

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

Summary

The study assessed demographics of respondents of BKP Cable TV, the operation of BKP Cable TV, the participation of prisoners and the suggestion for improvement of BKP Cable TV.

A total of 12 participants (management team) in BKP Cable TV served as survey respondents. Additionally, the in-depth interviews with 3 prison officials and 4 inmates who produced BKP Cable TV.

The questionnaires were constructed, and tried out with 3 prison officials and 4 inmates who produced Bang Kwang Prison Television over face-to-face dialogue to offer feedback and recommendation and utilized for data collection on November 21 and 28, 2006 at Bang Kwang Central Prison. Additionally, in-depth interview with all respondents were conducted on November 14, 21 and 28 and December 6 and 12, 2006.

Findings revealed that BKP Cable TV functioned and operated a non-profit cable TV. It aimed to improve prisoners' ability and provide a channel for emotional development through direct participation. BKP Cable TV project was an innovation for prisoners. It was a tool to entertain inmates to become less tense, and to reinforce useful knowledge for improving inmates' occupational skills into various careers such as actor, singer, stage director, photographer, etc. By this project, it directly advantaged the prisoners by gaining the knowledge and work experiences. BKP Cable TV was a way to educate the prisoners to have a formal education, a vocational training and an alternative education. According to the vision of department of

Corrections, educational programs aimed to improve attitude and adjust prisoners' personal behaviors, and to return as decent citizen to the community.

Demographics of Respondents

Findings indicated that BKP Cable TV reached a small group of staff, which correlates with its nature as a broadcasting medium and mission to target at community levels. Most people who worked for BKP Cable TV are prisoners and most of them have a bachelor degree.

The operation of BKP Cable TV

Based on the information from 3 groups of respondents, the steps on operation of BKP Cable TV are as follows;

1. Connecting with other organization to send prison officials to train on TV broadcasting and management, for example, Thai TV Station Channel 11 Department of Public Relations, and Sukhothai Thammathirat Open University Radio Station.
2. Considering buying new broadcasting station equipments and instruments such as VDO camera, record player, television, and etc.
3. Inviting the outside instructors to visit BKP Cable TV and to give some advice for improving the station.
4. Coordinating with other organizations and members to ask for the donation, and the broadcasting tools.
5. Recruiting the prisoners to work for the station. Most of the staff graduated from Sukhothai Thammathirat Open University.

6. Experimenting to broadcast the TV program to each sector in Bang Kwang Central Prison.

7. Broadcasting TV program every Monday – Friday at 0.800 a.m. - 4.00 p.m.

The participation of prisoners in BKP Cable TV programs

The prisoners who worked for BKP Cable TV might be recruited base on 3 qualifications as follows :

1. Prisoners who had media skill or have experience on media work.
2. Prisoners who loved to work for BKP Cable TV.
3. Prisoners who were studying in Sukhothai Thammathirat Open University.

Prisoners could only participate based on the operation; such as assessment, planning, implementation, evaluation, and recommendation. Prisoners did not participate on the policy launching and structure setting.

Suggestions for the improvement of BKP Cable TV programs

Both prison officials and prisoners concluded that BKP Cable TV should be used in promoting the education. They needed to divide the TV program into 2 types. Those were the entertainment program and educational program. To improve the abilities of staff, prison director would provide the budget to train staff more on media skills and would new the officials to be stationed.

The staff suggested that the higher administrator should ask for the donation from members and outside organization regarding the budgets and instruments. Furthermore, it was also suggested that BKP Cable TV should have the system of TV structure and management.

Furthermore, they revealed that BKP Cable TV should cooperate with the members and other organizations to ask for help on the information, news, training and station improving.

BKP Cable TV should continuously improve the abilities of staff, staff should have part in the decision making regarding work, there should be fair recruitment for the new staff, and BKP Cable TV should produce the useful TV programs and continually broadcast the program.

Recommendations

Based on the survey and in-depth interview conducted, Table 14 proposes recommendations to improve BKP Cable TV were as follows:

Policy

1. BKP Cable TV is a resource that can gain the benefit and income for prison if they used it worthily. Prison could get more income from BKP Cable TV products such as comedy VCD, concert VCD and activities in prison of inmates VCD etc.

2. Based on an in-depth interview on networking and support, BKP Cable TV may consider approaching government or states enterprise organizations in order to get more funding, support, and public participation.

3. According to the prison rules, the step to give the permission to enter each separate sector should take a short time. This is because BKP Cable TV staff will be able to work faster and more quality.

4. The clear structure and management is important to run BKP Cable TV, prison director and staff should brainstorm to make it.

Operation

1. BKP Cable TV should recruit more staff who have the electronic skill to work with. This is because their skill is needed on BKP Cable TV operation.

2. Training is important. BKP Cable TV should continually send some prison officials to train with the expert to improve the staff's ability.

3. BKP Cable TV should invite the experts from other organizations to broadcast program for BKP Cable TV because staff will gain the experiences from them, especially prisoners.

Prison official

Prison officials can report their participation in BKP Cable TV as part of their promotion.

Prisoners' participation

1. It is important that prisoners can participate in planning, broadcasting, monitoring and evaluation and also collective decision making on operation of BKP Cable TV. BKP Cable TV may organize a focus group discussion with prisoners staff to assess needs they have in order to respond efficiently.

2. A group of prisoner representatives (similar to a working) will be beneficial to serve as sounding board for important programs and events. Since all of BKP Cable TV work with prisoner is voluntary, it would be easy to find such a group.

3. As BKP Cable TV set agenda through its program, announcers should also offer more alternatives (aside from letter) so prisoners can participate. Such may not only be limited via joint activity, but also via information centers.

Suggestions for Further Study

Other researchers may wish to extend this study in a broader perspective, especially for mass communication scholars and those who are interested in non-profit broadcasting industries (such as community radio station, community television, local newspaper and magazine, etc.). Suggestions for further studies are as follows:

1. Documentary research on the accomplishment of BKP Cable TV.
2. Impact of BKP Cable TV on prisoner audiences.
3. Needs of prisoner audiences towards BKP Cable TV programs.
4. Public relation campaign towards the understanding of BKP Cable TV.