between a consumer and a citizen, and this distinction should be made clearly. It is citizens who are ‘Friends of Public Media’ and could help improve ‘TV Thai’ as a PSB TV station. TPBS provides an extension from the civil society strengthening initiatives in the past decade in the South, e.g. in Songkhla. It can further develop community radio, which helped civil society to grow. Care needs to be taken to not to allow the public consciousness to dissipate, otherwise the TV project will not be sustainable. As a part of its civil society strengthening effort, TPBS, in its manual, focused on expanding ‘Friends of Public Media’ to achieve this purpose. This sort of public participation has never been allowed before in other TV channels, especially in the form of the Audience Council (TPBS Executive).

According to the TPBS model for civil society strengthening, civil society organisations are divided into 16 groups with each group having diverse needs and expectations which should be heard (Audience Council Member).

The term public broadcast needs to be better understood as there seems to be still some odd notion about the word ‘public’. ‘Friends of TV Thai: Public Television’ could assist in raising this awareness among the viewers at large, and ‘Friends’ should be widely represented for this reason (Core Liaison Person).

Citizen journalist stories should be given more emphasis as many are watching them with great interest. Sign language should be used in more programs. More programs that can inspire children and youths to think and do good things for society should be broadcast. Other useful programs for children and youths should be in various forms and on themes such as environment, global warming, cartoons, media literacy, health and wellness, alternative media, art and culture (‘Friends of TV Thai: Public Television’ Member).

Local issues of significance should be highlighted to make them public issues.
This can be done in a systematic way such as through high impact programmes, e.g. Change Thailand. Proactive programmes that foresee problems and provide solutions to such problems should also be presented. Programmes that plant values for the young to make them good citizens who love and care about their country, culture, communities and history should be shown more. There should be less news programs and more programs with analyses are needed. Citizen journalists should involve youth and not just adults (‘Friends of TV Thai: Public Television’ Member).

Other aspects such as rights, women’s issues, minority and marginalised groups, family-oriented issues with case studies and solutions to problems they face should be considered (‘Friends of TV Thai: Public Television’ Member).

In the near future, the Northern TV Program reflecting the participation from various public groups in the North will be launched. This will be another important step and improvement. As well, a new family-oriented program will be launched to provide case studies and solutions to situations that families may experience. This marks another important step reflecting the cooperation between ‘TV Thai’ and civil society groups working on children and family issues (TPBS Executive).

Many forums reflect on similar needs for ‘TV Thai’, like adapting edutainment features with fun and benefits included. ‘TV Thai’ has a clear vision about content that are beneficial to the public, but the challenge is how to bring in fun. ‘TV Thai’ is still a young media, and it is learning constantly, so the public should assist in this scheme to help improve ‘TV Thai’. Thai society can be changed through quality and responsible media. (TPBS Executive)

At the Bangkok vicinity forum held in Bangkok city on 22 August 09, in the morning session, prior to the opening, a VCD was played, which traced the history of ‘TV Thai’ during the transition from ITV until the present and all the changes that transpired. This was aimed at familiarising ‘Friends of Public Media’ who joined this forum to connect with other friends from different networks of civil society groups. This was followed by playing of another VCD of the TV Thai ‘Open the House’ programme (‘Perd Ban Teewee Thai’), aired every Saturday and Sunday evening to highlight strengths and weaknesses of ‘TV Thai’ programming to familiarise the viewers with ‘TV Thai’ and its programming.

The ‘Open the House’ program is designed to open public space for viewers. In this programme, comments and feedback from viewers to reflect their views about ‘TV Thai’ programming and its nature of being a PSB TV station are shown. It shows various ways whereby comments and feedback from the viewers are sent. They include feedback channels available at the ‘Center for Friends of TV Thai’, phones, fax and in the cyberspace. Other tapes of this programme shown at other provincial forums reflect snippets of activities, highlights, and comments from the floor derived from these
Chapter 3: Strengthening Civil Society

provincial forums to be broadcast in this segment. This is a particular segment which, many viewers follow closely in case they already are staunch fans or ‘Friends of Public Media’. It could also be learned about steps for inviting ‘Friends of Public Media’ for the forum. These groups, it was explained, have existed and been actively working to drive public agenda and strengthen civil society in Thailand before they are networked to support and help develop ‘TV Thai’ since 2008. Many came before ‘TV Thai’ was successfully launched. The MCs attributed the success of bringing these ‘Friends of Public Media’ through the capable coordination of Core Liaison Persons.

The Audience Council members were properly introduced by the MCs, detailing their backgrounds and roles. Like other forums, the MCs or the Audience Council Members themselves introduced their roles and responsibilities in strengthening civil society and in expanding ‘Friends of Public Media’. The MCs mentioned terms such as participation, public space, and public consciousness and these concepts were well-explained.

The forum was highlighted by the talks by experts on news and media monitoring - one from Media Monitor Group and the other a very well-known journalist and columnist. They commented about the strengths of ‘TV Thai’ as a PSB TV station compared to commercial TV stations and free TV stations. Public participation and public consciousness were highlighted as key elements for ‘TV Thai’, and these were relatively well-achieved. Programming in general, and news programs in particular, were commented upon and their strengths and weaknesses were highlighting. Their talks invited a lot of feedback, comments and questions, which was followed by fruitful dialogue. These speakers were able to sum up what a PSB TV station is - or is supposed to be, along with hurdles that needed to be overcome in order for the station to become a full-fledged PSB station.

This forum was designed to focus on news programming, and hence only this dimension was discussed. The Bangkok and vicinity forums tend to be designed with a specific theme to draw comments and insights that can be directly translated into reality. The afternoon session of the forum followed with group discussions on the aspects and elements of news. It ended with a summary by the key participating Audience Council members, leaving room for further discussion on other elements of programming for the upcoming forums to be held across Bangkok and the vicinities.

Details from the Phuket Province Forum held on 23 August 09 are as follows:

“Strengths of ‘TV Thai’ can be found in its news programming and documentaries. I have been closely monitoring ‘TV Thai’ and ‘Friends of TV Thai: Public Television’ (Local Administration Officer Presiding over the Forum).

This sort of public forum is designed for networking and sharing views with ‘Friends of TV Thai: Public Television’. One of the responsibilities of the TPBS is to strengthen
Civil society through the Audience Council. Other features of civil society strengthening include the social capital development and participation inducing units as well as the public broadcast network unit (TPBS Executive).

Lying at the heart of a PSB station are: concern for public benefit; enhancing viewers’ aspects as citizens; inducing public participation; development of knowledge in order to understand oneself and others; and public service (TPBS Executive).

Pronunciations of announcers and presenters on ‘TV Thai’, particularly of new ones, are wrong and they misuse terms quite often. Despite the complaints, there is no immediate action or improvement (‘Friend of TV Thai: Public Television’ Member).

Feedback from other free TV channels said that allowing the public to closely comment upon and criticise the channel brings pressure on them to be equally alert and induces them to make quick corrections if something wrong goes on air (TPBS Executive).

Citizen journalists are professionals in their own right, and they are affecting ways other free TV channels are presenting news and treating news from citizen journalists (TPBS Executive).

Cable TV, local media and ‘TV Thai’ news crews covered several forums. Part of the forums was filmed by ‘TV Thai’ broadcast on the ‘Open the House’ Program. This type of public participation is being recognised by the wider public groups.

A forum like this aims to derive details about what viewers like or dislike about the programming, what needs to be improved and the future expectations regarding ‘TV Thai’. For comments to be concrete and effective, one needs to bring out problems and issues that the local citizens of Phuket Province are facing, and what they expect Thai PBS to relate, cover, and help improve or drive these issues or agendas. (Core Liaison Person)

In order to expand viewers of ‘TV Thai’, what needs to be done is developing a better and wider scale of networking with the local citizens groups, attracting viewers with ‘public consciousness’, connecting more with youth groups, promoting the ‘TV Thai’ programmes using new media like SMS messages and connecting more with communities and opinion leaders of such communities (‘Friends of TV Thai: Public Television’ Member).

‘TV Thai’ should not fall into the trap that a few other channels are in, like lack of independence and bias in news (‘Friend of TV Thai: Public Television’ Member).

‘TV Thai’ needs assistance from well-informed persons who can educate public groups about the working of the TV station. They can be volunteers, acting as core liaison persons in the local areas (‘Friend of TV Thai: Public Television’ Member).

Signal strengths are weak in many areas. The trend observed is that the programmes open up an issue but do not complete the thought process about them or pursing them. Without this aspect, ‘TV Thai’ will not be different from various other channels which do not provide adequate context for the issue (‘Friend of TV Thai: Public Television’ Member).
Chapter 3: Strengthening Civil Society

There is a lack of space for environmental news. Such news should report ways to improve the environment, expose offenders and ensure that they are punished by society (‘Friend of TV Thai: Public Television’ Member).

To connect with more people and encourage them to become ‘Friends of TV Thai: Public Television’, one needs to reach the local area, get to know the people there, open up the public space by means of dialogue and discussion and establish local networks for information about ‘TV Thai’ (‘Friend of TV Thai: Public Television’ Member).

It is necessary to expand ‘Friend of TV Thai: Public Television’ at the district and even smaller unit levels in order to create a local culture of watching ‘TV Thai’ (Core Liaison Person).

The Nakhon Nayok Forum held on 24 August 09 provides the following details:

This forum was distinct from the others. It was held on a ground at the local temple meeting hall instead of at a hotel or a resort. It was aimed at creating an atmosphere where villagers and common people attended as ‘Friends of Public Media’. A number of participants were resident monks of the temple and they showed interest in watching ‘TV Thai’ and becoming ‘Friends of Public Media’. It is the spiritual and opinion leaders like them who can help encourage grassroots community members to be ‘Friends of Public Media’.

There are numerous benefits in using the media - both mass media and local media - to help improve the local areas and the country. If one sees the benefit of having a community radio or other local media, one can imagine the wider benefits of having a public broadcast media like ‘TV Thai’. Issues and comments that should be reflected at this forum should concern the local area’s interest in Nakhon Nayok Province as well, otherwise local people cannot think of the benefit of having ‘TV Thai’ (Core Liaison Person).

‘TV Thai’ can help raise awareness that provincial viewers (like those attending this meeting) are citizens who can reflect their voices, feelings and needs through the open public space on this channel (Audience Council Member).

Several forums in various provinces across the regions show positive and active participation as ‘Friends of TV Thai: Public Television’. They came to the forum or left the forum with the realisation that ‘TV Thai’ as a TV station for and by people is now available (Audience Council Member).

Villagers can relate well to Citizen Journalists and hence this feature needs to be enhanced (‘Friend of TV Thai: Public Television’ Member).

While trying to promote ‘Friends of TV Thai: Public Television’, one should not ignore children and youth viewers as they are where the future lies (‘Friends of TV Thai: Public Television’ Member).

To understand the role of participation in the society, one can think of five fingers: the thumb being rules and regulations; an index being academics, the private sector
being the middle finger, the civil society sector being the new engagement ring finger (*narng*) and the media being the little finger. They all need to work in cooperation and with proper understanding. To understand their roles, they need to know and understand the TPBS ACT which can be found in the booklet (‘Friend of TV Thai: Public Television’ who is a local academic).

‘TV Thai’ should help build the sense of patriotism and love for the country. There should be less foreign content like drama series from overseas. Thai ways of life such as local folk art, music, and culture, as well as agricultural life and mode of living should be emphasized (‘Friends of TV Thai: Public Television’ Member).

**The Sukhothai province forum on 30 August 09 has the following details:**

This forum was different from other forums. Here, a number of Audience Council Members from the North converged to explain TPBS and the roles of Audience Council Members, as well as the significance of ‘Friends of Public Media’.

The TPBS ACT was well explained by the Audience Council members and the TPBS executive who was present. A key Audience Council Member explained the structure, roles and responsibilities of the TPBS executive committee and Board of Governors.

This forum is another example where the MCs and the core liaison person are from the young generation - this allows them to gain experience in handling an event with about 100 participants. The core liaison persons were able to connect well to the participating ‘Friends of Public Media’ from across the civil society sectors.

**The Chiangmai Province forum on 11 September 2009 provides the following details:**

At this forum, a large number of the participants were representing the local media groups, news agencies and NGO organizations. The rest of them were from various civil society groups. Quite a few of them were involved in citizen journalism and the Northern TV Program (‘TV Jor Nuer’ in the Thai language) as contributors, advisors, citizen journalists and even producers of documentaries. The forum provided a rich ground for discussion about the media views on ‘TV Thai’ programmes. It was unique that in the forum producers, citizen journalists and a local academics were panelists and they gave fresh ideas and insights. A few Audience Council Members from Bangkok also joined to enrich the discussion on TPBS. They also reflected on the experiences drawn from various provincial forums in expanding ‘Friends of Public Media’ and explained the content of the survey being conducted.

The Udon Thani Province forum on 9 September 2009 and the Amnaj Chareen Province forum on 12 September 2009 were unique, as they were held at the Non-Formal Education Center and the Provincial Local Administration Office, unlike other forums which tend to be held in hotels or resorts or a temple meeting hall. The former gave a feel of local co-operation from the various groups, including those from within
Chapter 3: Strengthening Civil Society

The MC and his network of physically challenged individuals filled a gap in the topic of ‘Friends of Public Media’.

This idea is worth emulating elsewhere in Thailand. The Audience Council Members present were knowledgeable and competent speakers who understood the concept of ‘TV Thai’ well. One Audience Council Member spoke in the Thai Northeastern dialect (isaaan) to make it easier for the audience to understand the discussion. The other used the central Thai dialect. One person gave the macro-context of ‘TV Thai’ and ‘Friends of Public Media’, while the other explained micro-context of the both. ‘Friends of Public Media’ could grasp what was being discussed, and the clarity with which the subject matter was received was evident during the afternoon group discussions.

The second forum found quite a few participants from within the local administration groups as it was held in the local government office. A few of them were former or present local village heads or local sub-district leaders who have been actively involved in building stronger civil society within the local context. Other groups who were present to become ‘Friends of Public Media’ were from the senior citizens’ group, farmers’ group, women’s empowerment group, local media group and the local consumer group.

In this forum, mostly local dialects of the Northeast were used for the sake of comprehension by the participants. The Audience Council Members present were able to connect ‘Friends of Public Media’ to the notion of the PSB TV station, with one person citing examples of PSBs from overseas, and the other one discussing the significance of media reform and the battle that the citizen’s sector has fought for over a decade. ‘TV Thai’ is the zenith of the citizen’s victory over this war, and it is something that needs to be safeguarded against outside intervention.

Survey, Interview, and Observation Findings and Their Interpretations

The data was gathered from the survey done between August and September 2009 about the Audience Council Members, Core Liaison Persons, and ‘Friends of Public Media’. The researcher used the term ‘Friends of TV Thai’ in the survey, short for ‘Friends of TV Thai: Public Television’, the term commonly used at Audience Council assemblies and forums held in Bangkok and in regions across the country as a reference to ‘Friends of Public Media’ for an easy comprehension for questionnaire respondents. Even though the questionnaire contains the term ‘Friends of TV Thai’, it actually refers to ‘Friends of Public Media’ in the official sense.

In all, 100 ‘Friends of TV Thai’ from across civil society groups covering 9 regions (10 forums from 10 provinces), 10 Audience Council Members present at those forums, and 10 Core Liaison Persons from those forums responded to the survey. Almost 100 per cent of those approached for the first time by the researcher himself or by the Audience Council members or by the Core Liaison Persons responded to the survey,
and only a small percentage - less than 2 to 3 per cent - did not answer. The researcher found replacements from within the group of ‘Friends of TV Thai’ for them.

(For tables of questionnaire results, see Appendices C 1-15, and for sample of questionnaire and depth interview questions, see Appendices E 1, E 3.)

On an average, every respondent took 5-10 minutes to answer the questions, particularly those who skipped writing comments in the spaces provided on each of the four relevant issues -participation, public space, citizenship and public consciousness. Those who provided lengthy comments took about 15 minutes, but these were very few. About half of the 120 respondents provided comments in part on each of the four issues, though the enthusiasm to elaborate on these issues varied from point to point. In some cases, 60 per cent of the respondents provided comments, while in some cases only 40 per cent did.

The researcher was nearby when the respondents answered the questions. If enough people were contacted before the forums began, it was easier to answer the survey after the registration was done. But in some cases, when the questionnaire was handed over by the core liaison persons or the Audience Council members to the selected group of respondents after the forum began, the researcher could not be around to clarify any doubts or questions about the survey. Nevertheless, most of the respondents handed the survey back to the researcher in person or through the forum co-ordinators, and the researcher looked through the script to make sure all points in the survey had been answered.

On the issue concerning participation, 57 per cent said they came to the forum through the recommendations of their civil society groups or networks, while 19 per cent came through close friends or acquaintances. They cited the reason for attending as ‘something that they should do’ (26.5 per cent) and ‘something they feel proud to do’ (24.7 per cent). It should also be noted that quite a few respondents provided more than one response but that was insignificant. Regarding the level of participation, while 59.5 per cent completed all four levels, 22.3 per cent chose to answer only the first level.

On the issue of seeking information to solve problems, 84.3 per cent claimed they had found an answer or a conclusion by themselves, while 14.9 per cent waited for an opinion or community leader or someone they respect and trusted to find that answer or conclusion for them. Only a handful chose both answers. As for keeping useful information for further usage, only 8.3 per cent said the matter was not to be kept for future use. From among the remaining 90 per cent, 55.9 per cent said they made maximum use of information and that they analyse the information further in their work, while 24 per cent said they used it a lot and 20.7 per cent used it moderately.

Regarding public space, ‘TV Thai’ programming overall responded to the diverse cultural, regional, intellectual and social needs of the viewers a lot (47.1 per cent), in
a moderate way (35.8 per cent), and mostly (12.4 per cent). On the issue of ‘TV Thai’ allowing the viewers to give feedback, 35.5 per cent felt it was moderate, while 34.7 per cent said that it was a lot. 96.7 per cent claimed that ‘TV Thai’ allowed the viewers to give more feedback than other TV channels do. 50.4 per cent said they were very satisfied while 28.9 per cent said they were satisfied about Thai PBS allowing independent producers from the local areas and elsewhere to help produce programs or be part of producing such programs to meet the diverse public needs.

About public consciousness, 98.3 per cent of the respondents claimed they were willing to listen to the problems others tell them, while 0.8 per cent said they were not willing to. Out of the 98.3 per cent respondents, 53.7 per cent said they listened to the problems very attentively, while 8.3 per cent said their level of attention was moderate. When people who are not acquaintances and relatives need advice or consultation, 97.5 per cent are willing to give it, while only 1.7 per cent are unwilling to do so. Out of the 97.5 per cent, 49.6 per cent said they do that a lot, while 25.6 per cent said they do that moderately and 23.1 per cent said they do that most. When others who are not their relatives or acquaintances need help or assistance, and if it is not beyond their ability or illegal or immoral, they would help or assist, with 66.9 per cent agreed with this statement, while 32.2 per cent said they would rather wait and see. No one answered that they would ignore the persons seeking help or assistance.

Demographically and psycho-graphically, the respondents are characterized in such a way: Out of 120 respondents from across three categories, 20 per cent are in the 30-39 years age bracket, 30 per cent in 40-49 years age bracket while 22.5 per cent are in 50-59 years age bracket. Only 14.2 per cent are from the 20-29 years age bracket and 3.3 per cent are below 20 years. Male respondents are 60 per cent, while 37.5 per cent are women. In terms of levels of education, 41.7 per cent are undergraduate degree holders while 26.7 per cent have finished secondary school and 12.5 per cent are polytechnic degree holders. 8.3 per cent are graduates, and 9.2 per cent have completed primary school education.

Regarding the ‘TV Thai’ program watching habits, 33.2 per cent liked watching news while 14.6 per cent preferred entertainment, art, and culture, 24.5 per cent liked watching documentaries, 14.2 per cent liked beneficial programs and 13.5 per cent preferred children and youth programs. To this end, many watched more than one category of programming. 32.9 per cent disliked watching entertainment, art, and culture, 27.8 per cent disliked children and youth programming, 16.5 per cent disliked beneficial programming, 12.7 per cent disliked news and 10.1 per cent disliked watching documentaries. Only a few respondents selected more than one answer.

In terms of watching time per week, 41.7 per cent watched from 3-5 hours of Thai PBS programming, 20.8 per cent watched 7-9 hours, 17.5 per cent watched 9-12 hours, and 9.2 per cent and 10.8 per cent watched between 13-15 hours and more than 15 hours respectively.

The above results reveal that most of the respondents show high tendency for all
four factors - participation, citizenship, public space, and public consciousness. Though it would be hoped to find a correlation between w, x, and y in relation to z with some initial assumptions that public consciousness would or could intensify other factors, no such clear indications can be made from the survey data gathered. However, the findings show that there is an interesting tendency that all four factors are high among majority of the respondents, no matter whether they are Audience Council Members, Core Liaison Persons, and ‘Friends of TV Thai’. The early assumption was that there would be a vertical correlation between the four factors in the clearest manner among the Audience Council members, and in the Core Liaison Persons, but the research found a similar correlation among ‘Friends of TV Thai’ as well.

The correlation can be linked further to the points concerning their notion of citizenship. A majority answered that citizenship was the vital formula to success for achieving their goal through networking. While they valued teamwork and the coming together of the like-minded and civic minded groups, they show their individual determination and self-directedness as the key. Their answer to the question of drawing conclusions about their own problems shows that they are well-informed and independent. When they receive information deemed important to their lives and their work, they make use of it and analyse it, which shows their curiosity to gain knowledge and make well-informed decisions.

A majority of them are aware that ‘TV Thai’ provides a public space or access to the media, which is a powerful tool for the development of civil society among the viewers. Overall, it shows that the respondents not only know the importance of the public space that ‘TV Thai’ provides, but also make use of such space. On grounds of public consciousness, it clearly emerges that their caring and concern for others is strong so long as the people confide their problems to them.

In-depth interviews of Audience Council Members and Core Liaison Persons from the 10 provincial forums conducted between August and September 2009 revealed the following points:

**Kanyawee from the East:**
Participation is a lively activity. It should not be led or misled by someone, but must be genuine. It must involve the feeling of sadness and happiness.

Expansion of activities must focus on the problems, and to be effective, it must use the media. In the past, media provided the forums only in the form of a mediator, but did not allow the people to relate their problems directly. Not all people had access to media, and not all people were allowed to use media.

Citizens have legitimate rights and freedom and are equal to civil commissioners. They must feel they belong to the same family.

Public space does not have owners. Hence people have a wrong attitude about public property. They would not want to take care of it. But public broadcast must be guarded and cared for with public consciousness. People need to learn skills to take
care of this public space. It cannot be obtained from just a few days of learning.

This TV Thai ‘Open the House’ programme still lacks elements to be a complete house. People should be more involved in it. Whatever they like or dislike about this channel, they should be allowed to express. They should be proud that this is their channel. They need to have agendas and push them. Joining community work is a shortcut to learning this skill. They need to find role models who can provide such examples.

**Pichaya from the South:**
Participation does not mean telling others what to do, but to build an environment for participation. Expansion of groups requires the stimulation of groups and also proper budgeting and assessment of past performance to set objectives for the future.

‘People’ is a broad term, which can imply those who are concerned with their daily lives, but ‘citizens’ connotes the energy of city, of a country. They exert their energy to make their society a better place.

Public space allows for feedback and positive things to materialise, based on the people’s needs. It starts from something small such as following the rules and laws, and then building to something bigger, like public consciousness.

**Renoo from the South:**
Participation implies strong interest in the activities to help think, do, propose, and take responsibilities. Expansion of network means to get to know other networks and people. Citizens and people are similar. Citizens do not need to have networks. Citizens can propose ideas and give feedback.

Public space provides opportunities for the people to air their views and media gives emphasis on people having such opportunities. This program provides opportunities for people to speak out. It is better than certain programmes on other channels.

People who lack public consciousness will base their lives and their decisions on themselves and their standards.

But with public consciousness they will consider others’ concerns also, so that they can continue to improve themselves. When others ask about something that we know, we will make it a point to answer them. If they comment negatively about us, we think upon those remarks seriously and try to improve ourselves.

**Issarawooth from the West:**
Participation has five levels: thinking, decision making, action, reaping benefit, and taking responsibility.

Consumers are people, but people who demand rights and have their rights met are citizens. They opine about issues to help find solution to the problems. Thai people are not often taught that they are owners of this country, and hence have rights and
responsibilities to protect and lead this country. This TV channel provides that opportunity to the people.

When judging from the aspect of this channel being a PSB channel, it provides the largest public space for the viewers.

Some said that to do something good for society, they need to be less concerned with their families, and to do something for the country, they need to be less concerned with themselves. People with public consciousness must make these choices with a balanced view. If they and their families are happy, but the society is not, than how can they be happy?

Pisarsarn from the South:
Participation comes from their genuine interest, and the degree of participation varies based on that.

‘People’ is a general term, but citizens are part of the country and society. They can push and lead the country in good and bad ways. They group together and reflect upon problems in society and seek solutions, but do not create problems.

Public space is a two-way communication. It provides room for discussions and solutions. PSB should follow the issues as well. This program provides only a part of this public space. They need more variety and diversity.

People with public consciousness will ask themselves, even if they have nothing to gain from it, will they do it? What for? If they do it with passion and heart, then they already have public consciousness.

Pakkamas from Bangkok:
On this issue of participation, one needs to look at whether the person is a real fan of ‘TV Thai’, whether he or she comments creatively and whether the comments can be translated into reality.

The term ‘consumer’ does not apply to all Thai people. There may be certain groups of people who consume media contents or watch ‘TV Thai’. But ‘TV Thai’ opens the space for Thai people, no matter what their occupation. All people have the right of expression and all are equal.

Public space is open to all. Anyone can opine through feedback channels of ‘TV Thai’ and can request to be on air.

The term ‘public’ does not interest people much. It can apply to anything, any format, any place. People should share the same kind of public consciousness, that is to focus on what is not right and what is its negative effect on Thai society overall, so that it can be dealt with.

Sujin from Bangkok:
Participation requires genuine interest. Expansion of network involves informing the
Chapter 3: Strengthening Civil Society

groups and updating them to get involved.
   Citizens are people with equal rights and responsibilities.
   Public space allows for people to participate and reflect their needs and problems
   from bottom up. The timing slot for this segment is good, but sometimes, they allow
   people to speak for long time. It should be more concise.
   One needs more knowledge about the topic to participate in public-oriented
   activities.

**Rungarun from the South:**
People who participate in activities do so devotedly and with genuine interest.
   Expansion of network requires that one brings together those who have that type
   of devotion and interest and provide them knowledge. Then the networking will be
   meaningful.
   People and citizens do not differ.
   Public space allows consumers or viewers to air their grievances and problems
   directly.
   The timing for this segment is good, but the duration should be longer. There
   should be re-runs in the time slots where a lot of viewers are tuned in.
   ‘TV Thai’ can help enhance this notion of public consciousness among the viewers.
   One very strong element as such is that of citizen journalists.

**Sitthichai from the East:**
Participation has many levels. It should emphasise knowledge, and that knowledge
   must help make decisions. Participants with different levels of knowledge cannot work
   together well.
   In Buddhism, one views friends and others as moral friends (*kalayanamittata*).
   Friends should help friends, and it is not important to make distinctions about what is
   citizenship.
   Public space has a specific meaning. Everyone can make use of this public space,
   which is similar to the temple space or temple grounds.
   Public space has different degrees. Different people have different levels of moral
   and spiritual cultivation. It is similar to earning merit in Buddhism. It takes time to
   have a better understanding and it is complicated. One needs to ask what one stands to
   get, and what benefit will this bring to society. We need to establish this public
   consciousness as a form of culture. Once this becomes natural, that person will have
   public consciousness naturally.

**Somporn from the North:**
Participation is about giving an opportunity to people to come together to do good
   things.
   People and citizens are different. People may not participate in public activities,
but citizens do, like in the case of ‘TV Thai’, which they come to help develop.

At the moment, many people still do not understand what PSB is. The station should answer the queries or questions in depth, and involve them in the concrete form of participation.

This segment has the right timing, but the duration is short. It should not be broadcast only on Saturdays and Sundays. It should be shown every day.

People with public consciousness will like to participate in activities that are beneficial to them, their communities, and beyond.

Ritichai from the North:
One needs to observe the enthusiasm in the participation, the ways they answer questions and ways they understand activities.

Expansion of network should emphasise providing knowledge, and involving people in activities. They need to know the roles that their networks play. One needs to expand the age group to involve more people.

Citizens are without distinctions. All people have equal rights and share the same benefit. Citizens are involved in civil society grouping.

Public space has a special meaning. Like in the case of ‘TV Thai’, it is without commercials, public relations (PR), political intervention, and distinction as to who watched it. People participate as owners of this TV station.

This TV segment, which is broadcast on Saturdays and Sundays, should be run in the morning.

Public consciousness has to be genuine. No one invites them to do anything. If they come for activities only because others ask them to, then it would be only to enjoy or gain some benefit, without considering public benefit.

Kannapop from the Northeast:
Participants should take part in decision making, activities, solving issues and making presentations.

Expansion of activities should be well liaised with group leaders, and it continues from districts to sub-districts to villages.

Citizens will not let their rights be violated and demand that their rights be met.

Public space is for all people to use.

This segment overlaps with the work timing.

People with public consciousness have responsibilities towards society, and to care for and protect that object or thing, to feel the sense of ownership.

Nisit from the Northeast:
Participation involves many aspects such as answering questions, opining, listening attentively and expressing appreciation by applauding. ‘Citizen’ has a deeper meaning. It implies rights and equality, and expressing opinions and ideas. It also involves
Chapter 3: Strengthening Civil Society

ownership. ‘People’ is used to imply the governed, but citizens are equal.

Public space is for all. To expand this space, public communication is needed for easy access. Local citizens should have easier channels to express their views.
Timing of this segment should be adjusted.

Public consciousness means learning to be providers, to give service, and to do things and to share things with others.

Boonchan from the North:
Participation has many levels, from a lot to very little. It involves expressing views and making decisions.

Expanding networks requires more involvement of the civil society groups with help from core liaison persons from regions down to provinces, and then local areas. This becomes more effective through community radio networks.

Citizens are people within a country. They have rights just similar to other people, but they have and seek opportunities to opine, and participate.

Public space is something that is provided for the public.

Public consciousness is of utmost importance. Without that, one will not share grievances with others, and people will be self-centered.

Phramaha Pongnarin from Bangkok:
Prefers to use the term ownership, which has 3 levels: The feeling of starting; the feeling of ownership while doing something; and being involved and being attached to the cause. Then comes the reaping of success and benefit. It is the result of that change, the good feelings, and pride, and the feelings of ownership. The expansion of network requires collective happiness

Many parts of public are led or misled intentionally and unintentionally by certain types of leaders. This results in the formation of a cult or belief system. This type of grouping is unfortunate, and will lead to decline.

When it comes to meeting the executives, there is limited time. This should not be just a ritual, but people should really be allowed to be involved.

Public consciousness has wide implications. It involves the whole society. It is a higher form of volunteer spirit.

Tanapat from Bangkok:
‘TV Thai’ allows dreams and aspirations of the public to be translated into reality.

The public has become more alert through this phenomenon of ‘TV Thai’. ‘TV Thai’ should support the linkages of community radio and the public.

The expansion of group of handicapped persons requires continuity. It needs to be invited for the meeting every time. Then the group will know it has rights in using ‘TV Thai’ public space. The group will expand by word of mouth.

Public consciousness means they are willing to participate without expectation of
benefit. Without it, the people will not be willing to listen to and help others. Even if they are given an opportunity to learn, they will not come.

Nantha from the North:
It comes at many levels, from thinking and doing. Expansion of network begins only when members think it is their business and affairs. Without this, they will not like to participate and join.

In this time and age where this TV station is launched, the concept of citizen journalism changes the notion of participation and the use of public space. Citizens can join in to make a difference through ‘TV Thai’. Their sense of citizenship is high.

Public space allows the development of democracy. When the space is provided and the people participate, it allows democracy to be advanced. To this end, we need to share this learning experience.

This segment must go beyond a public relations (PR) stunts of ‘TV Thai’. It should allow more diversity of voices and the improvement of knowledge about ‘TV Thai’.

Public consciousness emphasises public benefit.

Pissana and Opart from the North East:
Pissana - Participation involves thinking, doing, and joining activities like meeting. With genuine interest, the people will not skip activities.

Opart - Help to think which is vital to unity. In that atmosphere, all are equal. There is no leader and followers.

Pissana - Development affairs are for people, and not civil commissioners. All are equal. Civil commissioners cannot totally devote themselves to it.

Opart - People are given secondary importance by the authorities, but citizens can achieve a great deal of self-improvement through education. This is about the knowledge of life and the world. They are empowered. It is the power of the city and society.

They put great emphasis on obtaining knowledge. In expanding the network, it is important that new knowledge be built and learnt. Then the group leaders judge who has the potential for receiving higher knowledge and groom them.

Pissana - Public space provides opportunities for the marginalised and the disadvantaged.

Opart - The definitions for ‘development persons’ and ‘state people’ are different. The former see no limit to use public space, but state has limitations.

Pissana - This segment needs improvement, and does not quite fit the concept.

Opart - This segment needs more variety.

Pissana - Public consciousness is something that requires a complete person, and that person should not have expectations of something in return.

Opart - Public consciousness involves many aspects, but an important part is from within oneself. No one can force what to do and the intention must be pure.

After these ten provincial forums and the deciphering of the system through
qualitative and quantitative data to a large extent, the researcher attended the reflection seminar organised by ‘TV Thai’, held after completing its first year in operation, at Ramada D’ma Hotel in Bangkok on 26 September 09. This was before attending the 6th Audience Council Assembly held in Bangkok on 25 October 2009, where he interviewed key Audience Council members for their evaluations of provincial forums.

The reflection seminar for the Audience Council was attended by executives of TPBS, media, children and youth groups, the Audience Council Members, Core Liaison Persons, ‘Friends of Public Media’ before and after the founding of ‘TV Thai’, academics, and interested members of the public. They discussed issues relating to public space, public consciousness, public communication, audience council, programming, and ways to improve ‘TV Thai’. The title of the seminar, ‘The Role of Public Media in Building the Democratic Culture of Participation’, bodes well with the research. It helps to reflect on the work of Audience Council and civil society building. Discussion themes included objectives that have been accomplished and to what extent. Along with this, the unmet objectives and the related obstacles were also discussed. Projections have also been made about what should be done next year to improve ‘TV Thai’ as a PSB TV station in Thailand.10

At the sixth Audience Council Assembly, the new chair and deputy chairs were elected to bring more dynamics to the council. All key members, including Nisit Sakayaphan, Pakkamas Sringam, Kittichai Saisaard, and Somroj Sumranchararak, said that they expect on two main issues - what they gathered would be translated into reality, changing from off screen to on screen at some point next year, and to plough the way for the better teamwork and performance by the second assembly to be elected at the end of next year. With this mechanism firmly in place and constantly improving, they all hope for the stronger civil society within the viewers who are ‘Friends of Public Media’.

The researcher then attended the Annual Assembly for the Audience Council on 21-22 November 2009 where the Audience Council members and approximately 500 out of several thousands of ‘Friends of Public Media’ converged.

Reflections on the works of the Audience Council and its expansion of ‘Friends of Public Media’ scheme were made by the Audience Council Members and TPBS staff concerned on further occasions.

In the TV Thai ‘Open the House’ programme (‘Perd Ban Tewee Thai’ in the Thai language) on Sunday, 1 November 2009, four key Audience Council members shared their views about the work of the Audience Council in expanding ‘Friends of Public Media’ after serving half of the two-year term.

Former Deputy Chair of the Council Surapong Kongchantuek said that the Council is only a representative body of the large number of viewers of ‘TV Thai’ across the country. The experience after one year is that the viewers across the provinces and

10 TPBS Seminar titled ‘The Role of Public Media in Building the Democratic Culture of Participation’ on September 26, 2009.
regions have become more aware and alert about ‘TV Thai’. Mostly, the viewers who attended the forums rated ‘TV Thai’ programming as satisfactory.

The new Chair of the Audience Council, Kittichai Saisaard said that the many civil society groups and the viewers across the country have high expectations from ‘TV Thai’. They expect ‘TV Thai’ to help them bring about changes in society as they deem desirable. Many of them also expect ‘TV Thai’ to represent Thai society and its cultural identity. At the forums, the viewers said they expected the programs to improve. The viewers themselves, though, need to help push for these changes that they propose.

Suksan Pichai from the North said that while the Audience Council could meet its target of expanding ‘Friends of TV Thai: Public Television’ (‘Friends of Public Media’) to about 4,500 and beyond from across the regions and provinces, it remains a challenge to reach to others who have never watched the station.

Many of the participants at the forums made comments that were not expected from them; they were insightful and thought-provoking. It remains to be seen how much of the recommendations and lessons learned from the forums could be translated into reality in programmes. It is for the executive and policy committees to fulfil this task.

The deputy Chair of the Council from the Northeast, Nisit Sakayaphan said that though the work has been successful in expanding ‘Friends of TV Thai: Public Television’ (‘Friends of Public Media’), what remains challenging is to make them aware that they are owners of ‘TV Thai’, directly and indirectly. A lot of people do not know this fact.

Despite these strengths, weaknesses continue for the Audience Council in expanding ‘Friends of Public Media’. Apart from what many expressed as lack of proper budget for the workload of the Council, there is still misunderstanding about the roles and responsibilities of the Audience Council Member.

Anyaorn Panichpuengrat felt that sometimes, the Audience Council members think they bear a heavy responsibility of strengthening civil society. TPBS has mechanisms which could work properly together, but not independently. Otherwise as she said, it would be humanly impossible for 50 people to handle all that.

Pannipa Sotthibandhu pointed out that budgets can be shared with other existing resources within TPBS by co-ordinating the work. Staff can also be better allocated as lack of staff still remains a real issue.

Other Audience Council members, especially the key persons, said that lack of academic insight in concluding issues and making sharp recommendations based on

---

11 Interview, November 1, 2009.
12 Interview, October 25, 09.
Chapter 3: Strengthening Civil Society

the data gathered from the forums is cited as one weakness. This is now being corrected with the reconstruction of the academic committee. The workflow of the Audience Council is expected to improve after one year of work, with only one more year remaining of the first assembly13.

There is a clear lack of co-operation between the Audience Council members and other programming and production entities within ‘TV Thai’. There have been complaints in almost every forum that the news about the forums is scarce, and their event is only occasionally reported. There is also a shortcoming in communicating their needs to follow up on having the station promote activities about the forums in each province. The local media entities are less involved in promoting the news about these forums.

It is hoped that better coordination could ensue now, following the complaints to the executives and concerned units in TPBS and ‘TV Thai’. It has also been declared by the director, assistant director and others, including key Audience Council Members, that other aspects of TPBS, including TPBS radio and the website are being improved upon.

As it concerns the website, the webmaster gave an interview to the TV Thai ‘Open the House’ Programme on Sunday, 8 November 2009, that the website is now being equipped with better news functions and coverage, and would work as another center for spreading news and information about ‘TV Thai’ - but in its own unique method which does not overlap with, but is a supplement to TV and radio14. This is another vehicle for improving the work of the Audience Council members in expanding ‘Friends of Public Media’.

The Audience Council held its annual assembly for ‘Friends of Public Media’ on 21-22 November 2009 in the suburb of Bangkok, allowing part of the 4,500 ‘Friends of Public Media’ selected from across nine regions and 16 civil society groups to assemble, learn and share more about TV Thai and their roles as ‘Friends of Public Media’. The format included the introduction and forum about ‘TV Thai’. They all participated to give their perspectives and voices about ‘TV Thai’ as ‘Friends of Public Media’ who are close observers and critics as well.

Speaking on behalf of TPBS was the TPBS Managing Director, Thepchai Yong. A report on the activities in forums in nine regions was delivered. The afternoon session saw the taping of ‘TV Thai’ programming including the ‘Open the House’ Program. On Sunday, 22 November 2009, the nine regional working groups were asked to discuss about themselves and the directions of their work on ‘Friends of Public Media’ in the following year. The handout provided on the first day was the second issue of Newsletter for ‘Friends of Public Media’ published in September 2009. The newsletter focuses on the activities of civil society building, especially regarding the expansion of ‘Friends of Public Media’. The newsletter also provides an event calendar for the forums in the

13 The TV Thai ‘Open the House’ Program, November 1, 2009.
14 The TV Thai ‘Open the House’ Program, November 8, 2009.
month. It interviewed Boonchai Siripoksup, and recorded his reflections on the forums and hearings.

Executive Board Member in charge of ‘TV Thai’, Boonchai Siripoksup, feels that the forums are useful as a reflection of the viewers’ perceptions. It allows new ideas to brew and provides a basis for improvement. Channels for giving feedback will be different - digital and interactive - with the coming of age of new technology. This is something new to the industry, so we need to adjust and find formulas which would work well for all. Work should be clearly delegated to all parties involved in the forums and hearings, so that the feedback can be truly beneficial15.

The MCs explained the goal of the National Assembly, and went through the protocol. They pointed out that the nine issues (which will be driven as broad categories for public issues as strategies for ‘TV Thai’) will be discussed on Sunday, 22 November. They will also announce the consensus and findings to the public and the media after the assembly.

The news chair Kittichai Saisaard delivered the talk. Chaiya Yimwilai spoke as advisor to the government on information and communication on behalf of the Prime Minister. The information presented today would be recommended to ‘TV Thai’. The work of the council is independent and autonomous.

Chaiya Yimwilai addressed all the audience.

‘This marks the first year of the Audience Council. ‘TV Thai’ is a new phenomenon for the public media…The political crisis in Thailand sends a strong signal that this society needs to wake up. Now, they talk about innovation and management. These terms are nothing new, but they are coined - just like change, and network. They inspire the citizens, as everything is moving for change. It is important to know the updates and movements of the country. Many people do not know or do not have access to news and information. The education system in our country does not lay down the foundation for the public to learn the right things outside classroom. Therefore, the role of the public broadcast media is significant…It is very crucial to connect society far and wide, and for people to be well-informed about it. Facts and analyses are different. They must come hand in hand. Sapa Café (coffee table discussion) is the starting point for that…I always listen closely to what others know and feel about society. Many with little education show wisdom which is something we should admire. Many are active consumers of news and information. We can also learn from TV. Many free TV stations focus too much on commercialisation and not enough on public interest and benefits. ‘TV Thai’ is an almost 100 per cent PSB station. Other stations focus too much on entertainment and fun. The roles of informer, innovator, nurturer, forward-thinker, creator, and educator are also important for a broadcast service. BBC, NHK, and PBS are what I admire, but many viewers still actually rely on Free TV for entertainment. TV Thai’ should become an agent for change, a systematic thinker, communicator of balanced information and news, presenter of public broadcast contents,

a place to express views and ideas and a protector of culture, views. We need to build that public consciousness to take these matters to heart. The National Assembly will lay down the foundation and direction for the future path to build ‘TV Thai’ as a real PSB station for Thailand.”

The member of the Board of Governors, Jon Ungphakorn addressed the participants at the First National Assembly for the Audience Council and ‘Friends of Public Media’.

He said, “The first National Assembly was a remarkable event. It showed that the TPBS has high public participation. The proposals and recommendations of today’s assembly will be of great importance to the board members, executive and policy. After the first two years, we still have a long road to travel. I shared with the core liaison persons in the South. ‘TV Thai’ is not for only viewing but it is for the benefit of the public. The content can be used and useful. Big problems and issues that cannot be broadcast do not get resolved. PSB is different from free TV in that manner. Policy makers and Friends could converge on this ground.”

A VCD produced by the Northern province of Phrae, ‘We will stay for change’, is shown. This VCD shows interviews with ‘Friends of TV Thai: Public Television’. It shows the Audience Council history and cites the Audience Council Act 2008. Executive members propose the views and recommendations to the policy committee. The Audience Council is the mechanism for this change.

On the first day of the annual assembly (November 21, 2009) nine regional reports were presented in brief in the morning session as follows:

“The Upper South focuses on the process of these forums. There are partnerships with different sectors of the society. ‘Friends of TV Thai: Public Television’ lays emphasis on sharing of ideas and stronger networks. There are analysis mechanisms for ‘TV Thai’ and free TV. We should reach across groups, traditions, and ethnicities. Need more diversity of people. We need centers for liaisoning or co-ordination in every province. Signal strength needs improvement to send it farther and wider. Viewers supply more news. Present new dimensions in society. We need ‘TV Thai’ that could reflect upon the diversity of needs. It needs to be issue-based and area-based as well.”

“Lower south from seven provinces finds the last recommendations in Pattalung Province. PSB needs to be secure and needs to work closely with the local communities. It needs to play the role of a watchdog. Adjustment of programming, building of citizen’s sector, and the local representation is needed. Family programs are good, but there is need for adding cultural dimensions. News that would bring out more local significance is needed. There is a need to work closely with the local media. Local participation by promoting local issues is needed. Transparent ‘TV Thai’ needs to be closely monitored as a model for others to follow.”

“Lower Northeast emphasises many issues like programming, strengths of ‘TV Thai’, ways to achieve power in economics, politics, etc, and the place for the people to get involved. Social and cultural diversity, gender and ethnic diversity and unity needs to be emphasised. News should include community and local news too. Certain
news should not be emphasised upon. Asian and ASEAN languages should be emphasised. Programmes related to health, life skills, and community and family oriented programs are important. Live broadcast of assemblies from national to local levels should be done. It should air only what is good to air and this judgment should not be left to the viewers. Connect to local media operations. Friend should reflect upon contents and issues too.”

“Central and west includes 10 provinces from many civil groups and partnerships. Schedules need to be changed, and news should be up to date. The center of ‘TV Thai’ at the provincial level, connecting networks and communities, listens to grievances and feedbacks. The center should be extended to the village level. Public issues at the local level should be emphasised.”

“Upper North includes eight provinces. We have conducted forums for all these provinces. Ethnic diversity should be better represented. We need genuine participation from the people. TV needs to have faith in people. Usefulness involves prevention and cure. The Audience Council needs to be better connected to the local level more. Citizen journalists should be promoted. Setting up of the center for ‘TV Thai’ networks is also emphasised. They should be set up within a year or so.”

“Central and Eastern region includes 11 provinces. Developmental issues relying on the powerful media include economics, politics, natural resources, health, international relations and borders. They are all connected with each other. Today, soil and water resources are ill-managed. Forest cover is depleting. ‘TV Thai’ needs to raise awareness and should be a channel for social education. ‘TV Thai’ needs to bring back social order. Rights need to be respected and duties of citizens need to be emphasised. Border issues are also crucial. Community education needs to be preserved. Poor health and wellness conditions need to be addressed.”

“Bangkok and the vicinity cover all 16 groups. There are problems in pushing the ‘TV Thai’ agenda here. We do follow up by doing the survey. They are engaged in such under-represented groups as the handicapped. They hope that ‘TV Thai’ belongs to the people. We hope this will last. Issues have been heard. Timetables should be modified to be different from other channels and the airtime should be extended to 24 hours a day. The programmes should be modified to suit the audience’s taste.”

Apart from the national assembly held during November 21-22, 2009, the voices reflecting the weaknesses of the Audience Council were further echoed during the reflection workshop by the Audience Council members themselves in November 2009. The Audience Council members were invited to a reflection workshop held in Kanchanaburi Province during 14-15 November 2009 to reflect upon issues and work styles of the Council. Differences in the work styles of the Audience Council members present at the reflection workshop were addressed and reconciled by experienced moderators and workshop conductors. Quite a few Audience Council members have resigned from the council due to various reasons, but some of them said that their roles

and responsibilities did not match their initial impressions and expectations. Some resigned as they were unable to attend the forums and assemblies. TPBS should be asked to make announcement for recruitment and the selection of the next group of Audience Council members by the end of 2010\textsuperscript{17}.

In addition, there have been discussions about the strengths and weaknesses of the Audience Council, and strategies to overcome them in the near future. As far as work styles are concerned, in the following year, and even for the second term of the Audience Council Members, the members should act more as nodes of communication and coordination with the local communities in provinces, regions, and over 16 civil society groups and issues related to them. More direct roles and responsibilities of strengthening civil society among the active citizens-viewers through better networking with local communities and the expansion of ‘Friends of TV Thai: Public Television’ should be given to Core Liaison Persons and communities where ‘Friends of TV Thai: Public Television’ dwell.

This year has seen the accomplishment in terms of quantity of ‘Friends of TV Thai: Public Television’, but the following year, and the years to come should be about quality as well as quantity. Capacity building among Audience Council members is necessary in quite a few aspects such as communication about what ‘TV Thai’ stands for and what are the roles and responsibilities of ‘Friends of TV Thai: Public Television’.

Also needed are skills for coordination and management of forums. More training and reflection sessions are needed among the existing Audience Council Members to connect them in a better way and keep them updated with the work of the Council. Another challenge which must be taken seriously is based on what the academic team highlighted as crucial points to be pursued with the executive and policy members of TPBS. It could also be noted that not enough Audience Council Members have adequate backgrounds on media production and public media works. Thus this area also needs improvement.

The Council will come up with solutions for this problem, but it should be considered while selecting more Audience Council Members. All these points to overcome weaknesses in the operations of the audience Council will be recommended to the parties concerned at TPBS so that they can make these points clear in their policy before, during, and after they recruit the next group of Audience Council Members (Telephone conversation with Nisit Sakayaphan, November 25, 2009).

In the process of conducting this research, the researcher learned that ‘Friends of Public Media’ should have the following features:

\begin{itemize}
  \item they should be more than viewers and should communicate with people nearby or within the communities and beyond to introduce programs of their interest
  \item they should communicate details, information, suggestions, and issues of the area, learnt from other friends, to the network
  \item they should coordinate with local media to get involved in the process of
\end{itemize}

\textsuperscript{17} Telephone conversation with Nisit Sakayaphan, November 25, 2009.
promoting ‘TV Thai’ programmes and forums activities, to also take part in the hearing and commenting of the programs; they must monitor, follow through, scrutinize and help build standards for the process of building and improving ‘TV Thai’

- they must promote the channel to entice more viewers to watch it and form dialogic groups to exchange ideas and views to identify strengths and weaknesses of the channel compared to other channels
- they must propose ideas or issues and elevate them to the level of public issues. ‘Friends of Public Media’ should know and understand more about the work of ‘TV Thai’, its management structure, policy and executive committees
- ‘Friends of Public Media’ awaits the channel to prove itself in the time provided and the executive members and policy members have a clear and succinct role to play; involvement and the sense of ownership of the people (including ‘Friends of Public Media’) should be deeper
- they must push for ‘TV Thai’ to effect changes in its PSB communication.

After such an extensive research of the process involved in strengthening civil society in TPBS and active citizens-viewers through the Audience Council and its expansion of ‘Friends of Public Media’ being properly understood, strengths and weaknesses of such mechanism could be pointed out.

Characteristics of ‘Friends of Public Media’ (‘Friends of TV Thai’ as the language used in the questionnaire for easier comprehension by the questionnaire respondents at the forums) which are also common to those of Core Liaison Persons and Audience Council Members, can be deduced as an illustration from the comments respondents wrote briefly on the survey paper. The followings are examples:

**Participation:**

- Disseminate useful information to the intended audience.
- Help build national identity.
- Observe activities and working styles of group and promote revelation of truth to society while removing hidden agendas.
- Help make ‘TV Thai’ a genuine PSB channel and strengthen networks.
- Represent groups in divulging information and knowledge to wider public.
- Give time to learn and collect interesting and useful experience through activities.
- Help build knowledge and information society through networking and participation.
- Push for desirable agendas toward desirable change.
Chapter 3: Strengthening Civil Society

Citizenship:
- Mobilise public participation.
- Understand past, present, and future without social, cultural frontiers.
- Learn and adopt useful information for related development works.
- Gain insights and perspectives to be more well-rounded.
- Understand and realize rights and privileges one has in society.
- Be better connected to cultural roots and feel proud of that fact.
- Apply and deepen the concept of citizenship through the work of citizen journalists on TV.

Public Space:
- Provide forums for people to voice their views.
- Go beyond superficial reporting.
- Be well-informed and up to date.
- Allow voices of the marginalised and disadvantaged groups to surface for their problems to be addressed and corrected.
- Emphasise interesting and useful information for public benefit.
- Widen the base for receiving information and news for ill-informed people.
- Be aware of various public groups’ needs.
- Provide eye-opening opportunities for viewers to see and hear unfamiliar yet useful contents.
- Allow the public to be connected to reality in the local areas.
- Allow knowledge and information about local way of life, including art and local wisdom to be disseminated to others.
- Develop level of thinking and consumption of information.

Public Consciousness:
- Analyse data and information before making decisions.
- Feel contented in helping others to solve their problems.
- Take due responsibility but make calculated moves.
- Deepen the sense of public consciousness through activities.
- Work prudently and cautiously.
- Be clear-sighted about the beneficial activity one is doing.
- Intuit values such as voluntarism and altruism.
- Be empathic and concerned about welfare of others.
- Take collective responsibilities to reach common goals.
- Provide basic help and care for others in need so that they can survive and move on.
- Be independent-minded.
In conclusion, it could be seen that one of two TPBS civil society strengthening mechanism under study, namely the Audience Council and its expansion of ‘Friends of Public Media’ scheme serves its function well, despite having the weaknesses addressed by various parties concerned. The roles and responsibilities of the key players in this process, including Audience Council Members, Core Liaison Persons, and ‘Friends of Public Media’ can be better understood through the forums at the regional, provincial and national levels.

Four crucial aspects underlying such civil society strengthening mechanism via participation, citizenship, public space, and public consciousness were studied through note-taking, observation, interview, survey techniques. It is hoped that the Audience Council could improve its style of work during the remaining months of its term until November 2010 and that the members in the subsequent term could better serve their roles and responsibilities in strengthening civil society among ‘TV Thai’ active citizen-viewers. But this also hinges upon further actions by way of programming change and policy change to be taken by TPBS executive and policy members based on the report and recommendations by the Audience Council drawn from the forums across the regions, provinces, and diverse civil society groups.
Chapter 3: Strengthening Civil Society

References:

Interview
Interview with Nisit Sakayaphan, Udonthani Provincial Forum, the Office of External Education. September 9, 2009.

Thepchai Yong, June 24, 2009. Bangkok: TPBS Head Office

Pannipa Sotthibandhu, October 25, 2009, Bangkok: Rama-D’ma Hotel.


Telephone Conversation
Telephone conversation with Nisit Sakayaphan, November 25, 2009

Meeting


Forum

Regional Forum
Had Ban Din, May 4 (Chp. 1)
Phitsanulok, May 6( Chp. 1)
Chachoengsao, May 25 (Chp. 1)

Provincial Forum

1. Ban Suan Thip Resort, Samut Songkram Province, West, 13/08/09. One Audience Council member, Issarawoot Thongkum, was interviewed, and one core liaison person, namely Renoo Pooavorn, was interviewed.

2. Animal Control Center, Songkla, Lower South, 15/08/09. One core liaison officer, namely Pishsarnu Muneenaem and one Audience Council member, namely Pichaya Kaeokhao, were interviewed.

3. Piyavate Hospital, Bangkok, Bangkok and the Vicinity, 22/08/09. Two audience council members, namely Pakkamas Sringam and Sujin Roongsawang, were interviewed.

4. Firefighter’s Station, Phuket, Upper South, 23/08/09. Two core liaison officers, namely Roongarun Inthawong and Prasert Uthairat were interviewed.

5. Lekka Thamma Kitti Temple, Nakhon Nayok, East, 24/08/09. One audience council member, namely Kanyawee Faktong, and one core liaison person, namely Sitthichai Thanootong, were interviewed.

6. Ratcha Thani Hotel, Sukhothai, Lower North, 30/08/09. One audience council member, namely Somporn Thongkamdee, and one core liaison person, namely Ritichai Suriyan, were interviewed.

7. External Education Center (Kor Sor Nor), Udonthani, Upper North East, 09/09/09. One audience council member, namely Nisit Sakayaphan, and one core liaison person, namely Kannapop Ounkaew, were interviewed.

8. Chiangmai Hills Hotel, Chiangmai, Upper North, 11/09/09. One audience council member, namely Boonchan Chanmor, and one core liaison person, namely Nantha Benjasilarak, were interviewed.

9. Provincial Local Administration Office (Or Bor Jor), Lower North East, 12/09/09. Two audience council members, namely Opart Chareonpochana and Pissana Kamphaen, were interviewed.

10. Karnmanee Palace Hotel, Bangkok, Bangkok and the Vicinity, 13/09/09. Two audience council members, namely Phramaha Pongnarin Thitavamso and Tanapat Weawngam, were interviewed.
TV Thai ‘Open the House’ Program
November 1, 2009 on the evaluation of the Audience Council works.
November 8, 2009 on the improvement of the TPBS website to connect information
and data from within the network of TPBS media.

Audience Council Assembly
3rd Audience Council Assembly, Rajabhat’s Teacher College, Suan Dusit

4th Audience Council Assembly, Ramada D’ma Hotel, Bangkok, July 26,
2009.


National Assembly for the Audience Council held on November 21-22, 2009. Royal
Air Force Sports Club in the suburb of Bangkok.

Seminar
TPBS Seminar titled ‘The Role of Public Media in Building the Democratic Culture

Thai Language

Publication
Collective Thinking and Building of TV Thai, Public Television: 1st Time

TPBS handout as a summary from the lower southern regional forum, May

TPBS.
This chapter documents the work of another mechanism of TPBS to strengthen civil society, namely the Northern active citizens’ contributions to the contents of the Northern TV Program (“TV Jor Nuer”). Integrated research techniques including interview, observation, note-taking, filming, telephone conversation, behind the scene dialogue, and survey are employed for the research.

The notion of ‘active citizens’ among TPBS audience is strongly emphasised in the Annual Performance Report 2008 and on various occasions by TPBS Managing Director, Thepchai Yong. Here, active audiences-citizens refer in particular to viewers of ‘TV Thai’.

The researcher started meeting these people at the training in Chiangmai. Once it was learned that other groups of active citizens are also involved in contributing to the TV program and that quite a few of the citizen journalists and their related networks also contribute to ‘TV Jor Nuer’ in other ways, the categories of contributors were broadened, and the data collection tools were modified and added, to include in-depth interviews and observations. On later trips to the North, the researcher brought a small team along to collect data. The researcher did not modify the survey to encompass other types of active citizens other than citizen journalists. Instead, the researcher used in-depth interviews and filming techniques to get details from other types of active citizens, as their work is more delicate than that of citizen journalists. But also, about half of those citizen journalists surveyed did other works and contributions for ‘TV Jor Nuer’, so in-depth interviews and filming was sufficient to cover their tasks.

The key persons involved in the making of ‘TV Jor Nuer’ can be loosely grouped into:

a) Citizen journalists who produce citizen journalist stories and active citizens’ contributions of ideas and contents to ‘TV Jor Nuer’, including documentaries;

b) Core liaison persons who make the contacts and who expand the networks of the active citizens’ contributions of contents and ideas, many of whom are key persons on the joint production board; and

c) Producers/editors of materials contributed by active citizen groups.

Each region of Thailand has its distinct, on-going problems caused by development policies and approaches adopted by the previous and present governments in the past several decades. The North, consisting of 17 provinces, divided into the Upper Northern and Lower Northern provinces, has been wrought with problems of depletion and abuse of consumption of natural resources, including forests and water resources.
Before Thai PBS (now called ‘TV Thai’ as the first Thailand public broadcasting service TV station) began its broadcast in January 2008, civil society groups in the North, including people’s organizations POs and non-governmental organisations (NGOs) have been actively networking and advocating issues concerning natural resources. Many of these groups are now linked with ‘TV Thai’ as ‘Friends of TV Thai’, and many are now active citizen groups working towards the making of ‘TV Jor Nuer’. The main theme for ‘TV Jor Nuer’ was agreed among the key partners from TV Thai, TPBS, active citizen groups, networks, academics, and other concerned parties, many of whom are now on the ‘Joint Editorial Production Board of ‘TV Jor Nuer’. It is to be ‘natural resources, especially water resources.’ Therefore the issue to be played out in ‘TV Jor Nuer’ concerning water resources has been further explored and branched out to reflect the macro and micro pictures of the overall Northern region covering 17 provinces. Canals, rivers, the building of dams, utilisation of water resources, the livelihoods of residents along these rivers and canals, the local cultures and arts of the areas and other various aspects of the ‘lost treasures’ of these people caused uneven development.

The segments on the once-weekly ‘TV Jor Nuer’ programme broadcast on Saturday from 11.00 pm to 12.00 midnight include ‘Citizen Journalism’, ‘Documentary’, ‘Local Dialogue’, Weekly Round-up’, ‘Art & Culture Feature’, and ‘Northern Calendar’, among others. However, the presentation and style of each segment is ‘moderate’. They are designed to raise awareness among the people at local, regional, and even national level about these issues, and invite attention of the policy-makers and decision-makers at the local and larger levels to these issues, rather than find fault with individuals or parties and create controversies.

The Northern TV Program was broadcast for the first time on 14 November 2009 from 11 a.m. to 12 noon. The program is available on ‘TV Thai’ in 17 provinces in Northern Thailand. It is the highest form of public participation in which the active viewers take part in the decision making, production, and execution of the program, according to an academic of communication arts from Naresuan University in the Province of Phayao, Patra Burarak1. What she describes compares favourably with the TPBS participation model which comes in five levels (see Chapters 1, 3 and diagram next page).

According to the Director of the Civic Media Network Department, TPBS, Somkiat Juntusima1, this program is the result of several months of hard labour following the first discussions among the partners who were determined to make this show happen. It started from the informal discussion on the grounds of the School for the Inheritance of Local Wisdom in the province of Chiangmai, first with only a handful of participants, then with more formal rounds of talks with TPBS executives, ‘TV Thai’ News staff, local Northern News staff, civil society staff supporting the project, local academics, civil society groups, and ‘Friends of Public Media’, who have been pushing for this

---

1 Source: First program of ‘TV Jor Nuer’, November 14, 2009.
program from the start. A board member of the Joint Editorial Production Board for ‘TV Jor Nuer’, Nantha Benjasilarak, said that it is a learning process for related personnel, individuals and networks to bridge works off-screen to on-screen. The citizen groups no longer act as passive viewers, but they are active citizens who take part in setting issues and in helping produce part of the contents.

TPBS Managing Director, Thepchai Yong, said that this program reflects the needs and expectations of Northern viewers in so far as their ways of life and living conditions with the civil society groups in the areas covered taking part in providing contents and information. Juntusima commented that ‘TV Jor Nuer’ is more than a TV as it provides a forum for putting together productions by various citizen groups, related networks, independent producers, and citizen journalists from within the local areas and communities in the North. They understand these issues better, and can communicate these messages to the wider public in a better way.2

According to Yong, TPBS sets aside a budget of 100 million baht for supporting independent and community-level producers in 2009, while making available suitable times to broadcast programs in this category to elevate the status of ‘TV Thai’ as a real PSB station. This improvement has been made in addition to other aspects such as the change of logo from the year 2008, and the change of name to ‘Tewee Thai, Tewee Satarana’ (TV Thai, Public Television). But the name of the organisation under which ‘TV Thai’ functions is TPBS. In the year 2008, it has been successful in drawing participation from the viewers to create local content, whether through citizen journalist

---

stories or programmes like public forums. In early 2009, another experiment has been
done to increase audience participation and production by independent and local
producers with the introduction of the Southern TV programme known in Thai as ‘D-
Slatan Nadaentai’. This program is broadcast on every Friday from 11 p.m. to 12
midnight in 6 Southern provinces. Such regional TV programs on ‘TV Thai’ were
expected to be launched in the North, now ‘TV Jor Nuer’, and Northeast of Thailand.
On another front, Thai PBS Radio station (‘Witayu Thai’) has been launched. According
to Yong, the contents consist of 45 per cent of news, 12 per cent documentaries, 16 per
cent beneficial programs, 13 per cent of children and youths programs, 12 per cent art,
entertainment, and culture and one per cent sports3.

According to the article titled ‘Debate Nadaentai, Citizen Journalists versus
Professional Journalists from the perspective of Thepchai Yong and Somkit Juntusima’
published on the Campaign for Popular Media Reform (CPMR) website (accessed on
10 October 2009), there is a context with which one needs to understand the advent of
the Southern TV Program named ‘D-Slatan Nadaentai’. Yong says there is a need for
media (public) space for the southern population. The problems facing them are specific
in many ways, and mass media in general view these issues through their own lens. The
Southern TV programme allows for genuine participation from the locals in
reflecting on their problems in a direct and yet diverse way. This information and news
can also be shared with other fellow community members in the related Southern areas
and beyond, and not restricted only to their local areas. The programmes contain news,
reports, and interviews, among other contents, so that people can be interested to tune
in and be kept informed. Apart from hard news, there will be soft news contents as
well, which have a wide impact on people. This will provide space for citizen journalists
in the South to take active part in reporting news about their communities and reflect
on their issues through their own lens. They also bring out the voices of their communities
through these reports. The Southern viewers can send their reports and / or supply us
with information and insights about issues that they wish us to follow further. For
issues having little impact, citizen journalists are allowed freely to report their material,
but for issues with larger impact, ‘TV Thai’ will require further checking and
investigation into them. Citizen journalists could assist greatly with information and
locating diversity of sources and voices. For ethical and legal reasons, citizen reporters
cannot replace professional reporters when it concerns crime or larger issues as their
lives can be at risk. But they can only reflect on issues. Besides, there can be elevation
of local to public issues in case different communities share similar issues. They can
work on similar issues and packages as citizen journalist stories on those themes or
issues. ‘TV Thai’ makes sure that issues that citizen journalists reflect on are public
issues that do not die there, but are picked up and pursued further through other
mechanisms. In some cases where their stories are not run, but they are public issues,

3 TVThai Join Hands with Networks from 17 Provinces in the North to Start TV Jor Nuer’, Accessed on
these issues are followed further by ‘TV Thai’.

Juntusima says that citizen journalists are active citizens. Citizen journalists have to work in close co-operation with professional journalists. Citizen journalists locate the issues, bring them to the notice of those concerned and then ‘TV Thai’ reporters follow them up further. The connection between citizen journalists and professional journalists is still not strong, but the connection between citizen journalists and the central news center in Bangkok is already established. National reporters of ‘TV Thai’ already use issues raised by citizen journalists to question policy makers and government officials about them. Issues about natural resources and ethnicities have been picked up by ‘TV Thai’ already due to efforts of citizen journalists. It is yet the responsibility of ‘TV Thai’ to network with citizen journalists, provide them with better technical assistance to develop stories and work in co-operation down to the provincial level. Now, regional level cooperation has been established. It would be ideal to have specific teams to work with the communities to pursue issues at the local level, but that has not happened yet.

As a core function of the regional news on ‘TV Thai’, a workshop was conducted between 26 and 28 May 2008 in collaboration with the Office for Promotion of Health and civil society groups across the country to train citizen journalists of ‘TV Thai’ to help build the station as a public sphere. Afterwards, more such workshops would be conducted in other regions and areas of the country.

On 29 April 2009, a meeting was held at Rajabhat Teacher’s College in the northeastern Province of Mahasarakam to gather ideas from civil society groups in the Northeast about TV programming context suited to the regional viewers. At the meeting, the case study of ‘D-Slatan’ in the South was cited, as a case for emulation and comparison with other regions and ideas. Points of concern include local language, local wisdom, accessibility by other regions, improvement in editorial work, co-operation in programme production of the Center for News in the Northeast between local organizations and “TV Thai”.

Stories of citizen journalist were broadcast in the segment of ‘Here’s TV Thai’ (‘Thini Tewee Thai’ in the Thai language), from Monday to Friday between 9.10 and 10.10 p.m., with one 3-minute story shown every day. From June to December 2008, 150 stories were aired; 11 from Central and Eastern regions, 25 from Northeast, 30 from North, 44 from South, 35 from Bangkok and six on natural calamities like storms and floods. For getting stories from citizen journalists, numerous citizen journalist workshops had been organised for interested people from across sectors and regions. From June to December, about 500 citizen journalists have been trained. It is up to

---

each region or province to propose the workshop through the recommendations by networks and civil society groups. A small group of 15-20 participants is preferred for workshops.

Similar to ‘D-Slatan Nadaentai’, an experimental TV programme in the South, the Northern TV Program (‘TV Jor Nuer’), as a novel citizen-based project by TPBS, blended the people with capabilities and skills on citizen journalism, local wisdom, culture and academics, the civil society strengthening team of TPBS, local news agencies, ‘TV Thai’ Northern Regional News Center and News staff from Bangkok, and more. Active citizens who volunteer themselves as citizen journalists to report issues and problems from their local perspectives to the regional TV program play a vital role in making ‘TV Jor Nuer’ unique.

At the initial stage, it is active citizens-viewers of ‘TV Thai’ who have undergone training with the station providing human resources to produce citizen journalism reports which are collected at the citizen journalism desk in Bangkok and fed to the ‘TV Thai’ Northern Regional News Center to package with other segments into one ‘TV Jor Nuer’ program. These citizen journalism groups and other active citizen groups also contribute to the production of documentaries, and they aspire to learn about other, more difficult tasks to produce the Local Dialogue segment, art and culture features, and some other broadcast content of the ‘TV Jor Nuer’ program. Apart from citizen journalist stories and documentaries, the rest of the segments are still produced mainly by the Northern Regional News Center and ‘TV Thai’ News staff from Bangkok with contributions of ideas and materials by the active citizen groups. As agreed among the joint production board members for the making of ‘TV Jor Nuer’, TPBS related units and teams will provide training and assistance to them, apart from furnishing active citizen groups with funding for producing higher levels of media materials mentioned earlier.

According to the minutes of the previous meeting by the ‘TV Jor Nuer’ joint editorial production board in Chiangmai Province on 16 September 2009, various parties involved in the joint production have been delegated works and responsibilities. This includes weekly news round-up by the Northern Regional News Center, citizen journalism reports by citizen journalism groups and documentaries by citizen groups in each area. The ‘Local Dialogue’ segment is handled by local citizens liaising with the ‘TV Thai’ production team from Bangkok, and art and culture features are handled by the Northern Regional News Center. The ‘Northern Calendar’ event is handled by local citizen groups supplying information for it. Discussion followed to confirm ideas about names, sequences and details of each segment with wide-ranging views and comments being made by active citizen groups and staff concerned (3rd Joint Editorial Production Board meeting held at Art Museum, the province of Chiangmai, on 16 September 2009).

It was designed from the start and further crystallised that such one-hour programme

---

would consist of news, news updates, documentaries, dialogue, and art and culture. But above all, it will reflect the problems, needs, lifestyles, local issues, and the elevation of local issues to wider public issues. Surian Wongpeng and Patra Burarak said that it would be the first such program for the region that the viewers and active citizens would be the ones “preparing ingredients and cooking meals for themselves to suit their taste.” Nantha Benjasilarak said that this programme is a learning experience for the active viewers as they would normally see the issues dealing with their lives in a limited way, but now they need to broaden the scope and understanding of the issues and present them in such a way comprehensible to audiences from other areas in the north. 

However, chief of the Northern Bureau Wiwatchai Somkum, said it is a learning experience for him and the news staff of TV Thai who assist in producing such programmes. In the past, news professionals used to do their work in a certain professional manner, but now they need to adjust to the needs and taste of active viewers, and assist them in the production of such news programmes. They are more comfortable with this practice now and appreciate it.

Benjasilarak said that the co-operation is necessary and appreciated it saying that it is a novel idea for all. Co-ordinator of citizen journalism and ‘TV Jor Nuer’ based in the Northern Province of Chiangmai Achrawadee Buaklee and Juntusima agreed that the co-operation from people involved in civil society building efforts, regional news center local voluntary groups, and civil society groups is key to the programme’s success.

According to Somkum, 2010 sees a promising future for the making and improvement of ‘TV Jor Nuer’. The programme now receives a budget of about 150,000 baht each month for the production. The civil society aspect has its separate budget for the training of production by citizens (e.g. citizen journalism and documentary). The programme is now more adequately staffed and has more adequate equipment support (compared when it started November 2009). Previous broadcasts of ‘TV Jor Nuer’ can also be viewed on the TPBS website (Telephone Conversation, 22 January 2010).

The first programme aired on Saturday, 14 November 2009 consisted of a variety of contents starting from an analytical piece on the eroding culture of Chiangsaen and the changing culture of that part of the North to the rapid economic development and the commercial growth along the Mekhong River connecting countries such as Southern China, Laos, Thailand, and Burma. To rectify this problem with a balanced approach, one needs co-operation from various sectors in Northern provinces such as Chiangrai, Phayao, and Chiangmai. This is an opening piece of the program, followed by the lifestyle of the Pakakayor hilltribe. Pakakayor people by and large are still not receiving proper TV signals, let alone the ‘TV Thai’ signal. They are now made aware of ‘TV Thai’ and its civil society building task in the form of the citizen journalism segment through the VCD that a Patakayor leader brought to show. They are also more aware of the citizen journalism through the training activity for citizen journalists. As a regulation,

---

9 Source: ‘TV Jor Nuer’ first program, November 14, 2009.
all partner groups working to produce the broadcast must join the basic training course for citizen journalists. It inspired the thought that common people can learn to be citizen journalists and can be part of the voice reflected in the citizen news segment by selecting the issue, composing the script, editing the footage, and expecting the wider impact from the airing of the news.

Then comes the ‘Around the Northern Town’ segment which covers short news updates from provinces such as Nakhonsawan, Phitsanulok, Pichit, Tak, Phayao, and Chiangrai. Contents include the migration of birds, illegal labour, commercial impacts, gold digging, agricultural products gone bad, fog problems, and street walk affairs for pedestrians. Then a documentary followed on Aka (ethnic) youth in the village of Huay Koh, the province of Chiangmai. The youth got together to share concerns and find solutions to their own problems, which affect not only the economics and lifestyle of the residents here, but also those from various other villages. The leading youth group recalled that they went on sight-seeing and learning tours to empowered areas to see how they solve their problems. The youth came home to adapt these approaches and strategies. The group formed a few years back is now an exemplary group for others to follow. In the documentary, youth leaders, community leaders, and concerned residents within the area were interviewed and footage was shown of the youth group working at repairing the levy through collective and concerted effort. It is narrated in the local Aka dialect, with a youth translator providing a central Thai translation. It is indeed a bottom-up citizen work and production broadcast on ‘TV Jor Nuer’; (TV Jor Nuer’ first program, November 14, 2009).

The first appearance of the ‘Local Dialogue’ segment in the ‘TV Jor Nuer’ broadcast introduced ‘TV Jor Nuer’ and its theme. It sets precedence for other stories to be used in local dialogue segment in which a theme will be set and a panel of participants will be engaged in the dialogue, preferably in a roundtable format. But the location will be chosen by the local groups concerned and tend to be informal. But it will be taped, not live. A male and a female anchor would moderate the discussion with a group of panelists from TPBS civil society team, the Northern Regional News Center, the academic group, the citizen journalists group, the local news media group, and the local wisdom, art, and culture group. In the first programme the panelists recalled the moments and experience before and during the formation of ‘TV Jor Nuer’ and mentioned their future expectations. They also discussed the difficulties in producing the program, and what has yet been left to be resolved. The two objectives of the programme are clear - it reflects the issue selected by the local, concerned group, and the local issue is further sharpened into a public issue. The local dialogue segment revealed a clear regional and even national significance and impact. Those who are keen on using the local Northern dialect used the dialect in the discussion, with the moderators summing up the issue and the lesson learned in the central Thai dialect. It was said that the ‘TV Jor Nuer’ was launched with a lot of concerted and continued efforts for the past several years.

10 ‘TV Jor Nuer’ first program, November 14
11 ‘TV Jor Nuer’ first program, November 14, 2009.
Chapter 4: Making of ‘TV Jor Nuer’

months by the local citizen groups together with the civil society building efforts of TPBS and the ‘TV Thai’ Northern Regional News Center.

‘TV Jor Nuer’ showed an art and culture piece from Lampang Province on the theme of wood carving, which has long been the strength of Lampang Province. Its purpose was to show that this art could be maintained, could provide livelihood and could be passed on to next generations, instead allowing it to become extinct. It featured a local wood carving business operator and showed interviews of a few other artisans. Another objective was to reveal the significance of the art to the viewers across the Northern provinces with the hope that other provinces would find their art and cultural strengths and try to maintain and pass them on as well.

It ended with the Northern calendar segment to announce the upcoming events around the region, with the announcement of some of the contents for the next ‘TV Jor Nuer’ programme to be telecast on 21 November 2009, which included the lifestyles of the rafters in Phitsanulok Province and the residents near Kwan Phayao (large natural lake). It also played a Northern style song specifically composed for ‘TV Jor Nuer’ depicting how this TV programme is strengthening civil society in the North, allowing their local voices to be heard in their locally designed and desired manner.11

This theme song is played at the opening and closing of the programme. The optics in the art and cultural segments will be constantly revised and improved following the viewers’ feedbacks. The presentation style of the programme host and the segments being presented will be constantly improved. The visual clips and details are pre-viewed and critiqued by the collaborative team of TPBS staff, civil society groups, and concerned parties who form the joint production board for the programme. After this, the content is further improved. In the introductory programmes good quality visuals were used. Other aspects pre-viewed and discussed are the theme songs, footages to be used for the opening and closing, and during the segments, even the qualities required for the host 12.

The third joint production board meeting was informed that the previous joint production board meetings were held in the earlier few months to go through reams of footage submitted by several civil society groups from various Northern provinces for pre-viewing, critiquing, and requirements for further refinement. During these meetings, various other issues were discussed for the preparation, launch and continuation of the ‘TV Jor Nuer’ programme. This included deciding the launch date of the show. It was moved a few times from mid-October to the end of October.

‘TV Thai’ eventually premiered the first ‘TV Jor Nuer’ programme on 14 November, with a press conference in Chiangmai Province on Saturday, 7 November, as a launch activity.

The episode aired on 21 November 2009 had a large degree of citizens’ involvement behind the screen and on the screen. It covered a special report on the change in the

11 ‘TV Jor Neur’ first program, November 14, 2009.
12 Third Joint Editorial Production Board Meeting held in Chiangmai on September 16, 2009.
way of life of raft house population in the province of Phitsanulok due to modernization, a citizen journalism report on herbal medicine by the Pakakayor ethnic group in the Salaween River area in the province of Mae Hong Son, an art and culture piece on the preservation of a Northern instrumental musical practice (*plaeng sor*), along with a documentary on Kwan Phayao (natural lake in the province of Phayao) and the Local Dialogue segment as a supplement to the documentary. The third episode on 28 November 2009 featured a special report on the change in the lifestyle of umbrella-making residents in the province of Chiangmai as a result of latest developments, a citizen journalism report on the works of senior volunteer groups looking after other senior fellow citizens in need, a documentary on Mae Kha Canal, and the ‘Local Dialogue’ segment on the change in the livelihood of local residents near Ping River as a result of replacement of the levy (small dam) with the construction of the floodgates, all from Chiangmai Province (the taped programs of ‘TV Jor Nuer’ aired on November 21 and 28, 2009 supplied by ‘TV Thai’ Northern Regional News Center (News Bureau) located in Chiangmai Province).

The researcher met and interviewed or observed the work done by the teams and individuals involved with the making of the Mae Kha canal documentary, the making of the Kwan Phayao documentary, the citizen journalism story on the senior volunteer group, among others. This was done to understand the process involved in producing these contents. The findings and details have been reported in this chapter.

**From Off-Screen, Behind the Scene Work to On-Screen Reality**

What is shown on the screen requires tremendous off-screen, behind the scene initiatives and concerted efforts by the citizen groups, networks, communities, and related parties. Such off-screen, behind the scene work can be divided into meetings, forums, and production. This part of research reflected in Chapter 4. However, this only illustrates a small part of the whole of this media production output by active citizens-viewers of ‘TV Thai’ and others.

**Meeting and Forum**

The Third Joint Editorial Production Board meeting was held on 16 September in the afternoon at Art Hall in Chiangmai. The previous ones were held at the School for Local Culture Inheritance and the University of Payap in the North. The third meeting followed what was discussed earlier in the past few months about producing programmes and launching the ‘TV Jor Nuer’.

At the beginning of the meeting, Somkiat Juntusima showed a citizen reporter clip from the Southern Province of Nakhonsritammarat about the illegal practice in fishing as an illustration for the citizen journalist work to be included in ‘TV Jor Nuer’. But this was not new to all the 15 participants at the meeting. Nattaya Waewweerakup from the ‘TV Thai’ (Thailand agenda) programme participated in the meeting after she hosted
Chapter 4: Making of ‘TV Jor Nuer’

a programme for her show in the evening, on the theme the Election for the Mayor of the Chiangmai Municipality. She shared her views that the ‘Local Dialogue’ segment should be able to elevate the significance of the local issues to the regional and national level issues. She promised to train and assist the local citizens to improve the ‘Local Dialogue’ segment. At that meeting, it was agreed upon that she would help in recording the first three episodes of the ‘Local Dialogue’ on the public issues in the provinces of Chiangmai, Phayao, etc. It will carry the similar format she used for Thailand agenda recorded earlier in the day on the temple ground of Wat Suan Dok (Suan Dok Temple).

At the meeting, comments and critiques were made about the pre-selected segments of citizen journalist news, documentaries, music, titles of the program, the footage between each segment, the language, auditioning of the program hosts, and more. Strengths and weaknesses were pointed out by the participants, with each one of them asked to comment and critique, to get wide-ranging views. All were satisfied with the way the preparation went, but questioned the expectations from the ‘TV Thai’ citizen journalism desk and the Northern Regional News Center. Many asked if they were too high considering that the local citizens are producing contents. Resolutions and compromises were made at the meeting about what should be a reasonable, moderate way for judging and evaluating the work by citizens to qualify to be on the program in the initial phase.

On the other hand, reservations were expressed about slots for local citizens in the later programs, and whether they would be sufficient. Concern was also expressed over whether the constant insistence upon improving the works by the citizen groups would result in a lack of material for the later programmes. The ‘TV Thai’ news team pointed out that the production by the local citizens had not quite met certain standards. Though this resulted in a wide debate on this point, all seemed to agree later that this is a learning experience for all parties concerned and all need to make adjustments. Issues were also raised about improving the work on screen and behind the screen at the same time.

In other words, the citizens should learn to improve their development activities, lives, and communities while producing material for ‘TV Jor Nuer’. The programme co-ordination team mentioned that some programmes on ‘TV Jor Nuer’ would be re-broadcast on the nation-wide ‘TV Thai’ channel at the later stage when things would be settled. Projections about the launch and the related activities were made. They were expected to be around end of September or in October.

It was agreed that a conference would be held one week prior to the launch. Suggestions were also made to bring out hot issues and real problems the local citizens face, in the ‘TV Jor Nuer’ contents. A wide debate was also conducted about the overlapping of formats and contents shown in each category. For example, a documentary sounds like an analytical news piece, and what is suited for the local dialogue segment sounds like a documentary. About this, academics, practitioners, ‘TV Thai’ news staff, and the more experienced participants pointed out that the
programme should be made in such way that they would depict a clear distinction between different segments so that they should be well understood by the audience. The atmosphere in the meeting is democratic, with each major item in question being voted upon by the participants, e.g. the title of the program and the local dialect flavor issues. The meeting lasted for three hours, and the announcement for next gathering or activities in areas in the North which would be beneficial to the preparation of the program were made, e.g. the visit to the areas to do the shooting by the News production team.

Ideas and proposals for segments and contents were announced in a previous joint production team meeting held before the third meeting. Some ideas presented were the local way of life for hill tribes, the way of life for Kwan Phayao fishermen, solutions for their problems, and the revivalism for raft people in Phitanulok province, among other things. Apart from that, contact and group names from several networks who converged to contribute to ‘TV Jor Nuer’ and their topics of production were also distributed at the joint production team meeting, so as to keep the others informed and allow for sharing of ideas and information for the producing and improving ‘TV Jor Nuer’.

According to the co-ordinator of citizen journalism and ‘TV Jor Nuer’ Atcharawadee Buaklee, this project enabled active citizens to take part as journalists and producers with hands on experience. ‘TV Jor Nuer’ project answers the needs of the active citizens who want to exercise their rights as owners of ‘TV Thai’ as they have already been involved in development work, have a strong sense of public consciousness, and want to have public space to disseminate information and news about their work. They can do this by equipping themselves as citizen journalists from where they can further improve their skills for producing documentaries and other programmes on ‘TV Jor Nuer’. The network could help by promoting citizen journalists across local areas in their related provinces as the starting point. The joint co-operation model between Center for Regional News in the North, other citizen groups and concerned parties is a model that was being used now. From that point the provincial networks reach out to their areas and expand the networks to bring more volunteers into the scene. This responds to the problems of lack of staff and capacities to cover news across the region by the ‘TV Thai’ Regional News Center alone.

‘TV Thai’ has now set a model for elevating the local issues to public or national issues through the impact of prime time programming, e.g. ‘Change Thailand’ and ‘Thailand Agenda’. These programs are focusing more on issues and problems in the local areas that have public and national significance, for example the issue of the election of the Chiangmai Municipality Mayor. The professional teams from ‘TV Thai’ will help coach the joint local production teams at the beginning of the launch.

---

13 Handout from the previous meeting by the ‘TV Jor Nuer’ joint editorial production board distributed at the Third Editorial Joint Production Board Meeting.
Chapter 4: Making of ‘TV Jor Nuer’

Meetings and forums contributing to the design and format of ‘TV Jor Nuer’ directly or indirectly can come in quite a few forms, apart from what was discussed earlier. While there are forums and meetings which brew ideas and agendas translatable into topics on ‘TV Jor Nuer’, there are other types which breed ideas for developing formats or segments on the TV program.

A precedent for ‘Local Dialogue’ was set on 16 September 2009 when the team of the ‘Here is TV Thai’ programme led by Nattaya Waewweerakup came to Chiangmai to film the discussion on the temple grounds at Wat Suan Dok. The subject was ‘The Election of the Chiangmai Municipality Mayor’. At this forum, efforts were made to raise awareness of TPBS and its role in strengthening civil society, including the work and activity of citizen journalism. Proposed launch of ‘TV Jor Nuer’ was also mentioned. The participants to the forum came from various civil society groups concerned with the election of Mayor.

About 40 people turned up from the senior group, the women’s group, the tourism group, the education group, the social group, NGOs, the local media group, the local environmental group, Audience Council members, the ‘TV Jor Nuer’ coordinator, the local politician group, the ‘TV Thai’ News team from Bangkok, and the local coordinators. At this forum, apart from the new approach to make calls for the candidates to answer the voters’ demands, the issue of need for more women to engage politically was raised. Each group representative was urged to go back and spread the word to encourage marginalised voters and silent majority voters, especially the women, who constitute a large part of the voters, to turn up for the voting. While the forum was being shot, the program host invited each participant was to talk. The program lasted for over an hour.

The 4 October election was now appended to the local agenda of Chiangmai, which would be raised to the public and national level by this TV programme. This propounding of issue to the public, at the national level was not possible only through the TV programme, but it required civil society groups to spread the word and create impact for change, it was noted at the forum. According to the local academics and NGOs present, the civil society sector in Chiangmai has grown significantly from the past, and they have been able to make stronger impacts on policies and changes in the recent years. They hope to see this advance to the higher level in this incident.

It was observed by the floor that the participants in the forum are active citizens who are concerned with the lives and quality of life of Chiangmai people. At the forum, urgent issues and agendas were discussed and posted through the programme for the candidates and also to make people across the country and in Chiangmai aware of these issues and agendas. More dialogue between the locally elected officers and the voters and citizens was insisted upon. Less pollution, better quality of life, less traffic jams, slowing pace of development to stop eroding culture and traditional way of life, unity among people, higher level of happiness, more people who are concerned about others, better connected communities, cleanliness, safer road conditions, and more
were the various issues discussed. Instead of being passive to these changes, the forum called for active citizens to closely monitor the works of the elected officers, including the Mayor and demand that these promises be met.

The programme host concluded that these issues be taken immediately by the active citizen groups after the programme recording is concluded. While the programme ‘Here is TV Thai’ could help raise this issue to the higher public level, much more concerted efforts by the civil society groups are required to carry on this task further before and after the elections in early October. The floor agreed that this approach of shooting the forum and showing it at the evening prime time could be effective, but they also saw the importance of reaching out to the local media channels in various forms to spread the word about this activity. The host pointed out that this format to raise public awareness could provide an example for the local dialogue for ‘TV Jor Nuer’ (Election of Chiangmai Municipality Mayor Forum, September 16, 2009).

This point was emphasised again by the programme host at the third joint editorial production board meeting after the recorded forum. It was suggested that the size of the audience could be small or big, depending on the topic and interest of the participating groups. The format for conducting the forum was that the host asked questions, invited the participants to discuss, and then the host summed up the issue. The researcher was told that the next few shoots of the ‘Local Dialogue’ will be conducted by Nattaya Waewweerakup in a similar manner on the crucial issues facing the provinces such as Phayao and Chiangmai (3rd Joint Editorial Production Board Meeting for ‘TV Jor Nuer’, September 16, 2009).

On 4 October 2009, a ‘Local Dialogue’ type of forum was held in the Northern province of Phrae to capture the issue of the preservation and revivalism of Mae Phuak River. It was titled ‘People of Denchai (a district in Phrae Province) and the Preservation and Revivalism of Mae Phuak River, the River of Life’, and was held at Wat (temple) Sikarintarawas in Denchai District from 9.30 a.m. until around 12.00 noon. The day also marked the end of the Buddhist Lent, which drew hundreds of villagers and well-wishers to the temple. Many of them joined the forum after the end of the religious ceremony. According to the main coordinator of this forum Somroj Sumranchararak, who is also on the joint production board, this type of forum provides a good example for the ‘Local Dialogue’ segment. It was noted that in the earlier meetings of the joint production board, that a common theme for the Northern population would revolve around water and natural resources and way of life  

The participants came from various civil society groups such as the senior citizen group, the women’s group, the youth group, the monastic group, the local wisdom group, the environmental group, the village leaders group, the local administration office group, the local media group, the citizen journalist group, and more. Somroj spent a considerable amount of time explaining the significance of Mae Phuak River before inviting a panel of speakers, including a monk, an engineer, the environmental

---

expert, the Mae Phuak River expert and the Local Administration Officer. Most of them spoke in the local Northern dialect most of the time, but Somroj assisted by providing a Thai summary as well.

After the introduction, a documentary about the issue of floods in Phrae produced by the team of citizen journalists from that region was shown. This type of documentary provided conceptual base for making documentaries for ‘TV Jor Nuer’ later. It was thorough and comprehensive. The citizen journalist team of Phrae mentioned that ‘TV Thai’ would organise a training session to produce more citizen journalists in this province and the provinces nearby to supply material for ‘TV Jor Nuer’ and to create strong citizens among the viewers.

As the introduction was made and the documentary was shown, participants began to be concerned about the situation of Mae Phuak. This type of dialogue, according to Somroj, would constitute a good format for the ‘Local Dialogue’ in which an issue is raised with the proper context. In this module forum, the speakers provided history and the pictures from the past before bringing the crowds to the problems of the present, then they projected into the future looking at what strategies and mode of execution was needed. The panelists all agreed that there was no choice and no time left for the concerned citizens but to take concerted efforts and actions to rectify this problem17.

The host and the panelists showed ways to explain a local issue to the public by drawing the larger picture and projecting concrete solutions, including pointing out that Mae Phuak river is a small vein within Yom river system connecting a few provinces in the upper North. A systematic approach and strategy is required to preserve and improve Yom River (another main river in the North) while doing the same to improve Phuam River.

During 6-7 October 2009, a forum held at Phet Hotel in Kampaengpet province focused on learning about the citizens’ experience from the provinces in the lower part of the North including Phitsanulok, Phichit, and Kampaengpet and evaluating the work of the civil society groups in the area. Networks from those provinces that work on citizen journalist stories and other contributions of contents and ideas also joined in. Though their main interest is in development issues and the obstacles to reaching the goals, they came well equipped with footage and material ready to show the researcher and his team samples of citizen journalist works and documentaries. Their systems are in the process of being revised and improved upon.

Pichit, Kampaengpet, and Phitsanulok provinces have shared problems about the environment and natural resources, but they all have unique priorities such as the rivers and the related issues for Kampaengpet and Phitsanulok, while for Pichit, it is about coal mining and its effects on the environment18.

Apart from the forums and meetings mentioned earlier, interviews were conducted and observations were made about the persons, stories, behind the scene teams of

18 Forum to Evaluate the Work of Civil Society Groups in the Lower Northern Region Held in Kampaengpet Province, October 6-7, 2009.
active citizens producing citizen journalism stories and documentaries. These qualitative
techniques were employed to gain perspectives of and insights into the translation of
the behind the scene, off-screen works into on-screen reality with the significant
contributions from active citizens/viewers.

Citizen Productions
Mae Kha canal (main canal in Chiangmai province)
A citizen journalism report was produced by a group of active citizens in Chiangmai
province and aired on the national screen of ‘TV Thai’ on 6 May 2009. It began with
a message that on World Environment Day, they would like to dedicate this programme
to returning the Mae Kha canal to its original healthy state. Mae Kha canal should not
be seen just as a pollution bed to collect deposits. The environmentalists have grouped
together and have been taking some positive steps for the last three years.

Mae Kha is a proud heritage for Chiangmai province. But its future is in jeopardy.
The group has been engaging itself on important days in doing good activities to save
Mae Kha. GOs, NGOs, and Pos were called upon to make collective efforts. The Mae
Kha canal flows down to Mae ping river (another main river in the North), which further
flows down to Chao Phraya river (main river in the Central plain of Thailand). It is
believed that the situation could be improved by adopting a systematic approach. An
outspoken citizen journalist in Chiangmai province, Anand Anandtah gave the voice
over to the three minute piece. The news clip reveals the murky condition of the canal
and the activities people have been taking to improve such condition.

Another news clip was shown as a follow-up on the ‘Change Thailand’ programme.
In the segment called ‘Citizens Help Change’ citizen groups were interviewed on the
topic of Mae Kha canal. There is a man giving the voice over alternating with clips of
Mae Kha canal. The theme is on change to help clean up Mae Kha canal by collecting
garbage from the canal. A few persons were interviewed, who talked about Mae Kha
being the seventh auspicious entity of Chiangmai. The other man called for a concerted
partnership between parties involved to help make this happen. The clip also showed
volunteers engaged in the clean up campaign. It lasted for three minutes, and it was
aired on 10 June 2009.

The two pieces broadcast on the national programme of ‘TV Thai’ gave ideas for
materials for ‘TV Jor Nuer’ from the perspective of the Chiangmai province group.
Arnon Tantiwiwat and Todsapol Srinuch\(^\text{19}\) recalled how they became involved with
the ‘TV Jor Nuer’ project. They first attended the citizen journalist training session.
They have been involved with development work before, but they realised the
importance of having access to the media and using media space. At the training session,
they used the Mae Kha plot as the theme and developed the details since then. Before
the World Environment Day in May 2009, they have been preparing for the short piece

\(^\text{19}\) Interviews done at Suan Dok temple, 2 October 2009.
for citizen journalist segment. They then chose the angle for the news.

Todsapol said that as per the process for getting on air, they submitted the script to the regional news center. The script was revised three times before they proceeded with filming the footage and interviews etc. On the broadcast day, they revised a part of it to suit the theme. ‘TV Thai’ has a way to screen the contents. It is a learning process for those submitting work and the ones broadcasting it also.

According to Arnon, on the day of joining the training for citizen journalism, participants were given an introductory presentation about ‘TV Jor Nuer’. It was different from regional news segments on other channels and local cable TV stations. The difference started from the beginning of the production process, where data and opinions about the program contents were collected from local people concerned.

Todsapol suggested more training was required to take their issues to a higher level. The citizen groups need to be trained further in addition to being given more opportunities. The citizen groups have issues, but they need know-how and equipment to highlight them. The people who were trained by TPBS certainly benefit from the training.

Todsapol said further that Chiangmai needed more citizen journalists for this project who are well-trained and qualified. He argued that for this project to be widespread and sustainable, the people who are actually affected by it should be allowed to come out and join the teams.

‘On the higher level of production by the citizen groups, documentaries are being produced, and their theme will be water.’

The citizen groups approached the Mae Kha group to extend the length of the documentary on the canal to 8 minutes. They looked for professionals to assist them. They were recommended names for this, and the team went in to talk to the production house. They had about four to five meetings and the producer then adjusted the sequences and order of the documentary. This was also a learning process. Then the tape was sent to the regional news center for further refinement. Then they would mature to the higher level, e.g. the ‘Local Dialogue’ segment.

Todsapol suggested that in order for the three minute citizen journalist news to have an optimal effect, it required documentaries and other materials to bundle issues into something of greater significance. Todsapol said that Mae Kha canal still has many more issues to be presented, but it was necessary to develop and sharpen issues and dimensions further. Arnon said that the expansion to the central TV screen was a good idea, it would be sufficient to raise awareness among the related northern partners. It was a concern that the feedback on issues could be strong. Todsapol argued that ‘Jor Nuer’ was a tool, but it was the emphasis, the essence and the message which could create more impact.

Arnon and Todsapol were later interviewed at their office where they work with
an NGO on the issues concerning Chiangmai city including environment and living conditions of residents. Recalling from the behind the scene activities while making the documentary, Arnon said that the cause of the pollution of Mae Kha canal was seriously investigated. He said that they started from calling meetings with communities to survey from the start to the end of the canal. It was discovered from the series of studies that sewage was connected to the canal throughout the city of Chiangmai. It was then understood that a multiple partnership was required, and they went to talk to the municipality on this issue.

Once the citizen journalist group was firmly established, they then formed a team to elevate this issue to be a public issue. They needed concrete pictures and evidence to present a strong case for the partners concerned. The footage showed massive amount of data collection of meetings and community interviews. Many of these communities have been involved with the improvement of Mae Kha for a decade, but seems like they could not cope with this problem. The footage collected also showed very dirty and murky pictures of Mae Kha, which are not allowed to be shown on TV as it can bring lawsuit\(^2\).

Todsapol reflected that the lighting and filming techniques for collecting the footage are plain and simple, and the quality is not very good, so they need assistance with this. He further showed the footage of garbage collectors coming to collect trash and the people in the city near the market place and the surroundings. Then they zoomed the camera on the sewage sending the polluted water into Mae Kha canal. These unedited footages are great evidence for the people to see the impact of water usage on Mae Kha canal.

Todsapol showed an early source of materials to be used for documentaries, which are now being developed. It showed the footage of the people cleaning the canal. The theme and objective for the documentary would be the better living conditions for the people along Mae Kha canal. It also showed how the community residents devoted themselves in cleaning the canal. The footage also showed young children and youth being involved in the activities to clean up the canal. Some of them expressed strong interest in being citizen journalists to pursue these related issues further.

Anan Ananta from the citizen journalism network in Chiangmai province said in the interview that five or six issues including the environment, health, living conditions, are the focus of the group. They first sought raw data. They had been advocating issues for 20 years. The work has been voluntary. At the beginning of the Mae Kha canal campaign, they walked around and met residents in communities. Their attitude was negative. They collected news broadcast about Mae Kha, and there was a strong evidence for people to see. But the time for broadcast is too short, and inadequate. Communities are sincerely involved as they see the importance of what they were doing to improve the canal. They often met community residents in the evenings.

Citizen journalists can include everyone who volunteers with a high level of public

\(^2\) Interview, at the office, October 2, 2009.
consciousness to bring out news and good things to the community and public. In this process, it is hoped that the citizens who participate in the news production as citizen journalists can deepen their levels of voluntarism and public consciousness. However, the barriers remain that the early lot of trainers for citizen journalists are without equipment, and they expected that kind of assistance from ‘TV Thai’. Some came for the training to climb up the ladder socially after being citizen journalists; this is something to watch for carefully. This office is equipped with the funding received for other environmental projects. They still remain unprofessional, but are satisfied at this point. They need further training to be able to do more.

As far as ‘TV Jor Nuer’ is concerned, the variety of program is crucial. The content needs to be interesting and digestible to draw the viewers. ‘TV Jor Nuer’ is a good space for presenting important issues before the public. To further push and make local issues to be public issues, one needs to have a clear goal, strong information and strong will. One needs to measure the interest of the people, and choose the people who are interested to help lift the issues to the community level.

Then the community node should be used to further push the agenda. The one-hour broadcast per week of ‘TV Jor Nuer’ may not seem adequate. It is better than having only a tiny space for citizen journalists in the evening. ‘TV Jor Nuer’ is a place where one could think empathically about other areas. People can watch and give feedback. Public Forum (‘Waetee Satharanar’) by Nattaya Waewweerakup is a good idea, and it is effective to elevate the local issues to public and national level issues. This sets a good example for the ‘Local Dialogue’ segment.

According to the coordinator of citizen journalism and ‘TV Jor Nuer’ Acharawadee Buaklee materials about Mae Kha canal and the water situation in Chiangmai province were broadcast on ‘TV Jor Nuer’ on 28 November 2009 in the form of documentary and Local Dialogue segments. This is evident in the summary of the ‘TV Jor Nuer’ taped programs on November 21 and 28 presented earlier.

---

**Phayao Province Case**

According to Communication Arts lecturer from Narusuan University, Phayao Province Patra Burarak ‘TV Jor Nuer’ reflects a form of participation which comes in many ways, including the TV organization participating with the viewers and the viewers participating with the TV organization. In some cases, TV opens an opportunity for the viewers to get involved. ‘TV Thai’ therefore allows a very high level of public participation, even up to decision-making and policy making levels. The citizens are allowed to make changes on their

---

21 Interview done at the office, October 2, 2009.
22 Interview with Anand Anandtah, October 2, 2009.
23 Telephone Conversation, November 25, 2009.
24 Interview done at Naresuan University, Phayao Province on October 4, 2009.
own. They do this with strong public consciousness, which they have even before they join the work of ‘TV Thai’. The lecturer joined the activity as a networker for citizen journalists. The lecturer sent youth and university students for the training. They returned with refreshing ideas about citizen journalists and the roles they are supposed to play. ‘TV Thai’ does something that other free TV channels cannot. ‘TV Thai’ is expanding its network, and the academics joined the initial meetings to give advice. The academics supervised citizen journalists’ work, sent them news and presented training material.

Kwan Phayao is the main theme, and Patra Burarak pulled together research, and found that the theme should be on the fishermen’s way of life. A huge natural lake is called Kwan in Thai. It supported the needs of the community. The documentary is thought out in this way of what was already produced and is now being edited and improved upon. The youth groups have been involved with the development work before and they bring a keen sense of media production with them. There has been some agreement that a public forum about Kwan Phayao would be held every month, and the data would be analysed by researchers on this issue.

What will be broadcast on ‘TV Jor Nuer’ is one thing, but the forums, meetings and work behind the scene are what make the citizens of Phayao province stronger. Last July, a training forum was held in Phayao and groups from Chiangrai province also attended it. ‘TV Jor Nuer’ opens up the public space for the active citizens to be involved in the development. In the past, no such thing was allowed. With the existence of ‘TV Thai’, it remains to be seen if the opening up of the public space could be achieved. To help produce a program is a dedication and requires constant learning and adjustment. This is the high form of participation, which needs to be sustained. Nevertheless, the good thing for having ‘TV Jor Nuer’ is that for whatever information local residents want, it is given to them. This TV program needs to create strong impact. If the people can prove that they can do this work, then they can manage something more, but if not, one hour could be quite a burden.

After this documentary is finished and broadcast, another documentary will follow on Ing river (another main river in Phayao). They are compiling material for this documentary. For this and other future work by the citizens’ group, the citizen journalists and the youth network will do the most of the things by themselves. Supervisors to these documentary projects will observe from a distance to allow them to grow. According to Patra, the Phayao province model is a success because of several factors such as the youth group, support from within and without communities, networking, alumni, existing personnel, and local media network.

Kwan Phayao documentary shown to the researcher on 5 October features
Chapter 4: Making of ‘TV Jor Nuer’

a fishermen’s community near Kwan Phayao. A fisherman is interviewed about his lifestyle and how the change affects him. It shows the footage of a fisherman and his lifestyle. A fisherman named Pong said that the volume of fish being caught is reduced considerably, and he is not certain about his future as a fisherman. The seven-minute documentary contrasts the lifestyle of another fisherman Chai who quit as a fisherman to be a labourer. Though his work is tough, the income is steady. He no longer considers himself a fisherman. Then the documentary goes about explaining the context and building of Kwan Phayao which has greatly affected the lives of the fishermen. It also shows the footage of modern day children and youth who are out of touch with the lifestyle of the fisherman.

The documentary concludes that should the conditions of Kwan Phayao be improved and its treatment and the handling of the problems be systematically done, the lifestyle of the fishermen is likely to return, and so does the hope for people like Pong who decided to continue to work as a fisherman and even those who left the community may be ready to return if they could make a living as a fisherman.

Citizen journalists and producers of documentaries Songkran Panya and Arkom Inritt revealed that the documentary (see box) is based on considerable research and left quite a number of angles related to the issue for the discussion and the forums to be held in the coming months. Arkom showed the still photos of the meeting to decide on the work behind the scene involving TPBS staff, a university academic, and Chaiwat. The ongoing survey process of the area was described when a fisherman took them out on a small boat to survey part of Kwan Phayao. Songkran showed the still photos of community forests in the area where the river flow starts. They intend to form a working group to handle and manage the problems. It will make people aware about Ing river to Kwan Phayao and the Mekong river connecting Thailand to neighboring countries. Songkran said that while helping develop the area off screen, they needed to have partnership with private, governmental and non-governmental entities to establish rules for this. Local Administration Officers understand our problems, and they engage the junior water investigators to measure the level of oxygen in the rivers. But they still work separately. The forums and the working committee will connect them together behind the screen.

According to Patra Burarak, the documentary on Ing River was broadcast on ‘TV Jor Nuer’ in December 2009 (Telephone Conversation, 18 January 2010).

Songkran said that while waiting for ‘TV Jor Nuer’ to be telecast, a few forums will be held to propel this issue into a public issue. An academic forum will be held among the local academics and concerned parties to discuss the issue, while the ‘Local

---

25 Phayao’s documentary shown to the researcher at Songkran Panya’s and Arkom Inritt’s Office, Phayao Province, October 5, 2009.
26 Interviews done at their office, Phayao Province, October 5, 2009.
Dialogue’ segment on Kwan Phayao is shot by the team of Nattaya Waewweerakup. Then more forums and meetings will be held by Local Administration Offices and the POs and NGO networks. The forums will present problems and push the authorities for developing strategies.

Songkran said that they did homework by asking people from different communities and groups who have been involved already. They contacted those identified, collected data and filmed for a few days. They worked and revised scripts a lot, but the availability of the people to be interviewed remained inflexible so they needed to work as per their schedules.

Arkom said that the point of view of the documentary is only genuine and complete in all issues, and it carries the messages to the viewers when the messages are strung together in a logical way. Songkran feels that the techniques need to be improved to tell the story in a better way so that it is accepted by the viewers. The villagers love to see themselves and the natural shots of their surroundings, nothing fancy and overly technical.

Songkran and Arkom took the team of researchers to see the area near Kwan Phayao and to the fishermen’s village. According to Arkom, a small hill called Doinok is the beginning of Ing River, which comes down to join Kwan Phayao. Previously, Kwan Phayao was a small area, but after the Fishery Department built a floodgate to block the river, it explodes in the middle to become Kwan Phayao today. Ing River is so circular that it connects to Mekong River.

Then after the nightfall, the team of researchers was taken to see the Fishermen’s village near Kwan Phayao where one could find the residence of Pong who still prefers to stay in the area and continue to work as fisherman. Pong was relaxed and having dinner inside his home when the visitors arrived. He invited all to share the meal with him while he filled in the details for what little was shown in the documentary. Pong said that the development projects and ideas behind the documentary will be much larger, and now the villagers concerned have projects to further improve the villagers’ lives and livelihoods, including making fishery products by the villagers to earn extra income. It is now gaining popularity far and wide, and once the documentary is released, they hope their area will be better known. They also divulge details that a learning center will be built here by outside funding sources to maintain, preserve, and carry on the culture and wisdom of the fishermen’s village near Kwan Phayao. Experienced fishermen like Pong will be made lecturers and demonstrators at the learning center.

Songkran said that the public spaces both at the forums and on ‘TV Thai’, including ‘TV Jor Nuer’, would allow active citizens like Pong to communicate their genuine issues to the wider range of viewers.

Other cases surveyed include that of Nan province, Kampaengpet, Phrae, Phitsanulok, and Pichit provinces.

---

27 Interview with Pong done at his residence, October 5, 2009.
28 Discussion at Pong’s house, October 5, 2009.
Chapter 4: Making of ‘TV Jor Nuer’

Nan Province

According to the core liaison person of citizen journalism and member of the joint editorial production board Surian Wongpeng, discussions among TPBS, community, and related teams jointly producing ‘TV Jor Nuer’ proposed to take up water as a common issue. The water from the North flows throughout the country. People from the North and the forest should develop good understanding of the water issue. Nan river belongs to Nan province. It provides more benefit to Chao Phraya river. The issue now is concerning the digging of the mote of Nan river. Sand is dug from the river. To film the documentaries needs more equipment, and the people do not have such equipment. Surian has been pushing for the production of documentaries from each area. ‘TV Thai’ requested a few documentaries from each area.

According to a young female citizen journalist named Supreeya Promta, in this area one of the problems is trash. Local residents have no trash in front of the houses but young volunteers like Supreeya are able to separate garbage for them. Now, the network to which Supreeya belongs has been consulting with other networks to understand the situation facing other communities. She was invited to give talks to the TV programme during the visit of the former Prime Minister, General Surayud Chulalont. Public issues for Nan and for her areas can include lack of adequate educational facilities. According to her, the ‘Local Dialogue’ segment on ‘TV Jor Nuer’ will a very useful tool to bring local issues out to the wider public.

A citizen journalist’s work sample on garbage management in the sub-district of Nam Kian was shown. The report shows that everyone manages trash by themselves. In the process of filming the report, Supreeya and the team were shown examples of families and persons who make use of garbage for organic manure for growing plants. Youths in Nam Kian take part in separating garbage. The footage shows that youths and villagers eagerly take part in this task. The few faces who are key persons in the citizen journalist team are featured in the citizen journalism report as active agents for change.

Apart from the Nam Kian report, Supreeya showed another citizen journalist clip on the issue of the division within the country. She interviewed a medical doctor who was a former communist sympathiser. Because of the ‘Red Shirt’ political turmoil in the area in April, she decided to do a programme on this issue. The plot is approved, but the contents and footage were edited a few times. The citizen journalist clip reveals villager’s reactions to the news from the April red-shirt protest. They were urged to talk to the doctor, who was a former Communist sympathizers in the North. The doctor said that this is an issue of the past. Young Communist sympathizers fought with the government and fled to the jungle. They have learned the lesson from the past. The footage showed the surroundings of the village where the doctor lives, with the farmers

29 Interview done at community radio and development office, Phayao Province, November 4, 2009.
30 Interview done at the community radio office, Nan Province, November 4, 2009.
31 Nam Kian Garbage Management citizen journalism story.
Chonticha Chaisen\textsuperscript{32} and Supreeya Promta started first by participation which helped to make them familiar with the communities. Chonthicha, another young citizen journalist in the area said that because she is familiar with the people, they feel comfortable to tell truth to her. She said that citizens are able to develop, stimulate and push for change. Supreeya said that citizens are members of communities who can use knowledge to promote their communities. She added that public consciousness includes voluntarism and desire to help others. Chonticha agreed that once they are concerned with others, they become less self-centered. But Supreeya said that as citizen journalists, if they have this public consciousness, they will be able to reveal themselves truly.

Supreeya further elaborated that the training opportunities allowed the citizen journalists to develop skills and opportunities. Chonticha added that they are grateful for these opportunities. But Supreeya thinks that the techniques are difficult, and they cannot catch up. Supreeya argues that citizen journalists are common people, and not professionals. They need to be well-informed. Chonticha disagrees and argues that citizen journalists know the depths and breadth of the issue and hence are able to provide insights about it. But Supreeya thinks that they should abide by the ethical rules.

As far as steps for collecting information for news, Supreeya said that she looks for an area, and shoot footage and talk to people who know. She receives a lot of help as the people want their news to be promoted. Chonticha added that she needs to look for strengths, survey the area, collect footages, edit, record the voiceover. She receive good cooperation because she wants others to know about their areas.

Supreeya said that documentaries would be the next step. It will provide the depth and breadth. Citizen journalists can do only a brief one. But she believes that short films can do a better job because it is edutainment and it allows the villagers to act and reveal about themselves. But Chonticha is convinced that documentaries are better and dramas and short films will be good too. More training and skills for presenting, editing, narrating are needed.

According to Surian Wongpeng, this year ‘TV Jor Nuer’ received more technical and production assistance from the ‘TV Thai’ news team overall, when compared to the initial period in November 2009 (Telephone Conversation, 18 January 2010).

\textbf{Kampaengpet Province}

Communication Arts Lecturer Nutrada Wongnaya\textsuperscript{33} from Rajabhat Teacher’s College, Kampaengpet province says that participation is a key to make ‘TV Jor Nuer’ a success. Though many networks announced this as a policy, still more groups of people are still to be brought into system. Other groups have been actively involved in development

\textsuperscript{32} Interviews done at the community radio office, Nan Province, November 4, 2009.

\textsuperscript{33} Interview done at Ratchabat Teacher’s College, Kampaengpet Province, October 7, 2009.
issues before. ‘TV Thai’ is now urging common people to use this public space. Citizens can now use this space on ‘TV Jor Nuer’ to express their views. Kampaengpet province is still under represented, e.g. for citizen journalist groups. Many groups are unaware of ‘TV Thai’.

Citizen journalists still have problems with the techniques for producing news. Now, Nutrada is working on the issue of university students. People’s news should be the focus. ‘Local Dialogue’ is crucial. The choice of hosts is important, as the audience should like them. The hosts must be experienced and witty. The middle class people will watch this sort of programme. They are skilled and can apply this knowledge elsewhere. It should be issue-based, and the locations and participants must be genuine. Certain issues are larger and beyond any citizen’s ability to cope with. Citizens also change their views about reporting. Issues by the people need to be sharpened, so there needs to be academic assistance. This group is composed of university students. They need to look for appropriate issues. They have now proposed issues that can be taken up. Academic institutions should take part as nodes to help them in terms of production. These nodes need to be independent. In the short term, ‘TV Jor Nuer’ is good, and the people are ready for it. The staff is inadequate in number though the project is good, and this gap needs to be filled.

Coordinator of the lower North for ‘TV Jor Nuer’ Anan Jantrapirom\(^{34}\) from Kampaengpet province says that many sectors come together to work on the issue. Citizens represent the people’s power. The people socialise and they share concerns with each other. Citizen journalists trigger the thoughts after the segment is watched. Communication Arts lecturer from Rajabhat Teacher’s College of Kampaengpet Province Nutrada Wongnaya contacted the participants to join and form a team. Citizens need to take more part to bring out news to promote their areas. There are two groups of citizen journalists, the academic and youth groups.

Kampaengpet province had a training session at the end of the last year. The civil society groups came for natural resources issues. They have the committee for the province and region as can be evident from the meeting in Kampaengpet province. The training for citizen journalists should be expanded to youth groups. Without expansion, the networks working on ‘TV Jor Nuer’ cannot reach to wider viewers, narrowing the base for the contents. There is not enough staff to do this. There is a need to supply stock of news. Documentaries need to be prepared, but it needs time to make them.

According to Anan, documentaries should start with the positive aspects and then add controversies. The preparation is now on to deal with the water resources issue with the focus on the forest and the way of life. The documentary team will also present the issue of the lower part of Mae Ping river. The documentary will talk about the original lifestyle of the people along the river, then the change caused by the industry

\(^{34}\) Interview done at Phet Hotel on October 6, 2009.
and the people. For instance, fish have disappeared due to this changing condition.
The issue will be broken down into smaller topics.

A talk with the team responsible for behind the scene work for the Ban Lhum area
in Phitsanulok province points out that fish population has decreased. The documentary
will deal with this issue. Fishermen came looking for fish after the floods. The footage
shows that the floods do not affect the complete area. The team collected the footage
of the fishermen village before Loy Krathong Festival. Canals near Yom river are a
public property. The footage also shows fish jumping off the road. All this would be
worked into a documentary (Behind the scene work for the Ban Lhum area in
Phitsanulok Province shown to the researcher at the Kampaengpet Province forum,
Phet Hotel, Kampaengpet Province, 6 October 2009).

Pichit Province
Boonyuen Wongsa-nguan from Pichit province spoke during the interview on 6 October
2009 at Phet Hotel. To push the issue to be a public one, local issues need to be better
communicated to the people. ‘TV Jor Nuer’ would provide this opportunity. Initial
episodes of ‘TV Jor Nuer’ are satisfactory, but the production team is inexperienced.
There should be an extension of the one-hour slot per week to something more. The
group should meet regularly. The group has different issues which require its members
to meet often. The group has just started in terms of citizen journalists, and it is learning
a lot, and it needs trainers from outside. It also needs better equipment as well (Interview,
October 6, 2009).

According to Boonyuen Wongsa-nguan, ideas and contents suggested by the active
citizen groups in Pichit province have already been translated into a ‘TV Jor Nuer’
broadcast, for e.g. the ‘Local Dialogue’ segment on gold mine and an ‘Art and Culture’
feature on a local art aspect of Pichit province. (Telephone Conversation 15 January
2010).

Phitsanulok Province
Core liaison person for ‘TV Jor Nuer’ from Phitsanulok province Sakorn Songma35
said that citizen journalists are the ones who help disseminate news and information
about their areas. Once they are better connected and they make their task to improve
the situation, they can better relate to the issues. The citizen journalism slot on ‘TV Jor
Nuer’ provides the local citizens the public space to bring their matters out to the
public. More than half of the people who join ‘Jor Nuer’ are from outside the media
circle. Sakorn suggested that as viewers do not find documentaries interesting, those
which are to be shown on ‘TV Jor Nuer’ should be on common issues such as those of
the rivers of Ping, Wang, Yom, Nan. Furthermore, if concerned parties are invited to

35 Interview done on October 6, 2009.
Chapter 4: Making of ‘TV Jor Nuer’

take part in making the documentary, they will evoke interest. One hour per week duration of ‘TV Jor Nuer’ is too short. The issues from the local areas are numerous. Local residents need to evaluate their own issues.

According to Sakorn Songma, the network of active citizens he is associated with in Phitsanulok province is working on a documentary to be broadcast on ‘TV Jor Nuer’. (Telephone Conversation, 15 January 2010)

Training
Apart from the forums and meetings which pave the way for an understanding of the process involved in the making of ‘TV Jor Nuer’, there is a need for specific training of citizen journalists in areas like research techniques such as interviews, observations, note-taking, survey, shooting and also an understanding of how this media production project can create active citizens/viewers of ‘TV Thai’.

A training session for citizen journalists (who are also keen to get involved in ‘TV Jor Nuer’ work) was held during 2-4 October 2009 at Wat Suan Dok (Suan Dok Temple) in Chiangmai. It was attended by participants from several civil society groups. The age group was from 15 to 60, with about 30 participants attending from provinces of Chiangmai and Lampoon. Achrawadee Buaklee showed a short VCD promoting the citizen journalist segment shown on ‘TV Thai’ previously, especially stories from the North. The VCD also pointed out that the training brings citizen journalists and professional journalists together. As citizens, they expressed their rights by engaging in this activity.

“Citizen journalists are high quality citizens who respond to the duties of the country”, said coordinator of citizen journalism and ‘TV Jor’ Nuer Achrawadee Buaklee. She said that the work of the citizen journalists involves not only the production, but a lot of work behind the scene. “This training is the learning and sharing of the experience.” (Interview with Achrawadee Buaklee, Wat Suan Dok, Chiangmau Province, October 3, 2009).

The co-ordinators from the citizen journalist news desk, the civil society building team responsible for citizen journalism segment and the making of ‘TV Jor Nuer’ participated in the training. The news staff screening the work of citizen journalists and news producers imparted the training and gathered feedback.

The expectations expressed by the participants ranged from receiving techniques to be a citizen journalists and networking, training in video editing, shooting, sound, information on dissemination of knowledge about the training to the inheriting of local wisdom, and the pushing of local agendas to public agendas. The three-day training session require that each participating team and group prepares materials and contents for producing a citizen journalist story. They learnt to write stories, produce footage, edit pictures and sounds, and put together a draft story. Feedback and comments were given by the peer groups and training team on the third day. They then submitted a
story line to the citizen journalist desk for further refinement before handing over the draft story with footage and sound for further commenting and improvement. It was said that it normally takes at least a few drafts of going back and forth between the production team, the citizen journalists desk and the editorial team before it is allowed to go on air for about three minutes per piece.

Despite these expectations, the training session did not delve deeply into the technical aspects as much as it did bring out ideas and laid them down in a clear manner with the awareness of the impact the reportage based on these ideas could make. The training involved sharpening the focus of the story to be newsworthy from people’s perspective and the pride of using their own dialect in reporting such a story. The training also pointed out the do’s and don’ts for citizen journalists and the legal and ethical considerations that ‘TV Thai’ has to protect it as a public service broadcasting (PSB) station.

Altogether, such training sessions have been held more than 20 times in 2008 and more than 20 times in 2009 already. The areas that are interested in having training have to contact ‘TV Thai’ and wait for their turn, as the sessions will rotate and give training when the areas are ready and the team is available. Though citizen groups from one area or province only are preferable to control the size of the training group, it is feasible to have citizen groups from districts or provinces nearby to join as well if the coordination team can manage it.

A variety of participants and the active engagement in public activities by the attending groups are key considerations. Several participants found it satisfactory and useful to have such training sessions provided for three days, but they are concerned that not enough technical know-how is given and lack of equipment for the working groups to produce the news can be a problem. Though the Northern Regional News Center (Northern News Bureau) and News team from Bangkok assist them with staff and equipment, the fast expansion of citizen journalists may out-speed the assistance. Participants suggested that assistance to buy equipment can be given to the local partners.

Training sessions provide a firm basis for ‘TV Jor Nuer’. However, it was pointed out at the training that the professional standards and ethics for citizen journalists (which could be applicable to ‘TV Jor Nuer’ as well) are lower than those by professional journalists.

An example of the 2-4 October 2009 citizen journalism training participants to be used on ‘TV Jor Nuer’ is a story about senior volunteer group assisting aged groups in need in Chiangmai province. This three-minute citizen journalist story was shown on ‘TV Jor Nuer’ on Saturday, 28 November 2009.

Citizen journalists, their related networks and their expected contributions to ‘TV Jor Nuer’ can be better understood from the survey done among them covering the four aspects - participation, citizenship, public space, and public consciousness.

The survey was conducted with 33 respondents from three categories of people related to making of ‘TV Jor Nuer’. They are citizen journalists contributing to materials
shown on ‘TV Jor Nuer’; core liaison persons for citizen journalists contributing to materials shown on ‘TV Jor Nuer’; and producers/editors of materials produced by citizen journalists. The following is the summary of the results in terms of the four aspects concerned.

The findings of the survey reveal a positive correlation between the four aspects – participation, citizenship, public space, and public consciousness – in citizen journalists and their networks. The majority of the respondents confirmed in their answers that their reason for participating (helping to improve their skills and the content of ‘TV Thai’) is genuine and the level of participation (public interest rather than personal interest) is high. Reflected in the answers by most of the respondents is their keen sense of citizenship (e.g. knowledge acquisition) and public consciousness (being a good listener and providing assistance and counseling to others). Most of the respondents also emphasise the importance of having the voices of local citizens from across regions to be heard on ‘TV Thai’ in the solid form of citizen journalism reports (the widening of public space as allowed by ‘TV Thai’). Most of them agreed that ‘TV Jor Nuer’ provides a great opportunity for active citizens to get involved in some form of content production by citizens, and that ‘TV Thai’ stands out among free TV channels in Thailand as far as allowing for audience participation to contribute to materials shown on TV.

(For tables of questionnaire results, see Appendices D 1-17, and for the sample of the questionnaire, see Appendix E 2.)

Depth interviews were also conducted with several respondents of the survey, among others, regarding the four aspects of strengthening civil society, viz. participation, citizenship, public space, and public consciousness. The following characteristics of the four aspects can be derived:

Citizen Journalists Contributing to Materials Shown on ‘TV Jor Nuer’

**Participation**
- Get involved to share knowledge and experience with others.
- Establish clear views about the issue among others.
- Help increase the number of citizen journalists.
- Gain new perspectives and develop oneself and one’s skills.

**Citizenship**
- Possess beneficial knowledge and apply it to improve works.
- Be equipped with the right knowledge and information to solve problems.
- Be well-rounded about certain situations and aware of one’s skills to solve problems.
TPBS: Toward Building a ‘Civic Minded’ Society

- Develop one’s network and professionalism.

Public space
- Open up the space for a variety of programmes suited for various age groups
- Allow local explanations to be accepted at the public level
- Enable people in other areas to be aware of cultural diversities and differences
- Enable citizens to guide issues and agenda for news
- Use public space to create forums for solving problems that are beyond the capacity of communities to solve
- Gain public space to discuss local issues bit by bit to address local to provincial, public and national levels

Public consciousness
- Make calculated moves in helping others
- Prioritise problems and issues in order to address and solve them
- Make an effort to find collective solutions to solve complex problems

Core Liaison Person for Citizen Journalists Contributing to the Materials Shown on ‘TV Jor Nuer’:

Participation
- Share knowledge and information about important topics
- Introduce and get introduced to new techniques for improving work performance
- Bring change in society, starting from local areas
- Bring benefit to communities concerned directly

Citizenship
- Use acquired skills to adapt to other areas of work
- Know more about other areas apart from metropolitan and urban areas
- Be aware of one’s rights and responsibilities and privileges in society
- Make sure one’s obligations and responsibilities can be met

Public space
- Open up the area of communication for communities through local citizens
- Allow for media contents suited for citizen groups to be shown on TV
- Allow for citizens from other areas to be aware and correctly understood about one’s community
- Broaden the horizon for members of communities and development groups to be more effective in their work
Chapter 4: Making of ‘TV Jor Nuer’

- Allow for alternatives to the solutions one is used to, to emerge through public space
- Provide access to news and information to citizens from far-away areas
- Provide space for others to learn about and critique one’s community’s approaches to solving problems and vice versa

**Public consciousness**

- Extend assistance to others at various levels, starting with what one could do immediately
- Intuit values of altruism and voluntarism
- Be concerned with public benefits at large
- Make sure community problems can be solved

**Producer/Editor of Contents Produced by Citizen Journalists Contributing to the Materials Shown on ‘TV Jor Nuer’**

**Participation**

- Get involved into present ideas and topics to networks to create dialogue for solutions
- Share new insights and knowledge that the crowds maybe unfamiliar with
- Participate in the production process
- Get information and news across to other areas

**Citizenship**

- Take responsibility in the tasks concerning one’s area and beyond
- Be an effective communicator of topics and ideas

**Public Space**

- Reflect on diversity of cultures and areas
- Allow for dialogue and sharing of knowledge and differences in the nature of problems and solutions required.
- Provide details that are specific to areas to enhance knowledge and understanding from other areas.
- Find space to advocate local issues to be public issues.

**Public Consciousness**

- Be empathic and compassionate to others
- Attend to others’ problems and needs as if they are yours

*(See the list of depth interview questions for each category in Appendices E 4-6.)*
The four aspects concerning the active citizens surveyed whose views reflected in terms of numbers and figures and comments in the survey could be succinctly summarised in the words of the team of trainers of citizen journalists and core liaison persons who came to the citizen journalism training session on 2-4 October 2009 discussed earlier.

A producer responsible for citizen journalism reports at TV Thai Poomipat Boonliang said that citizen media are nothing new. Websites, local media and community media by citizens have been involved in this, but the concept of citizen journalists is something new. Citizen journalists tell people about themselves. It ends the gap created by professional journalists who do not care for such issues. Citizens are ordinary people who have rights and privileges. The state must listen to the people too. Any area that is interested in citizen journalism and submitting stories needs to have the spirit. The feedback has been good for the participants. Poomipat reflects that since the training session tends to be short (3 days by average), those learning to be citizen journalists need learn more thru practice by themselves over the period. The training only contributes a little part of that. Over a period, now professional journalists and academics accept citizen journalists more.

According to Poomipat, for citizens who want to expand their skills, they may want to try to produce documentaries. Documentaries will provide them more space. Those who want to produce documentaries need more training. They need to learn more about production.

Another young producer of citizen journalism stories and citizen journalism training officer for ‘TV Thai’ Sakon Charoenwet said that citizen journalists are volunteers who care to do something. With the media in their hand, they can produce stories and tell them to a larger number of people. With regard to training, Sakon feels that it must be in tune with the local participants. As for ‘TV Jor Nuer’, it must bring a balance between citizen and production teams. There need to be more talks and better understanding among parties concerned.

Another co-ordinator for the citizen journalism training session in October, Busaya Kunakornsawat said that ‘TV Thai’ allows active viewers to help present news and information. While the media provide a vehicle, local residents produce stories about their communities, hoping to create social change. Active citizens believe that they can make change, and they do not stop at only thinking it. The media help bring and connect people together.

Commenting upon various segments on ‘TV Jor Nuer’, Busaya suggested that citizen journalism builds upon materials that are already available to citizen journalists, but the presentation of such materials on TV can create an impact. The news is communicated and delivered to farther audiences. Documentaries are effective. ‘TV

36 Interview, Wat Suan Dok, Chiangmai Province, October 3, 2009.
37 Interview, Wat Suan Dok, Chiangmai Province, October 3, 2009.
38 Interview done at Wat Suan Dok, Chiangmai Province, October 2, 2009.
Jor Nuer’ is something that should be emphasised. ‘TV Jor Nuer’ requires contributions from a lot of people who are quite busy with their own work already, so it remains to be seen how this will work.

In conclusion, the TPBS civil society strengthening mechanism - Northern TV Program, ‘TV Jor Nuer’ in Thai, proves effective in drawing significant contributions from active citizen-viewers of ‘TV Thai’, related networks and parties. It proves effective also in receiving assistance from TV Thai related News, TPBS civil society units and teams in translating off-screen, behind the scene aspirations into on-screen reality. This happens despite the fact that their contributions to ‘TV Jor Nuer’ are still less than the desired.

It remains to be seen how sustainable this can be and whether the highest levels of participation can be achieved, according to the TPBS participation model, with citizens involved in production and decision making up to policy change. In the near future, it is hoped that active citizens-viewers and their related networks and parties as ‘Friends of Public Media’ are allowed to be more involved in the production of the programmes that are more difficult and technical such as ‘Local Dialogue’, ‘Art and Culture’ features and others. It is hoped that co-operation and co-ordination between related TPBS teams and its units from the Northern Regional News Center, the citizen journalism news desk, civil society team, and the citizen groups and their related networks and parties can be achieved on a higher scale. According to the producers, civil society staff, academics, local media, local wisdom experts, and every party and entity involved in this project, everyone is on the learning curve together, with more room for adjustments and improvements in terms of their work styles, attitudes, and skills.
TPBS: Toward Building a ‘Civic Minded’ Society

Reference

Thai Language

Publications

TPBS Performance Report 2008 (Chp. 1)

Handout from the previous meeting by the TV Jor Nuer joint production team distributed at the Third Joint Production Board Meeting on September 16, 2009.

Website material

Citizen Journalism, from Thai PBS website (Chp. 2)

Citizen Blog, Citizen Journalism (Chp. 2)


The article titled ‘Debate NaDaentai, Citizen Journalists VS Professional Journalists from the Perspective of Thepchai Yong and Somkiat Juntusima’, accessed on The Campaign for Popular Media Reform (CPMR) website, October 10, 2009.

Jor Nuer TV Program

First TV Program, broadcast on Saturday, November 14, 2009.

The taped programs of TV Jor Nuer aired on November 21 and 28, 2009 supplied by the ‘TV Thai’ Northern Regional News Center located in Chiangmai Province.

The Audience Council provincial forum, September 11,09 (Chp. 3).

Third Joint Production Board Meeting for TV Jor Nuer held at the Art Museum, the Province of Chiangmai, September 16, 2009.
Chapter 4: Making of ‘TV Jor Nuer’

Forum to Evaluate the Work of Civil Society Groups in the Lower Northern Region Held in Kampaengpet Province, October 6-7, 2009).

Denchai Forum, Phrae Province, October 4, 2009


Training

Citizen Journalism Training in Chiangmai, Wat Suan Dok, October 2-4, 2009.

Citizen Journalism Story

Citizen Journalism Story about Mae Kha Canal, May 6, 2009.

Nam Kian Garbage Management Citizen Journalism Story.

Interview

Interview with Anan Ananta, Office, Chiangmai Province, October 2, 09.

Interview with Arnon Tantiwiwat and Todsapol Srinuch, Suan Dok temple, Chiangmai Province, October 2, 09.

Interview with Arnon Tantiwiwat and Todsapol Srinuch, Office, Chiangmai Province, October 2, 09.

Interview with Patra Burarak, Naresuan University, Phayao Province, October 4, 09.

Interview with Songkran Panya and Arkom Inritt, Office, Phayao Province, 5 October, 2009.

Interview with Pong (Kwan Phayao Fisherman) at his residence, October 5, 2009.

Interview with Surian Wongpeng at Community radio and development Office Wednesday, Phayao Province, November 4, 2009.


Interview with Chonticha Chaisen and Supreeya Promta, Community Radio Office,
Nan Province, November 4, 2009.

Interview with Archan Nutrada Wongnaya at Ratchabat Teacher’s College, Kampaengpet Province, October 7, 2009, Kampaengpet.

Interview with Anan Jandrapirom, Phet Hotel, Kampaengpet Province, October 6, 2009.

Interview with Boonyuen Wongsa-nguan, Phet Hotel, Kampaengpet Province, October 6, 09.

Interview with Sakorn Songma, Phet Hotel, Kampaengpet Province, October 6, 09.

Interview with Busaya Kunakornswat, Wat Suan Dok, Chiangmai Province, October 2.

Interview with Achrawadee Buaklee, Wat Suan Dok, Chiangmai Province, October 3, 2009).

Interview with Poomipat Boonliang, Wat Suan Dok, Chiangmai Province, October 3, 2009).

Interview with Sakon Charoenwet, Wat Suan Dok, Chiangmai Province, October 3, 2009.

Telephone Conversation


Telephone Conversation with Patra Burarak, 18 January 2010.

Telephone Conversation with Surian Wongpeng, 18 January 2010.


Telephone Conversation with Sakorn Songma, 15 January 2010.

Telephone Conversation with Wiwatchai Somkum, 22 January 2010.
Chapter 4: Making of ‘TV Jor Nuer’

Discussion

Discussion at Pong’s house (Kwan Phayao Fisherman), October 5, 2009).

Kwan Phayao’s documentary shown to the researcher, Arkom Inritt and Songkran Panya’s Office, Phayao Province, October 5, 2009).
This chapter discusses the findings and results of an integrated research methodology employed to study the two mechanisms that Thai Public Broadcasting Service (TPBS) uses in strengthening civil society. By strengthening civil society, it implies inducing public participation to help improve the works of TPBS, and expanding civic media networks with contributions of active citizens to contents and ideas of TV segment and programs.

The other mechanism involves the networks and collaborations being developed with active citizens and civil society groups in Northern Thailand with ‘TV Thai’ news staff from Bangkok and in the North. The objective of the TPBS Civic Media Network Department is to expand civic media networks with contributions from active citizens to contents and ideas.

**Research Questions 1 and 2**

To understand the ways in which the Audience Council and its expansion of ‘Friends of Public Media’ (‘Puen Seur Satarana’ in Thai) function, it is necessary to look at the process from the beginning. As is evident in Chapters 1, 2 and 3, the official term used by TPBS for such friends is ‘Friends of Public Media’, but the commonly used term at Audience Council forums across the country is ‘Friends of TV Thai: Public Television’ or ‘Puen Tewee Thai: Tewee Satarana’ in Thai for a better understanding by the forum participants from across 16 civil society segments.

Since the time of the research, civil society strengthening has happened at two levels in the Audience Council - at the regional and the provincial levels. As is evident in chapter 3, several regional forums have been held by the Audience Council with the assistance of core liaison persons to connect to ‘Friends of Public Media’ who are committee members of civil society groups from 16 clusters and other social partners whom ‘TV Thai’ targets to cover.

It is needed to understand that ‘Friends of Public Media’ are quite dissimilar to the ‘Network of Friends of Public Television’ (‘Krua Kai Puen Tewee Satarana’ in Thai) who earlier have been involved with the setting up of Thai PBS before January 2009, though many from those groups are now ‘Friends of Public Media’. Many have also joined as Audience Council Members and Core Liaison Persons. Many of these ‘Friends of Public Media’ are primarily new friends of the public broadcasting service who will help to expand friends down to the very micro unit of grassroots communities. They are in several thousands by the end of 2009 across nine regions and 16 civil society...
The process for expanding ‘Friends of Public Media’ officially began when regional forums were organised to familiarise public groups with the expansion scheme, and also to locate and identify communities, groups, and core liaison persons to join this task at the provincial level in the second half of 2009. By the end of November, all provincial level forums were held across all nine regions, except for certain forums in Bangkok and the vicinity. The format, details and resonations of voices from the 10 provincial forums have been recorded in chapter 3. The National Assembly was held in the suburb of Bangkok on Saturday and Sunday, 21-22 November 2009. It is needed to be emphasised at this point that the strength of civil society is nothing new, as most of the partnering networks and groups who have become the bridges to expanding ‘Friends of Public Media’ have been actively working at the local and national level in line with the people’s organizations (POs), non-governmental organizations (NGOs) and governmental organizations (GOs) before.

The mechanisms established by the Audience Council, including the Assembly which was held every other month before the annual assembly that was held in November 2009, followed certain formats that are required by the Audience Council Act and the TPBS Act, as discussed in Chapter 2. The Act stipulates the role, relationship and co-ordination between the Audience Council, TPBS Board of Governors and Executive Board members. The feedback by the Audience Council and its work in expanding ‘Friends’ is closely monitored by board members, who are always present at the Audience Council meetings and forums. The structure and set-up of the Audience Council are found to be established according to the Acts and they are effective mechanisms in proceeding with the networks by the Audience Council and its expansion of ‘Friends of Public Media’.

While considering the work, responsibilities and structure of the Audience Council, it is closely reflecting the roles and responsibilities found in other models overseas, especially in the UK, New Zealand and Australia, as reviewed in Chapter 2. Though it is not clear as to how much and what aspects of the Audience Council and Friends have been replicated from the overseas models, it is observed that these mechanisms are available in almost all PSB experiences in the West. Some of the members of Board of Governors and Executive committee have closely studied the BBC experience and other similar models, so it would not be an anomaly that these are western-based models with similar purposes.

As chapter 2 indicates, the Audience Council and ‘Friends of PSB’ (Public Service Broadcasting) abroad are vital mechanisms for engaging public groups in the making of and improving PSBs overseas. But the fine details would differ based on the original points of reference of each model. The Thai model being new and specific to the Thai context coheres with the TPBS Act, which uses funding of almost 2 billion baht per year from the excise taxes - one per cent of that is allocated by TPBS to the Audience Council. The first term of the Audience Council was set on expanding ‘Friends of
Public Media’ and building it upon the existing structures of civil society groups. Civil society strengthening is a key aspect of the Thai model of PSB. Thus, since the beginning, a few members of Board of Governors and Executive Board were selected from the civil society groups.

It should be emphasised here that the Thai experience is the opposite of the BBC and European model, as Thailand began with state and commercial media and TPBS was set up only recently after many decades of attempts to reform media, as indicated in Chapter 2. Those differences aside, this model drawn on the concepts of ‘Friends of PSB’ and the ‘Audience Council’ from overseas with close cooperation with civil society groups, in programming strategies in particular, reveals a broad universal appeal which could be applicable to societies where PSB media are not in existence. In particular, the Thai model proves financially stable, thus, here, there may be lessons for other PSB stations in other countries, which suffer from financial difficulties, when substantial state support is not forthcoming.

Judging the Initiative a Success or Failure
The work by the TPBS Audience Council and its expansion of ‘Friends of Public Media’ is rated as successful considering the goals set by the council and their implementation. The goals are:

a) To expand Friends’ number to 4,500 and more across nine regions or 500 friends per province. This is achieved through regional and provincial forums held during the several months in 2009 as well as through identifying core liaison persons from across civil society groups and coordinating with them.
b) To utilise budgets in an efficient manner as allocated by the TPBS Board of governors. This is reflected at the Audience Council Assembly, at the National Assembly, through interviews with executive and policy members and through observations at forums. However, several Audience Council members indicated that the budget is inadequate.

The reflections are quite accurate, but the budget approved in the next year remains almost unchanged. The areas of work for TPBS Audience Council for the remaining year before the term ends in November 2010 will change slightly. The areas will be more connected and budgets for activities will be funneled directly and indirectly to the areas, with the Audience Council playing a more hands-off role. As reported in chapter 3, quite a few Audience Council members have quit due to a heavy workload. To remedy this, the duties and responsibilities of the 50 Audience Council members may be reduced or be more equitably distributed.

One of the main strengths of the Audience Council is that its members come from various backgrounds, so they bring with them diverse experiences, especially about
development and civil society strengthening. Discussions have been held to improve ways to select Audience Council members for the next term, so as to make it possible for them to perform better.

As discussed in chapter 3, a few measures are needed for improving the work of Audience Council members. Some communications-related skills, like better framing of public hearing and forums, are needed. Some need help in terms of explaining the notion of ‘TV Thai’ to the public in simple terms. For the next batch of Audience Council members, this should be part of the training along with improving the working style and expectations. Strong academic inclinations are needed in the working team for the Audience Council, so that the forums’ information and details can be collected and addressed in a crisp and systematic way. As Chapter 3 indicates, this remains a problem with the work of the Audience Council. After the forums are held, certain issues remain unclear and strong recommendations for change to the executive and policy members are lacking. For this, the council will need a strong working committee of academic staff. The experience from the UK is that its commissions conduct research about the station, as indicated in Chapter 2. But in Thailand, until up to December 2009, TPBS has not done so, either through external bodies or through internal mechanisms.

Regarding the participation model that TPBS follows, as is discussed in Chapter 2, it could be seen that the work of the Audience Council has been successful in engaging the public as stipulated by the model. The desired level is that of ownership. But to achieve that level the council needs to reach out to more Friends and engage them in the feedback and improvement of ‘TV Thai’, e.g. as producers, representatives and voices of ‘TV Thai’. It also needs, as has been commonly agreed by the forums and Audience Council members, a network of ‘Friends of Public Media’ to be established at the local district, sub-district and even village levels.

For this, a center or location may be required so that information, feedback and ideas could be systematically collected, crystallized and improved. Boxes and baskets to collect ideas need to be put at the center. They will act as local nodes for promoting and motivating people and creating better understanding of ‘TV Thai’. They will also help to deepen levels of participation and public consciousness. If these set-ups could be organised and systematic work could be done in the next year, the Audience Council members would reach to the highest level of participation - that is, ownership - in next term. Many ‘Friends of Public Media’ have expressed their desire to feel ‘the sense of ownership’ of ‘TV Thai’.

**Research Question 7**

**Civil Society Strengthening Mechanisms**

On the four aspects concerning the civil society strengthening mechanisms of TPBS the discussion is as follows:
First is the aspects of the Audience Council and expansion of Friends. It is found that there is a correlation between the four aspects namely participation, citizenship, public space and public consciousness based on the responses to surveys by ‘Friends of Public Media’ (the questionnaire uses the term ‘Friends of TV Thai’, short for ‘Friends of TV Thai: Public Television’ in the same way that Audience Council forums across the country did for an easier comprehension by the forum participants, but to refer in the official sense to ‘Friends of Public Media’), core liaison persons, and Audience Council members. When the level of participation is high, the notion of citizenship being strong, the public space is further widened, and the notion of public consciousness is deepened.

Other factors also influence the positive correlation such as age group and education, as indicated in chapter 3. The middle-aged, and the graduates and post-graduates made up a majority of respondents as representatives of each of the 16 civil society groups from across 10 provincial forums. They also provided short comments to main issues covering all four aspects even though it was optional. A majority watched TV only 3-5 hours per week, but their main point was they were satisfied with the opportunities that ‘TV Thai’ provided to them in widening public space for the viewers and the civil society groups, not only for sending feedback, but also for allowing independent producers or citizens to get-involved in the production and sending of news and information.

Many of them found the TV Thai ‘Open the House’ Program as an effective mechanism to open the public space at the evening prime time, on Saturdays and Sundays. But several also pointed out that the timing was not suitable and the length and depth were inadequate. Some even commented that the content was more to do with complaints and feedbacks, but not enough on forums, activities and other civil society strengthening aspects.

It was thus discovered that the selection and widening of ‘Friends of Public Media’ has been mostly well-executed and correctly done as the Audience Council members down to core liaison persons and Friends are correlated. It also shows that these conditions existed prior to setting up of TPBS, and the design for 16 civil society groups is correct, and it correctly reflects the diverse social, geographical, and cultural needs.

The elaborations by all respondents from three categories in their handwriting are deduced and analyzed. They result in a framework for finding out the personalities or characteristics of the three groups in terms of participation, citizenship, public space and public consciousness. These will then be related to the thoughts and concepts propounded by Thailand and overseas thinkers and theorists reviewed in Chapter 2. No difference was found in terms of degree and depth between the Audience Council
The characteristic traits of the four aspects designed in the questionnaire for Friends, core liaision persons and Audience Council members are deduced from the Thai and foreign thinkers and theorists reviewed in Chapter 2, including David Mathews, Prawase Wasi, Poldej Pinprateep, and Paiboon Wattanasiritham. It was found that all points deduced from the theories and concepts as discussed in Chapter 2 and as reflected in the survey show that these are reliable characteristic traits, e.g. the details of participation are found to be an indication for manner of their participation, their attitudes and their definition of participation.

What could be added to these thoughts and concepts are, for example, the concept of public space or public sphere as propounded by Jurgen Habermas. The notion is correct that public space requires discursive networks through various forms. The case of expansion of Friends indicates that the widening of public space is a reciprocal process. On one hand, it is the TV station which allows for the widening of public space on screen through programming that reflects the needs of the public, and on the other hand, it is the work off-screen by the citizen groups across regions and provinces who are engaged in forums and activities for expanding Friends. These networks function on the main screen, which is reflected directly or indirectly through various degrees to programming on screen, though it could be said that substantive changes are yet to be decided and implemented by Board members.

Middle-class and better educated people play a vital role in this discursive network relationship and widening of public space, but the grassroots groups at the very micro units of society also show potential as a base for widening public space for them. This differs on the basis of the social, cultural, and economic structures of society. In Thailand, the majority of population remains at the grassroots level, and it is the main target for expanding ‘Friends of Public Media’. As with the notion of participation, it could be clearly stated that the level of participation by the respondents of the survey is high. They claim the ownership of ‘TV Thai’ and have high expectations from ‘TV Thai’ and its roles in strengthening civil society. This bodes well with the model of participation by TPBS discussed earlier in this Chapter and in Chapter 2. In terms of public consciousness, there have been well-thought out strategies. Helping others and feeling concerned for public good and society is a good thing, but it has to be done with care and caution so as not to impose oneself, one’s views, and one’s influence upon others and appear to be intruding upon others as well. Otherwise, one’s keen sense of public consciousness could be a disempowering factor for others.

The widening public space, as it is suggested by the respondents, requires that it be a reciprocal process, and the concrete result must be delivered to prove that the promises are kept and expectations are met. Citizenship is the notion, most of the respondents agree, which is crucial in this effort to strengthen civil society. It is crucial to identity groups, which are active citizens or have potential to be improved as active citizens. This requires a concrete tool, and the expansion of ‘Friends of Public Media’
Chapter 5: Public Participation, Conclusions & Recommendations

proves an effective tool. The characteristics of citizens drawn from concepts and theories by Thai and overseas thinkers and theorists cited in Chapter 2 are correct, but citizens are stronger when they are involved in concrete actions such as producing news and information and stories about themselves, communities and areas. An example of that is citizen journalism and even the making and improving of ‘TV Jor Nuer’ on ‘TV Thai’.

The Notion of Citizenship
The notion of citizenship (active citizens as TPBS often stresses, see previous chapters), it can be observed, is strong with the clear sense of public consciousness, and the opportunities to participate in a meaningful way through meaningful actions and the effective widening of public space to elevate the significance of local issues to become public issues.

As for the four aspects concerning the contributions to the contents and ideas of ‘TV Jor Nuer’ by citizens including citizen journalists and others, core liaison persons, and editors/producers (see Chapter 4), the following can be said:

- By and large they confirmed the theories and concepts by Thai and overseas thinkers and theorists in ways similar to those in the Audience Council section.
- Surveys reveal positive correlations between participation, citizenship, public space, and public consciousness. Even though the survey sample is small, due to the nature of citizen groups doing this work, which is sparse and not converged in one forum like the Audience Council forums, respondents are very keen on participating. They are motivated by a desire to help improve the work, while many want to learn and exchange ideas and knowledge about being citizen journalists.
- The participants are from a younger age group than those in the Audience Council. The younger generations are also keen to be citizen journalists in general and in the making of ‘TV Jor Nuer’ in particular. This was confirmed by in-depth interviews and observations with groups of participants not only at the training but in localities the researcher visited.

While using the model by TPBS on participation, it was noticed that it stipulated viewers’ sense of ownership and production by the public. In fact the TPBS participation model as is cited in Chapter 2 only points to citizen journalism as a form of public participation, but the ‘TV Jor Nuer’ experiment goes a notch higher by bringing in more variety of public participation. This is allowed by the structure of the joint production team for ‘TV Jor Nuer’ which includes the ‘TV Thai’ Northern Regional News Center, ‘TV Thai’ News staff from Bangkok and civil society staff together with academics and civil society networks.

Public space is gained in a more concrete form from both off and on the screen.
Even though the project is new and will require assessments in the months to come, when more people or even producers watch and closely follow it, it could be said that for those who are already involved have high expectations and feel a strong sense of ownership for their segment. Many demand that more public space, time and higher level of citizen production be allowed. But as TPBS related teams explained, the citizen groups need to improve their skills first and they will be allowed to be more involved in editing and production. In the beginning they not only need coaching, but also the vital assistance to help improve and in varying degrees materialise their weekly program contents. This assistance is provided by the Northern Regional News Center, the ‘TV Thai’ News team from Bangkok and the citizen journalist desk in Bangkok. Naturally, citizen participation and involvement in this fashion is still considered a prominent feature and it distinguishes ‘TV Thai from other free TV stations. In a similar vein, even though citizen journalist outputs are found in other countries’, it does not factor in as an essential segment of a TV program and is not allowed as much public space on a national TV channel as the citizen journalism reports have on ‘TV Thai’. But for this to happen, public consciousness in the active citizens-viewers of ‘TV Thai’ is also high and they are now more concerned with the welfare of others through more networking and production on the issues such as water and natural resources.

Thus they learn more about their problems and feel a strong sense of empathy and sharing, and learn from others how they cope with similar problems in their respective communities. Many feel that ‘TV Jor Nuer’ is a program that heightens the strong sense of Northern identity, culture and awareness. Thus what could be added to the earlier thoughts and concepts is that once direct participation through production is experienced, there is a pride and sense of strong ownership. The positive correlations between all four aspects, namely participation, citizenship, public space, and public consciousness, are high. This affirms that the notions of the four aspects reviewed in Chapter 2 are accurate and the points deduced from those questions asked in the survey are very relevant. The elaborations by the respondents also point to these fine distinctions as shown in Chapter 4.

**Research Questions 4, 5 and 6**

**‘TV Jor Nuer’ Experience**

‘TV Jor Nuer’ is an example of joint cooperation between ‘TV Thai’ Regional News Center, ‘TV Thai’ News staff from Bangkok, the TPBS Civic Media Network Department, including the citizen journalist desk, the citizen groups across all Northern provinces and other parties concerned. It is another experiment of this kind in the light of active citizens’ contributions to TV program contents in the country. Though it is not a full-fledged citizen-viewers production per se, as described in chapter 4, it involves a lot of off-screen preparation work by active citizen groups, many of them have been involved with development work as NGOs and POs for years before they joined the
production team to make ‘TV Jor Nuer’. The TPBS participation model reflected in Chapter 2 indicates that TPBS as a public service broadcasting organization involves viewers at a high level.

‘TV Jor Nuer’ is the product of many months of work by the civil society groups, concerned TPBS personnel and units and ‘Friends of Public Media’ in various capacities, including universities, media organizations, and other entities working in the North. The active citizen groups and networks appointed from amongst their own groups the key persons who would be on board of this joint production team. They participated in meetings with the TPBS and other parties concerned, which were held in Northern provinces. They also liaised with their development partners and groups which were divided into the upper and lower Northern provinces (as discussed in Chapter 4). Many of them attended the citizen journalist training sessions held in many provinces in the North as a small preparation for these groups to be part of the contributions to the contents and ideas of ‘TV Jor Nuer’. After the training, many started working on their citizen journalist stories and submitted them to TV Thai citizen journalist desk in Bangkok for revision.

Well-produced stories were scheduled for broadcast on ‘TV Jor Nuer’. It was expected to be launched in October 2009, but eventually went to air on 14 November, 2009 due to the complex working system and arrangements. Other groups who were comfortable with basic media productions worked on documentaries and/or prepared or recommended content and ideas for ‘Local Dialogue’ and other segments, including art and culture features, analysis, weekly round-up and more. They sought assistance, comments and help from ‘TV Thai’ staff, academics, local production houses, independent producers, etc. to produce their stories or suggest themes as well as ideas for contents of the program.

Three episodes were broadcast since 14 November 2009, up to the time this research was completed. Quite a few stories, including citizen journalism, documentaries, local dialogues from the groups interviewed at their local areas and during the training session in the Northern province of Chiangmai have been aired on ‘TV Jor Nuer’. Behind the scene work, which is enormous, has been well-explained by the related groups, along with their expectations and insights.

The cases of the Northern provinces of Payao, Chiangmai, cited in Chapter 4 show the enormous work that was put in before the documentary and local dialogue materials were broadcast. The intentions were clear - that the local issues could be made into public issues, to be screened by viewers of TV Thai across the provinces in the North. ‘TV Thai’ also has a provision to replay these stories on the TPBS website and Youtube, as was done in the case of stories of ‘D-Slatan Nadaentai’. The signals in the area itself are not so good even though the time slot, from 11 a.m. -12 noon on Saturday, is good. Thus, this is a weak area for ‘TV Jor Nuer’, and it leads its advocacy of issues to suffer. But the fact is that stories having strong contents and views were revised and improved until they were acceptable to professional standards and they
TPBS: Toward Building a ‘Civic Minded’ Society

were strung together to form a theme that made them delectable and acceptable.

In addition, the meeting and consultations for the past several months in preparation for the launch of ‘TV Jor Nuer’ focused on issues specific to the North, such as water and natural resources, which could be picked up as public issues easily. These issues affect the country inevitably, e.g. rivers from the North flow down to the Central Plain and Bangkok. ‘TV Thai’ News staff not only assisted in improving the original production for ‘TV Jor Nuer’, but also helped by providing equipment on temporary basis and giving training, funds and personnel. For difficult productions like Local Dialogue ‘TV Thai’ News teams either produced the programme or assisted in production.

Thus, the work of active citizens’ contributions to the contents and ideas of ‘TV Jor Nuer’ could be seen as a success story of broadcasting where the mainstream broadcasting team in the city has helped to translate grassroots ideas from off to on screen through many months of hard work (for example ‘D-Slatan Nadaentai’ discussed in chapter 4), to realise the aspirations of and give opportunities to the citizen groups by TPBS. However, it is to be seen how sustainable this system is going to be and it will depend on the efforts of the citizen groups, the improvement of their production skills, the fresh ideas and the expansion of partnership with the local communities to bring more ‘Friends of Public Media’ on board.

The citizens’ contributions play a significant role in making ‘TV Jor Nuer’, together with the cooperation and assistance by the ‘TV Thai’ News team, concerned TPBS civil society staff and the Northern Regional News Center.

The model of contributing to contents and ideas of ‘TV Jor Nuer’ is an interesting one. ‘TV Jor Nuer’ is a success owing to the networking, involvement, and contribution by citizen journalists, together with other active citizen groups, TPBS News and civil society staff from Bangkok and the North, and other related parties, which contribute to the making of the program. It began with the widening of public space by bringing in citizen journalists on the evening segment and the making of ‘D-Slatan Nadaentai’ as a pilot project for a year, followed by the preparation and launch of ‘TV Jor Nuer’ on ‘TV Thai’ in November 2009 (as described in Chapter 4).

At least a few factors make the TPBS model for strengthening civil society a success among its viewers. First is the social and political climate which enabled the establishment of Thai Public Broadcasting Service (TPBS) as a media organization in 2007 and which started broadcasting from its TV station in January 2008. It happened under the caretaker government of former Prime Minister Surayud Chulanont formed after the coup to overthrow the government of former Prime Minister Thaksin Shinawatra. As Chapter 2 explains, public broadcasting TV has never been created in Thailand throughout the several decades of the history of Thai television. One reason for that was that the Thai television industry began with state and then commercial TV stations which were the main contending forces. The BBC experience and those of countries in Europe in general were quite the opposite. Public Broadcasting TV stations
were set up as a prime mover in the TV media industry before commercial TV media and that was due to what media theorists (cited in Chapter 2) describe as, the reflection of the ‘public conscious nature’ of the people in Europe even several decades back, if not more. TV Thai was established only after the demise of ITV (Independent TV). When ‘public consciousness’ has not become second nature among Thai viewers per se, it then becomes an enormous challenge to ensure that this TV station would be long-lasting even though social and political change should occur in the future, which may cause the public sentiment about TV Thai to change. As many key informants throughout Chapter 3 pointed out, the sense of ownership among ‘Friends of Public Media’ should ensure that this TV project could last, as these people will protect ‘their’ TV station from any forms of outside pressure.

Furthermore, the manner of networking and participation by the civil society groups in Thailand is strong. When compared to several countries in Asia and other continents, civil society networking and advocacy of issues can be achieved to a higher degree here. This is evident in international assemblies among civil society sectors held in quite a few countries in the past, e.g. in several Asian countries, that the voices of civil society are not allowed in the presence of the top leaders from those countries. In Thailand, that is not the case. This research discovers and reflects the active nature of networking and outreaching by civil society groups. TPBS emphasises civil society strengthening features in its policy and implements it. This is reflected in the TPBS participation model, cited in Chapters 2 and 3, and in the set up and work by the Audience Council and its linking to ‘Friends of Public Media’. This research discovers that the civil society groups across Thailand have been actively doing their work long before the establishment of TPBS and ‘TV Thai’. This model of collaboration between the public broadcasting media organization and the civil society groups with an interdependent relationship is something unique. But it remains to be seen how far this interdependent relationship can evolve and how sustainable it will be.

The success of the TPBS civil society strengthening mechanisms in Thailand can offer an example which can be applicable to other developing societies which strive for establishing PSB media as a core component of their media reform schemes. This Thai model also induces public participation by allowing for active audiences to take part in the improvement and even the production of public television contents to a degree. The diversity of civil society groups, as indicated in Chapter 2, which converge to help TPBS improve as a PSB organization, reflects the nature of Thailand as an agrarian society. Many civil society groups work on rural community-based issues.

Based on the TPBS participation model cited in Chapters 2 and 3, all roads lead to the collective sense of ownership, which is an ultimate goal for improving TPBS and ‘TV Thai’. This research has been able to find progress being made in the right direction to accomplish that goal, reflecting on the works of the Audience Council and the making of ‘TV Jor Nuer’. The Audience Council and its expansion of ‘Friends of Public Media’ presents a case for working with the civil society groups, with relatively
adequate funding by TPBS. The Audience Council receives 15 m. baht or 1 per cent of the entire budget that TPBS receives from the government under the TPBS Act for its public outreach and other activities. ‘TV Jor Nuer’, in particular, heightens the sense of awareness, not only among Thai observers but also international observers, about the importance of citizen journalists and active citizen groups in collaborative efforts with the public broadcasting service entity to produce programming contents which are publicly driven.

To this end, it is correct to say that the TPBS participation model depicting five levels of collective actions between the public broadcast media entity and the public groups is a sound one. According to this model, the work of the Audience Council is at the second level of public involvement and the work of citizen journalism (also applicable to ‘TV Jor Nuer’) is at the third level of public involvement.

One main factor that made ‘TV Jor Nuer’ and the citizen groups’ involvement a success, at least in so far as the preparation and launch part is concerned, was the joint collaboration between TPBS and the civil society groups and parties that converged to deliver the North TV promise. It is not a smooth process throughout. Time was one issue. The other difficulty was getting the parties concerned to be at the joint board meetings. All citizen journalist stories by active citizen groups from the North (as well as from across other regions of the country) were required to be submitted to the TV Thai citizen journalism desk in Bangkok for rounds of revision and improvement for the work to meet certain professional standards.

Quite a few groups lost confidence or felt uncertain about their ability to get involved in the media production work, let alone working on the more difficult levels, such as making documentaries, local dialogue, art and culture features. Even though it is a learning process which several strong citizen groups aspire to pass through in order to fulfill their ambition to make and improve ‘TV Jor Nuer’, some groups may not feel so confident. Lack of equipment and high level training, which had not been provided to assist them, could be further hindrances.

The networking, expansion and training for active citizens to help make the ‘TV Jor Nuer’ were required. This was never ignored by TPBS staff and units concerned. Another element that is yet to be understood is how far the citizen participation in the production process of ‘TV Jor Nuer’ can be realised, based on the TPBS participation model. It involves decision making, production and the real sense of ownership. Right now the sense of ownership is strong and so are expectations from the citizens groups.

The launch of ‘TV Jor Nuer’, in some respects, results in the elevation of the local issues to the level of public issues. Clear signs of that have already emerged. In terms of off-screen work, awareness, exchange of knowledge, data collection, synthesising, and packaging of issues into media production work, the whole process which takes months to complete, has already been completed. Through meetings, coordination, forums, productions of program citizen groups involved in the making of ‘TV Jor Nuer’ and their local communities are already aware of the program’s potential. In the
filming of ‘Local Dialogue’ segment province-wide networks of NGOs, POs, and GOs were involved in identifying the core issues such as water and natural resources. That alone can be gauged as an enormous improvement on how the media reports local issues, that otherwise would be treated as local/provincial instead of public/national issues. What remains to be gauged is the impact of the broadcast of ‘TV Jor Nuer’. Many are concerned that if not pursued properly, it could be just a flash in the pan. The sustainability feature and upward mobility of local to public issues require a lot of concerted efforts and networking, all off-screen activities.

**Research Question 3**

The answer to this is pending due to the TPBS executive and policy committee decisions, which should be made and implemented in the second quarter or latter part of 2010.

Minor timely changes have been made following the forum’s suggestions regarding the time slot and presentation styles.

The National Assembly held on 21 November 2009 revealed the critical moment of the Chair of the Audience Council handing over the report to Thepchai Yong as TPBS Managing Director and a representative of Board members to carry the issues, suggestions, and recommendations gathered from many provincial forums from several thousands ‘Friends of Public media’. It is said in Chapter 3 that the issues, suggestions and recommendations are better crystallized in the report handed to Thepchai Yong than what was handed earlier to the Board members. The key Audience Council members said they would identify key issues, suggestions and recommendations raised in the annual report and follow up to check whether those changes are adopted in the programming, and even at the policy level in the future.

As these mechanisms are new to Thai society, it would be too early to judge, but civil society groups across Thailand (involved in the forums) said they would closely monitor whether these changes can be adopted. That will be the acid test to see whether the active citizens-viewers of ‘TV Thai’ are allowed to participate in the making and improving of ‘TV Thai’ in the capacities of owners of the TV station as the TPBS Act prescribes.

This, it is described, is a learning process for all parties involved in the ‘TV Thai’ system, in behind the scene and off-screen changes that the civil society groups desired and worked hard to translate into on-screen reality in the form of desirable programming contents guided by publically-driven policies. What we see now is the direct outcome of the first wave of the ‘TV Thai’, the due design and format of ‘TV Thai’ policy making, decision-making, management structures and the civil society strengthening mechanism that followed the forums held across the country in early 2008. The work of the Audience Council, and the expansion and constant improvement of ‘Friends of Public Media’ presents the second phase of civil society strengthening work.
Conclusions:
This research about the Thai Public Broadcasting Service (TPBS) was aimed at understanding the ways and means through which ‘TV Thai’, the first Public Service Broadcasting (PSB) TV station in Thailand under TPBS, connects to the viewing public groups in its attempt to strengthen civil society and create a civic conscious society. The TPBS seems to have achieved this by its structure and design of civil society strengthening mechanisms which could be seen to be reaching wide public areas across regions and provinces in Thailand. One such mechanism includes the Audience Council and its expansion of what is officially referred to by TPBS as ‘Friends of Public Media’, or ‘Puen Seur Satarana’ in Thai, but unofficially referred to at Audience Council forums held across the country in 2009 as ‘Friends of TV Thai: Public Television’ or ‘Puen Tewee Thai: Tewee Satarana’ for easier comprehension by forum participants. The Audience Council, working under the supervision of the TPBS Department of Public Participation, is tasked with inducing public participation as part of the mechanism for strengthening civil society (see early chapters). The other mechanism involves developing networks of active citizens and civil society groups in Northern Thailand and enabling their collaboration with ‘TV Thai” News staff from Bangkok and in the North and the TPBS Civic Media Network Department. The Civic Media Network is also tasked with expanding civic media networks, with contributions of active citizens to content, ideas for the TV segment, and programs, as a means of strengthening civil society for the purpose of launching the ‘TV Thai’ Northern TV program, called ‘TV Jor Nuer’ in Thai (see early chapters).

This model of strengthening civil society through active citizens’ (the term so cherished by TPBS) and viewers’ collaboration with TPBS is proving to be a unique Thai model with degrees of success in achieving such a goal. This research indicates that the TPBS set-up is able to measure certain aspects of the civil society strengthening mechanisms, but the duration of the research was not long enough to reach any definite conclusions.

This study will leave behind points of observation and indications for further research and enquiries. Changes in programming and policy pursuant to the Audience Council report and recommendations by TPBS executives (including Executive Board members) will be one of areas to watch. Another issue is that of sustainability and expansion of volunteers to work on and improve ‘TV Jor Nuer’ networks.
Chapter 5: Public Participation, Conclusions & Recommendations

The recommendations are as follows:

- It is important to follow up the suggestions and recommendations of the Audience Council, and implementations of such changes in the programming and policy of ‘TV Thai’ in year 2010 and beyond.

- The issues of sustainability and expansion of networks of active citizens should be followed up as they concern the making and improving of ‘TV Jor Nuer’ on ‘TV Thai’. This could be said of the pursuance of issues of launching of the Northeastern TV Program (‘TV Jor Isaan’) on TV Thai, which is also due to follow ‘TV Jor Nuer’, as well as the studies to gauge the performance of the Audience Council and its expansion of ‘Friends of Public Media’ in the year 2010.

- In this light, one can look at developing indices to select Audience Council members for the next term, which is due to begin in November 2010 and which will hold office for two years since. This should involve the orientation of, and preparation for, the new set of Audience Council members, so that they can be equipped with necessary skills for effectively discharging their roles and responsibilities of connecting with the local communities as nodes of communication and coordination. These pertinent skills include organizing forums, communicating information about public service broadcasting (PSB) features and functions, and synthesising and presenting reports in an academically meaningful way.

- Also required are studies regarding the fleshing out of the TPBS from TV (‘TV Thai’) to radio and Internet, as the TPBS is heading in full circuits as per the its plan in 2010 and beyond. It remains to be seen how the works from each strand of media function separately and collaboratively, how these mechanisms could help strengthen civil society in the viewers and audiences, and how the sense of PBS can be deepened in its viewers and audiences so that the culture of PBS can be rooted in Thailand. Once the Thai case is understood, one could examine cases across countries in the Asia-Pacific region and beyond.

In so far as comparative studies are concerned, proposals should be made for a comparative study of a Thai case with other cases from Asia and Pacific and beyond, with a focus on civil society strengthening mechanisms. If any countries model on the Thailand experience in the future, they should study the adaptation formats and draw on its strengths and weaknesses. Cross-comparative studies about citizen journalism involvement/active citizen journalism involvement in media productions should be conducted, and the utility of the Audience Council and expansion of ‘Friends of Public Media’ in the Asia-Pacific region and beyond must also be studied.
Appendix A


<table>
<thead>
<tr>
<th></th>
<th>BBC</th>
<th>PBS</th>
<th>NHK</th>
<th>TPBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mission</td>
<td>To lift the quality of life of people with presentation of programming and services to give information, education, and entertainment, from to inform, educate, and entertain.</td>
<td>To lift the quality of life of people with presentation of quality programming and educational services by informing, inspiring, and delighting the public, from to inform, inspire, and delight.</td>
<td>To present programming of quality and accuracy, including information and news which are neutral to lift the level of culture, happiness, and construction of democracy, from culture, welfare, and democracy</td>
<td>To produce news, education, and entertainment program contents with the level of quality and standards according to the adopted organizational ethical framework thru a variety of sources of media with public benefit and value in mind. To promote reception of intended contents and participation by audiences for building democracy; a tool for learning, educating, and improving living wellness for publics to build quality citizens; an inspiration for imaginative and creative minds of audiences to elevate aesthetic consumption in society; promotion of identity and cultural diversity to create social unity; a reflection of ethnic, social groups to allow a widening of public spheres for the marginalized and disadvantageous groups; an enhancement for better understanding and relations between communities, people, and an international community.</td>
</tr>
</tbody>
</table>


TPBS: Toward Building a ‘Civic Minded’ Society

<table>
<thead>
<tr>
<th><strong>2. Legal Form of Organization</strong></th>
<th><strong>BBC</strong></th>
<th><strong>PBS</strong></th>
<th><strong>NHK</strong></th>
<th><strong>TPBS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC Broadcasting business was formally handled by private hands, but it presents more interference in the use of electromagnetic frequency, therefore, British government founded BBC with the charter established with the royal approval thru the parliament in 1927.</td>
<td>PBS Corporation for Public Broadcasting (CPB) established PBS station in 1969 with the support of public radio and TV stations throughout the country more than 1,000 stations.</td>
<td>NHK Supreme Commander for Allied Powers (SCAP) cancelled rules and regulations that State used in controlling media and promulgated law on broadcasting in 1950 by changing the structure of NHL into a public broadcast company.</td>
<td>From ITV originated as first independent TV after Bloody May 1992 which saw change of management strategies and policies to become commercial to TPBS after the recall of electromagnetic frequency to serve the new station.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>3. Super-vision</strong></th>
<th><strong>BBC</strong></th>
<th><strong>PBS</strong></th>
<th><strong>NHK</strong></th>
<th><strong>TPBS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Government presents names of board members, 12 in total, from across professions and presented names to the Queen for appointment as board of governors (executive board) working for 5 years.</td>
<td>With the management structure of a private company with board of directors as representatives from states and corporate officers to handle various responsibilities.</td>
<td>Prime Minister appoints 12 commissioners with experience and expertise from various professions from across 8 regions of the country. The board lasts for 3 years.</td>
<td>An independent body to be free from political interference under parliament scrutiny after TPBS ACT in place, from Prime Minister Surayud Chulanond appointing five ad hoc policy members. Nine current board of governors were nominated by a selection committee composing of 15 members from across professions, after which these names with the self-election method for the chairman of the board of governors are sent before the prime minister for record checking and appointment into the royal gazette. The Board of governors then selects the MD to represent the executive board members, who in turn finds other executive board members approved by the board of governors.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BBC</td>
<td>PBS</td>
<td>NHK</td>
<td>TPBS</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>4. Program Content</td>
<td>With four channels (1) overall programming (2) creative contents, science, documentary, and art (3) early adolescents entering work force presenting news, current affairs, music, and entertainment (4) non-mainstream contents.</td>
<td>Programming packages allocated for member stations (syndicated) including children’s, culture, education, history, natural events, public interest, science, and skills-building issues.</td>
<td>With two channels, including General TV, presenting 40.5% of news, 24.7% entertainment, 23.7% of entertainment, and 11.1% of education; Education TV with 81.1% of education, 16.3% of culture, and 2.6% of news.</td>
<td>News=40% largely by the station; documentary and beneficial programming, including education=30%, with a balance contribution between the station and independent producers; and entertainment=30% largely by independent producers. Programming chart adjustment occurs every three months. 75% of program contents are produced within the country, while not exceeding 25% are imports from overseas. The broadcast hours last from 5 a.m. to mid-night on the following day, altogether 17 hours of broadcast time per day seven days a week. By the year 2012, TPBS will have full-fledged media variety, including TV, radio, website, and all, thence becoming a well-established institute for the public service broadcast in Thailand.</td>
</tr>
<tr>
<td>5. Program Source</td>
<td>BBC</td>
<td>PBS</td>
<td>NHK</td>
<td>TPBS</td>
</tr>
<tr>
<td>-------------------</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
<td>------</td>
</tr>
<tr>
<td>Largely in-house production.</td>
<td>Purchase of programs from professional and independent producers, while acting as an intermediary in feeding programs to various stations.</td>
<td>In-house production, with separate department for segmented programming.</td>
<td>News=40% largely by the station; documentary and beneficial programming, including education=30%, with a balance contribution between the station and independent producers; and entertainment=30% largely by independent producers. Programming chart adjustment occurs every three months. 75% of program contents are produced within the country, while not exceeding 25% are imports from overseas. The broadcast hours last from 5 a.m. to mid-night on the following day, altogether 17 hours of broadcast time per day seven days a week. By the year 2012, TPBS will have full-fledged media variety, including TV, radio, website, and all, thence becoming a well-established institute for the public service broadcast in Thailand.</td>
<td></td>
</tr>
</tbody>
</table>

| 6. Audience | 86.5% for TV, 63.4% for radio for general consumption; for popularity, 38.4% for TV and 50.2% for radio. | 99% of households with TV sets can receive the signal of the channel. 71% of households with TV sets watch the channel on the average of over 7.5 hours per month. | About 37.6 million households are members of the channel. Viewers spend 1 hour and 13 minutes watching the channel per day. | 17 million viewers, divided into Bangkok and Urban=7 m. and Rural=10 m. About 10 millions watch news programs, while over 2 millions watch documentaries (in the beneficial programming category) on education, environment, family, nature, travel, and more, and over 1 million watch entertainment programs. |
7. Control Mechanism

Under the control and monitoring by Broadcasting Standards Commission (BSC) which looks after contents of programs in various aspects with an annual report to the parliament.

Under the supervision of Office of the Inspector General (IG) which oversees the works of CPB in a variety of ways including capital management, program contents, processes according to Public Broadcast Act.

With the setting up of Audience Advisory Councils, consisting of professions from various areas across the country to evaluate and recommend about programming improvements.

Thru internal and external mechanisms, including TPBS ACT and Ethical Standards, organizational management measures using internal audit committee working under Board of Governors, transparent recruitment processes available on website, subcommittee from outside appointed by board of governors, Annual report to the government, parliament, financial audit by external accountants and Financial Audit Bureau, Audience Council, and externally conducted research by AC Neilson (audience) and media monitor (program content analysis).

8. Source of Financial Support for Each Fiscal year

BBC, 2,778.6 m. pounds from fees (91.8%) and others (8.2%).

PBS, 534 m. dollars from sale of programs (40.5%), CPB and Government (14.6%), business dealings (8.2%), and sale of educational products (8.0%).

NHK, 668.7 m. yens from fees (97%) and others (3%).

Funding structure of close to 1,800 m. from excise taxes, import taxes and transfer of assets from the Office of Prime Minister’s Office with regard to the UHF Television frequency. Audience Council receives 15 million from 2009, and 16 million for 2010. About 1,750 m. for 2010.

9. Expenditure

BBC, 2,602.1 m. pounds for domestic production costs, production and broadcast costs (99.5%) and others (0.5%), excluding 758 m. pounds of staff expenditures.

PBS, overall expenditures of 520 m. dollars, programming (73%), membership and educational services support (18%), technical service (6%), and organizational management (3%).

NHK, overall expenditures for 660.35 m. yens, with 74.2% for production and broadcast, contracts and fees for 12.5%, and management costs for 4.8%, and others for 8.5%.

Expenditure of about over 1,000 m. for salary, compensation, production, program management, etc.
## TPBS: Toward Building a ‘Civic Minded’ Society

### Appendix A1

#### Friends and Audience Council Overseas (from Chapter 2)

<table>
<thead>
<tr>
<th>Organization</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends of Canadian BC</td>
<td>Friends of Canadian BC (1985), association with 60,000 fee-paying members, as a watchdog, research, policy evaluation, and public opinion feeding groups for listeners and viewers. Friends came to participate in hearing to represent friends.</td>
</tr>
<tr>
<td>British Voice of Listeners and Viewers (VLV),</td>
<td>British Voice of Listeners and Viewers (VLV), a non-profit, independent association with support from members formed in 1983. It’s an NGO-like organization with orientation towards consumer protection and benefit. It gives voices of listeners and viewers before the MPs and government departments. It holds discussion with public, civic groups, while it does not handle complaints.</td>
</tr>
<tr>
<td>Friends of ABC (Australia),</td>
<td>Friends of ABC (Australia), defender and promoter of ABC (Australian Broadcast Corporation). They are friends against censorship of ABC and ABC independence. It is a national body thru state-based organization with much information.</td>
</tr>
<tr>
<td>US’s citizens for Independent Public (CIPB)</td>
<td>US’s citizens for Independent Public (CIPB) broadcast as a national-level organization. It relies on membership fees. It carries debates about broadcast future. CIPB musters strengths from grassroots. It developed a proposal for Public Broadcast Trust (PBT) as an independent organization.</td>
</tr>
<tr>
<td>TPBS Audience Council and ‘Friends of Public Media’ (Puen Seur Satarana in Thai)</td>
<td>These two concepts are borrowed from Western models reviewed in Chapter 2, but with the Thai adaptation to it. Formed in late 2008, the 50-member Audience Council represents 16 civil society group sectors, and has been actively expanding the so-called ‘Friends of Public Media’. Together, they help promote and advance the cause of ‘TV Thai: Public Television’ (Tewee Thai: Tewee Satarana, short for ‘TV Thai’) for now in preparation for the expansion of the radio and website operations of TPBS.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount (Baht)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel</td>
<td>361,983,392</td>
</tr>
<tr>
<td>Salary and Compensation</td>
<td>316,576,274</td>
</tr>
<tr>
<td>Welfare</td>
<td>26,037,948</td>
</tr>
<tr>
<td>Training</td>
<td>16,929,170</td>
</tr>
<tr>
<td>Human Resources</td>
<td>2,440,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount (Baht)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operation</td>
<td>278,782,973</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>112,390,000</td>
</tr>
<tr>
<td>Office</td>
<td>73,501,314</td>
</tr>
<tr>
<td>Management</td>
<td>64,502,824</td>
</tr>
<tr>
<td>Costly Material and Maintenance</td>
<td>21,052,160</td>
</tr>
<tr>
<td>Travel</td>
<td>7,336,675</td>
</tr>
</tbody>
</table>


TPBS
Revenue and Expense
From 15 January 2008 to 31 December 2008

| Total Revenue | 1,790,868,991 Baht |
| Total Expenses | 1,012,417,312 Baht |
| Remaining Figure | 778,451.679 Baht |
### Appendix C1
**TIME Spent Watching TV Thai per Week**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 - 5 Hours</td>
<td>50</td>
<td>41.3</td>
<td>41.7</td>
</tr>
<tr>
<td>7 - 9 Hours</td>
<td>25</td>
<td>20.7</td>
<td>20.8</td>
</tr>
<tr>
<td>9 - 12 Hours</td>
<td>21</td>
<td>17.4</td>
<td>17.5</td>
</tr>
<tr>
<td>13 - 15 Hours</td>
<td>11</td>
<td>9.1</td>
<td>9.2</td>
</tr>
<tr>
<td>More Than 15 Hours</td>
<td>13</td>
<td>10.7</td>
<td>10.8</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>99.2</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing System</td>
<td>1</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>121</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

### Appendix C2
**SEX**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>72</td>
<td>60.0</td>
<td>60.0</td>
</tr>
<tr>
<td>Female</td>
<td>45</td>
<td>37.5</td>
<td>37.5</td>
</tr>
<tr>
<td>Others</td>
<td>3</td>
<td>2.5</td>
<td>2.5</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

### Appendix C3
**EDUCATION**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>11</td>
<td>9.2</td>
<td>9.2</td>
</tr>
<tr>
<td>Secondary</td>
<td>32</td>
<td>26.7</td>
<td>26.7</td>
</tr>
<tr>
<td>Vocational</td>
<td>15</td>
<td>12.5</td>
<td>12.5</td>
</tr>
<tr>
<td>Bachelor</td>
<td>50</td>
<td>41.7</td>
<td>41.7</td>
</tr>
<tr>
<td>Post-Bachelor</td>
<td>10</td>
<td>8.3</td>
<td>8.3</td>
</tr>
<tr>
<td>Others</td>
<td>2</td>
<td>1.7</td>
<td>1.7</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>
### Appendix C4

#### AGE

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 20</td>
<td>4</td>
<td>3.3</td>
<td>3.3</td>
<td>3.3</td>
</tr>
<tr>
<td>20 - 29</td>
<td>17</td>
<td>11.0</td>
<td>11.2</td>
<td>17.5</td>
</tr>
<tr>
<td>30 - 39</td>
<td>24</td>
<td>19.8</td>
<td>20.0</td>
<td>37.5</td>
</tr>
<tr>
<td>40 - 49</td>
<td>26</td>
<td>29.8</td>
<td>30.0</td>
<td>67.5</td>
</tr>
<tr>
<td>50 - 59</td>
<td>36</td>
<td>22.3</td>
<td>22.5</td>
<td>90.0</td>
</tr>
<tr>
<td>60 - 69</td>
<td>27</td>
<td>9.1</td>
<td>9.2</td>
<td>99.2</td>
</tr>
<tr>
<td>70 and Beyond</td>
<td>11</td>
<td>8.5</td>
<td>8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total Missing System</td>
<td>1</td>
<td>89.2</td>
<td></td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>99.2</td>
<td></td>
<td>100.0</td>
</tr>
</tbody>
</table>

### Appendix C5

#### Levels of Participation Indicated in the Survey

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listen to Exchange Ideas</td>
<td>27</td>
<td>22.3</td>
<td>22.5</td>
<td>22.5</td>
</tr>
<tr>
<td>Listen to Exchange Ideas When Lead to Practice</td>
<td>12</td>
<td>9.9</td>
<td>10.0</td>
<td>32.5</td>
</tr>
<tr>
<td>Listen to Exchange Ideas When Lead to Practice and Innovation</td>
<td>9</td>
<td>7.4</td>
<td>7.5</td>
<td>40.0</td>
</tr>
<tr>
<td>Listen to Exchange Ideas When Lead to Practice, Innovation and Change</td>
<td>72</td>
<td>59.5</td>
<td>60.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>99.2</td>
<td></td>
<td>100.0</td>
</tr>
<tr>
<td>Missing System</td>
<td>4</td>
<td>8</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>121</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix C6
Public Space: TV Thai Programme Responds to Needs with Diverse Cultures, Interests, and Geographies

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most</td>
<td>15</td>
<td>12.4</td>
<td>12.5</td>
<td>12.5</td>
</tr>
<tr>
<td>Much</td>
<td>57</td>
<td>47.1</td>
<td>4.7</td>
<td>60.0</td>
</tr>
<tr>
<td>On Average</td>
<td>43</td>
<td>35.5</td>
<td>35.8</td>
<td>95.8</td>
</tr>
<tr>
<td>Little</td>
<td>4</td>
<td>3.3</td>
<td>3.3</td>
<td>99.2</td>
</tr>
<tr>
<td>Very Little</td>
<td>1</td>
<td>8</td>
<td>8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total Missing System</td>
<td>1</td>
<td>8</td>
<td></td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>99.2</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Appendix C7
Public Consciousness: Listening Behavior When Someone Unfamiliar to Them Requests Help by Audience Council Members, Core Liaison Persons, ‘Friends of TV Thai’

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listen</td>
<td>119</td>
<td>99.2</td>
<td>99.2</td>
<td>99.2</td>
</tr>
<tr>
<td>Do Not Listen</td>
<td>1</td>
<td>8</td>
<td>8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>99.2</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing System</td>
<td>1</td>
<td>8</td>
<td></td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>121</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Appendix C8
Public Consciousness: Giving Consultation to Those They Are Unfamiliar with

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refuse to do so</td>
<td>2</td>
<td>1.7</td>
<td>1.7</td>
<td>1.7</td>
</tr>
<tr>
<td>Make it a task to do so</td>
<td>118</td>
<td>97.5</td>
<td>98.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>99.2</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing System</td>
<td>1</td>
<td>8</td>
<td></td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>121</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Appendix C9

Public Consciousness: Providing Assistance Even to Those They Are Unfamiliar With

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assist Right Away</td>
<td>81</td>
<td>66.9</td>
<td>67.5</td>
</tr>
<tr>
<td>Wait and See Before Reacting One Way or the Other</td>
<td>39</td>
<td>32.2</td>
<td>32.5</td>
</tr>
</tbody>
</table>

Total 120 99.2 100.0

Missing System 1 8

Total 121 100.0

## Appendix C10

Citizenship: By Attempting to Develop TV Thai, You Achieve That Goal By

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td>25</td>
<td>20.7</td>
<td>20.8</td>
</tr>
<tr>
<td>Networking with Others</td>
<td>95</td>
<td>78.5</td>
<td>79.2</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>99.2</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing System</td>
<td>1</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>121</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

## Appendix C11

Citizenship: Upon Seeking Answers or Solution to the Problem You Are Facing, You find them

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>By Yourself</td>
<td>102</td>
<td>84.3</td>
<td>85.0</td>
</tr>
<tr>
<td>By Consulting with The Leaders of Your Network or Opinion Leaders of Your Community</td>
<td>18</td>
<td>14.9</td>
<td>15.0</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>99.2</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing System</td>
<td>1</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>121</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
## Appendix C12

### Citizenship: Upon Receiving Information Deemed Useful to You, You

<table>
<thead>
<tr>
<th>Keep That Information for Future Use</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do Not Keep That Information for Future Use</td>
<td>110</td>
<td>90.9</td>
<td>91.7</td>
<td>91.7</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>99.2</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing System</td>
<td>1</td>
<td>8</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Total | 121 | 100.0 |

## Appendix C13

### Disliking TV Thai Programming

<table>
<thead>
<tr>
<th>Name</th>
<th>Count</th>
<th>Responses</th>
<th>Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dislike1 (News Programming)</td>
<td>10</td>
<td>12.7</td>
<td>14.1</td>
</tr>
<tr>
<td>Dislike2 (Entertainment, Art, and Culture Programming)</td>
<td>26</td>
<td>32.9</td>
<td>36.6</td>
</tr>
<tr>
<td>Dislike3 (Documentary Programming)</td>
<td>8</td>
<td>10.1</td>
<td>11.3</td>
</tr>
<tr>
<td>Dislike4 (Beneficial Programming)</td>
<td>13</td>
<td>16.5</td>
<td>18.3</td>
</tr>
<tr>
<td>Dislike5 (Children and Youths Programming)</td>
<td>22</td>
<td>27.8</td>
<td>31.0</td>
</tr>
<tr>
<td>Total Responses</td>
<td>79</td>
<td>100.0</td>
<td>111.3</td>
</tr>
</tbody>
</table>
### Appendix C14

**STATUS of Respondent**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience Council Member</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>8.3</td>
<td>8.3</td>
<td>8.3</td>
</tr>
<tr>
<td>Core Liaison Person</td>
<td>10</td>
<td>8.3</td>
<td>16.7</td>
</tr>
<tr>
<td>‘Friends of TV Thai’</td>
<td>100</td>
<td>82.6</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>99.2</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing System</td>
<td>1</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>121</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

### Appendix C15

**TV Thai Programming Watched**

<table>
<thead>
<tr>
<th>Name</th>
<th>Count</th>
<th>Responses</th>
<th>Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watch1 (News Programming)</td>
<td>91</td>
<td>33.2</td>
<td>76.5</td>
</tr>
<tr>
<td>Watch2 (Entertainment, Art, and Culture Programming)</td>
<td>40</td>
<td>14.6</td>
<td>33.6</td>
</tr>
<tr>
<td>Watch3 (Documentary Programming)</td>
<td>67</td>
<td>24.5</td>
<td>56.3</td>
</tr>
<tr>
<td>Watch4 (Beneficial Programming)</td>
<td>39</td>
<td>14.2</td>
<td>32.8</td>
</tr>
<tr>
<td>Watch5 (Children and Youths Programming)</td>
<td>37</td>
<td>13.5</td>
<td>31.1</td>
</tr>
<tr>
<td>Total Responses</td>
<td>274</td>
<td>100.0</td>
<td>230.3</td>
</tr>
</tbody>
</table>

### Appendix D1

**Sex**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘Male</td>
<td>15</td>
<td>44.1</td>
<td>45.5</td>
</tr>
<tr>
<td>Female</td>
<td>17</td>
<td>50.0</td>
<td>97.0</td>
</tr>
<tr>
<td>Others</td>
<td>1</td>
<td>2.9</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>97.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing System</td>
<td>1</td>
<td>2.9</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
### Appendix D2

#### AGE

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 20</td>
<td>5</td>
<td>14.7</td>
<td>15.2</td>
</tr>
<tr>
<td>20 - 29</td>
<td>11</td>
<td>32.4</td>
<td>33.3</td>
</tr>
<tr>
<td>30 - 39</td>
<td>8</td>
<td>23.5</td>
<td>24.2</td>
</tr>
<tr>
<td>40 - 49</td>
<td>5</td>
<td>14.7</td>
<td>15.2</td>
</tr>
<tr>
<td>50 - 59</td>
<td>4</td>
<td>11.8</td>
<td>12.1</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>97.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing System</td>
<td>1</td>
<td>2.9</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

### Appendix D3

#### EDUCATION

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>4</td>
<td>11.8</td>
<td>12.1</td>
</tr>
<tr>
<td>Secondary</td>
<td>7</td>
<td>20.6</td>
<td>21.2</td>
</tr>
<tr>
<td>Vocational</td>
<td>1</td>
<td>2.9</td>
<td>3.0</td>
</tr>
<tr>
<td>Bachelor</td>
<td>14</td>
<td>41.2</td>
<td>42.4</td>
</tr>
<tr>
<td>Post-Bachelor</td>
<td>7</td>
<td>20.6</td>
<td>21.2</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>97.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing System</td>
<td>1</td>
<td>2.9</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
### Appendix D4

**STATUS of Respondents**

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citizen Journalists Who Contribute To Stories in ‘TV Jor Nuer’</td>
<td>20</td>
<td>58.8</td>
<td>60.6</td>
<td>60.6</td>
</tr>
<tr>
<td>Core Liaison Person for Citizen Journalists Who Contribute to Stories in ‘TV Jor Nuer’</td>
<td>8</td>
<td>23.5</td>
<td>24.2</td>
<td>84.8</td>
</tr>
<tr>
<td>Local Producer/Editor of Contents By Citizen Journalists</td>
<td>5</td>
<td>14.7</td>
<td>15.2</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>97.1</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing System</td>
<td>1</td>
<td>2.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Appendix D5

**TV Thai Programming Watched**

<table>
<thead>
<tr>
<th>Name</th>
<th>Count</th>
<th>Responses</th>
<th>Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>WATCH1 (News Programming)</td>
<td>28</td>
<td>34.1</td>
<td>84.8</td>
</tr>
<tr>
<td>WATCH2 (Entertainment, Art, and Culture Programming)</td>
<td>14</td>
<td>17.1</td>
<td>42.4</td>
</tr>
<tr>
<td>WATCH3 (Documentary, Programming)</td>
<td>22</td>
<td>26.8</td>
<td>66.7</td>
</tr>
<tr>
<td>WATCH4 (Beneficial Programming)</td>
<td>10</td>
<td>12.2</td>
<td>30.3</td>
</tr>
<tr>
<td>WATCH5 (Children and Youths Programming)</td>
<td>8</td>
<td>9.8</td>
<td>24.2</td>
</tr>
<tr>
<td>Total responses</td>
<td>82</td>
<td>100.0</td>
<td>248.5</td>
</tr>
</tbody>
</table>
**Appendix D6**

**Disliking of TV Thai Programming**

<table>
<thead>
<tr>
<th>Name</th>
<th>Count</th>
<th>Responses</th>
<th>Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>DISLIKE1 (News Programming)</td>
<td>1</td>
<td>4.5</td>
<td>4.8</td>
</tr>
<tr>
<td>DISLIKE2 (Entertainment, Art, and Culture Programming)</td>
<td>4</td>
<td>18.2</td>
<td>19.0</td>
</tr>
<tr>
<td>DISLIKE3 (Documentary, Programming)</td>
<td>5</td>
<td>22.7</td>
<td>23.8</td>
</tr>
<tr>
<td>DISLIKE4 (Beneficial Programming)</td>
<td>5</td>
<td>22.7</td>
<td>23.8</td>
</tr>
<tr>
<td>DISLIKE5 (Children and Youths Programming)</td>
<td>7</td>
<td>31.8</td>
<td>33.3</td>
</tr>
<tr>
<td>Total responses</td>
<td>22</td>
<td>100.0</td>
<td>104.8</td>
</tr>
</tbody>
</table>

**Appendix D7**

**Time Spent Watching TV Thai Per Week**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 - 5 Hours</td>
<td>20</td>
<td>58.8</td>
<td>60.6</td>
<td>60.6</td>
</tr>
<tr>
<td>7 - 9 Hours</td>
<td>8</td>
<td>23.5</td>
<td>24.2</td>
<td>84.8</td>
</tr>
<tr>
<td>9 - 12 Hours</td>
<td>2</td>
<td>5.9</td>
<td>6.1</td>
<td>90.0</td>
</tr>
<tr>
<td>13 - 15 Hours</td>
<td>3</td>
<td>8.8</td>
<td>9.1</td>
<td>1.00</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>97.1</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>MissingSystem</td>
<td>1</td>
<td>2.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Appendix D8

### Level of Participation Indicated in the Survey

<table>
<thead>
<tr>
<th>Activity</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listen to Exchange Ideas</td>
<td>4</td>
<td>11.8</td>
<td>12.1</td>
<td>12.1</td>
</tr>
<tr>
<td>Listen to Exchange Ideas Leading to Practice</td>
<td>4</td>
<td>11.8</td>
<td>12.1</td>
<td>24.2</td>
</tr>
<tr>
<td>Listen to Exchange Ideas Leading to Practice and Innovation</td>
<td>7</td>
<td>20.6</td>
<td>21.2</td>
<td>45.5</td>
</tr>
<tr>
<td>Listen to Exchange Ideas Leading to Practice, Innovation and Change</td>
<td>18</td>
<td>52.9</td>
<td>54.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>97.1</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>MissingSystem</td>
<td>1</td>
<td>2.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Appendix D9

### Citizenship: In Making Attempts to Develop TV Thai, You Expect to Achieve That Goal

<table>
<thead>
<tr>
<th>Method</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>By Yourself</td>
<td>9</td>
<td>11.8</td>
<td>12.1</td>
<td>12.1</td>
</tr>
<tr>
<td>By Networking with Others</td>
<td>24</td>
<td>70.6</td>
<td>72.7</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>97.1</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>MissingSystem</td>
<td>1</td>
<td>2.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Appendix D10

**When Seeking Information and Solutions to the Problem You Are Facing**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find the Information and Solutions by Yourself</td>
<td>24</td>
<td>70.6</td>
<td>72.7</td>
</tr>
<tr>
<td>Seek Information and Solutions from Leaders of Network or from Opinion Leaders in your Community</td>
<td>9</td>
<td>26.5</td>
<td>27.3</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>97.1</td>
<td>100.0</td>
</tr>
<tr>
<td>MissingSystem</td>
<td>1</td>
<td>2.9</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

### Appendix D11

**Citizenship: Upon Receiving Information Deemed Useful to You**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep That Information for Future Use</td>
<td>31</td>
<td>91.2</td>
<td>93.9</td>
</tr>
<tr>
<td>Do not Keep That Information for Future Use</td>
<td>2</td>
<td>5.9</td>
<td>6.1</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>97.1</td>
<td>100.0</td>
</tr>
<tr>
<td>MissingSystem</td>
<td>1</td>
<td>2.9</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
### Appendix D12

**Public Space: Citizen Journalism Reports Respond to the Needs of Diverse Culture, Interests, and Geographies**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most</td>
<td>5</td>
<td>14.7</td>
<td>15.2</td>
</tr>
<tr>
<td>Much</td>
<td>19</td>
<td>55.9</td>
<td>57.6</td>
</tr>
<tr>
<td>On Average</td>
<td>7</td>
<td>20.6</td>
<td>21.2</td>
</tr>
<tr>
<td>Little</td>
<td>2</td>
<td>5.9</td>
<td>6.1</td>
</tr>
<tr>
<td>Very Little</td>
<td>33</td>
<td>97.1</td>
<td>100.0</td>
</tr>
<tr>
<td>MissingSystem</td>
<td>1</td>
<td>2.9</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

### Appendix D13

**Public Space: ‘TV Jor Nuer’ Allows for the Opening Up of Public Space for Local Citizens**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most</td>
<td>6</td>
<td>17.6</td>
<td>18.2</td>
</tr>
<tr>
<td>Much</td>
<td>17</td>
<td>50.0</td>
<td>51.5</td>
</tr>
<tr>
<td>On Average</td>
<td>7</td>
<td>20.6</td>
<td>21.2</td>
</tr>
<tr>
<td>Little</td>
<td>2</td>
<td>5.9</td>
<td>6.1</td>
</tr>
<tr>
<td>Very Little</td>
<td>1</td>
<td>2.9</td>
<td>3.0</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>97.1</td>
<td>100.0</td>
</tr>
<tr>
<td>MissingSystem</td>
<td>1</td>
<td>2.9</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
### Appendix D14

**Public Space: Agree Whether TV Thai Provides Opportunities for Citizen Journalists to Present Stories from Specific, Local Perspectives More Than Do Other Free TV Channels**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most</td>
<td>13</td>
<td>38.2</td>
<td>39.4</td>
<td>39.4</td>
</tr>
<tr>
<td>Much</td>
<td>16</td>
<td>47.4</td>
<td>48.5</td>
<td>87.9</td>
</tr>
<tr>
<td>On Average</td>
<td>4</td>
<td>11.8</td>
<td>12.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>97.1</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing/System</td>
<td>1</td>
<td>2.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Appendix D15

**Public Consciousness: When Others Whom You Do Not Know Tell Trouble to You**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listen</td>
<td>32</td>
<td>94.1</td>
<td>97.0</td>
<td>97.0</td>
</tr>
<tr>
<td>Do Not Listen</td>
<td>1</td>
<td>2.9</td>
<td>3.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>97.1</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing/System</td>
<td>1</td>
<td>2.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Appendix D16**  
Public Consciousness: When Others Whom You Do Not Know Seek Consultation from you

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Give Them Consultation</td>
<td>33</td>
<td>97.1</td>
<td>100.0</td>
</tr>
<tr>
<td>MissingSystem</td>
<td>1</td>
<td>2.9</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

**Appendix D17**  
Public Consciousness: When Others Whom You Do Not Need Assistance from you

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide Them Assistance Right Away</td>
<td>15</td>
<td>44.1</td>
<td>45.5</td>
</tr>
<tr>
<td>Wait and See Before Reacting One Way or the Other</td>
<td>18</td>
<td>52.9</td>
<td>54.5</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>97.1</td>
<td>100.0</td>
</tr>
<tr>
<td>MissingSystem</td>
<td>1</td>
<td>2.9</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
Appendix E1
Questionnaire for Audience Council Members, Core Liaison Persons, and ‘Friends of TV Thai’

Topic of Research: ‘A Study of Model for TV Thai, Public Television and the Networking of Civil Society Groups in Propagating Local Issues to be Public Issues: From Behind the Scene, Off-Screen Aspirations to On-Screen Reality’.

Name: Surname:
Sex: □ Male □ Female □ Others
Age:
Education:
□ Primary School
□ Secondary School
□ Vocational School
□ Bachelor’s Level (Post-Bachelor’s Level)
□ Others

You join Audience Council forums for the expansion of ‘Friends of TV Thai’ in the capacity of:
1. □ Audience Council Member
2. □ Core Liaison Person for Network of ‘Friends of TV Thai’
3. □ ‘Friend of TV Thai’

Type(s) of TV Thai programming you normally watch:
1. □ News Programming
2. □ Entertainment, Art, and Culture Programming
3. □ Documentary Programming
4. □ Beneficial Programming
5. □ Children and Youth Programming

Type(s) of TV Thai programming you are dis-inclined to watch:
1. □ News Programming
2. □ Entertainment, Art, and Culture Programming
3. □ Documentary Programming
4. □ Beneficial Programming
5. □ Children and Youth Programming

Time spent watching TV Thai programming per week:
1. □ 3-5 Hours
2. □ 7-9 Hours
3. □ 9-12 Hours
Questionnaire for Audience Council Members, Core Liaison Persons, and ‘Friends of TV Thai’

This questionnaire is one research instrument for the research topic titled ‘A Study of Model for TV Thai, Public Television and the Networking of Civil Society Groups in Propagating Local Issues to be Public Issues: From Behind the Scene, Off-Screen Aspirations to On-Screen Reality’. Conducted by Dr. Palphol Rodloytuk, an independent academic on Communication Arts and Mass Communication, this questionnaire focuses on four issues including 1) participation, 2) citizenship, 3) public space (public sphere), and 4) public consciousness. The study has been commissioned and supported by the Asian Media Information and Communication Center (AMIC) in Singapore and UNESCO, Bangkok. Thank you for taking your time to answer this questionnaire.

A) Participation

You joined the network of activities towards the development of TV Thai because:
1. ☐ Friends or acquaintances suggest so
2. ☐ the network of civil society to which you belong or are member of suggests so
3. ☐ You received information about the activity from the mass media
4. ☐ Others, please indicate ______________

Reason(s) for participating:
1. ☐ to observe to make sure the activity is a worthy one
2. ☐ to fulfill the obligations as assigned by someone to do so
3. ☐ to do it as something one ought to do
4. ☐ to do it as it makes one feel proud
5. ☐ to do it as it makes one happy

In case you choose numbers 3-5 as your answer(s), please elaborate.

When participating in activities held by TV Thai or other parties, you like to do which of the following?
1. ☐ Listen to exchange views and opinions about certain thing.
2. ☐ Listen to exchange views and opinions about certain thing and bring the new knowledge or insight gained to practice.
3. ☐ Listen to exchange views and opinions about certain thing and bring the new knowledge or insight gained to practice and innovate.
4. ☐ Listen to exchange views and opinions about certain thing and bring the new knowledge or insight gained to practice, innovate, and create change.

In case you choose numbers 2-4 as your answer(s), please elaborate.

B) Citizenship

What benefit do you gain from participating in TV Thai activities as an Audience Council Member, a Core Liaison Person, or a ‘Friend of TV Thai’?

1. ☐ Money or financial benefit
2. ☐ Knowledge and useful insights about TV Thai
3. ☐ Assistance in making TV Thai a genuine public broadcast TV station
4. ☐ Assistance to promote TV Thai as an instrument in empowering the citizen’s sector

In case you choose numbers 3-4 as your answer(s), please elaborate.

In case you choose numbers 3-4 as your answer(s), you accomplish such goal by:

1. ☐ Yourself
2. ☐ Networking with others

When you try to solve problems with the information available to you, you do the following:

1. ☐ Seek an answer or solution to the answer by yourself
2. ☐ Wait for network leaders or opinion leaders of your group or community to find the answer or solution to the problem for you

When you receive information deemed useful to you, you do the following:

1. ☐ Save the useful information for future use
2. ☐ Do not save the useful information for future use

In case your answer to the previous question is number 1, you make use of such useful information to what degree:

1. ☐ Most
2. ☐ Much
3. ☐ On average
4. ☐ Little
5. ☐ Very little

C) Public Space (public sphere)

TV Thai programming responds to the needs of civil society groups across regions which are diverse in geographies, cultures, and interests to which of the following degree:

1. ☐ Most
2. ☐ Much
3. ☐ On average
4. ☐ Little
5. ☐ Very little

Please elaborate.
To which level you agree that TV Thai gives adequate chances for viewers with diverse backgrounds to reflect or feedback about programs thru various channels both directly and indirectly (thru forums, in studios, thru the website, e-mail, telephone, fax, thru Audience Council Members, and even thru executives of the station)
1. □ most 2. □ much 3. □ on average 4. □ little 5. □ very little

Do you agree that TV Thai gives adequate chances for viewers to reflect or feedback about programs so that such programs or programming contents can match the needs of the viewers more than do other free TV channels?
1. □ agree 2. □ disagree

Please elaborate.

In providing opportunities for local and/or independent producers from across regions and groups propose projects for programming production or even take part in the production of contents or actually take whole responsibility to producer certain programs for TV Thai, such arrangements respond to your or your network’s needs to which degree:
1. □ highest 2. □ high 3. □ moderate 4. □ low 5. □ very low

D) Public Consciousness

As an Audience Council Member, a Core Liaison Person, or a ‘Friend of TV Thai’, you respond to the following situation in what way: when others tell troubles to you or complain about certain things, you
1. □ listen 2. □ do not listen

If you listen to their troubles or complaints, you do that to what degree:
1. □ highest 2. □ high 3. □ moderate 4. □ low 5. □ very low

When others who are not your family members, friends, or acquaintances seek consultation from you, you do which of the following:
1. □ give them consultation 2. □ do not give them consultation

In case your answer to the previous question is number 2, you do it to what degree
1. □ highest 2. □ high 3. □ moderate 4. □ low 5. □ very low

When someone who is not your relative or someone close to you seek assistance from you and if it is within your capacities to help, you:
1. □ provide assistance right away
2. □ do not take any action
3. □ wait and see before reacting one way or the other
In case your answer is number 1 or number 3, please elaborate.

Appendix E2
Questionnaire for Citizen Journalists and Networks Contributing to ‘TV Jor Nuer’
Topic of Research: ‘A Study of Model for TV Thai, Public Television and the Networking of Civil Society Groups in Propagating Local Issues to be Public Issues: From Behind the Scene, Off-Screen Aspirations to On-Screen Reality’.

Name: ____________________________ Surname: ____________________________
Sex:  □ Male  □ Female  □ Others
Age: ____________________________
Education:
□ Primary School
□ Secondary School
□ Vocational School
□ Bachelor’s Level  (Post-Bachelor’s Level)
□ Others

You join activities for citizen journalists and networks contributing to materials shown on ‘TV Jor Nuer’ in the capacity of:
1. □ Citizen Journalist
2. □ Core Liaison Person
3. □ Others (e.g. Producer/Editor)

Type(s) of TV Thai programming you normally watch:
1. □ News  Programming
2. □ Entertainment, Art, and Culture Programming
3. □ Documentary Programming
4. □ Beneficial Programming
5. □ Children and Youth Programming

Type(s) of TV Thai programming you are dis-inclined to watch:
1. □ News Programming
2. □ Entertainment, Art, and Culture Programming
3. □ Documentary Programming
4. □ Beneficial Programming
5. □ Children and
Youth Programming
Time spent watching TV Thai programming per week:

1. □ 3-5 Hours
2. □ 7-9 Hours
3. □ 9-12 Hours
4. □ 13-15 Hours
5. □ More than 15 Hours

Questionnaire for Citizen Journalists and Networks Contributing to ‘TV Jor Nuer’

This questionnaire is one research instrument for the research topic titled ‘A Study of Model for TV Thai, Public Television and the Networking of Civil Society Groups in Propagating Local Issues to be Public Issues: From Behind the Scene, Off-Screen Aspirations to On-Screen Reality’. Conducted by Dr. Palphol Rodloytuk, an independent academic on Communication Arts and Mass Communication, this questionnaire focuses on four issues including 1) participation, 2) citizenship, 3) public space (public sphere), and 4) public consciousness. The study has been commissioned and supported by the Asian Media Information and Communication Center (AMIC) in Singapore and UNESCO, Bangkok. Thank you for taking your time to answer this questionnaire.

A) Participation

You joined the network of activities towards the development of TV Thai because:
1. □ Friends or acquaintances suggest so
2. □ the network of civil society to which you belong or are member of suggests so
3. □ You received information about the activity from the mass media
4. □ Others, please indicate____________

Reason(s) for participating:
1. □ to do it as it makes one feel proud
2. □ to do it as it makes one happy
3. □ to develop skills as a citizen journalist, related personnel and network
4. □ to expand the network for citizen journalists, related personnel and networks
5. □ to help push local issues to be presented by citizen journalists, related personnel and networks to be public issues.

Pease elaborate.

When participating in activities held by TV Thai or other parties, you like to do which of the following?
TPBS: Toward Building a ‘Civic Minded’ Society

1. [ ] Listen to exchange views and opinions about certain thing.
2. [ ] Listen to exchange views and opinions about certain thing and bring the new knowledge or insight gained to practice.
3. [ ] Listen to exchange views and opinions about certain thing and bring the new knowledge or insight gained to practice and innovate.
4. [ ] Listen to exchange views and opinions about certain thing and bring the new knowledge or insight gained to practice, innovate, and create change.

In case you choose numbers 2-4 as your answer(s), please elaborate.

B) Citizenship

What benefit do you gain from participating in TV Thai activities as a citizen journalist, related personnel, network, a core liaison person, or a producer/editor?

1. [ ] Money or financial benefit
2. [ ] knowledge and useful insights about being a citizen journalist, related personnel and network
3. [ ] development of one’s skills as a citizen journalist, related personnel and network
4. [ ] Towards empowering the citizen’s sector of Thai society
5. [ ] Towards strengthening reporting of news or production of such program to elevate the local issues to be public issues

In case you choose numbers 2-5 as your answer(s), please elaborate.

In case you choose numbers 2-5 as your answer(s), you accomplish such goal by:

1. [ ] Yourself
2. [ ] Networking with others

When you try to solve problems with the information available to you, you do the following:

1. [ ] seek an answer or solution to the answer by yourself
2. [ ] wait for network leaders or opinion leaders of your group or community to find the answer or solution to the problem for you

When you receive information deemed useful to you, you do the following:

1. [ ] save the useful information for future use
2. [ ] do not save the useful information for future use

In case your answer to the previous question is number 1, you make use of such useful information to what degree:

1. [ ] most  2. [ ] much  3. [ ] on average  4. [ ] little  5. [ ] very little
C) Public Space (public sphere)

Reports from citizen journalists across regions of the country responds to the needs of civil society groups across regions which are diverse in geographies, cultures, and interests to which of the following degree:

1. □ highest  2. □ high  3. □ moderate  4. □ low  5. □ very low

Please elaborate.

Do you agree that TV Thai provides adequate opportunities for citizen journalists to present their stories from their specific, local perspectives more than do other channels?

1. □ agree  2. □ disagree

Please elaborate

To which level you agree that TV Thai has provided public space for citizen journalists and networks by broadcasting the one-hour weekly program of “TV Jor Nuer”

1. □ most  2. □ much  3. □ on average  4. □ little  5. □ very little

Upon receiving more public space in reporting news and other contents from your Northern region, to what degree you intend to push local issues to be public issues?

1. □ highest  2. □ high  3. □ moderate  4. □ low  5. □ very low

D) Public Consciousness

As a citizen journalist, related personnel and network for the stated mission, you respond to the following situation in what way.

When others tell troubles to you or complain about certain things, you

1. □ listen  2. □ do not listen

If you listen to their troubles or complaints, you do that to what degree:

1. □ highest  2. □ high  3. □ moderate  4. □ low  5. □ very low

When others who are not your family members, friends, or acquaintances seek consultation from you, you do which of the following:

1. □ give them consultation
2. □ do not give them consultation

In case your answer to the previous question is number 2, you do it to what degree

1. □ highest  2. □ high  3. □ moderate  4. □ low  5. □ very low
TPBS: Toward Building a ‘Civic Minded’ Society

When someone who is not your relative or someone close to you seek assistance from you and if it is within your capacities to help, you:
1. □ provide assistance right away
2. □ do not take any action
3. □ wait and see before reacting one way or the other

In case your answer is number 1/or number 3, please elaborate.

Appendix E3
Depth Interview Questions for Audience Council Members and Core Liaison Persons for Expansion of ‘Friends of TV Thai’

1. What is the definition of ‘participation’ from the perspective of your network? What are the characteristics of such participation (characteristics conducive to building indicators or indices for measuring the level of participation for individuals and groups)? How do you go about expanding the level of participation in your network?
2. What does the term ‘citizenship’ and ‘citizen sector’ mean to you line of work? (characteristics conducive to building indicators or indices for measuring ‘citizenship’ and ‘citizen sector’). What factors are required in order for an individual or a network to deepen its sense of citizenship?
3. What are the definitions for ‘public space’ (public sphere) with respect to your line of work (characteristics conducive to building indicators or indices for measuring ‘public space’)? Please explain strategies or approaches your network utilizes in widening (gaining more) ‘public space’? To this end, please comment about the TV Thai ‘Open the House’ Program aired every Saturday and Sunday evening.
4. From the perspective of your network, what are the definitions of the term ‘public consciousness’? What factors are required in making individuals or groups within your network to deepen their sense of ‘public consciousness’ (characteristics conducive to building indicators or indices for measuring the level of ‘public consciousness’ within persons or groups)?

Appendix E4
Depth Interview Questions for Citizen Journalists, Documentary Teams, Etc. Contributing to Materials to ‘TV Jor Nuer’

How important is the term ‘participation’ to your line of work? What formats are required for inducing participation for your work?

How do you define ‘citizenship’?
How do you define ‘public consciousness?’ By engaging in your line of work contributing materials ‘TV Jor Nuer’ (in various capacities), how does that help you deepen your sense of ‘public consciousness’?

What is your opinion about the previous citizen journalism training session(s) as you learned it first hand? Please elaborate.

What techniques you acquired from the citizen journalism training session(s) (or other similar types of training) that you find beneficial and applicable to your work?

(As it concerns works apart from citizen journalism news) Please explain the concepts behind producing documentaries, etc. How do these other forms of presentation, in addition to citizen journalism news, to be appeared on ‘TV Jor Nuer’ help you elevate local issues to public issues?

How often does your group or network meet to discuss issues in order to push the local issues to public issues? If applicable, please elaborate.

How effective is the manner of networking among citizen journalists and related personnel and networks contributing to materials to ‘TV Jor Nuer’ in pushing the local to public issues? What needs to be improved in that regard?

How should TV Thai make use of this one hour per week ‘TV Jor Nuer’ program in promoting local issues to public issues? How effective is the process for producing ‘TV Jor Nuer’ contents in achieving the afore-stated objective?

**Appendix E5**

**Depth Interview Questions for Producers/Editors of Materials by Citizen Journalists, Documentary Teams, Etc. Contributing to ‘TV Jor Nuer’**

How important is the term ‘participation’ to your line of work? What formats are required for inducing participation for your work?

As a producer/editor of materials by Citizen Journalists and Related Personnel and Networks Contributing to ‘TV Jor Nuer’ (News, Documentaries, etc.), how do you define ‘citizenship’?

How do you define ‘public consciousness?’ By engaging in your line of work producing/editing materials (News, Documentaries, etc.) by citizen journalists and related personnel and networks contributing ‘TV Jor Nuer’, how does that help you deepen your sense of ‘public consciousness’?
What is your opinion about the previous citizen journalism training session(s) as you learned about whether directly or indirectly? Please elaborate.

What skills or elements are lacking citizen journalists which require further training? Please explain.

Should or could citizen journalists have the same or similar qualifications and standards to professional journalists working for mainstream media? Please explain. Should the two streams of journalists share the same legal and ethical standards?

Please explain the process for producing/editing materials by active citizens contributing to ‘TV Jor Nuer’. Whether and in what way do citizen journalists, related personnel, networks and communities get involved in the producing/editing of such materials contributing to ‘TV Jor Nuer’?

(With regard to works apart from citizen journalism news) Please explain the concepts behind producing documentaries (or even other program segments such as variety if possible). How do these other forms of presentation, in addition to citizen journalism news, to be appeared on ‘TV Jor Nuer’ help you elevate local issues to public issues?

Appendix E6
Depth Interview Questions for Core Liaison Persons for Citizen Journalists, Documentary Teams, Networks, Etc. Contributing to Materials to ‘TV Jor Nuer’

How important is the term ‘participation’ to your line of work? What formats are required for inducing participation for your work?

As a core liaison person for Citizen Journalists and Related Personnel and Networks Contributing to Materials to ‘TV Jor Nuer’, how do you define ‘citizenship’?

How do you define ‘public consciousness’? By engaging in your line of work coordinating activities for and networking with active citizens contributing materials ‘TV Jor Nuer’ (in various capacities), how does that help you deepen your sense of ‘public consciousness’?

What is your opinion about the previous citizen journalism training session(s) as you learned about whether directly or indirectly? Please elaborate.

(As it concerns works apart from citizen journalism news) Please explain the concepts behind producing documentaries (or even other program segments such as variety if possible). How do these other forms of presentation, in addition to citizen journalism news, to be appeared on ‘TV
Jor Nuer’ help you elevate local issues to public issues?

How often does your group or network meet to discuss issues in order to push the local issues to public issues? If applicable, please elaborate.

How effective is the manner of networking among citizen journalists and related personnel and networks contributing to materials to ‘TV Jor Nuer’ in pushing the local to public issues? What needs to be improved in that regard?

How should TV Thai make use of this one hour per week ‘TV Jor Nuer’ program in promoting local issues to public issues? How effective is the process for producing ‘TV Jor Nuer’ contents in achieving the afore-stated objective?
BIBLIOGRAPHICAL SECTION

References

Thai Language

Book


Publication


Flier on the Audience Council by TPBS. No author, 2008.

Handout from the previous meeting by the ‘TV Jor Nuer’ Joint Editorial Production Board distributed at the Third Joint Editorial Production Board Meeting on September 16, 2009.

September 2009 issue of Newsletter to ‘Friends of Public Media’ distributed at regional forums for the Audience Council in 2009.


TPBS handout as a summary from the lower southern regional forum, May 20-21, 2009.


We Are Thai PBS, We Are Public Media Booklet. No author, 2008. Bangkok: TPBS.

**Interview**


Interview with Nisit Sakayaphan, Udonthani Provincial Forum, the Office of External Education. September 9, 2009.


Interview with Somkiat Juntusima. Songkhla Province, Songkhla Provincial Forum held at the Center for Animal Control, August 15, 2009.


**Interview about TV Jor Nuer**
Interview with Anan Ananta, Office, Chiangmai Province, October 2, 09.

Interview with Arnon Tantiwiwat and Todsapol Srinuch, Suan Dok temple, Chiangmai Province, October 2, 09.

Interview with Arnon Tantiwiwat and Todsapol Srinuch, Office, Chiangmai Province, October 2, 09.

Interview with Patra Burarak, Naresuan University, Phayao Province, October 4, 09.

Interview with Songkran Panya and Arkom Inritt, Office, Phayao Province, 5 October, 2009.
Interview with Pong (Kwan Phayao Fisherman) at his residence, October 5, 2009.

Interview with Surian Wongpeng at Community radio and development Office Wednesday, Phayao Province, November 4, 2009.


Interview with Chonticha Chaisen and Supreeya Promta, Community Radio Office, Nan Province, November 4, 2009.

Interview with Archan Nutrada Wongnaya at Ratchabat Teacher’s Coleege, Kampaengpet Province, October 7, 2009, Kampaengpet.

Interview with Anan Jandrapirom, Phet Hotel, Kampaengpet Province, October 6, 2009.

Interview with Boonyuen Wongsan, Phet Hotel, Kampaengpet Province, October 6, 09.

Interview with Sakorn Songma, Phet Hotel, Kampaengpet Province, October 6, 09.

Interview with Busaya Kunakornsawat, Wat Suan Dok, Chiangmai Province, October 2.

Interview with Poompat Boonliang, Wat Suan Dok, Chiangmai Province, October 3, 2009).

Interview with Sakon Charoenwet, Wat Suan Dok, Chiangmai Province, October 3, 2009.

Interview with Achrawadee Buaklee, Wat Suan Dok, Chiangmai Province, October 3, 2009.

*Telephone Conversation*


Telephone conversation with Nisit Sakayaphan, November 25, 2009

Telephone Conversation with Patra Burarak, 18 January 2010.

Telephone Conversation with Sakorn Songma, 15 January 2010.

Telephone Conversation with Somkiat Juntusima, December 12, 2009


Telephone Conversation with Surian Wongpeng, 18 January 2010.

Telephone Conversation with Wiwatchai Somkum, 22 January 2010.

**Discussion**
Discussion at Pong’s house (Kwan Phayao Fisherman), October 5, 2009.

**Meeting**


Third Joint Editorial Production Board Meeting for ‘TV Jor Nuer’ held at the Art Museum, the Province of Chiangmai, September 16, 2009.

**Audience Council Assembly**


Seminar

Forum
Forum to Evaluate the Work of Civil Society Groups in the Lower Northern Region Held in Kampaengpet Province, October 6-7, 2009).

Denchai Forum, Phrae Province, October 4, 2009


Audience Council Regional Forum
Had Ban Din Resort, Kanchanaburi Province, May 4, 2009.

Pailin Hotel, Phitsanulok, May 6, 2009.

Ratana Hotel, Chonburi Province, July 10, 2009.


Audience Council Provincial Forum
1. Ban Suan Thip Resort, Samut Songkram Province, West, 13/08/09. One Audience Council member, Issarawooth Thongkum, was interviewed, and one core liaison person, namely Renoo Pooavorn, was interviewed.

2. Animal Control Center, Songkla, Lower South, 15/08/09. One core liaison officer, namely Pishsarnu Muneenaem and one Audience Council member, namely Pichaya Kaeokhao, were interviewed.

3. Piyavate Hospital, Bangkok, Bangkok and the Vicinity, 22/08/09. Two audience council members, namely Pakkamas Sringam and Sujin Roongsawang, were interviewed.

4. Firefighter’s Station, Phuket, Upper South, 23/08/09. Two core liaison officers, namely Roongarun Inthawong and Prasert Uthairat were interviewed.

5. Lekka Thamma Kitti Temple, Nakhon Nayok, East, 24/08/09. One audience council member, namely Kanyawee Faktong, and one core liaison person, namely Sitthichai Thanootong, were interviewed.
6. Ratcha Thani Hotel, Sukhothai, Lower North, 30/08/09. One audience council member, namely Sompol Thongkamdee, and one core liaison person, namely Ritichai Suriyan, were interviewed.

7. External Education Center (Kor Sor Nor), Udonthani, Upper North East, 09/09/09. One audience council member, namely Nisit Sakayaphan, and one core liaison person, namely Kannapop Ounkaew, were interviewed.

8. Chiangmai Hills Hotel, Chiangmai, Upper North, 11/09/09. One audience council member, namely Boonchan Chanmor, and one core liaison person, namely Nantha Benjasilarak, were interviewed.

9. Provincial Local Administration Office (Or Bor Jor), Lower North East, 12/09/09. Two audience council members, namely Opart Chareonpochana and Pissana Kamphaen, were interviewed.

10. Karnmanee Palace Hotel, Bangkok, Bangkok and the Vicinity, 13/09/09. Two audience council members, namely Phramaha Pongnarin Thitavamso and Tanapat Weawngam, were interviewed.

**Forum Presentation and Document**  

Presentation by Tarn Chua-Sathapanasiri from the *Media Monitor* group on August 22, 2009 at the Audience Council Provincial Forum).

**Training**  
Citizen Journalism Training in Chiangmai, Wat Suan Dok, October 2-4, 2009.

**Tape Program**  
Tape Program of the TV Thai ‘Open the House’ Program broadcast on September 19-20, 2009. Provided by the TV Thai ‘Open the House’ Program production team.

**‘TV Jor Nuer’ Program**  
First ‘TV Jor Nuer’ broadcast viewed in Chiangmai Province on Saturday, November 14, 2009.

The taped programs of ‘TV Jor Nuer’ aired on November 21 and 28, 2009 supplied by the ‘TV Thai’ Northern Regional News Center located in Chiangmai Province.
TV Thai ‘Open the House’ Program

November 1, 2009 on the evaluation of the Audience Council works.

November 8, 2009 on the improvement of the TPBS website to connect information and data from within the network of TPBS media.

Citizen Journalism Story

Citizen Journalism Story about Mae Kha Canal, May 6, 2009.

Nam Kian Garbage Management Citizen Journalism Story.

Documentary

Kwan Phayao’s documentary shown to the researcher, Arkom Inritt and Songkran Panya’s Office, Phayao Province, October 5, 2009.

Website


An article titled ‘Debate NaDaentai, Citizen Journalists VS Professional Journalists from the Perspective of Thepchai Yong and Somkiet Juntusima’, accessed on The Campaign for Popular Media Reform (CPMR) website, October 10, 2009.


**English Language**

**Website Publication**


**Publication**

Print-out of Presentation by Sir Michael Lyons, Chairman, BBC Trust at the Voice of the Listener and Viewer’s annual conference 29 November, 2007, p.1-7, handout provided by Somchai Suwanban

**Website**


‘Citizen Journalism: Why Thailand Leads the Way’ from the JOT ASEAN Website, accessed on December 1, 2009.
Bibliographical Section


