

DUANGPASSORN BHANICHSUPAPOL : A STUDY OF THE PUBLIC RELATION MANAGEMENT ON AIDS CAMPAIGN OF THE POPULATION AND COMMUNITY DEVELOPMENT ASSOCIATION. THESIS ADVISOR : ASSO.PROF. THANAVADEE BOONLUE, Ph.D. 228 PP. ISBN 974-582-642-1

This research has the purpose of studying the procedures on public relation on the AIDS syndrome, structure of public relations including problems and obstacles in public relation campaign of the AIDS syndrome of the Population & Community Development Association (PDA) by means of analysing the quality through collection of information from documents and interview.

The result of this research is that public relations on the prevention of the AIDS syndrome has come under direct management of the Executives and there has been continuous public relations throughout which the Executive of the Public Relations on Prevention of the AIDS syndrome has participated in specifying the policy and has helped to promote the success of the Association. The Public Relations department of PDA-AIDS prevention and information bureau has clearly specified the responsibility. In policy and objects of the Association, the Executives have prescribed in conformity with the National Plan for Prevention and Control of the Aids Syndrome.

The management of public relations are in 4 steps, information seeking, planning, operation according to the plan and assessment showing the result officially and unofficially due to limitation of the officials and fund. Leaders of the Association are well-known and accepted among the Thai and foreigners. Also, the officials in the Public Relations Department love and are conscientious in their work. The Association has source of fund both in the country and abroad. There is use of public relations media on the AIDS syndrome in manu forms.

The success of PDA's public relations management of the AIDS syndrome seems to depend on the right proportion of some effective components which include personnel, management, budget and media forms.

Problems and obstacles of public relations on the AID syndrome are on the personnel. There are limited numbers of experts on the AIDS syndrome. Next problem is the budget. Even though the Association has many sources of fund, but the budget is still limited to produce the media or to increase the personnel in order to expand the scope of work, including coordination of work. Some executives of the private agency do not give cooperation as they do not realize the importance of the AIDS syndrome prevention.