

## Abstract

“Community Radio and Promotion of Communication Effectiveness in the Development of Community Organizations: A Case Study of Community Organizations of Ban Chamrung, Moo 7, Tambon Noen-Kho, Amphoe Klaeng, Rayong Province” is a qualitative study. The objectives are to study the development of community organizations and to study the role played by the Ban Chamrung community radio in their development. Ban Cham Rung is selected because it is a strong community with 24 community organizations actively engaged over the past 30 years. The results show that the Ban Cham Rung community radio has improved the operational effectiveness of the 24 community organizations in the following ways. In terms of greater information perceptiveness, it has disseminated the work of the community organizations in Ban Chamrung and helped to expand their operational network, leading to greater local development. The Ban Chamrung community radio helps to coordinate the work between agencies outside the community and those within the community. It is found that the Ban Chamrung community radio is operated by the community, allowing interested community members to participate in every step of its operation. Collective learning is made possible by community organizations sharing their work through various radio programs. The stories are told of the work that is going on in the community in the local language. Such a response by the community is very effective. There is no commercial on Ban Chamrung community radio, since the community is able to set up a fund to support its running after community radio groups have bought a number of shares from some of the community organizations. In this way, the community radio enjoys a considerable amount of management freedom.

The study suggests the following recommendations for policy makers. The government should provide greater support for community radio in terms of knowledge development, technology, budget and legislation. Each community with its own community radio should be encouraged to develop its plan and policy so as to strengthen its community radio. The study also recommends that the community should manage the radio programs to cover all community organizations. It should provide

training for its members to have sufficient skills in organizing programs on the community radio, present stories, and use an appropriate method/language to suit the needs of the community. It should encourage the community radio to take a more active role in developing the learning potentials of the community, promote activities that will strengthen the community organizations, enhance their potentials through exchange of information between their members, raise awareness of the spirit of the community in members of various groups of community organizations so that they share a public mind in their work for the community.