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VAROCHA SUTHIRUCK, Lt.Col: THE FACTORS AFFECTING THE TRAFFIC PLANNING PROGRAMME OF THE TERRITORIAL DEFENCE RADIO BROADCASTING STATION IN BANGKOK METROPOLIS 1987-1992. THESIS ADVISER: ASSOC PROF. LOOMPOL RODCUMDEE. 174 pp. ISBN 974-587-446-7

This study aims at examining factors influencing the program layout of the A.M. and F.M. radio channels operated by the Bangkok Based Territorial Defence Radio Broadcasting Station (TDRBS) during the private renting period from 1987-1992. In this qualitative research, data were collected by depth interviews and participation observation technique.

The study indicates that since 1987, there have been two types of factors influencing the program layout planning: fixed factors and related operation factors. Fixed factors include the broadcast system, the target audience, the broadcast time and the radio producers. Related operation factors include the station's policy, the station management, the radio producers of the F.M. station, the media brokers, the station's regulation and the program evaluation process. Among these factors, the station's policy makers and the media brokers are considered as the most influential factors.

The problems in program layout planning occurred primarily from the change in the management policy and from the fact that the staff do not have sufficient knowledge in program layout planning. To solve the problems, the researcher suggests that the station management should study and try to have a thorough understanding of the radio station's management process. In addition, the station should assign staff members with knowledge and experience in mass communications and program layout planning to handle the program layout planning job.