

The Government Public Relations Department (PRD) celebrates its 83rd anniversary in 2016. Throughout the passage of time, its roles, duties, and structure have changed in accordance with the evolving situation of the country.

As a broadcasting network provider, PRD is now in the process of switching from analog to digital terrestrial television broadcasting services, in accordance with the Broadcasting Master Plan of the National Broadcasting and Telecommunications Commission.

Originally called the Publicity Division, PRD was established on 3 May 1933, almost one year after Thailand had changed its administrative system from an absolute monarchy to a constitutional monarchy. It was given the unique status of a special agency under the control of the Cabinet and acted somewhat like today's government spokesman.

The agency was entrusted with creating better understanding about democratic administration and parliamentary democracy among the public. On 9 December 1933, it was upgraded to the Publicity Office and was later given the status of a department. From this modest start, the office grew rapidly and its name was changed to PRD on 8 March 1952.

PRD is under the supervision of the Prime Ministers Office. Its mission is to inform the public, both local and foreign, of the Thai governments policies and activities, while reflecting the peoples needs and concerns. It also creates a bridge of understanding between the government and the people, as well as the international community.

PRD has its headquarters in Bangkok and has eight public relations centers in different parts of the country. These public relations centers oversee radio and television broadcasting to suit the needs of the local people. There are public relations offices in all provinces to assist the provincial administrations. PRD operates the National Broadcasting Services of Thailand (NBT).

NBT Television has its main station in Bangkok and operates 12 television networks, covering all regions of Thailand. NBT World, Thailand's national English-language television services, offers a variety of programs ranging from news, current affairs, and talk shows to documentaries.

NBT Radio, (Radio Thailand) handles AM and FM bands for local listening and short-wave frequencies for overseas listeners. Its services are also available online. Programs in dialects for tribal groups are also presented to suit audiences in different areas. Radio Thailand World Service now broadcasts in 10 languages, namely English, German, Japanese, Mandarin, Myanmar, Lao, Vietnamese, Khmer, Malaysian, and Thai.

PRD, through its NBT Television, began trial digital television broadcasting on 1 April 2014. In its transition from analog, PRD is improving broadcasting technology and equipment to accommodate digital broadcasting. Its analog switch-off is scheduled by the end of 2017.