

Buntharika Trikomut 2007: Factors Relating to the Message Exposure of Kon Mueang Khon Pre-Community Radio in Tambon Banped, Amphoe Mueang, Changwat Khon Kaen. Master of Science (Agriculture), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication Thesis Advisor: Assistant Professor Anuporn Suwanvajukkasikij, M.Ed. 178 pages.

The objectives of the research were to study 1) the primary economical and social data of the radio announcers and the audiences, including the factors relating to the listener exposure behavior; 2) radio station management, format, contents, type and broadcasting time; 3) the profits from listening to the program; and 4) problems of and suggestions from administrators, radio announcers and the listeners. The samples of the research were administrators, radio announcers and the 180 listeners, obtained from the radio station database in July, 2005. Statistical analysis was done by using percentage, mean, standard deviation and chi-square.

It was found that the radio station management has formulated policies for the welfare of the community. They prefer to mass communication advertising the relationship with the community by their programs i.e. information, entertainment and community news. Radio announcers were male, studying, ran entertainment programs in which the listener can express their opinions by phone; they talk about local events. The listeners were female, 46-55 years old, had completed primary-level education, ran their own business. The listeners contact to the station by phone to talk and explain community news. They listens to the programs average 1-3 hour per times from Monday to Friday at 9.00 a.m.–13.00 p.m. They only listen to interesting program in north-east-native language. The confidence in announcers level and program profit level were in intermediate level. The results of the hypothesis testing concluded that the factors of the primary economical and social data (occupation, education and residence) and communication data (program's type, program's format and listener participation) were correlated to the exposure of Kon Mueang Khon Pre-Community Radio.

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