

PROBLEMS ON OPERATING THE PUBLIC RELATIONS WORK OF THE NONFORMAL  
EDUCATION CENTERS IN THE SOUTH

AN ABSTRACT

BY

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The purposes of this research were to study problems on operating the public relations work of the Nonformal Education Centers in the South as perceived by the administrators, public relations staff and general staff, to compare problems on operating the public relations work of the Nonformal Education Centers in the South nonformal education as classified by status, educational qualification, and experience, and to study additional problems and suggestions pertaining to operating the public relations work of the Nonformal Education Centers in the South.

The sample used in this research comprised 121 administrators, public relations staff, and general staff of the Nonformal Education Centers in 14 southern provinces. Statistics used for analyzing data were percentage, mean, t-test, F-test and Newman Keuls' Method.

The main research findings were summarized as follows:-

1. The administrators had problems on operating the internal public relations work in total at a moderate level, but the external public relations work in total at a little level. The public relations staff and general staff had problems on operating both internal and external public relations work in total at a moderate level.

2. The administrators, public relations staff and general staff with educational qualifications below bachelor degrees, bachelor degrees, and higher than bachelor degrees, and with 1-5 years' nonformal education experience and more than 5 years' nonformal education experience had problems on operating internal and external public relations work in total at a moderate level.

3. The administrators, public relations staff, and general staff had problems on operating both internal and external public relations work in total with statistical significant difference at the .01 level.

Also, it was found different at the .01 level on the administrators having no time to attend meetings with personnel, irregular staff meetings, personnel uninterested in meetings, no internal magazines, lacking coordination in gathering news, staff choosing only news of own interest, exhibition bulletins invisible, boardcasting systems lacking clarity, lacking budget to support activities, personnel failing to cooperate, exhibition sending no news to newspapers, lacking notice boards, and material and equipment uninterested; and at the .05 level on insufficient public relations instruments, and lacking qualified printing staff.

4. The administrators, public relations staff and general staff with educational qualifications below bachelor degrees, bachelor degrees, and higher than bachelor degrees had problems on operating internal and external public relations problems in total with no statistical significant difference. However, it was significant at the .01 level on personnel not interested in meetings and the exhibition not meeting the people needs, and at the .05 level on exhibition materials uninterested.

5. The administrators, public relations staff, and general staff with 1-5 years' nonformal education experience and more than 5 years' nonformal education experience had problems on operating internal and external public relations work with no statistical significant difference. However, it was significant at the .01 level on the broadcasting time unsuitable and the staff lacking experience in using public relations equipment, and at the .05 level on lacking boardcasting within the office, boardcasting system lacking clarity, and exhibition materials uninterested.

6. The administrators, public relations staff, and general staff had additional problems on operating public relations work in lacking qualified personnel in public relations, and public relations work carried out with limitation among those getting involved; and they gave suggestions that qualified personnel in public relations be recruited, and the administrators take more interest in internal public relations.