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FM FBIS BANGKOK TH

TO FBIS WASHINGTON DC

ACCT FBBK-EWDK

BT

UNCLAS

ONLY MOD

SUBJ

REF WA161 REQUEST FOR TELEVISION IDENTIS

SERVICE: BANGKOK BUREAU TELEVISION IDENTIS

BK200739

THE ONLY TELEVISION SERVICE BANGKOK BUREAU NOW HAS ON REGULAR COVERAGE IS BANGKOK TELEVISION SERVICE IN THAI AT 1300-1415 GMT DAILY. THIS NEWSCAST IS A POOL OF COMMERCIAL CHANNELS (3) AND (9) AND AT THE BEGINNING OF THIS CAST BOTH STATIONS DISPLAY ON THE SCREEN THE LOGOS FOR BOTH CHANNELS WITH THE WORDS "JOINT NEWSCAST" IN THAI WITH THE THAI INITIALS OF THE MASS COMMUNICATIONS ORGANIZATION OF THAILAND (O SO MO THO) INCLUDED AS A SUBSCRIPT.

AT THE BEGINNING OF ITS BROADCAST DAY, CHANNEL (3) SIGNS ON BY DISPLAYING A PICTURE OF A THAI LEGENDARY FIGURE AND THE WORDS "THAI COLOR TV STATION CHANNEL (3) ((SATHANI THORATHAT THAI THIWI SI CHONG SAM))" IN THAI; THE AUDIO ACCOMPANIMENT TO THIS DISPLAY IS LIGHT MUSIC WITH NO VERBAL IDENTIFICATION. FOLLOWING THE NATIONAL ANTHEM, THE CHANNEL'S LOGO -- THE NUMBER 3 INSIDE A ROUNDED SQUARE ABOVE THE INITIALS OF THE MASS COMMUNICATIONS ORGANIZATION OF THAILAND -- IS DISPLAYED ACCOMPANIED BY THE VERBAL ANNOUNCEMENT IN THAI: "THIS IS THAI COLOR TELEVISION CHANNEL (3) ((THINI THAI THIWI SI CHONG SAM))." BETWEEN PROGRAMS, THE CHANNEL'S LOGO IS DISPLAYED ALONG WITH THE WRITTEN TITLE OF THE NEXT-SCHEDULED PROGRAM. THERE IS NO VERBAL ANNOUNCEMENT.

CHANNEL (9) SIGNS ON WITH A MEDIUM CLOSEUP SHOT OF A FEMALE ANNOUNCER SAYING IN THAI: "THIS IS THAI COLOR TELEVISION CHANNEL (9) OF THE MASS COMMUNICATIONS ORGANIZATION OF THAILAND ((THINI THAI THIWI SI CHONG KAO KHONG ONGKAN SUSAN MUANCHON HAENG PRATHET THAI))." BETWEEN PROGRAMS THE CHANNEL'S LOGO -- THE NUMBER (9) INSIDE A ROUNDED SQUARE ABOVE THE INITIALS OF THE MASS COMMUNICATIONS ORGANIZATION OF THAILAND -- IS DISPLAYED ALONG WITH THE WRITTEN TITLE OF THE NEXT-SCHEDULED PROGRAM. THERE IS NO VERBAL

## ANNOUNCEMENT.

DURING CRISES, BANGKOK BUREAU ALSO MONITORS MILITARY CHANNELS 5 AND 7. CHANNEL 5 SIGNS ON DISPLAYING A FLORAL ARRANGEMENT OR A THAI SCENE WITH THE NAME OF THE FLOWER OR SITE WRITTEN IN THAI AND WITH THE CHANNEL'S LOGO -- THE NUMBER 5 BENEATH THE 3-LETTER THAI INITIALS FOR "ARMY RADIO-TELEVISION STATION ((THO THO BO))" -- DISPLAYED. LIGHT MUSIC IS PLAYED, BUT NO AUDIO IDENTIFICATION ANNOUNCEMENT IS GIVEN. BETWEEN PROGRAMS THE CHANNEL DISPLAYS A FLORAL ARRANGEMENT OR THAI SCENE WITH THE NAME OF THE FLOWER OR SITE WRITTEN IN THAI AND THE STATION'S LOGO IN THE RIGHTHAND CORNER OF THE SCREEN; LIGHT MUSIC ACCOMPANIES THIS, BUT THERE IS NO VERBAL IDENTIFICATION.

CHANNEL 7 SIGNS ON BY DISPLAYING THE STATION'S LOGO -- THE NUMBER 7 CENTERED ON THREE OVERLAPPING COLORED CIRCLES ABOVE THE WORDS IN THAI "ARMY COLOR TELEVISION STATION CHANNEL 7 ((SATHANI THORATHAT SI KONGTHAP BOK CHONG CHET))." BETWEEN PROGRAMS THE STATION LOGO APPEARS AT THE BOTTOM OF THE SCREEN AS THE WRITTEN TITLE OF THE NEXT-SCHEDULED PROGRAM IS DISPLAYED, ACCOMPANIED BY A VERBAL ANNOUNCEMENT OF THE NEXT PROGRAM. CD/N

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