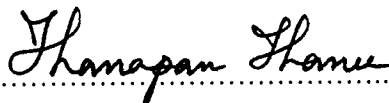


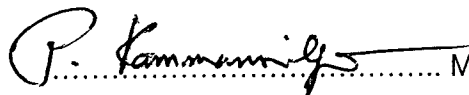
THESIS TITLE: PUBLIC RELATIONS SYSTEM DEVELOPMENT FOR  
TAMBON ADMINISTRATION ORGANIZATION

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### Abstract

This operations research studied the problems and needs for public relations of Tambon Administration Organization. An attempt was made to develop an effective guideline for improving public relations system.

Tambon Nong Kom Koa was treated as the experimental group, while Tambon Pa Ko as the control. Both Tambons were in Muang District of Nong Khai Province. All of the 31 members of the experimental group, and all of the 31 members of the control group were purposively selected.

The interventions which were given to the experimental group consisted of the following: a workshop training on public relations skills improvement, an organized study tour for the members, a revamped administrative system, an organized meeting for creating a public relations plan for Tambon Administration Organization, and an installation of a monitoring and evaluation system.

The results from the analyses of data indicated that the members of the Tambon Administration Organization did not possess enough knowledge and skill for public relations. In addition, the population in the catchment area of the Tambon Administrations Organization did not show enough interest in receiving the information disseminated by the Tambon Administration Organization. This was attributed to the lack of supports from the responsible agencies, and to the ways in which public relations programs were run for and over-emphasized on profits making. This research also showed that, due to an awareness of the problems, the members of the Tambon Administration had a strong desire for improving their knowledge on and skills for public relations. Moreover, these members wanted to have a clear organized plan for scheduling public relations programs, and for improving the efficiency of village megaphones.

The interventions developed in this study did improve the levels of knowledge on and degrees of favorableness toward more systematic public relations strategies. This improvement resulted in stronger management potential for dissemination of information that was of particular interest to the public among the members of Nong Kom Koa Tambon Administration, which eventually resulted in more satisfaction and cooperation between the Tambon Administration Organization and the public.