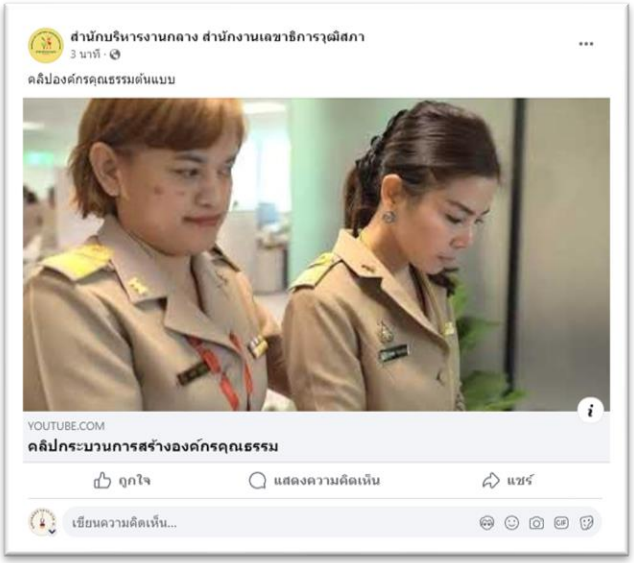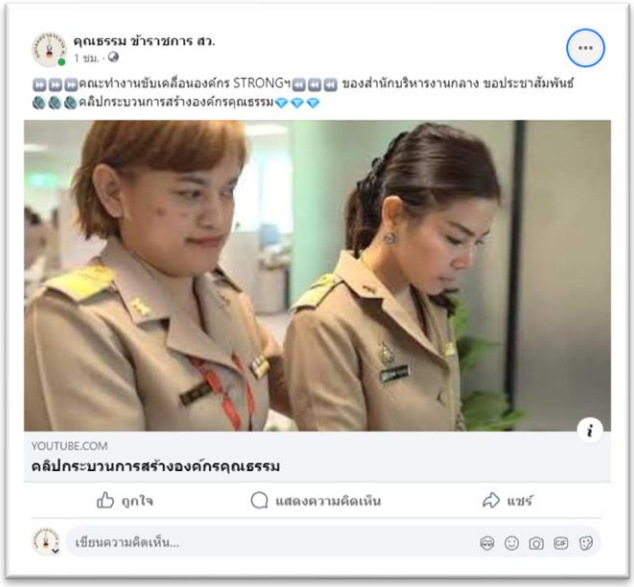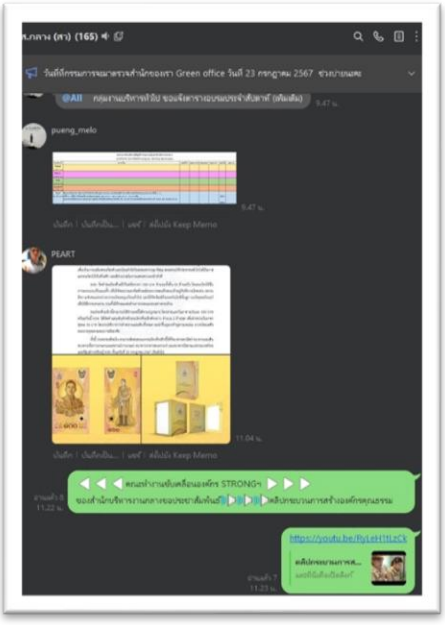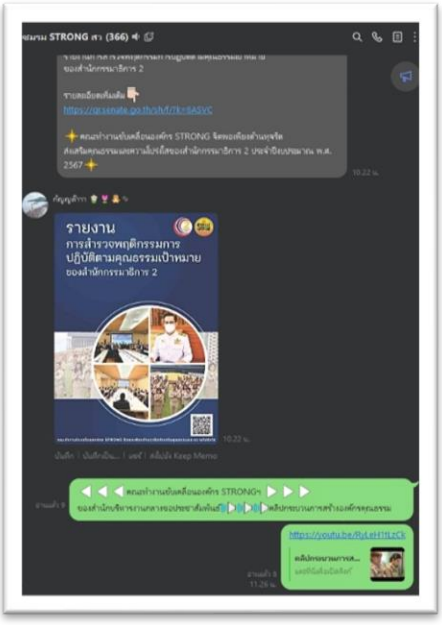การเผยแพร่ประชาสัมพันธ์ผ่านช่องทางต่าง ๆ