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COMMITTEE

DUANGJIT RUENGKRIS : AN EVALUATION OF THE THAI DEVELOPMENT  
SUPPORT COMMITTEE'S PRACHATHASN NEWSLETTER. THESIS ADVISOR :  
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The objective of this research is to evaluate the Thai Development Support Committee's Prachathasn Newsletter. Under this study, readers' opinion and needs for format and content of the newsletter as well as printed media exposure and their uses of developmental information were investigated. In addition, the uses of Prachathasn Newsletter's content among readers of three occupations were compared. Data were collected from 250 respondents and analyzed by SPSS<sup>X</sup> Statistical Package showing frequency distribution percentage mean and F-test.

Results show that Prachathasn's readers agreed to the change of format and content as well as the newsletter's title from 'NGO-CORD Newsletter' to 'Prachathasn Newsletter'. Most readers had access to 'Prachathasn Newsletter' through their organizations. They preferred the newsletter that contained 8 pages and issued monthly.

In terms of the newsletter's content, readers enjoyed its editorial the most. However they believed the best column in this newsletter was headline news on the front page. Readers preferred the content to strongly emphasize the work of NGOs and suggested the improvement for indepth and updated information.

Readers' frequency of exposure on developmental information was at the moderate level, mostly through editorials and articles in daily newspapers.

The utilization of Prachthasn Newsletter was at moderate level. The majority of readers used it to enhance their general knowledge. Among readers of three occupations, there were differences at 0.05 level. Instructors utilized the newsletter's content more than readers who worked in Non-governmental Organization themselves.