

ABSTRACT

The Effects of a Public Relations Program on  
Primary School Teachers' Level of Acceptance  
of Retraining

Don S. Naranjit

The Education Plan, 1985-1990, advocates a primary school teacher retraining policy. Teachers' level of acceptance was essential in order to successfully integrate the contents of this innovation into the regular school curriculum.

This study investigated the effects of a public relations program designed to increase teachers' acceptance of such retraining.

One hundred and thirty-two teachers from primary schools in central Trinidad participated in the experiment. The teachers were randomly separated into a control group and an experimental group. Both groups were pre-tested and then post-tested using a 30-item, 5-point Likert-type scale as the instrument. The experimental group was

exposed to the public relations program, while the control group was not. Within the experimental group gender difference and teaching experience were examined.

Evaluation of the results revealed that teachers' level of acceptance of retraining increased significantly after exposure to the public relations program. There were no significant differences in the increase either between male and female teachers, or between less experienced teachers and more experienced teachers.

Implications and suggestions for further research were also discussed.