

KEY WORD

RUJIRA SIRIRATTANA : MEDIA USES FOR PUBLIC RELATIONS OF SMALL BANKS  
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The objectives of this study are : 1) to study the uses of mass media in public relations activities of small banks in Thailand; and 2) to examine the factors determining the selection of media types for use in public relations work in these institutions.

The viewpoint and theoretical basis used in this study is related to the aspects of: a) public relations in business; b) media in public relations planning; and c) planning for the use of mass media.

The study found that public relations sections of small banks in Thailand are independent units reporting directly to the top management, having dual responsibilities in both public relations and advertising. Public relations planning is both short and long term. Planning for use of mass media in public relations activities is dependent upon two factors: a) internal considerations, i.e., top management, public relations policies and budget constraints; and b) external considerations, i.e., quality of the media and the target groups. These two factors limit the choice of media by small banks in a similar fashion, which focuses upon the use of print media as the main media type.