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THITIMA MALADUANG : ROLES OF PROVINCIAL PUBLIC RELATIONS  
OFFICERS TO PROMOTE AND CONSERVE THE ENVIRONMENTAL QUALITY. THESIS  
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This study was a survey research. The purposes of this research were to study the roles of provincial public relations officers regarding the promotion and conservation of environmental quality, and the relationship between their roles and educational attainment, years in the position, the access on environmental information and their environmental knowledge, including their problems suggestions.

The tools used for collecting research data were self-administered questionnaires with 109 provincial public relations officers, and in-depth interviews of 12 provincial public relations officers. The data was analyzed and presented by percentage, mode and chi-square test, using the Statistical Package for the Social Science (SPSS/PC).

The results of data analysis indicated that the provincial public relations officers had moderate level of role performance on promotion and conservation of environmental quality. There was no association between their roles and educational attainment and years in the position ; however, there was an association between their access to environmental information and environmental knowledge.

The problems of their role performance on their duty to promote and conserve environmental quality were the lack of government funding, personnel and media tools. Thus, the government should and needs to support more budgets for environment work or increase the number of qualified personnel, as well as to purchase more effective environmental media tools, for use by regional provincial public relations offices.