

SRIWANNA PANYASA : THE BUSINESS OF THE RADIO ADVERTISING : A CASE STUDY OF THE AIRFORCE CHIANG RAI 015 RADIO STATION. THESIS ADVISER : ASSOC. PROF.PANA THONGMEEAREKOM Ph.d. 148 pp.

This study examines the process of radio commercial time selling, looking specifically at its nature and its yields. The study also addresses problems related to the radio advertising business and proposing solutions to the problems.

This qualitative research is a case study of the Air Force Chiang Rai 015 Radio Station. Data were collected by the following three methods: document research, in-depth interviews with the people involved, and participant observation with the researcher working as a staff. To gain a clear, accurate picture of the business, the data were then analyzed using various conceptual and theoretical frameworks.

Results indicate that the radio commercial time is both public and private commodities. In addition, it is sometimes considered industrial. In the radio advertising business, many parties are involved. The radio station can be an owner, a producer, a distributor and a consumer. Its primary income arises from commercial time transactions through investors and bidders, the middlepeople. These middlepeople, in turn, earn profits from transactions through brokers which are responsible for retailing the commercial time to advertisers or sponsors. The study shows that, interests arising from this business result in various forms of relationship among the parties involved.

Competitive pricing is one problem that should be solved by negotiating, enhancing the quality of the products and providing appropriate services. Another problem is that the government and state enterprises tend to misuse their exclusive ownership of radio stations for their own profit. Granting the station ownership to the private sector is, therefore, a solution to this problem.