

KEY WORD: STATE PROBLEMS NEEDS/PRACTITIONAL STAFF/LOCAL AUDIENCE/BROADCASTING PROGRAMS

RUNGAROON UDOMSILP : STATE, PROBLEMS AND NEEDS IN THE OPERATION OF THE VILLAGE BROADCASTING PROGRAMS IN CHANGWAT CHAIYAFHUM AS PERCEIVED BY PRACTITIONAL STAFF AND LOCAL AUDIENCE. THESIS
ADVISOR : ASST. PROF. ORAPIN VIBOOLPANTH AND ASST. PROF. TAWEEVAT PITAYANON, Ph.D. 177 pp. ISBN 974-582-997-8

The purposes of this research were to study about the state in the operation of the village broadcasting programs and compared the opinions between the practitional staff and local audience about the problems operation management methods and needs in the operation of the village broadcasting programs. It was found that :

1. The state in the operation of broadcasting programs had the group of people to be responsible in the operation to be the largest group (65.2%) and did not have to do the table of time in the performment of practitional staff in the programmings (80.9 %)

2. The opinions of the practitional staff about the operation problems on the arranged administatation were in medium level ($\bar{x} = 2.90$) and the programmings were in low level ($\bar{x}=1.96$) the opinions about the operation management methods on the arranged administations were the broadcasting programs should stand in the public place to be the largest group (67.8 %) and pervised the committee of the broadcasting programs to be the largest group (89.3 %). On the programmings should broadcast in the morning and in the evening to be the largest group (67.8 %). The opinions of the needs on the broadcasting about the information were in high level ($\bar{x}= 4.35$) and about the knowledge were in high level ($\bar{x}=4.04$) The operation suppoorting needs in high level ($\bar{x}=4.26$)

3. The opinions of the local audience about the programming problems were in medium level ($\bar{x}=2.81$). The opinions about the operation management should broadcast in the morning to be the largest goup (56.2%) The opinions of the needs on the broadcasting about the information were in high level ($\bar{x}=4.03$) and about the knowledge were in high level ($\bar{x}=3.74$)

4. The comparision of the opinions between the practitional staff and the local audience were to have the significantly different opinions at .05 level on all aspects about the problems and needs in the operation were the same as the hypothesis of this research. On the operation managemet methods were to have the significantly different opinions at .05 level almost all aspects except the presentation of the content that did not have the significantly different opinions at .05 level.