

Natgamon Sukumolnun 2010: An Evaluation of Public Relation Personnel in Food Safety Campus Tour Project (Smart Think Smart Do), Food and Drug Administration. Master of Education (Educational Research and Evaluation), Major Field: Educational Research and Evaluation, Department of Education. Thesis Advisor: Mr. Wasan Thongthai, Ed.D. 198 pages.

The purpose of this research is to evaluate The Public Relation Personnel in Food Safety Campus Tour Project (Smart Think Smart Do), Food and Drug Administration to appropriate in three areas 1) knowledge and experiences 2) personalities and 3) abilities to perform public relations. The populations were 23 public relation personnel. The methods used were observation, in-depth interview, questionnaire, focus group and document analysis. The data were analyzed by content analysis, inductive summaries, and interpretation.

The study found that 1) in the area of knowledge and experiences in public relations, the personnel acquired an excellent level of understanding in public relations and good level in working experience of public relations. 2) in the area of personalities, dressing appropriately is in an excellent level, and expression, human relations and communication to audiences almost are in good levels. 3) in the area of abilities to perform public relations which covers both individual ability and group ability in performing public relations, most of each individual has good level of self preparation and readiness prior to the working period, ability to explain to the audience are mostly in good level, adaptation of the academic contents to everyday lives and the usages of medias mostly are in an average levels, creating good working atmosphere and problem management mostly are in a good levels, and gaining audience attention are mostly in average level. As for the group abilities to perform public relations, it was found that team preparation on job distribution and team co-operations mostly are in good levels. Communication process with schools mostly is in an average level. Public relations process such as preparing for sites and public relations methods mostly are in excellent level. The readiness of medias, tools, times, and public relation personnel over the period of working process and problems solving mostly are in good levels. The public relations atmosphere during the performing period and the satisfaction of instructors mostly are in excellent levels. The team members' opinions on their performance mostly are in good levels. The working successful are mostly in improve levels. The over all results of this evaluation found that there are 5 excellent public relation personnel, 12 good public relation personnel, and 6 average public relation personnel.

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Thesis Advisor's signature