

**Project Code:** RDG 45-4-0035  
**Project Title:** To study how local radio station encourage civil society of Mahasakham  
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**Project duration:** February 2002 – December 2007

The purposes of this paper are to clarify the beginning and the advantages of local radio program of local radio station in Mahasarakham, study how local radio station encourage civil society of Mahasakham as well as improve the production of local radio program to follow the concept of reforming radio station to radio station for democratic. The idea of study are separated into two way as 1) Study about the benefit of seven Mahasarakham local radio stations since the beginning until now and how local radio play role in Mahasarakham civil society. 2) How to improve the production method of two local radio station; Aumchu group and Nathong group, in order to make both groups to be the radio station for democratic.

#### Research

1) The benefit of local ration has three levels; ratio for government, ratio for entertainment and politics and ratio for community. Firstly, radio for government is used as a mass psychology communication which is responsible to present government message for country security. Secondly, when government play fewer roles in radio, the radio hosts could set more enterainment programs. As a result, they would earn more income from advertisement. Moreover, some politicians campaign for an election via radio program. The study also found out that there are concessions form big companies to obsess the radio station and make profit from advertisement. Finally, radio for community has been started since 1978 as 'Pud ja pa sa kru' (Teacher's talk) program. As the result of the 40<sup>th</sup> commandment of constitution, the Department of Public Relations produces more programs for local community.

2) The study of three local radio programs; Voice from Mahasarakham community, Radio for local community and community for urban, could be concluded that radio programs have effects in five areas. Firstly, radio programs have effect in local politic and government by giving information about politic to remote people. The local ratio programs also play role in economic area by playing as central of work opportunity to people in community. The program also present about community culture and social and education to encourage people to solve problem when it is raised in community.

3) The Social Foundation, government bank supports two community radio stations by setting Isaan community radio and Thailand community ratio to fight for the right of communication. The results show that because of unfamiliar of ratio production process leads to less-confidential. However, both stations try to improve program to be more suitable with community ability and government policy. The suggestion is the academic institution shoud support radio program production in order to increase confident and corporate. Hence, radio would become a community radio by community, for community.

**Keywords:** community radio, local radio, benefit