

ABSTRACT

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NEED ASSESSMENT OF TELEVISION FORMATS AND PROGRAM FORMULATION OF EMPLOYEES IN CHIANG MAI

By

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This study was conducted to examine 1) personal characteristics of employees in Chiang Mai; 2) television program formats; and 3) television programming formulation of the preferred television programs. The data was collected by means of interview schedules from 155 samples of employees in Chiang Mai province and analyzed by using the SPSS/PC⁺. The results of the study were as follows:

More of the respondents were male. Their average age was 30.90 years and they received an average monthly income of 4,034.51 baht.

Most of the respondents watched television everyday at an average of 2–3 hours, from 7.00 to 8.00 p.m. during weekdays and 8.00–9.00 p.m. during the weekend.

Most of the respondents watched newscast programs, followed by dramatic programs and game show programs, respectively.

The formulation of the 9 types of television program was as follows:

1. **Newscast program:** Most of the respondents liked to watch channel 3 news with 2 broadcasters no matter male or female especially if they are attractive, charming and

credible. The type of news they liked was sports, presenting news headlines with the picture of the broadcasters and a brief news picture. They also preferred to watch up-to-date news programs with simple materials and photographs as backgrounds. They would prefer the programs to begin any time from 7.00 to 8.00 p.m. for 31 – 60 minutes ending with news in brief.

2. Game Show program: The respondents' favorite program was "Millionaire Millennium". They preferred either a male or female program host with humor, clear articulation, fashionable clothes and the game show should be a live one which requires wittiness and completes in one presentation. They would prefer the programs to be presented on Sunday, beginning any time from 1.00 to 2.00 p.m. The factor affecting their decision on watching game show was the type of game.

3. Documentary program: The respondents' most favorite program was "National Geographic". They preferred a male narrator and the program to be presented everyday, beginning any time from 9.00 to 10.00 p.m. for 30 minutes and completed in one presentation. The factors affecting their decision on watching documentary program were the contents, presentation techniques, simple language and accurate information presentation, narration at the beginning and ending with impressive pictures of the next presentation.

4. Music program: The respondents' most favorite program was "Game Hot Pleng Hit". The respondents preferred either a male or female program host with fashionable clothes, good articulation and knowledge of music/song. They would prefer the program to be presented everyday, beginning any time from 12.00 a.m. to 1.00 p.m. They would also prefer Thai songs in form of music video as well as a special music report, interview of singers and questions and answers for prize. Singers and songs were an important factor affecting their decision on watching music programs.

5. Cinema program: The respondents preferred most to watch the program on channel 7. They preferred Western action movies to be presented on Saturday, beginning any time from 10.00 to 11.00 p.m. for 2 hours with commercial ads in between and cinema criticism.

6. Drama program: The respondents preferred most to watch the program on channel 3. They preferred to watch newly-written, humorous, dramatic Thai mini-series. The program should be shown everyday, beginning any time from 8.00 to 9.00 p.m. The factor affecting their decision on watching drama program was the contents.

7. **Sports program:** The respondents liked most to watch football events. They preferred a male program host and a narrator with sound knowledge of sports and good articulation. They preferred to watch a sports program starting with a highlight image and ending with an overall sports picture. They also preferred to watch sports program for 1 hour everyday, beginning any time from 9.00 to 10.00 p.m. through a specific channel which presents various kinds of sports. The program should include sports perspective by specialists, amusing sport pictures and sportsmen interview. The factor affecting their decision on watching sports program is excitement.

8. **Variety program:** The respondents' most favorite program was "Twilight Show". They preferred two friendly and pleasant program hosts, either male or female. The program should be shown every Sunday, beginning any time from 10.00 to 11.00 p.m. for 1 hour. They preferred a program made inside the studio with attractive materials and photographs as backgrounds. The program should include a humorous show and background presentation of interesting events. The program should start with distinguishing points and end with a highlight image. The program host and the contents are likely to determine whether the program will be successful.

9. **Comedy program:** The respondents' most favorite program was "Korn-Bai Klai-Kriet". They preferred to watch the program everyday, beginning any time from 12.00 a.m. to 1.00 p.m. for 15–30 minutes. They would prefer to watch the programs presented in comics and completed in one presentation. Humorous points are likely to determine whether the program will be successful.