The Assessments of Media for Sufficiency Economy Project Public Relations in Krabyai Sub-District, Ratchaburi Province, Thailand

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Abstract

The Assessments of Media for Sufficiency Economy Project Public Relations in Krabyai Sub-District, Ratchaburi Province, Thailand aims to 1) Study the status and problems in the farmer’s work. 2) Study the media exposure of the community. 3) Design and develop the media for project public relations. 4) Evaluate the project public relation media.

The research found that 1) the farmer needed to develop the knowledge in agricultural development, such as, appropriate soil management, farm management, and pest management for economic crops in the community, good practice for economic crops in the community and utilization from farm and household waste for cost reduction. 2) About the media exposure, there were a billboard, broadcasting tower, website, journal and personal media, moreover, there were four community radio stations in Ban Pong District that could broadcast to Krabyai Sub-District and three local newspapers. 3) The researchers brought the information from the studied of media exposure in the community to analyze, design and develop the media to suit for the media exposure in the community and conform to the project plans, which consisted of brochure, leaflet, radio spot, billboard, newsletter and website. These media has been approved from the media specialists and community leaders who worked as public sector committee. 4) About the public relation media assessment, the researchers had set up the focus group discussion to evaluate the media and project public relation plans by media specialists, executives

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and officers who concerned with public relations in the community, representatives from mass media associations in Ratchaburi province and concluded that the dissemination and public relation plans should be separated to two stages, that meant, before conducting the activities, they should use television, community radio and billboards because these media could be produced and disseminated immediately, which were appropriated to motivate, provide information and encourage the community to participate in the activities. Another stage, after the activities finished, they should use the local newspapers to provide the information of the activities or public relations. The contents should be mainly focused on the benefit for the community and the farmers. For the radio spot, they should make the public relation spot with no longer than one minute length because it would be suitable for radio station in broadcasting. Furthermore, there should be more project public relation sources in the schools in Krabyai community. The members of municipal council should be responsible for public relation in their own area. About the number of media and frequency in project public relations, there should be more dissemination by the mass media.

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Selection and peer-review under responsibility of The Association of Science, Education and Technology-TASET, Sakarya Universitesi, Turkey.

Keywords: Media assessment; Public relations media

INTRODUCTION

Media for development communication plays a major role in information distribution in developing countries. Communication is defined as a systemic process in which individuals interact with and through symbols to create and interpret meanings. It is ongoing and always in motion, moving forward, and changing continuously. Communication is a process, which depends on communicator’s perception including culture, communication skill, physical-emotional states, experience, attitudes, memory, and expectation. Communication does not to inform but also influences the behavior of the receiver of information.

Media is also very important in agricultural extension; it is utilized for development in agriculture. However, the effective of utilized media for development in agriculture should be use participatory communication method under rural development as a shift from the dominant paradigm of top-down to self-development wherein villagers and urban poor would be the priority audience, and self-reliance and building on local resources would be emphasized. Participation is the exchange of information from both parties the people and organization. In this process, it is the people or grassroots that identifies the problem and the solutions for those problems. The people are given the opportunity in the decision-making.
Kasetsart University, Kamphaeng Saen campus has the community development for sufficiency economy project in Krabyai sub-district, Ratchaburi province. For this project to be successful, it should design development media for public relations the project for community members to motivate and transfer the knowledge. Consequently, it is interesting to explore the assessments of media for sufficiency economy project public relations in Krabyai sub-district, Ratchaburi province. The results will be used to determine and improve strategies for public relation the project in Krabyai sub-district, Ratchaburi province and could be used as reference for future studies concerning media for public relation in the community. This study can also provide policy-makers, researchers, agricultural extension workers, and community development workers, information that can be used as bases for evolving a functional framework of media for public relation, and help the Thai government to analyze, develop, implement, and evaluate media for public relation in the future.

OBJECTIVES OF THIS RESEARCH
This research generally aimed to study the assessments of media for sufficiency economy project public relations in Krabyai sub-district, Ratchaburi province in Thailand. Specifically, the study targets to: 1) Identify the status and problems in the farmer’s work. 2) Study the media exposure of the community. 3) Design and develop the media for project public relations and 4) evaluate the project public relation media.

METHODOLOGY
The research followed these processes: 1) Surveyed the status and problems in the farmer’s work by review of secondary data and available information about the research site is gathering from secondary source and personal inquiries 2) Determined media exposure of the community through key informants interviews and observation. 3) Design and develop the media for project public relations. 4) Evaluate the project public relation media by focus group discussion. The populations of this study were 16 respondents. They are media specialists, executives and officers who concerned with public relations in the community, representatives from mass media associations in Ratchaburi province.

RESULTS AND CONCLUSION
1. The status and problems in the farmer’s work the research found that the farmer needed to develop the knowledge in agricultural development in five issues 1) appropriate soil management, 2) farm management, 3) pest management for economic crops in the community, 4) good agricultural practice for economic crops in the community 5) utilization from farm and household waste for cost reduction.
2. The media exposure the research found that there were eleven billboards for eleven villages, broadcasting tower for announcement community news, community website, community journal publishing by municipal and personal media such village headmen, municipal committees, moreover, there were four community radio stations in Ban Pong District: The community radio Ban Pong Mass Media FM 102. 75MHz, My House FM 96. 25MHz, Amazing Radio FM 95. 35MHz, and the Life Style Radio FM 101.00 MHz that could broadcast to Krabyai Sub-District and three local newspapers.

3. Design and develop the media for project public relations. The researchers brought the information from the studied of media exposure in the community to analyze, design and develop the media to suit for the media exposure in the community and conform to the project plans, which consisted of brochure, leaflet, radio spot, billboard, newsletter and website. These media has been approved from the media specialists and community leaders who worked as public sector committee.

4. Evaluate the project public relation media. the researchers had set up the focus group discussion to evaluate the media and project public relation plans by media specialists, executives and officers who concerned with public relations in the community, representatives from mass media associations in Ratchaburi province. The results of the focus group discussion can concluded following this:

   4.1 The dissemination and public relation plans should be separated to two stages, that meant, before conducting the activities, they should use television, community radio and billboards because these media could be produced and disseminated immediately, which were appropriated to motivate, provide information and encourage the community to participate in the activities. Another stage, after the activities finished, they should use the local newspapers to provide the information of the activities or public relations.

   4.2 The contents should be mainly focused on the benefit for the community and the farmers. For the radio spot, they should make the public relation spot with no longer than one minute length because it would be suitable for radio station in broadcasting.

   4.3 The participating of community for public relation there should be more project public relation sources in the schools in Krabyai community and practice the students to be the press in their community. The members of municipal council should be responsible for public relation in their own area.

   4.4 The number of media and frequency in project public relations, there should be more dissemination by the mass media such as television, radio, and newspaper.

ACKNOWLEDGEMENT
The authors wish thanks Faculty of Agriculture at Kamphaeng Saen for their support facilities in making this project possible. This research project was financially support by Kasetsart University Kaphaeng Saen campus through The Community Development for Sufficiency Economy Project associated with Krabyai municipal.

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