

CAMBODIA: COMMUNICATION ASSISTANCE PROJECT

BASELINE MEDIA RESEARCH FINAL REPORT

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ACRONYMS

ABC ID	Australian Broadcasting Corporation International Development
AusAID	Australian Agency for International Development
BTB	Battambang
C/S	Commune/Sangkat
C4D	Communication for Development
CCAP	Cambodia Communication Assistance Project
CCIM	Center of Cambodia Independent Media
CDHS	Cambodia Demographic and Health Survey
CNA	Capacity Needs Assessment
C/PAWG	Capital/Provincial Accountability Working Group
D&D	Decentralisation and Deconcentration
DMC	Department of Media and Communications
FGD	Focus Group Discussion
HDI	Human Development Index
IDI	In-depth Interview
IP3	3 year Implementation Plan 2010-2103
Kg Cham	Kampong Cham
M&E	Monitoring and Evaluation
MoI	Ministry of Interior
NCDD	National Committee for Sub-national Democratic Development
NGO	Non-Government Organisation
NP-SNDD	National Program for Sub-national Democratic Development
NSDP	National Strategic Development Plan
PDI	Provincial Department of Information
RFA	Radio Free Asia
RGC	Royal Government of Cambodia
RUPP	Royal University of Phnom Penh
SNA	Sub-national Administration
SPSS	Statistical Package for the Social Sciences
TBP	Talk Back Program
TNS	Taylor Nelson Sofres
TOR	Terms of Reference
TV	Television
UN	United Nations
UNCDF	United Nation Capital Development Fund
WMC	Women's Media Center
WMD	Women, Minority Groups and People with Disability

EXECUTIVE SUMMARY

Cambodia Communications Assistance Project (CCAP) is a two-year initiative (2012-2013) funded by Australian Agency for International Development (AusAID) to contribute to the development of the media in Cambodia. The project is in its initial stage and is being implemented by ABC ID, in collaboration with three Cambodian Government Provincial Departments of Information (PDI) in Battambang, Kampong Cham and Kampot, and the Department of Media and Communication (DMC) at Royal University of Phnom Penh (RUPP).

The objective of this research is to provide baseline measures and understanding of the current state of the media in Cambodia, with a particular focus on provincial PDI in Battambang, Kampong Cham and Kampot. These measures will help track progress of the project outcomes and impact over the project lifetime and provide a clearly defined scope for the Cambodia Communication Assistance Project. The research design uses a mixed methods approach with focus group discussions, in-depth interviews and survey questionnaires for PDI staff and directors.

This report examines understanding of governance issues within an audience and PDI context and assesses the capacity level of PDI staff and directors. More specifically it seeks to gain knowledge and perceptions on audience understanding of governance, transparency and accountability issues, and to determine audience perceptions on PDI content and issues concerning voice, transparency and accountability. It also assesses PDI knowledge on governance issues and skill development needs at the three targeted provinces.

The findings are summarised into three key areas: understanding of governance and audience context from different perspectives; reflections on media environment; and PDI capacity needs assessment. Finally, key considerations are outlined to inform PDI activities and programs related to governance including both training and content activities which can be supported by CCAP.

Understanding Governance and Audience Context

The findings illustrate an overall lack of understanding of governance and related elements such as good governance, accountability and transparency. Citizens and PDI staff do not necessarily identify or understand the definitions assigned to specific terminology but are aware of the overarching processes involved in the exercise of governance.

Citizens:

- Understanding of good governance, governance, accountability, transparency and related elements is limited or nonexistent among most participants, across all groups.

- The majority of focus group discussion (FGD) participants interpreted transparency as meaning equality. Some confused accountability with accounting, while others were not familiar with the terms governance, transparency and accountability. Based on location, understanding was highest in Kampong Cham followed by Kampot, and Battambang.
- Many citizens are not aware of the procedures and the correct fees involved in civil registration, obtaining a national identification card, land title, and other documentation processes.

Stakeholders:

- According to some stakeholders good governance means delivery of sound public services, transparency, accountability by elected representatives towards citizens (downward accountability) and higher level authorities (upward accountability to commune, district, provincial councils and authorities), citizen participation, and rule of law and justice.
- Good governance is still considered a politically sensitive issue by some stakeholders. Other topics considered to be sensitive include corruption, human rights violation, the accountability box, taxation issues, and land issues.
- Sub-national government officials and local authorities consider the community information board, accountability box and community meetings as the main mechanism for promoting good governance. However, the report highlights that the effectiveness of each is limited:
 - The Information board at the Commune Council is not utilized effectively since many Cambodian citizens are illiterate.
 - Awareness of an accountability box is very high but its use is very low. Citizens often misinterpret the purpose of the accountability box and the complaint making and resolution process.
 - Citizen participation at the commune/village meetings has increased in number since decentralisation¹ and deconcentration² reform, but meaningful participation in decision making is still limited. Some citizens are apprehensive expressing their views on issues related to governance, unless reassured. Citizens are often afraid of potential repercussions if they are critical of public servants or the government in general.

Media Environment

Most of the national and provincial stakeholders appreciate the role of media in increasing awareness on issues of governance. Media, particularly radio and TV, play an important role in

¹ Decentralisation refers to the redistribution of 'decision making authority and financial and management responsibility among levels of the central government' (Gregersen et al. 2004). Additionally, administrative decentralisation consists of 'a transfer to lower-level central government authorities... who are upwardly accountable to the central government' (Ribot 2002 in Larson). Deconcentration is defined as the transfer of power from central government to lower level 'political administrative' and territorial hierarchy' covering a broad range of transfers from central governments to regional, municipal or local governments (Crook and Manor 1998; Agrawal and Ribot 1999; Sayer et al. 2004).

² Deconcentration is defined as the transfer of power from central government to lower level 'political administrative' and 'territorial hierarchy' covering a broad range of transfers from central governments to regional, municipal or local governments (Crook and Manor 1998; Agrawal and Ribot 1999; Sayer et al.).

providing news and information on social issues affecting the community due to their wide reach.

The Cambodian media is relatively young and much of it is owned by the state or the business elite with close ties to government. Only a limited number of media providers, such as Radio Free Asia (RFA) and Voice of America (VOA), are considered independent, providing news and information that is not affiliated with a political party.

In general, stakeholders, particularly those from government and opposition parties, have limited or no trust in Cambodian media institutions and personnel. Opposition party stakeholders stated they have limited or no access to public and private media. Local government officials have limited knowledge of how to utilize media to improve the living conditions of ordinary people and making them aware of government services.

PDI Capacity Needs Assessment

The capacity needs assessment was a self-reported assessment undertaken by PDI staff and directors. Its purpose was to gauge the capacity level of PDI staff and directors from their own perspective. PDI staff from the targeted provinces, Battambang, Kampong Cham and Kampot, were involved in the assessment and reported basic to moderate levels of capacity over a range of different skills and abilities. The needs assessment focused on specific areas to determine each provincial PDIs capacity level, with a focus on both directors and general staff. The areas included content production skills, specialist reporting skills, organisational capacity, understanding good governance, and management and leadership ability.

- Male staff reported a higher capacity level than female staff in each category, including content production skills, organisational capacity and specialist skills reporting, understanding of governance, SNA democratic reform and cross cutting Issues. Battambang reported higher capacity levels than Kampong Cham and Kampot.
- PDI staff reported low capacity in specialist reporting skills such as covering court and legal issues, investigative journalism techniques and election coverage. Furthermore, PDI staff reported low level understanding of sub-national democratic reform and cross cutting issues such as gender, youth empowerment, people with disability, and minority groups.
- PDI directors reported a moderate level of capacity for management and leadership skills, and in other areas such as financial management, human resource management and marketing.

Key Considerations

The key considerations for the PDIs and CCAP based on the baseline research are:

Targeting different demographic groups

PDI programming can target specific demographic groups with different program styles and content.

Promoting transparency

PDI may discuss the role and function of the information boards. This will help create more citizen awareness of the type of information that can be found on information boards and how it relates to them. It will also help to assess the effectiveness of information boards as a communication tool for promoting transparency.

Informing citizens about laws and their rights

PDI programs may have a particular segment that has a focus on, analysing law reform, legal education, and providing general listeners' clear information to the citizens.

Encouraging accountability and participation

PDI broadcasters discuss, as a part of regular weekly programming, the importance and purpose of the accountability box, announce upcoming community development meetings and encourage community participation.

Devise program strategy

Develop a long term strategy (6-9 months) for talk back programs. A framework of governance focus areas can be developed based on the topics identified as part of the baseline research.

Promoting themes, topics and citizen engagement

PDI talkback programs can promote awareness about forthcoming topics through social media and informing the citizens in advance based on the program strategy.

PDI governance training

PDI training sessions and workshops are conducted on a regular basis that discuss trends in governance issues and provide a focus for future content areas.

PDI skills and production training

The PDI skills and production training plan may be reviewed taking into account the baseline measures to ensure that the key areas of strengths and weakness within the PDI are addressed adequately through CCAP.

PDI partnerships

Partnerships can be established with relevant non-government organisations (NGOs) to improve talkback program awareness amongst the community and provide further sources for potential guest speakers.

1. INTRODUCTION AND BACKGROUND

The objective of this research report is to provide baseline information that will be used to analyse the current state of the media in Cambodia and evaluate it in relation to broader development goals. Governance sub-themes will also be identified and used as key indicators to track developments over the period of the project, and provide a clearly defined scope for the Cambodia Communication Assistance Project (CCAP). The baseline research has been initiated by the Australian Broadcasting Corporation International Development (ABC ID) and funded by the Australian Agency for International Development (AusAID).

Section 1 provides an overview of the project background, a context of good governance and a summary of the media environment in Cambodia. Section 2 outlines the objectives and methodology of this report. Section 3 presents the main research findings. Section 4 summarises the findings and provides recommendations for future actions.

1.1 CCAP BACKGROUND

CCAP is a two-year initiative (2012-2013) funded by AusAID to contribute to the development of the media in Cambodia. The project is in its initial stage and is being implemented by ABC ID, in collaboration with three Cambodian Government Provincial Departments of Information (PDI) in Battambang, Kampong Cham and Kampot, and the Department of Media and Communication (DMC), Royal University of Phnom Penh (RUPP).

The overall goal of the project is to contribute to the achievement of better governance in Cambodia by supporting its development to improve the capacity of its media services and by facilitating access to information that contributes to improved voice, transparency and accountability. The summary of the project is given in Table 1 (below).

Another major CCAP objective is to forge partnerships between the tertiary sector and state radio to enhance educational opportunities for PDI broadcasters and to familiarise DMC graduates with PDIs. The provision of mentoring and support for PDI staff at DMC aims to emphasize the media's role in promoting better governance, gender equity, inclusion of marginalised people (e.g. people with disability, ethnic groups), and quality programming for youth. As part of the relationship DMC students undertake internship at PDIs and on their return students present their experiences at PDI to other DMC students and PDI staff, raising the profile and benefits of partnerships and work opportunities at PDI.

Table 1: Overview of the Project

Cambodia: Communication Assistance Project (May 2012- December 2013)	
Goal	To contribute to the achievement of better governance in Cambodia.
Purpose	To improve the capacity of local media services in select provinces to play an active role in facilitating engagement and access to information that contributes to improved voice, transparency and accountability on issues that impact on people's daily lives. Specifically, the dialogue and information processes will help build a better understanding of the aspects of governance between people and their government officials.
Objectives	<ol style="list-style-type: none"> 1. To enhance the capacity of select local media outlets to deliver balanced and credible information on transparency and accountability issues. 2. To strengthen the voice of citizens and the transparency and accountability of authorities through meaningful flows of information. 3. To begin to professionalise media systems by strengthening links between emerging broadcasters, media research and PDI.
Activities	<ul style="list-style-type: none"> • Talkback program (TBP) training. • Promoting the use of new platforms such as websites and social networks like Facebook. • Community outreach through outside broadcasts and youth reference group. • Promotion of TBP on Television. • PDI training needs assessment and training plan. • PDI internship with DMC radio station, PDI staff study visits and DMC students' internship with PDI radio stations. • Media research including baseline audience research and pre-testing, stakeholder analysis, impact evaluation and content analysis.
Location	Three PDI (Battambang, Kampong Cham, and Kampot province) and DMC (Phnom Penh)
Financial Support	AusAID
Implementing Agency	ABC ID

1.3 CONTEXT OF STUDY

As of 2008, the total population of Cambodia was approximately 13.5 million, of whom 51% were women.³ Cambodia is still characterised by a young population; around 60% of its population is below 24 years of age. The sex ratio has increased from 93 males to 100 females in 1998 to 94.2 in 2008.⁴ The majority of the Cambodian population lives in rural areas (80.5%)⁵.

Poverty has been reduced from 47% in 1993 to 30% in 2007. However, a third of Cambodians still live below the national poverty line (2,473 riel or US\$0.61).⁶ Of the total poor, 92% live in rural areas. Inequality levels have risen dramatically. The Gini Coefficient (which measures inequality – zero being perfect equality and one being absolute inequality) has moved upwards from 0.35 in 1994 to 0.40 in 2004 and 0.43 in 2007. As a recent trend, inequality has increased not only between rural and urban areas, but also within rural areas. Rural inequality rose from 0.27 in 1994 to 0.33 in 2004 and climbed again to 0.36 in 2007.⁷

The Cambodian National Population Census 2008 calculated the adult literacy rate at 77.6% (15 years and over). The functional literacy rate, described as those who can ‘read, write and calculate for his/her own or their community’s development’⁸, is only 37.1% (last measured in 1999)⁹. According to UNESCO, Cambodia’s literacy challenge ‘lies in reducing disparities in literacy rates by gender (85.1% among males to 70.9% among females) and age group,, between urban and rural populations (90.4% to 74% respectively), and among ethnic minorities, and those who are most marginalized.’¹⁰

Overall human capital has improved. The Cambodia Human Development Index (HDI) has improved by 1.81% during 2000-2010. Currently, Cambodia ranks 124th out of 169 countries with an HDI value of 0.494 in 2010¹¹. Its ranking in 2006 was 129th.

1.3.1 GOOD GOVERNANCE

Governance is a relatively new concept in international development and its definitions vary widely among development actors. United Nations Development Programme defines

³ National Institute of Statistics. (2008). National Institute of Statistics. Retrieved January 18, 2013, from Cambodia General Population Census 2008: <http://celade.cepal.org/khmnis/census/khm2008/>

⁴ *ibid*

⁵ *ibid*

⁶ Knowles, J. C. (2007). Poverty profile and trend in Cambodia: findings from the 2007 Cambodia Socio-Economic Survey. Retrieved January 18, 2013, from The World Bank: <http://documents.worldbank.org/curated/en/2009/01/10926869/poverty-profile-trend-cambodia-findings-2007-cambodia-socio-economic-survey-cses>

⁷ *ibid*

⁸ United Nations Educational, Scientific and Cultural Organization. (2008). *Literacy*. Retrieved February 4, 2013, from United Nations Educational, Scientific and Cultural Organization: <http://www.unesco.org/new/en/phnompenh/education/learning-throughout-life/literacy/>

⁹ *ibid*

¹⁰ *ibid*

¹¹ United Nations Development Programme. (2010). Human Development Report 2010 —20th Anniversary Edition. Retrieved January 17, 2013, from United Nations Development Programme: <http://hdr.undp.org/en/reports/global/hdr2010/>

Governance as ‘the system of values, policies and institutions by which a society manages its economic, political and social affairs through interactions within and among the state, civil society and private sector. It is the way a society organises itself to make and implement collective decisions achieving mutual understanding, agreement and action.’¹²

The World Bank defines governances more widely:

‘Governance consists of the traditions and institutions by which authority in a country is exercised for the common good’.¹³ ‘This includes the process by which governments are selected, monitored and replaced; the capacity of the government to effectively formulate and implement sound policies; and the respect of citizens and the state for the institutions that govern economic and social interactions among them.’¹⁴

Good governance is ‘the means that state, institutions, or organisations use to govern economy, social affairs, and security to serve the common interests of the citizens by fulfilling eight principles including transparency, accountability, participation, rule of law, responsiveness, efficiency and effectiveness, consensus oriented, and equity.’¹⁵ Good governance implies that decisions are taken and power is wielded in a manner that is free of abuse and corruption, and with due regard for the rule of law, it is participatory, transparent, responsive, consensus-oriented, equitable and inclusive, effective and efficient, and accountable.¹⁶

The Royal Government of Cambodia’s (RGC) National Strategic Development Plan (NSDP) (2006-2010) and the NSDP Update (2009-2013) places good governance at its core, recognising it as the most important pre-condition for achieving sustainable socio-economic development with equity, equal opportunity and social justice.¹⁷ It also acknowledges that decentralisation of political power and de-concentration of administrative authority are prerequisites for poverty reduction. To this end, the National Committee for Sub-National Democratic Development (NCDD) was established to provide overall direction and to coordinate the implementation of the decentralisation and deconcentration (D&D) reforms.¹⁸ Provincial and district councils were elected in 2009 with responsibility for supporting the commune councils¹⁹, which directly represent people at the village level.

¹² United Nations Development Programme. (2004). *Human Development Report 2004*.

¹³ World Bank. (n.d.). *Worldwide Governance Indicators*. Retrieved January 17, 2013, from World Bank: <http://info.worldbank.org/governance/wgi/index.asp>

¹⁴ *ibid*

¹⁵ Pact Cambodia. (2010, November 11). *Governance and Perspective of Decentralization & Deconcentration. Powerpoint Presentation*. Cambodia.

¹⁶ Wood, A. (2005). *Demystifying ‘Good Governance’: an overview of World Bank Governance Reforms and Conditions*.

¹⁷ Royal Government of Cambodia. (2006). *National Strategic Development Plan 2006-2010*.

¹⁸ Niazi, T. H. (2011). *Deconcentration and Decentralization Reforms in Cambodia: Recommendations for an institutional Framework*. Philippines: Asian Development Bank.

¹⁹ Cambodian administrative divisions are divided into provinces and municipalities: ‘Each province is divided into districts (srok), and each district into communes (khum). In addition, there are a group of villages (phum), although they are not considered formal administrative units. Each municipality is divided into sections (khan), each section into quarters (sangkat). Article 127 of the Constitution stipulates that provinces, districts, sections, communes, and quarters are governed according to an organic law’ (United Nations, 2004).

The NCDD has developed the National Program for Sub-National Democratic Development (NP-SNDD) 2010-2019, a 10-year strategy and implementation program.²⁰ Phase 1 of the NP-SNDD entitled '3-Year Implementation Plan 2011-2013' (IP3) is currently being implemented. The immediate focus of IP3 is on establishing and developing the capacity of districts and municipalities as institutions for both local governance and local development in order to strengthen cooperation with Communes and Sangkats.²¹

D&D reform faces some challenges²² including downward accountability which is still limited and the districts which historically have had a supervisory role over the communes, rather than the collaborative role envisaged in the reforms; notions of popular participation are limited, and district officials currently fulfill more technical roles. In terms of governance, there are four major challenges²³. First, there is poor administrative performance, accountability and responsiveness to the needs of local citizens. Second, sub-national service delivery and regulation of markets and public goods are characterised by a confusing mix of centralised, decentralised and deconcentrated arrangements. While the technical capacity of government staff has improved, civil servant deployment is still not in line with the scale of functions and the priority needs of local citizens. Third, multiple conflicting development partner-financed programs exacerbate the problem. The focus on short term investment projects, vertical deconcentration and the use of salary top-ups threaten the institutional reform and long term capacity development envisioned in the Strategic Framework for D&D reform. Fourth, in the process of democratic development, there are few functioning accountability mechanisms operating outside of elections, and political space for publicly debating, discussing or critically appraising government policies.

1.4 MEDIA ENVIRONMENT IN CAMBODIA

The Cambodian media is relatively young and much of it is owned by the state or the business elite with close ties to government. Consequently most, but not all media outlets, are better viewed as political assets rather than independent media outlets. A few small-scale media operators are supported or run by the opposition party.²⁴

The mass media forms an important channel for communication and delivery of information. As of 2011, there were 52 radio stations and 96 television (TV) channels, including 59 cable outlets in the 24 provinces. Every Cambodian has access to one or more forms of media such as print,

²⁰ The National Committee for Sub-National Democratic Development. (2010). National Program for Sub-National Democratic Development 2010-2019. Phnom Penh.

²¹ IP3. (2010). *The First Three Years Implementation Plan (2011-2013) of NP-SNDD (IP3)*. Phnom Penh.

²² United Nations Development Assistance Framework. (2010). *United Nations Development Assistance Framework 2011-2015*. Cambodia: United Nations in Cambodia.

²³ The National Committee for Sub-National Democratic Development. (2010). National Program for Sub-National Democratic Development 2010-2019. Phnom Penh.

²⁴ Roberts, M. (2011). *The Media Map Project Cambodia: Case Study on Donor Support to Independent Media, 1990-2010*.

radio, television or the internet. 79.8% of people rely on radio and 78.2% on TV as their principal sources of information. Radio is relied upon by about 85% of the very poor and TV by about 75% of the very poor.²⁵

Beyond voting and participation in commune council meetings, there are few opportunities and mechanisms for citizens to publicly voice their views and concerns. Cambodian parents often discourage their children from active civic engagement for fear of their personal safety and future career prospects. Participation implies or is perceived to include political involvement, which historically has been associated with risk.²⁶

²⁵ Malena, C., & Chhim, K. (2009). *Cambodia Linking Citizens and the State: An Assessment of Civil Society Contributions to Good Governance in Cambodia*. World Bank.

²⁶ Roberts, M. (2011). *The Media Map Project Cambodia: Case Study on Donor Support to Independent Media, 1990-2010*.

1.5 RESEARCH OBJECTIVES

The overall objective of the research was to provide qualitative baseline measures for the CCAP project. The specific objectives of the research include:

1. Understanding Governance, Media and Audience Context.
 - To gain knowledge and perceptions on transparency and accountability issues.
 - To determine audience understanding of governance.
 - To determine audience perceptions on PDI content and issues concerning voice, transparency and accountability.
2. Provincial Department of Information (PDI) Needs Assessment.
 - To assess knowledge on governance issues and skill development needs at the PDI in the three selected provinces.

The scope of work specified that the research be conducted at sub-national administrations, including the Provincial Department of Information, District Council and Board of Governors, the Commune Council, and audiences. The information gained through the study will also be used to analyse the current state of the media in Cambodia and to evaluate it in relation to broader development goals.

2. METHODOLOGIES

This chapter presents summary of the study design, data collection, data processing and analysis and limitations of the study.

2.1 STUDY DESIGN

The research design used a mixed methods approach using focus group discussions (FGDs), in-depth interviews (IDIs) and survey questionnaires (for PDI staff and directors), focusing on:

1. Understanding Governance, Media and Audience Context:
 - Desk review of documents.
 - 18 FGDs with citizens (Radio listeners and non-listeners).
 - 10 IDIs with national stakeholders.
 - 32 IDIs with provincial stakeholders.
2. PDI Capacity Needs Assessment:
 - Questionnaire survey among PDI TBP staff.
 - 4 FGDs among PDI staff.
 - 9 IDI questionnaire surveys among PDI directors.

The research instruments were developed by TNS Cambodia and ABC ID in partnership. All data collection tools were translated into Khmer.

2.2 DATA COLLECTION METHODS

In-depth Interviews (IDIs)

42 IDIs were conducted with government officials, opposition parties, local authorities, governance and independent media experts, representatives of media organisations and NGOs and directors of PDI both in Phnom Penh and the three provinces. Please refer to Annex A for a full list of the participants.

Focus Group Discussions (FGDs)

18 citizen FGDs were conducted, divided into urban/rural, male/female and young adult/older adult groups. In each province, four radio listener and two non-listener groups participated in the discussions. The majority of groups included at least one participant with physical disability. FGDs were undertaken by a team of local consultants made up of three members: a facilitator, a note-taker/recorder and an observer. The sampling grid for FGDs is listed below in Table 2.

Table 2: FGD sample size

Location	Respondents						Total
	Urban			Rural			
	Youth Audience (19-30 years) 8 Male & 8 Female	Older Audience (31-49) 8 Male & 8 Female	Youth Audience (19-30 years) 8 Male	Youth Audience (19-30 years) 8 Female	Older Audience (31-49 years) 8 Male	Older Audience (31-49 years) 8 Female	
Battambang	1	1	1	1	1	1	6
Kampong Cham	1	1	1	1	1	1	6
Kampot	1	1	1	1	1	1	6
Total	3	3	3	3	3	3	18

Provincial Department of Information Capacity Needs Assessment: Self-administered Questionnaire & Focus Group Discussion

Nine IDIs were conducted with PDI directors, deputy directors and directors of TBP in each of the three provinces. A separate capacity needs assessment (CNA) questionnaire was administered among TBP team and directors. Four FGDs were conducted with the TBP team in each province and one additional FGD with the youth program team in Battambang.

The CNA questionnaire was administered before conducting FGDs with PDI TBP team. This was to measure the current individual capacity levels of PDI staff before they could be influenced by the FGDs. The TBP team CNA questionnaires included multiple choice questions and a staff self-assessment covering the level of existing capacity in different areas. The PDI directors CNA questionnaire included a self-assessment only, covering the level of existing capacity in different areas.

2.3 DATA PROCESSING AND ANALYSIS

The research team conducted an on-going analysis of data through regular, scheduled team meetings and informal discussions among team members. After the fieldwork, FGD and IDI data was transcribed both in Khmer and English, and as far as possible, verbatim. The FGD team produced a summary report of each FGD highlighting key observations and findings from the discussion. The FGD participants screening and CNA questionnaires data was entered into Statistical Package for the Social Sciences (SPSS) and was cross checked by a team member for accuracy.

FGD participants screening and CNA questionnaire data was analysed using SPSS. Data analysis focused on descriptive analysis for all indicators. Proportions were computed to determine the status of each indicator. The team used descriptive and thematic analyses to examine the data. In evaluating the results, comparisons were made between FGDs held with male, female, young adults, older adults, people with disability, and urban and rural participants. Validity was ensured through data triangulation (i.e., convergence of multiple data sources) wherever data was available. Based on the analysis, the team developed findings, conclusions and recommendations.

2.4 LIMITATIONS OF STUDY

There are several limitations to consider when interpreting the research findings, namely:

- Participants recruited for IDIs required further screening on the day of the interviews, which reduced the number of overall responses. For example, two participants from the local authorities who were included in the IDI sample were assessed by researchers to be intoxicated at time of interview. Their responses have been excluded from the analyses.
- The findings of the study cannot be generalised nationally as the research was only conducted in the project targeted provinces. For instance, if other Cambodian provinces were the target of analysis the results may have varied.
- The CNA exercise was essentially a facilitated 'self-assessment' in which PDI staff and directors rated themselves in specific capacity areas. Although participants were encouraged to be open and objective, there is inherent bias and a tendency to score high or low depending on the type of question. For example some participants scored themselves higher to look better in comparison with other provinces and some lower to get further capacity building from the project. FGDs were used in order to provide further validity to the data gained from the CNA. While this limitation cannot be completely negated when using the stakeholder engagement methodology, the benefits of gaining in-depth insights from within the industry outweigh this limitation.

Further details of the methodology are provided in Annex B.

3. FINDINGS

The main findings from this study are organised into five sections. The first and second section, *Understanding of Governance and Media Environment*, analyses the perceptions of citizens and national and provincial stakeholders on their understanding of governance and the media situation in Cambodia. The third section, *PDI content*, discusses PDI radio program formats, guest speakers and likes and dislikes about PDI radio and TBP. The fourth section, *Capacity Needs Assessment* outlines the findings related to the capacity level of PDI TBP staff and directors. The last findings section summarises baseline indicators that may be used to monitor the progression of the project.

3.1 UNDERSTANDING OF GOVERNANCE

This section brings together findings from the IDIs with national and provincial stakeholders and FGDs with citizens. Findings have been organised into different thematic areas related to good governance including governance, transparency, accountability, participation of citizens, anti-corruption and law and justice.

3.1.1 GOOD GOVERNANCE

The definition of good governance varied considerably between respondents. Some of them understood it as downward accountability and others as upward accountability. The stakeholders and FGD participants have only partial understanding of good governance. However, when all responses were collated, respondents defined good governance as the delivery of sound public services, accountability of elected representatives towards citizens (downward accountability) and higher level authorities (upward accountability to commune, district, provincial councils and authorities). Stakeholder and FGD participants described good governance as:

- Providing public services to the people on time.
- Ensuring quality of public services.
- Role and response of authorities to serve people's needs and address problems.
- Transparency in all public affairs by elected representatives and officials.
- Citizen participation in development process of government.
- Commune/village safety and security (no violence, drugs, stealing, robberies, gangsters).

The national and provincial stakeholder respondents were asked to give their opinion on citizens and Sub-national Administration (SNA) officials level of understanding of good governance. According to the majority of stakeholders, both at national and provincial levels, citizens and SNA officials awareness and understanding of the term good governance is limited.

'Good governance is a new concept for Cambodians. People tend to give their opinions

differently from their own perspective. So far we can say that officials at sub national level are not well aware of what good governance is all about’.

National government official

Furthermore, some IDI participants suggested that as good governance is both a new concept and a technical term for many Cambodians, deeper awareness and understanding will require some time to develop.

‘I could see that governance is an important goal of government but we cannot reach the goal just with a sudden big step, we need to do it in process to get our people to understand more about governance and ask them to join the governance process. It takes time’.

Sub-national administration official, Kampong Cham province

Citizens’ understanding of terminology concerning good governance²⁷ and related elements is limited or nonexistent. However, during FGDs this understanding increased after the terminology was explained in terms of local processes and contexts.

Citizens understand processes related to governance but do not necessarily identify with the terms, however even this understanding is still limited. Many FGD participants talked about some of these processes like the responsibility of the village and commune chief for ensuring the communities welfare; attending community meetings to discuss community development issues (or in some cases having no invitation to attend); existence of accountability box at the commune office; and a need for transparency in the commune budget and infrastructure projects.

With respect to the specific terminology, understanding of governance was highest followed by transparency, and accountability. Most of the FGD participants understand transparency as equality and some confuse accountability with accounting. Some of them had never heard the words ‘governance’, ‘transparency’ and ‘accountability’. Even among those who had heard these words, many did not understand their meaning. Based on location, understanding was highest in Kampong Cham followed by Kampot, and Battambang province.

‘The word Ak Phibalkech Laar (Khmer translation for Good Governance) is derived from Bali. It is unclear and hard to understand’.

FGD participant, older adult, male, rural, Kampot province

‘I don’t know because now there are too many new words (Good governance, transparency and accountability)’.

FGD participant, young adult, female, teacher, rural, Kampong Cham province

Understanding of good governance terminology is higher among male participants compared with female participants. People with disability, particularly males, had a better understanding of good governance than in any of other demographic groups.

Understanding of good governance terminology is higher among older adult participants compared with young adult participants. Most of the younger participants involved thought that discussion on governance and politics concerned their parents, older generations and the authorities. Some of the younger participants even wondered why they had been invited to participate in the discussion on good governance.

'Why do you choose under 30 years old (for FGD)? The young are not so interested in this issue (good governance).'

FGD participant, young adult, female, rural, Kampot province

Surprisingly, understanding of good governance terminology was higher in rural areas than urban areas. According to the stakeholders, good governance is often discussed on radio and there are less radio listeners in urban areas.

'In the urban area, less people listen compared to the rural area. The challenge is how to ensure that they have interest in the radio program?'

International NGO, Phnom Penh

Most of the FGD participants heard about good governance on radio, TV, and from the village/commune authorities.

Good governance is considered a politically sensitive issue by some stakeholders at the sub national level. Although some officials from SNA now feel comfortable discussing it, some stakeholders and citizens are still apprehensive in openly discussing the topic. They are afraid of the potential repercussions if they are seen to be critical of public servants or the government in general. Other topics considered to be sensitive are corruption, human rights violation, taxation, and land issues including land concession, land grabbing, forced eviction, and violence resulting from land conflict.

'Before, they (Guest speaker and citizens) were afraid because they thought governance was about politics or serious issues.'

PDI, Kampong Cham province

'Back in year 2000 if you are talking about corruption in the meeting with the government, you would not choose the word corruption, but then as time goes, people are more open. There is corruption law and around 2005, people in the street can talk about corruption and the same thing applies to good governance.'

International NGO, Phnom Penh

NGOs and government efforts to promote good governance have increased citizen and stakeholder understanding of the term to some extent. NGOs have launched projects raising awareness with some using TV, radio and mobile broadcasting to advance understanding. However, these projects have limited scope and have only targeted a select few communes. RGC via NCDD also promotes good governance nationwide through their capacity building efforts at SNAs and the line ministries, community meetings and workshops, and radio and TV spots. According to an opposition party official, citizens' current understanding of good governance is increasing but they do not see clean government (uncorrupt politicians and bureaucrats) as part of good governance and so are not monitoring the government performance and demanding any political reform.

'...Even in English "good governance" is technical. And in Khmer, it is even more technical "Ak Pi Bal Kech Laor" Ak Pi Bal Kech is difficult...Laor is good. So I think it is important to translate not literally, but to put the concept in the real life of the people. Good governance is about leadership, participation, human rights, freedom of expression, freedom of assembly, democracy, transparency, accountability, clean government. I think that is important (clean government) and that part is actually not clear for the people; therefore, they removed themselves from monitoring the performance, from promoting, pushing and demanding good governance'.

Opposition party official

3.1.1 GOVERNANCE

Citizens understand governance as high level leadership and management. According to some FGD participants, governance at community level means leadership, while for others it means management of public service provision and infrastructure development projects.

'Governance is the high-level, necessary leadership'.

FGD participants, older adult, male, urban, Kampong Cham province

'Governance refers to the management from upper level. If we talk about local level governance, it refers to the management and leadership by our village chief, commune chief or district to develop our village and community such as building roads, bridges and other services like identity card, house or land register. We talk about their management'.

FGD participants, older adult, female, rural, Kampot province

Some participants also understand governance as ensuring safety and security at commune and village level, and as responsibility of the government to fulfill the basic needs of the people.

'I don't know what does it means but according to my point of view, governance is the task of the state to fulfill people needs such as hospital, school and road so on'

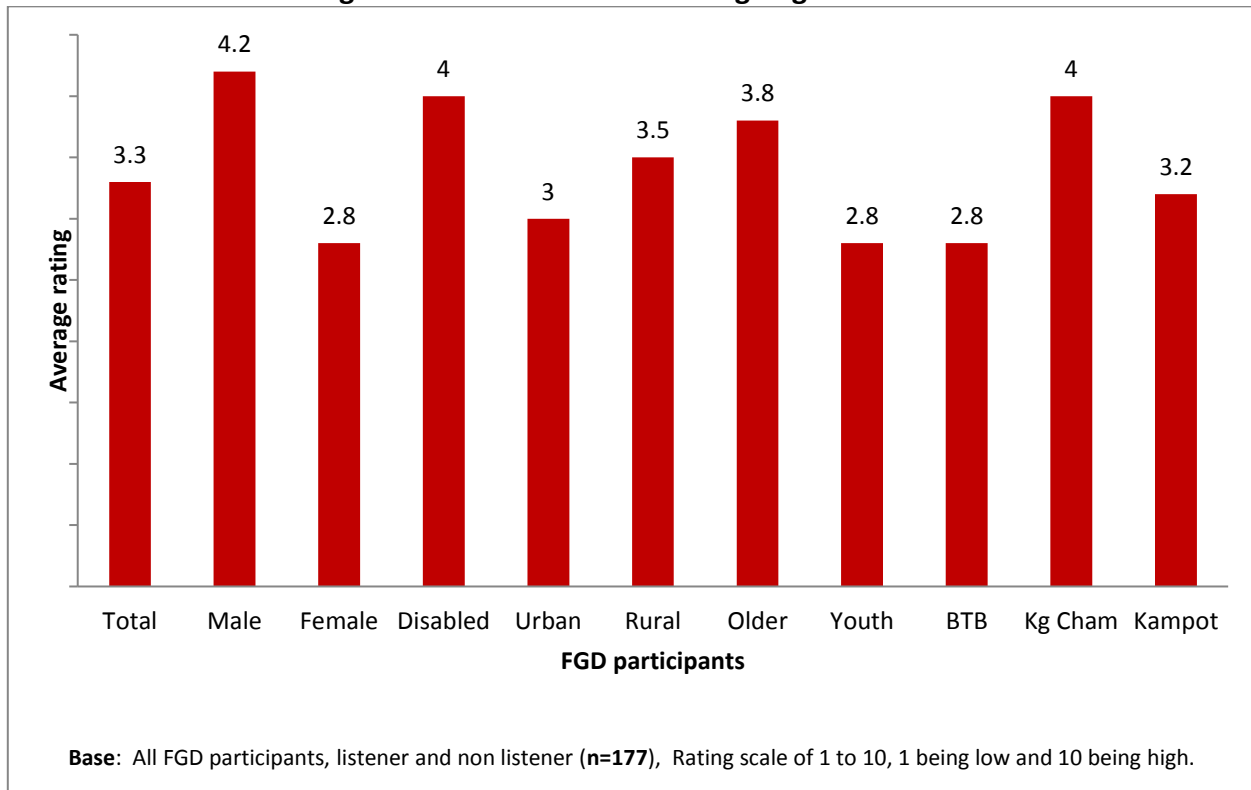
FGD participants, young adult, female, rural, Battambang province

'The village and commune have good safety'

FGD participants, older adult, female with a disability, urban, Battambang province

Participant understanding of governance was very low across all groups. Figure 1 (below) shows the average understanding of governance. On a rating scale of 1 to 10 (1 low, 10 high), average understanding was 3.3, illustrating the general lack of understanding of governance issues. On average, male participants had the highest level of understanding (4.2), with groups from Battambang, female participants and young participants having the lowest understanding (2.8).

Figure 1: Citizens' understanding of governance



3.1.2. TRANSPARENCY

Most of the participants view transparency as either equality or social equity, or without any discrimination.

'Transparency means correctness or equality'

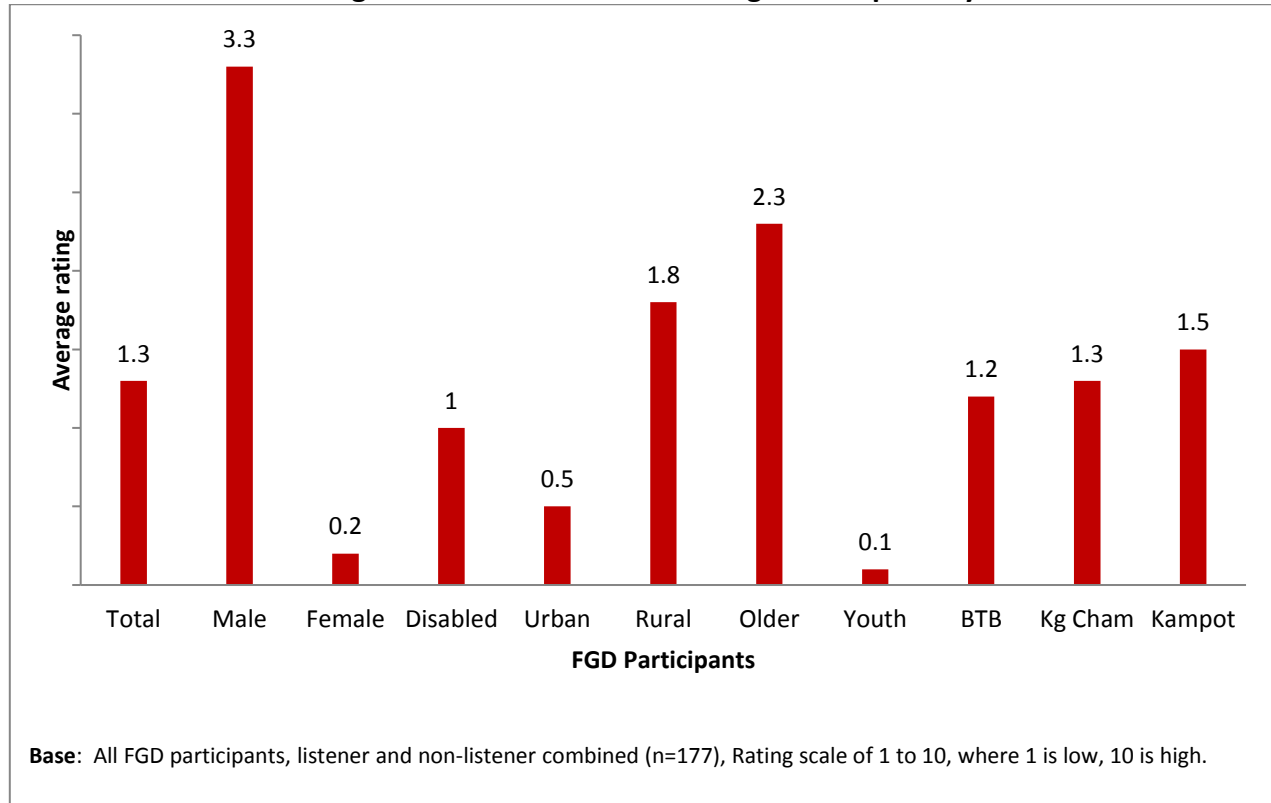
FGD participants, young adult, female with a disability, rural, Kampot province

Some participants identify *transparency* as openness and no corruption by the commune office regarding commune budget and activities.

*'Transparency means openness for participation'.
FGD participants, older adult, male, rural, Kampong Cham province*

Citizens' understanding of *transparency* is very low across all groups and almost nonexistent among female and younger FGD participants. Figure 2 shows the average understanding of transparency. The average understanding is 1.3 on a rating scale 1 to 10, where 1 is low and 10 is high.

Figure 2: Citizens' understanding of transparency



Some FGD participants reported a lack of transparency in the commune budget and civil registration service.

'I think there is no transparency in my commune. No one in the commune knows about the commune budget. How much has budget been spent this year, and what is remaining? We do not know, how much it cost for a marriage certificate in law, but practically, it costs from KHR100,000 to KHR150,000'.

FGD participant, older adult, male, rural, Battambang province

Some FGD participants reported that the commune and village authorities do not share enough information regarding decision-making with the citizens on issues like dispute resolution, distribution of aid, commune development activities and selection of contactors by the commune and village authorities. Many citizens are not aware of public services, particularly at

the district and provincial level. For example there is a lack of awareness of the 'One window service office'²⁸ at provincial level and the citizen office at district level.

According to the stakeholders and citizens, the elected representatives can achieve transparency by:

- Displaying information (documentation and service fees, income, expenditure and project details) on the information board at provincial, district and commune offices.
- Conducting all affairs to ensure fairness and that there is no discrimination based on socio-economic background, gender, or affiliation with a political party.
- Conducting meetings to get citizen input into the project design, implementation and monitoring processes.
- Providing public access to funding procedures and budgets. Also providing easily accessible information should be provided on funding allocation, budget outlines and implementation partners, investment and implementation plan.

Information boards at the commune office are not considered a good way of communicating public information for the following reasons:

- Many rural citizens are illiterate.
- There is lack of reading culture.
- They tend to ignore the information board because they have little interest in the information on it.
- The writing is too small and not attractive.
- The weather is very hot and it is not convenient to stop by and read information on the board.

According to the stakeholders and citizens, the following topics and issues related to transparency, may be considered by PDI TBP while developing discussion topics on transparency.

Table 3: Topics and issues: Transparency

- Access to information: promoting SNAs to display information (documentation and service fees, income, expenditure, and project details) on the information board at provincial, district and commune offices.
- Project and C/S fund management: accessible information on funding allocation, budget outlines and implementation partners, and investment and implementation plans.
- Transparency mechanism in contractor procurement for C/S fund projects.
- Transparency in public service provision: procedures to make land title (including costs) and other forms of paper works.

²⁸ One Window Service Offices have been established in 24 provincial towns and urban districts across Cambodia. It is a single office for delivery of certain administrative services commonly required by citizens and small business at the local level. It consists of a 'front office' for interacting with citizens, giving out forms and collecting documents, and a 'back office' which consists of 'competent agents' who are delegated here from the six line ministries that have transferred functions to the office.

- Raising awareness of the ‘One window service’ and citizen office at district level.
- Sub-national administration reforms, specifically the new roles and responsibilities of commune, district and provincial councils and their interaction with citizens and civic groups.

3.1.3 ACCOUNTABILITY

Accountability is understood by some of the FGDs participants as ‘obligation’ or ‘doing something for others’. Breaking a promise is also considered to be a lack of accountability.

‘I don’t know if this is right or wrong. Accountability refers to the situation where we have to do something. It is difficult’.

FGD participant, older adult, male, rural, Kampot province

‘They break their promise. They promised that they would fix the road after they won the election. Until now, they are not responsible for their promise’.

FGD participant, older adult, female, urban, Battambang province

Some of the participants across demographic groups misinterpret accountability to mean accounting or being related to money.

‘Accountability is the money that is provided equally. The money that they should give us’.

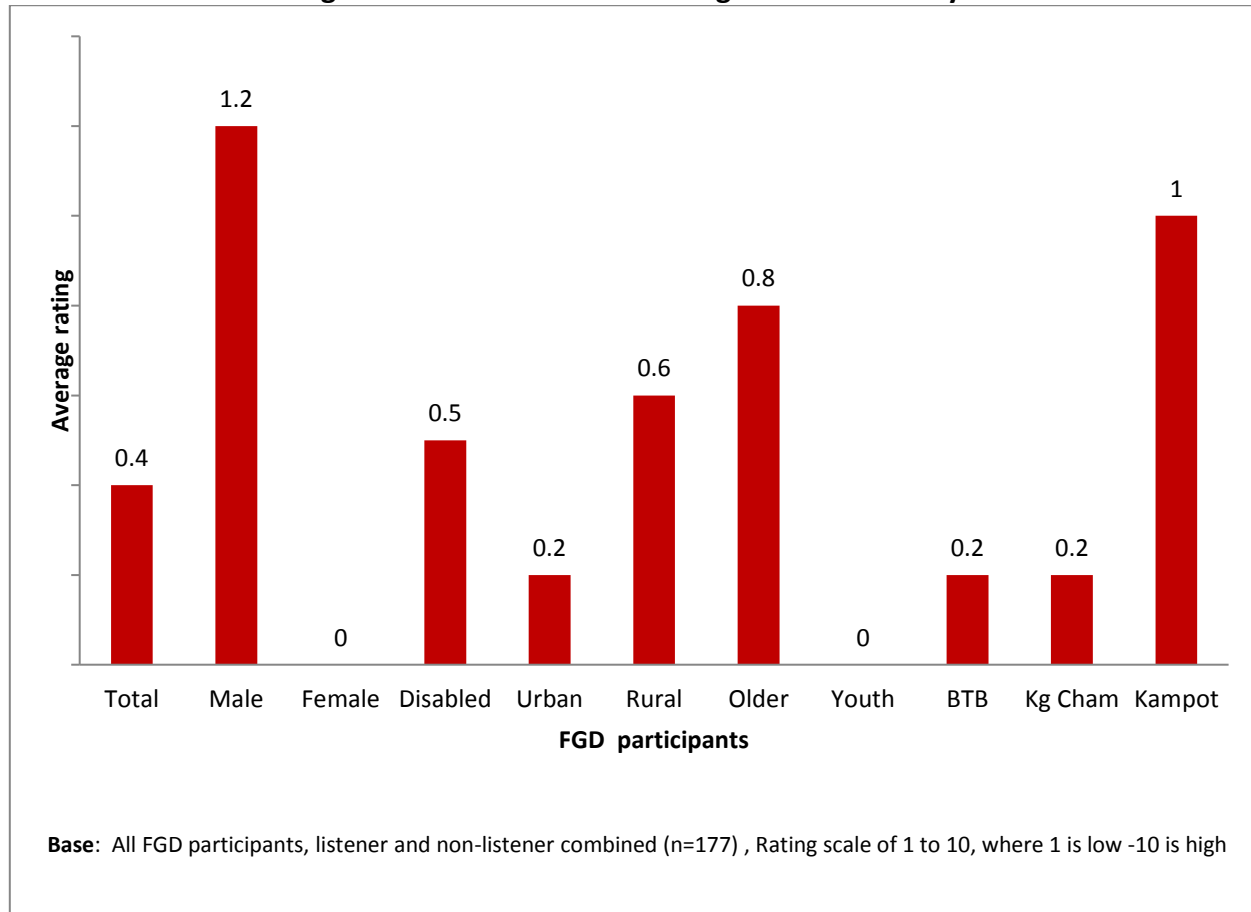
FGD participant, young adult, female, rural, Kampot province

Citizens’ understanding of accountability is very low across the focus groups and nonexistent among female and younger participants. Figure 3 (below) shows the reported average understanding of accountability on a rating scale of 1 to 10, where 1 is low and 10 is high. The average understanding is only 0.4. Male and older adult participants reported higher understanding than other groups. Based on location, understanding is higher in Kampot followed by Kampong Cham and Battambang provinces, and higher in rural areas compared with urban areas. Female and young participants have no understanding of accountability.

According to the stakeholders and citizens, elected representatives can achieve accountability by:

- Making all decisions in the interest of the community.
- Consulting the community when planning a project.
- Informing the community about income and expenditure.
- Fulfilling their roles and responsibility in response to people’s needs.

Figure 3: Citizens' understanding of accountability



The existence of an accountability box²⁹ in commune offices and participation of citizens in meetings is considered as fulfillment of accountability within good governance by local authorities and government representatives.

'Accountability is alright since we not only call a meeting, but also have prepared four accountability boxes in the villages, in which the villagers are able to express their views on whatever their needs are and express weakness of the council or of any local authority. They can share their views through the boxes'

Commune Chief, Kampong Cham province

²⁹ Every commune office in Cambodia is required to have an accountability box. The citizens have the right to report any information or make a complaint related to the irregularity of funds, and the role and responsibility of sub-national government officials through the accountability box. To make a complaint it is not required for people to write their name or identification. The Capital/Provincial Accountability Working Group (C/PAWG), with members from government institutions, commune councilor representatives, contractor and civil society representatives has mandate to resolve complaint received from the accountability box. The C/PAWG also aims to ensure the accountability transparency and effectiveness in utilization of funds.

Awareness of the accountability box is very high but its use is very low. Citizens misinterpret the purpose of the accountability box, complaint making process and complaint resolution process. Most of the FGD participants thought the accountability box was a mechanism to make a complaint on any issue within the community (such as rape, fights, business and family disputes). Most were not aware that it could be used to report any information or make a complaint related to the irregularity of funds and the role and responsibility of government officials. They believe that the complaint is resolved within the commune office and are not aware that it is resolved by the Capital/Provincial Accountability Working Group (C/PAWG).

'When we file a complaint, they never address it. The thing is that corruption is involved. For example, your son beats Sok's son, and then Sok files a complaint, but the complaint will not be addressed unless he gives them money'.

FGD participant, older adult, male, urban, Kampong Cham province

'When we know about the rape or other crime, we can write and put it into that box. Sometime we dare not to write'.

FGD participant, older adult, male, rural, Kampong Cham province

FGD findings suggest that citizens do not trust the accountability box process because their previous complaint was not resolved and some believe that complaint letters are destroyed before referring them to a higher level. It is possible that C/PAWG could not solve some community complaints if it is beyond their mandate.

'I think the letters might not reach the destination if we write bad thing about them'.

FGD participant, young adult, female, rural, Kampot province

Very few participants have ever used an accountability box to make a complaint/suggestion due to:

- The accountability box being in the commune office, meaning no one wants to be identified as the person complaining.
- Concern over confidentiality and personal safety.
- Doubt over process of complaint resolution.
- Illiteracy.
- No response on previous complaint from commune authorities.

The Media has played a vital role in raising awareness of the accountability box, but more action is needed to increase use by reassuring confidentiality and showing concrete action. The Cambodian government is yet to adopt 'Law on Access to Information', which has been in draft since December 2010.

'I think access to information is very important and the media can actually play an important role by explaining to people the needs to access to information law, the reasons why it is useful, how it works, and how it can benefit the people. There is misunderstanding that access information is only related to the press. If you are a journalist, you have an access to information'.

UN officer

Table 4: Topics and issues: Accountability

- Responsibility of SNAs in development project management, especially for local people.
- Purpose of accountability box, complaint making process, complaint resolution process, roles and responsibility of C/PAWG.
- Role of C/S in dispute resolution: citizens blame local authorities for taking bribes for dispute resolution.
- Safe migration mechanism: how can SNAs, especially C/S councils ensure safety in rural to urban migration for employment?
- Responsibility of local authorities in ensuring community security.

3.1.4 PARTICIPATION OF CITIZENS

FGD participants indicated that participation in some important commune/village meetings is only through invitation and is not open to everyone. All citizens are invited to attend meetings where financial contribution to infrastructure development projects are discussed, while for other meetings only relatives and individuals within one's network are invited. Due to a lack of a culture of participation, meetings often result in one-way communication and citizens feel their voice does not have any impact on decision-making.

'I have attended village meeting on a road construction. The people wanted the road to be in the middle, but the village chief desperately wanted it to be built at the back of the village. It seems like we have no voice in decision-making. Though we were involved in the meeting, they just ignore or disagree with our ideas. Sometimes we are included in a meeting and sometimes only particular people are involved'.

FGD Participant, young adult, female, rural, Kampong Cham province

Some citizens hesitate or are uncomfortable expressing their views on issues related to governance, unless reassured. Citizens are afraid of potential repercussions if they are critical of public servants or the government in general.

'Sometimes I dare not join the meeting because if I offer comments, they would think that I criticise them and I will not be able to ask them for help later'.

FGD Participant, older adult, male, rural, Kampot province

Community meeting participants are predominately women; however attendance of women does not necessarily represent empowerment or gender equality. More women attend meetings since the meetings are usually organised when most male citizens are working.

'Attendance of women is very high in the community meetings. Though this is very good from gender perspective and women empowerment. However in this case women are attending because their husband and male member are busy. Livelihood is more important than attending meeting'.

National government official

Table 5: Topics and issues: Participation of citizens

- Citizen participation in commune/village meetings.
- Low awareness on the importance of citizens' participation in local development meetings and freedom of expression.
- Citizens are not informed of commune/village meetings.
- Roles and responsibilities of citizens in C/S development projects.
- Citizen participation: promoting SNAs to conduct meetings to get citizen inputs into the project design, implementation and monitoring processes.
- Information on different mechanisms/forums of citizen participation at village, commune, district and provincial and national levels.

3.1.5 ANTI-CORRUPTION DIALOGUE

Anti-corruption is a sensitive issue for the government, PDI, PDI staff and guest speakers, and needs to be addressed indirectly. Anti-corruption messages can be integrated into issues which the government itself wants to see improved such as health, education, business, land concession, mining, infrastructure projects, and traffic law.

'Corruption is a little complicated because it is really broad. It could be very clear corruption: money under the table or it could be very broad way of corruption...If you want to talk about corruption then you don't create a program just about corruption but you include it as part of some of the other topics such as land concession, mining, and traffic law. So that people can talk about it and bring up a solution'.

UN official

'We cannot speak about corruption openly but indirectly. We cannot say that that person is very corruptive because he steals money as chief of the commune. We have to address this issue in a very sensitive way'.

National government official

Many of the FGD participants reported corruption at the commune and village level. At the commune level the most common areas of corruption are bribes for ID cards, family book,³⁰ civil registration, permission for ceremonies, commune budget for development activities, land distribution, and embezzlement and fraud of aid money/goods. Furthermore, the commune office charges higher than prescribed government rates³¹ for issuing forms and certificates.

'In my mother's village, fee for issue of family book is only 10000 riels, but in my village, fee is 50000 riels'

FGD participant, young adult, female, rural, Kampot province

'When there is a funeral for seven days, we have to pay 20000 riels for approval from commune. For wedding, we have to pay 20000 as well. Law is said to serve people. However, 20000 riels for the poor is a lot.'

FGD participant, older adult, male, rural, Kampot province

Surprisingly there is an acceptance of corruption by some citizens, to process work faster and as incentive for the hard work of the government officials.

'About asking marriage permission, we give them (commune office) money. It is okay in doing so because we can process our work faster. It is ok to spend money but it wastes our time.'

FGD participant, young adult, female, rural, Kampot province

Many citizens are not aware of the correct procedure and fees involved in civil registration, national identification card registration, land title and other documentation processes. Most participants reported that civil registration or other documentation involves - several visits to commune office, long waiting times, corruption, discrimination based on rich/poor and affiliation to political parties, and provision of quick service to only those who have connections within the office.

'Actually, at every place, the making of national ID cards is bribing. Those who have connections will get it earlier, even though they come later than us and other people have waited for longer time, so it is not fair.'

FGD participant, young adult, male, urban, Kampot province

³⁰ The family book is issued by the commune office. Each family is required to hold a family book in which all its members, their dates of birth and their occupation are recorded.

³¹ Sub-Decree on establishment of the fee for stamp tax and civil status forms 2002, states that for Battambang, Kampong Cham and Kampot province maximum fee of civil status form (marriage declaration, marriage certificate, certified marriage certificate, birth certificate, death certificate and all types of copied certificates) is 400 riels per page and the fee for stamp tax on the civil status forms range from 100 riel to 1500 riels maximum.

Table 6: Topics and issues: Anti-corruption dialogue

- Anti-corruption law.
- Role of the Anti-Corruption Unit, complaint processes and resolutions.
- Integrate issue into other topics such as education, health, business, land concession, mining, infrastructure projects, and traffic laws.
- Low awareness of procedures and fees for civil registration, national identification card registration, land title and other documentation processes. Favoritism often shown during dispute resolution, distribution of aid, commune development activities, and selection of contractors.

3.1.6 LAW AND JUSTICE

Citizen's awareness of Cambodian Law and Justice is limited. According to some national and provincial stakeholders and FGDs participants, citizens and local authorities have low awareness for laws and regulations such as the Alternate Dispute Resolution (ADR), village and commune safety policy, land laws, access to information law (draft), and overall rights of the citizen.

'I think people would benefit with knowing their rights (under different laws); as simple as that. A lot of people don't know what to do when there is a problem....So radio programs that want to involve the community in dealing with social issues, accountability, and transparency should perhaps have explanation in very simple terms what people's rights are: this is what you should do in a giving situation and these are your rights and that is really important because a lot of people do not know'.

UN officer

Table 7: Topics and issues: Law and justice

- Rights of the citizen.
- Alternate sentencing or ADR: Community dispute resolution mechanism and its effectiveness.
- Commune and Village Safety policy.
- Land law and role of commune councils in land concession.
- Access to information law (draft).
- D&D laws, rules, regulation decree and sub decree.
- Civil registration law.
- Prevention of domestic violence law, Disability law and Traffic law.
- Crime prevention for crimes such as burglary, robbery, rape.
- Illegal fishing and logging.

3.1.7 CROSS CUTTING ISSUES

National and provincial stakeholders and FGD participants were asked how radio programs can be made more inclusive of gender issues, young people, people with disability, and minority groups (religious and ethnic).

Some of the respondents suggested that the radio programs can be made more inclusive by having a specific topic dedicated to youth, women, minority groups and people with disability (WMD). Also, editorial policy should require getting each group's opinion on relevant issues. For example radio programs targeted at women should involve them at each stage of the process, including production.

FGD participants indicated that young people should actively participate and contribute to the development of Cambodia. However it was recognised that they face many challenges, including vulnerability due to rural-urban migration; drug addiction, smoking, drinking, and gang culture.

'I think radio should broadcast a particular program for young people. The guest speaker should explain young people responsibility towards themselves and society. To conclude, being a good person in the society is to avoid using drug, drinking wine, and being a gangster. We should have a program to educate them, but the program has to attract them to participate and listen. Sometimes, we have program but they do not listen'.

FGD participant, older adult, male, rural, Battambang province

Good governance radio programs for youth empowerment can be difficult as their needs are varying. According to FGD participants and stakeholders, youth needs are different, they like more entertainment and less political and social issues.

'Youth empowerment is a little bit difficult because young people are very inconsistent when it comes to what they like: they may like your program for a week, and then they may hate it for another week. Any program that is directed at youth should be hosted by young people that include an entertainment component to gain their attention so that you can send a message on issues related to education, environment, drug addiction, and political participation and empowerment'.

UN officer

Table 8: Topics and issues: Cross cutting issues

Gender

- Women Political participation: Encourage women to vote and get involved in politics at every level.
- Role of the prevention domestic violence unit.
- Complaints processes and resolutions violence against women and children.
- Forms of domestic violence (physical, financial, emotional and sexual).
- Gender based violence including rape, abuse and sexual harassment.

- Health issues including reproductive and sexual health.
- Representation of women in public office and particularly in high level positions.
- Livelihood options for women.

Youth empowerment

- Roles and responsibility of young people.
- Critical analysis, decision making and putting forward opinions and views.
- Livelihood options for youths.
- Career counseling.
- Challenges of rural-urban migration.
- Modern technology and its usage.
- Cause and effect of gangsters to society.

People with disability

- Discrimination against people with disability by authorities.
- Lack of awareness among authorities about challenges faced by people with disability

3.1.8 ELECTION

All the respondents noted that the role of the media becomes very important during election time since it can provide information to the general public about their role and rights; election registration process; and information on political parties for better and more informed voting.

'Role of media in election process is even more important. It allows people to know about their rights, their role and key politics in each party. They will be able to analyse what is it with this party and what is it with the other party in order to make good decision. Election laws or principles adopted by the government can be aired on radios so that we can raise people's awareness of these matters'.

NGO officer, Battambang province

Election topics in Cambodia have to be carefully produced as they need approval from the National Election Committee (NEC) and as a result very little election related programs are broadcast.

'Discussions completely related to the political issue such the election are limited to be discussed since this topic is regarded as the responsibility of the National Election Committee, not ours'.

PDI, Battambang province

'Producing program on election is difficult. We need to submit it to NEC. It's a long process. Even small mention of opposition party, NEC will cut it'.

Media NGO officer, Phnom Penh

Table 9: Topics and issues: Election

- Registering and participating in elections.
- Information about candidate of political parties.
- Importance of voting.
- Voter registration list.
- Age of voting and encourage young people to register, especially young women.
- Information on election process.
- Election result.

3.2 MEDIA ENVIRONMENT

This section describes perceptions held by national and provincial stakeholders and citizens on Cambodia's media institutions, opposition party media access, and citizen access to information.

3.2.1 TRUST ON MEDIA INSTITUTIONS

Most of the national and provincial stakeholders appreciate the role of media in increasing awareness on issues of governance. Media, particularly radio and TV, play an important role in providing news and information on social issues affecting the community, due to their wide reach.

'Media is very important because by following radio news, many discussions about everyday life issues, I notice positive effects of the media over the people about economy, agriculture knowledge'.

Village Chief, Kampot province

'Cambodian media is playing a very important role to promote good governance in Cambodia because...only media can reach everywhere'.

Local NGO officer, Phnom Penh province

Many media providers in Cambodia can be classified as either affiliated with ruling or opposition parties. Very few media outlets such as Radio Free Asia (RFA) and Voice of America (VOA) are considered to provide independent news and information, which is not affiliated with a specific political party.

'Cambodian media is not balanced. People only know some good points of the government. Our country is very developed right now but the weakness of the government is not broadcast for the people. It is the big problem'.

Media NGO, Phnom Penh province

'There are a lot of radios; some radios are bias, and I do not want to listen to such a radio. RFA radio is independent. It broadcasts independent information'.

FGD participant, older adult, male, rural, Battambang province

In general, stakeholders, particularly those from government and opposition parties, have limited or no trust in Cambodian media institutions and personnel. Citizens' trust in specific media platforms is listed below:

- Both radio and TV are considered more trustworthy than print media.
- TV is considered more a source of entertainment rather than information.
- A limited number of radio stations provide news and analysis reflecting the limited sources of news and information currently accessible in the Cambodian media landscape.
- Some provincial stakeholders and citizens perceive PDI radio stations to be government (ruling party) affiliated.
- Trust is low in newspaper content and journalists. In the past, some media personnel have used their profession to extort money from business people, government officers and the general public. Due to limited capacity, media personnel, particularly those from newspapers, either misquote or misinterpret statements made by respondents or publish only negative statements. In this environment, only some government staff and members of the general public want to meet media personnel.
- Misinformation, misstatement and defamation are an offence within civil and criminal code of Cambodia, putting media personnel at risk.

'I want to say about openness (of radio). Government radio is always bias to ruling party. They praise this (ruling) party and accused badly other (opposition) party. Everything ruling party has done is always perfect. I request to government radio that they should stop that'.

FGD participant, older male, rural, Kampong Cham province

'Most citizens think that the provincial radio (PDI) belongs to the state or authorities, that why they don't want to share their ideas about authorities'.

NGO officer, Kampot province

PDI directors and staff deny any editorial influence from political interference. However, some stakeholders think that radio programs on good governance face challenges due to higher level management or political interference.

'No, there isn't (political interference). The power is given to the PDI to exercise and the provincial official cannot interfere with the tasks in our radio'.

PDI, Battambang province

'I think it is hard to do so (produce good governance radio program) unless the management level is open and independent. Their supervisors... are one of the main obstacles preventing them from doing it; the reporters and the program producers themselves are very keen producing program on good governance. Sometimes, they are challenged by their supervisor

and to some extent, they need to compromise’.

Media NGO, Phnom Penh

Many of the stakeholders, both at national and provincial level, understand and are aware of the constraints faced by PDI radio stations including low capacity, limited salary, outdated technology and political pressure.

‘I appreciate the efforts made by Chamkacheck radio producers in Battambang, for raising some sensitive issue, though it was not perfect. I also recognise their limited capacity and constraints. It is good that ABC is helping to build their capacity’.

Sub national administration, government official, Battambang province

3.2.2 ACCESS TO MEDIA BY OPPOSITION PARTIES

Stakeholders from opposition parties in Cambodia state that, they have limited or no access to public and private media. However, opposition parties do have access to opposition affiliated media although these are few in number and have limited resources.

‘No, since 1999 I joined as the member of provincial council in Kampot, and representative of citizens, have never announced, never discussed in the PDI (Kampot). Never!’

Opposition party official

‘Radio Free Asia and Voice of America are only neutral media which provide access to person from opposition party’.

Opposition party official

The majority of stakeholders avoid any discussion on politics or opposition parties. When asked ‘If the PDI invites you for a discussion with opposition groups about local governance issues, will you participate?’ Many of the respondents refused to answer the questions related to opposition parties. Some sub national government official answered that ‘they don’t want to do anything related with politics, they work for government and not political’. It seems that even if PDI invite opposition party candidates to contribute to Radio TBPs, it will be difficult to organise the TBP component, as only a few guest speakers would agree to participate.

‘(If invited as guest speaker) the radio topic should not relate to politics. We cannot talk about the other political party. If we speak wrong, we will die’.

Sub national administration, government official, Kampong Cham province

3.2.3 USE OF MEDIA AS COMMUNICATION FOR DEVELOPMENT

Local government officials have limited knowledge of how to utilise the media to improve the living conditions of citizens and create awareness of government services. Only some institutions within government at national level such as Ministry of Health, Ministry of Women Affair and NCDD have used media for communication for development (C4D) initiatives.

Using the media for C4D initiatives is high among development organisations (NGOs & UN agencies). NGOs, both local and international, use some media platforms, particularly radio for broadcasting C4D projects. The World Bank project, 'Demand for Good Governance' implemented by Asia Foundation and its organisational partners have used media such as TV, radio, the internet, community broadcasters, and listener and viewer clubs for promoting good governance, anti-corruption and other important social issues.

Stakeholders provided some of the lessons learnt and the challenges faced from media programs on good governance (see box below). Most good governance projects were engaged at C/S level; therefore, the lessons and challenges expressed by stakeholders reflect observations from C/S level only. However, many of the lessons and challenges expressed are applicable to the district and provincial level.

Lessons learnt from media programs on good governance

- Working with both supply side (local authorities and SNA) and demand side (citizen and grassroots community based organisations) is important to get good results.
- A greater level of discussion about anti-corruption at the commune level is important and can be achieved by inviting NGOs working with commune to talk and share their experience on corruption. This helps in setting up the processes and building their confidence to talk on issues related to good governance.
- Ensuring programs use simple language that people can understand.
- Relate content to citizens' daily lives by providing information and discussion on topics such as, irrigation, schooling, health, and road construction.
- Commune and district authorities are hesitant to be guest speakers because of the criticism they may receive from callers. To make guest speakers more comfortable, ask them to discuss their successes first to make them more confident in responding to their mistakes.

Challenges faced from the media program on good governance

- Ensuring citizen interest in radio programs on good governance and increasing the number of listeners.
- Less people in urban areas listen to radio compared to rural areas.
- Some guest speakers are not open to criticism and use TBP as a forum to defend themselves.
- Guest speakers find it difficult to respond in situations where they are questioned on issues beyond their direct responsibility.

'Challenge is how to ensure that they (citizens) have interest in our radio program and [that] it becomes popular, not everyone wants to listen [to news] about the commune council unless they are interested about it. Try to explore things they (citizens) want to listen [to] and help the community to understand the importance of the programs. Another challenge is guest speakers are not open; sometimes they are defending themselves rather than admitting that we are not perfect, we have made mistakes. We need to help them to demonstrate the result; they are not perfect and the program is to help them understand their mistakes so that they can improve'.

International NGO, Phnom Penh

3.3 PDI CONTENT

This section presents findings related to PDI program format, content and guest speakers. It also assesses the likes and dislikes on PDI radio and TBPs and discusses the collaboration between PDI and DMC.

3.3.1 PROGRAM FORMAT AND GUEST SPEAKERS

The current format of the PDI TBP includes discussion with guest speakers and answering questions from callers. According to some FGD participants, particularly young adults, this format is 'very boring'.

'Sometimes the radio should play some songs in order to attract the audience. If we talk only our program, it can make them bored'.

FGD participant, young male, urban, Kampong Cham province

Citizens prefer to have a program that includes a combination of discussion with guest speakers, caller talkback, vox pops, short radio stories and feature stories, street interviews, and entertainment segments that include music and songs.

'I want all in one (radio program). It is not so meaningful if the guest speaker keeps on talking alone. I want some kind of story, and then the speaker will explain and analyse the story and characters, and exchange talk with callers'.

FGD participant, young female, rural, Kampong Cham province

Currently, guest speakers invited by the PDI radio to participate in TBPs include politicians, government officials and NGO representatives. According to both stakeholders and citizens, guest speakers appearing on TBPs should have the following characteristics:

- A diverse background, knowledge and experience from all guests including representatives from the government at national, provincial and district levels; elected

authorities from provincial, district, commune and village levels; NGO and community workers; academics and researchers; citizens, particularly victims, role models; and a range of people from different demographic groups.

- Confidence, strong communication skills and a clear tone of voice.
- The ability to explain issues in a clear and concise manner, and get straight to the point.
- Skills as the moderator and the ability to show respect to the caller.

‘I want the guest speakers to have broad knowledge, experiences and good wording’.

FGD participant, young male, urban, Battambang province

3.3.2 LIKES AND DISLIKES OF PDI

To citizens, a reliable source of news is very important. Citizens understand that PDI radio, as a state radio, cannot broadcast highly sensitive issues when they arise. Furthermore, many citizens believe that some media outlets exaggerate information to make it more appealing. Table 10 (below), summarises what citizens like and dislike about PDI radio and TBPs.

Table 10: Citizens’ likes and dislikes of PDI radio and TBP

Like	Dislike
PDI Radio	
<ul style="list-style-type: none"> • Morning prayer. • National and international news. • Educational news. • Social security news. • Song requests. • Agriculture programming. • Discussion on social topics. 	<ul style="list-style-type: none"> • Modern songs (predominantly from older adults). • Pointless and irrelevant talking and discussion. • Amount of advertising.
<p>PDI radio should alter their format to accommodate for the tastes of different demographics. For example, it is important for a program targeting youth to play modern songs and talk about youth issues. For older audiences, it is important to play older songs and discuss news, politics and social issues. Overall, program format and content should be tailored to the specific needs and wants of the targeted group.</p>	
Talkback Programs	
<ul style="list-style-type: none"> • Informative and educational content. • Enable citizens to be aware of governance issues. • Encourage citizens to speak openly on various issues. • The only place that allows citizens discuss 	<ul style="list-style-type: none"> • Uninteresting content - needs entertainment segments. • Guest speakers do not get straight to the point. • Difficult to call in, despite many attempts. • Some guest speakers are not friendly and

<p>freely about what happened in their community.</p> <ul style="list-style-type: none"> • Enlighten citizens' to talk and allow Q&A. • Increase awareness of the authorities on challenges faced by citizen. 	<p>polite and use aggressive words towards the callers.</p> <ul style="list-style-type: none"> • Use of complicated language.
<p>It is important to broadcast governance issues in order to make local authorities work harder to improve their community, and as well as inform and educate the citizens to participate in community issues. TBP on good governance should use plain language to ensure all citizens can understand.</p>	

3.3.3 COLLABORATION BETWEEN PDI AND DMC

Collaboration between PDI and DMC started in 2012. PDI officials from the three provinces and a DMC representative rated the strength of the collaboration between PDI and DMC. The average rating was 5 on a scale of 1 to 10, where 1 is low and 10 is high.

The DMC is considered to have skills and ideas, whereas PDI has more practical experience. The collaboration benefits both organisations through the exchange of skills, ideas and practical experience.

'Collaboration is good...we (PDI) only have experience, but no skills. They (DMC) have ideas and skill, but no experience. We can exchange the experience. We should also go and learn from DMC- the more, the better'.

PDI, Kampot province

'If DMC works with us longer and longer, it'll be better because we can share experiences'.

PDI, Kampong Cham province

DMC has the resources to provide capacity building training for PDI staff in many technical areas. The DMC has existing capacity to organise training on covering election issues and good governance and finding an existing member of staff to provide support for reporting on other governance related issues.

Sustainability of the collaboration will depend upon financial resources available to both PDI and DMC. Currently, ABC ID is supporting this collaboration through CCAP. After the project ends, the student interns will find it difficult to cover their travel, living and accommodation expenses if financial support is unavailable. Similarly, PDI also have limited resources to provide support to students and PDI staff interns.

'I am not quite sure (about future collaboration and sustainability) because without ABC ID, the students will have to cover their own living, travel and accommodation (expenses), which I think they cannot afford...'

DMC, RUPP

3.4 PDI CAPACITY NEEDS ASSESSMENT

This section presents findings from the CNA undertaken by PDI directors and staff, FGDs with PDI staff, and IDIs with PDI directors. The sub-section 3.4.1 and 3.4.2 provides details of the capacity level of PDI staff and directors. The capacity needs assessment was a self-reported assessment undertaken by PDI staff and directors. Its purpose was to gauge the capacity level of PDI staff and directors from their own perspective only.

Table 11 (below) summarises the general observations of the participants of the CNA FGDs and questionnaire. This will aid in understanding the results of the CNA in the three provinces. The observations made were confirmed by ABC ID team members who have previously worked with PDI Kampong Cham and Battambang.

Many PDI staff, across all three provinces, have supplementary employment to increase their income or help pay study fees; and therefore, do not devote 100% of their time to PDI. It was also reported by the TBP team in Battambang that they have very little time to research topics and prepare due to regular/every day internal team meetings.

PDI Battambang and Kampot have had many collaboration/projects with NGOs. For example, PDI Battambang and Pact Cambodia collaborated to produce TBPs on good governance for the World Bank/Asia Foundation supported project, 'Demand for Good Governance'. PDI Kampot has collaborated with Women's Media Centre of Cambodia (WMC) in a project implementing a mobile broadcasting unit. PDI Kampot staff facilitated broadcasting of WMC TV production on domestic violence, health, good governance and other issues in remote areas of Kampot. Such collaboration has helped to increase capacity of PDI staff in Battambang and Kampot.

Table 11: PDI staff professional characteristics

Location	Professional characteristics	Capacity level
Battambang	<ul style="list-style-type: none"> • Mostly young, but some are considerably older. • Have less technical experience since some joined PDI just few years ago. • Smart and progressive thinking. • Working for PDI to get experience. • Hard working. • Like to address sensitive issues but under pressure from high level management. 	<ul style="list-style-type: none"> • Overall, have basic to moderate level of capacity. It is more than Kampong Cham but less than Kampot.
Kampong Cham	<ul style="list-style-type: none"> • Mix of ages. • Have technical experience. • Good teamwork and planning. • Passion for what they do. 	<ul style="list-style-type: none"> • Overall, have basic to moderate level of capacity. It is less than both Battambang and Kampot.

	<ul style="list-style-type: none"> • Hard working. • Avoid sensitive issues. 	
Kampot	<ul style="list-style-type: none"> • Mix of ages. • Have technical experience. • Optimistic of strengthening PDI. • Flexibility. • Like to address sensitive issues and has little pressure and censorship from PDI director but guest speakers still avoid it. 	<ul style="list-style-type: none"> • Overall, have basic to moderate level of capacity. It is more than Battambang and Kampong Cham.

Table 12 (below) summarises the average capacity levels of PDI staff and directors on a rating scale of 1 to 5, where 1 is low and 5 is high³². On average, PDI TBP team has basic to moderate levels of capacity in all provinces. Male staff reported having a higher capacity level than female staff in each category. Battambang reported higher capacity levels than Kampong Cham and Kampot.

PDI staff reported low capacity for specialist reporting and low level of understanding of sub-national democratic reform and cross cutting issues such as gender, youth empowerment, people with disability, and minority groups. PDI directors reported moderate levels of capacity for managing, leadership and skills in financial management, human resource management and marketing.

Table 12: PDI staff and directors capacity level

Indicator	Male	Female	BTB	Kg Cham	Kampot	All
PDI staff	n=13	n=13	n=7	n=8	n=11	n=26
Content production	2.58	1.94	3.09	2.05	1.88	2.26
Organisational capacity	2.53	1.92	2.88	1.86	2.06	2.22
Specialist reporting skills	2.16	1.72	2.86	1.76	1.49	1.94
Governance	2.69	2.17	3.16	2.08	2.22	2.43
SNA democratic reform	2.57	1.98	2.97	2.02	2.02	2.28
Cross cutting Issues	2.74	2.08	3	2.06	2.28	2.41
PDI Directors	n=6	n=2	n=3	n=2	n=3	n=8
Management skills	3.29	2.25	3.00	3.38	2.83	3.03
Leadership skills	3.17	2.25	3.17	3.25	2.83	2.94
Other skills (finance, human resource management, marketing)	3.33	1.92	3.00	3.17	3.11	2.98

Note: Average capacity levels on a rating scale of 1 to 5, where 1 is low and 5 is high.

³² 1 = clear need for increased capacity, 2 = basic level of capacity in place, 3 = moderate level of capacity in place, 4 = high level of capacity in place and 5 = very high level of capacity in place

3.4.1 LEVEL OF PDI STAFF CAPACITY

CONTENT PRODUCTION SKILLS (Overall Mean 2.26, Standard Deviation³³ 0.79)

Table 13 (below) shows that PDI staff reported basic to moderate levels of content production skill. All provinces reported moderate to high level of skills needed for facilitation between callers and guest speakers, one of the most important skills for radio TBPs, but lower skills in developing TBPs. Battambang reported higher capacity than Kampong Cham and Kampot. PDI Kampong Cham and Kampot staff reported that low capacity exists in production skills for developing feature and short radio stories. Both Kampong Cham and Kampot also reported that there is a low level of understanding and adherence to editorial policies.

Table 13: PDI staff capacity level for content production

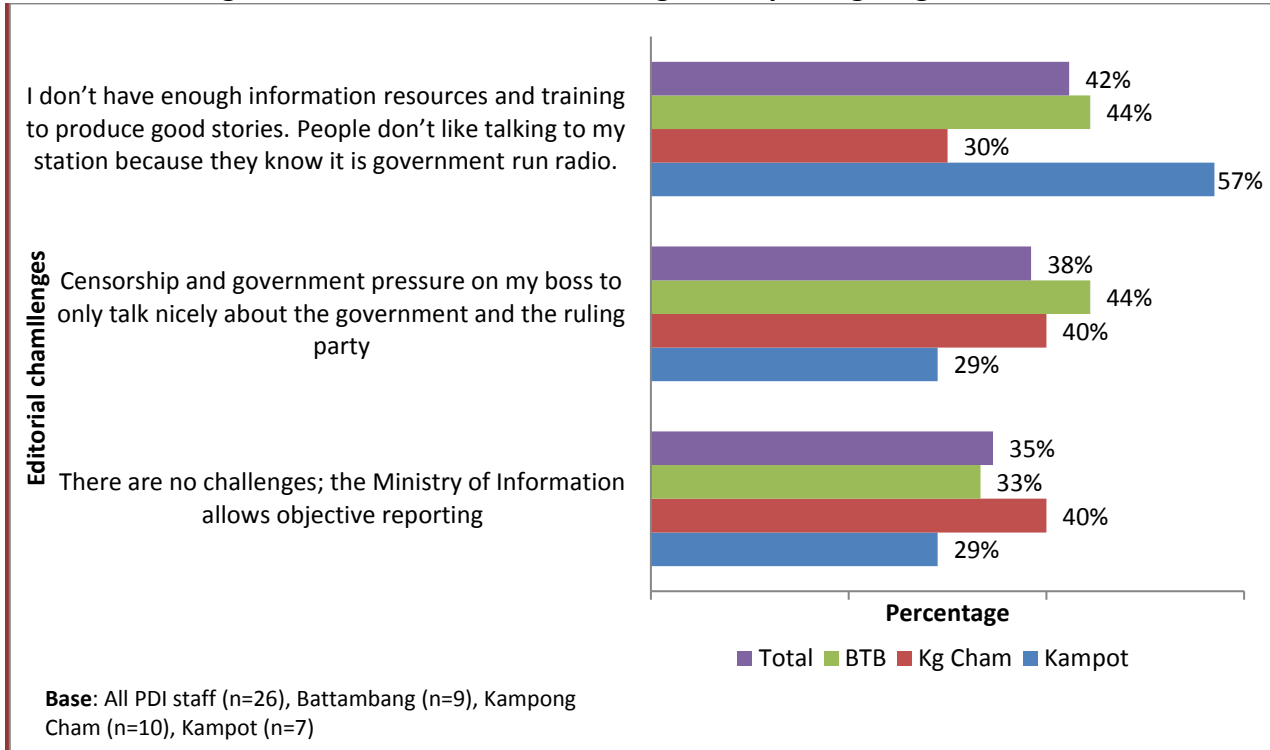
Capacity Area	BTB n=7	Kg Cham n=8	Kampot n=11	Total n=26	Std. Dev
Production skills					
1. Skills in developing vox-pops	3.43	2.25	1.91	2.42	0.86
2. Skills in developing feature stories	2.86	1.88	1.55	2	0.89
3. Skills in developing short radio stories	2.57	1.62	1.45	1.81	0.85
4. Interviewing skills	3.57	2.12	1.82	2.38	0.98
Editorial skills					
5. Level of understanding about editorial policy	2.71	1.62	1.73	1.96	0.96
6. Level of adherence to editorial policy	3.14	1.62	1.82	2.12	0.95
7. Skills in making spots for talkback programs	2.57	2.38	1.91	2.23	0.91
Talkback skills					
8. Developing talkback programs	3.43	2	2.18	2.46	1.07
9. Skill for facilitation between callers and guest speakers	3.43	2.62	2.36	2.73	1.04
10. Level of understanding of research data	3.14	2.38	2.09	2.46	0.95

Note: PDI staff average capacity levels on a rating scale of 1 to 5, where 1 is low and 5 is high

³³ The value of the standard deviation tells how closely the values of a data set are clustered around the mean or vary around the mean. High standard deviation means, larger variability within the data set.

Figure 4 (below) shows the editorial challenges faced by PDI staff in reporting on governance issues. The main challenges are lack of information resources and training and censorship and government pressure. Around one third of the respondents reported that no editorial challenges exist.

Figure 4: PDI staff editorial challenges of reporting on governance issues



All three PDI choose radio program topics by conducting research and discussions among team members. According to PDI FGD participants, when choosing a potential topic, they search newspapers and talk to citizens about government performance. The governance related topics for radio production were selected after a team discussion.

‘Every topic related to the word governance we often get from our research team. Sometimes, if we stay only in the studio, we don’t know which topic to produce [that is] suitable for good governance’.

FGD Participant, TBP staff, PDI Battambang province

‘We conduct a research on a particular issue. The research includes interviews with different individual. Then, we hold a meeting and raise the points experienced in the research to discuss what topics should be chosen’.

FGD Participant, TBP staff, PDI Kampong Cham

‘Firstly, we have group discussion. Then we select the topic and choose the question for guest

speaker. We choose the topic which is easy to understand. If they don't understand, they will not have any idea to share or ask'.

FGD Participant, TBP staff, PDI Kampot

ORGANISATIONAL CAPACITY (Overall Mean 2.22, Standard Deviation 0.72)

Table 14 (below) shows that PDI staff reported basic to moderate level of organisational capacity. Battambang reported higher capacity in all areas. Kampong Cham and Kampot reported basic level of capacity for all areas.

Table 14: PDI staff level of organisational capacity

	BTB	Kg Cham	Kampot	Total	Std Dev
	n=7	n=8	n=11	n=26	
Ability in developing multiyear planning and annual planning	2.43	1.38	1.55	1.73	0.83
Ability to use research data for decision making	2.71	1.71	1.91	2.08	0.86
Ability to use research data for developing topics	3.29	2.14	2.55	2.64	0.91
Ability to organise outside broadcast	3	2	2.18	2.35	1.06
Ability to coordinate activities with other programs and sectors at the provincial level	2.71	1.88	1.91	2.12	0.86
Ability to communicate with SNAs for topic development and identification of guest speakers	3.14	2.13	2.27	2.62	0.85

Note: PDI staff average capacity levels on a rating scale of 1 to 5, where 1 is low and 5 is high

Most of the PDI staff FGD participants reported that inviting and finding suitable guest speakers is the main challenge in producing TBPs. Some guest speakers do not agree to participate because they think that good governance is a sensitive topic and in particular topics such as land, corruption, taxation and the accountability box.

'Sometimes it's difficult to invite a speaker since certain institutions are busy or have no time for us. Some are willing to come whereas some think it wastes their time. One more reason is they (guest speaker) think that the governance is sensitive to be mentioned'.

Participants, FGD, TBP staff, PDI Kampong Cham

Other problems in finding suitable guest speakers that have arisen include:

- Invited guest speaker refuses to come due to their busy schedule.
- Government guest speakers require at least a week's notification, in writing, before agreeing to appear on the program.
- Invited guest speaker lacks the required knowledge, communication skills, and confidence to effectively discuss some topics.
- Sometimes the invited government guest speaker has sent their subordinate in place of themselves.

SPECIALIST REPORTING SKILLS (Overall Mean 1.94, Standard Deviation 0.78)

Table 15 (below) shows that PDI staff have basic to moderate level skills in specialist reporting. Battambang reported higher capacity than other two provinces. Kampong Cham and Kampot reported low to basic level capacity in reporting youth, election, gender, land, anti-corruption, political, court/legal and investigative journalism topics. Kampot reported moderate level of understanding for issues related with people with disability.

Table 15: PDI staff capacity level for specialist reporting skills

	BTB	Kg Cham	Kampot	Total	
	Mean n=7	Mean n=8	Mean n=11	Mean n=26	Std. Dev
Court and legal issues	2.57	1.5	1.18	1.65	0.85
Election campaign (including registration, voting, result)	2.57	1.88	1.91	2.08	0.8
Investigative journalism	2.71	1.38	1.27	1.69	0.84
Anti-corruption activities	2.57	1.62	1.45	1.81	0.8
Political reporting	2.43	1.43	1.27	1.64	0.86
Land issue	3.14	1.62	1.36	1.92	1.02
Gender issues	3.29	2.13	1.73	2.27	0.96
Youth issues	3.57	2.5	1.73	2.46	1.03
People with disability	2.67	1.50	3.57	2.46	1.10

Note: PDI staff average capacity levels on a rating scale of 1 to 5, where 1 is low and 5 is high

The PDI staff FGDs participants reported difficulty in reporting land issue due to pressure and lack of support from high ranking government official.

'Land dispute topic cannot be discussed, because we have pressure from the top. Support from

official from the ministry of land is not clear - sometimes they support our acts and sometimes blame us’.

FGD participant, TBP staff, PDI Kampong Cham province

Data from the questionnaire survey among PDI staff shows all respondents reported that governance related stories should have inclusive representation of women, minority groups, and people with disability (WMD), whatever the topic. To ensure WMD are included in governance related stories, majority (77%) reported that every time they design a show concept paper / storyboard they make sure there is question about WMD and that they are also involved in the discussions. Despite high levels of understanding on WMD, only 58% overall reported to have interviewed WMD 2-5 times in the last month. All participants feel that a female host would be best to speak on a show related to women.

PDI staff FGD participants reported that youth audiences like entertainment radio and are not interested in programs focusing on social issues.

‘We focus on their (youth) psychology, whether now they are aware and involve in governance or not? They don’t pay attention at all. For most of the student, they mostly like entertainment. They never think of society, development law. They think that it belongs to politician and leader’.

FGD participant, young TBP staff, PDI Battambang province

UNDERSTANDING OF GOOD GOVERNANCE (Overall Mean 2.43, Standard Deviation 0.8)

Table 16 (below) shows that PDI staff reported basic to moderate level of understanding of governance issues. Battambang reported moderate to high understanding of all governance sub-themes. The three provinces underwent a three day training program on good governance implemented by CCAP. Good governance is a complex topic and therefore cannot be fully covered by a one-day training program; understanding will be incremental and take place over time. The differences in reported capacity between the provinces may also be related to previous collaborations and projects on good governance in Kampot and Battambang.

Table 16: PDI staff level of understanding of good governance

	BTB	Kg Cham	Kampot	Total	
	Mean	Mean	Mean	Mean	Std. Dev
	n=7	n=8	n=11	n=26	
Local governance	3.43	2.25	2.64	2.73	0.92
Citizen voice and participation in local governance	3.29	1.88	2.36	2.46	0.86

Transparency of commune council/ administration	3.29	2.13	2.36	2.54	0.9
Transparency of district council/ administrations	3	2.25	2.09	2.38	0.85
Transparency of provincial council/administrations	3.14	2	1.73	2.19	0.94
Level of understanding on accountability of commune council/ administration	3.14	2.38	2.27	2.54	0.95
Accountability of accountability of district council/ administrations	3	1.88	2.09	2.27	0.78
Accountability of provincial council/ administrations	3	1.86	2.18	2.32	0.8

Note: PDI staff average capacity levels on a rating scale of 1 to 5, where 1 is low and 5 is high

Data from the questionnaire survey PDI staff suggests that they have a high understanding of good governance, transparency and accountability.

- The majority of respondents (male 100%, female 79%) stated that the core values of good governance include government transparency, effectiveness, responsiveness, accountability, inclusion, public participation, equity and rule of law. 21% of the female respondents (Kampot 33%, BTB 20%, Kg Cham 17%) also stated that the values of good governance include the process of how the government is combating corruption among officials.
- All the respondents stated that the media's role in promoting good governance is to make government officials accountable by sharing information and answering citizens' questions.
- The majority of respondents (81%) described transparency as keeping the public informed on decisions made by C/S, district/municipality/khan and provincial administration officials. Understanding of transparency is higher among male respondents (92%) than female ones (71%).
- 69% of all respondents (Kampot 100%, BTB 56%, Kg Cham 60%) described accountability as keeping the public informed on decisions made by C/S, district/municipality/Khan and provincial officials and being responsible for any decisions made that affect the public and higher administrations. Overall, understanding of accountability was higher among male respondents (75%) than female respondents (64%).

The majority of participants reported that they found it difficult selecting a good governance topic because: it should relate to the daily life of citizens; be easily understood by listeners and potential guest speakers, to promote callers and participation; and be accessible and relevant enough to be understood by PDI staff who lack a deeper understanding of good governance.

'To have good governance must have 8 point, but only 3 points is mostly raised such transparency, accountability and voice of people. Our staff knowledge is limited, so topics produced can be outside good governance. Now we have training from ABC. But getting the meaning or not, based on individual's progress. So the capacity in producing the topics to fit society is low because knowledge is limited'.

FGD participant, TBP staff, PDI Battambang province

'We don't even understand so it's hard to explain to others. For example, we don't know what the governance is, how can we explain to others? We cannot have intensive questions, if we don't understand the topic thoroughly'.

FGD participant, TBP staff, PDI Kampong Cham province

'Among 20 topics adopted, 4 weren't related to the governance. The training period was so short that we have little knowledge of the governance'.

FGD participant, TBP staff, PDI Kampong Cham province

UNDERSTANDING OF SUB-NATIONAL DEMOCRATIC REFORM (Overall Mean 2.28, Standard Deviation 0.75)

Table 17 (below) shows, that PDI staff reported basic to moderate level of understanding on sub-national democratic reform. Kampong Cham and Kampot reported low understanding of role and responsibility of district/municipality and provincial council; One Window Service office and district ombudsman, and law and justice related with governance reform.

Table 17: PDI staff level of understanding on sub-national democratic reform

	BTB	Kg Cham	Kampot	Total	
	Mean	Mean	Mean	Mean	Std. Dev
	n=7	n=8	n=11	n=26	
Roles and responsibilities of commune council/administration	3.14	2.13	2.27	2.46	0.86
Roles and responsibilities of district/municipality council/administration	2.86	1.88	2	2.19	0.8
Roles and responsibilities of provincial council/administration	2.86	2	1.8	2.17	0.82
One window service office and district ombudsman	3.29	2.12	2.1	2.44	0.87
Law and justice issues	2.71	2	1.6	2.04	0.84

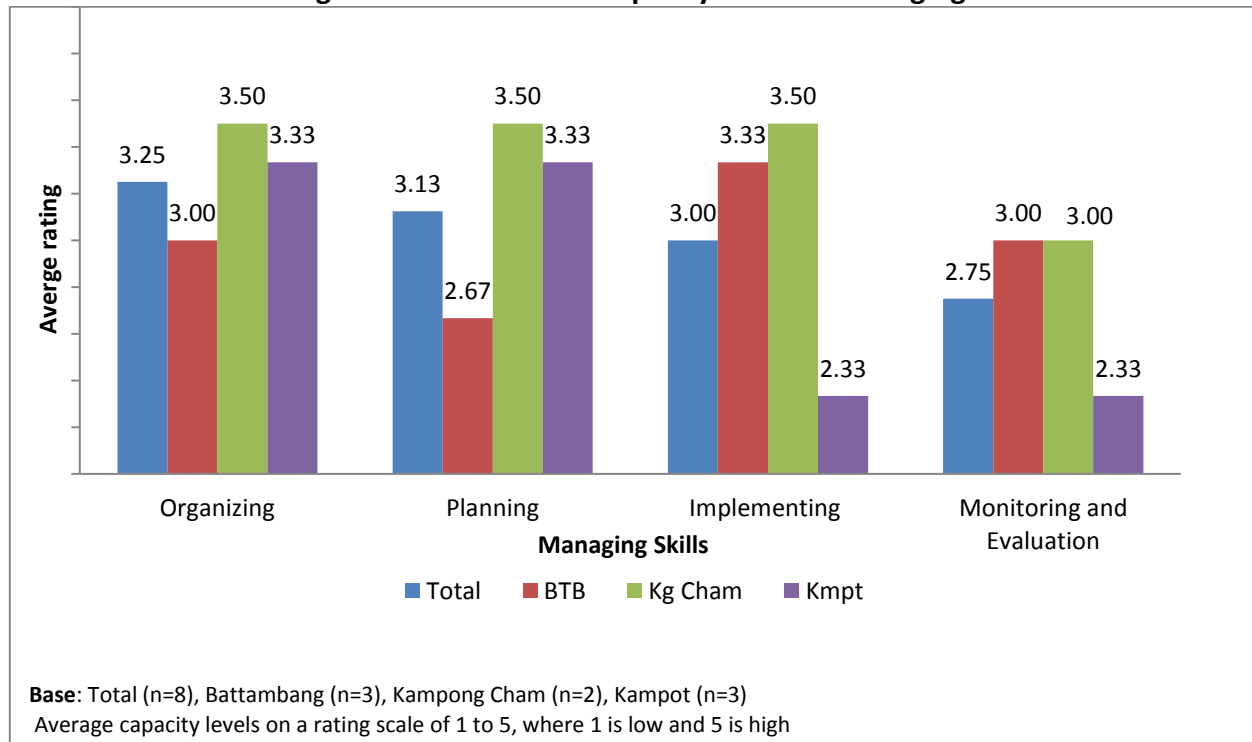
Note: PDI staff average capacity levels on a rating scale of 1 to 5, where 1 is low and 5 is high

3.4.2 CAPACITY LEVEL OF PDI DIRECTORS

MANAGEMENT SKILLS (Overall Mean 3.03, Standard Deviation 0.87)

Figure 5 (below) shows PDI directors reported moderate level management skills. Kampong Cham reported higher management levels skills than Battambang and Kampot. Kampot reported higher organisational and planning skills than Battambang but lower skills in implementation and monitoring and evaluation. On average, across all three provinces, capacity is lowest for managing monitoring and evaluation.

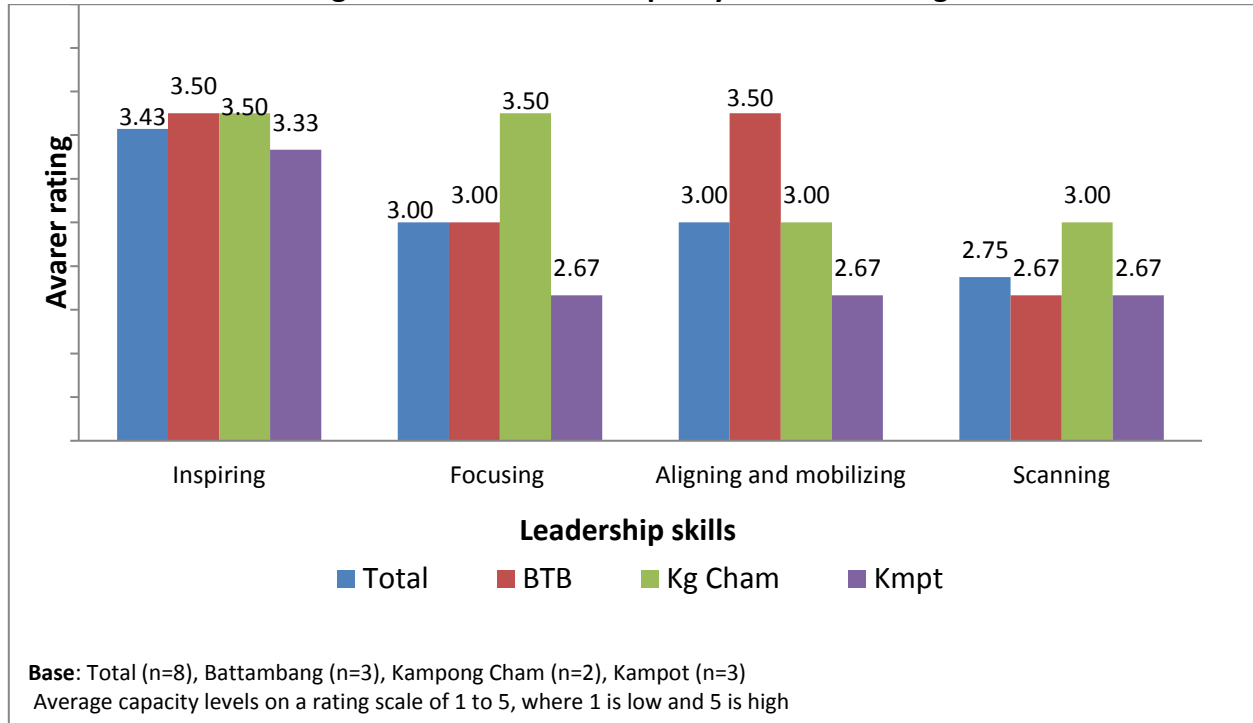
Figure 5: PDI directors' capacity level for managing



LEADERSHIP SKILLS (Overall Mean 2.94, Standard Deviation 0.76)

Figure 6 (below) shows that PDI directors reported moderate levels of leadership skills. All directors reported having moderate to high skill in inspiring but only basic to moderate skill in scanning (identifying client and stakeholder needs and priorities). Also, Kampot reported low capacity in focusing (articulating the organisational mission and strategy, identifying challenges, and linking objectives with the overall organisational strategy), aligning and mobilising (ensuring congruence of values, mission, strategy, structure, systems, and daily actions, facilitating teamwork between key stakeholders, linking goals with rewards and recognition, and enlisting stakeholders to commit resources). Battambang reported higher skills in aligning and mobilising than both Kampong Cham and Kampot.

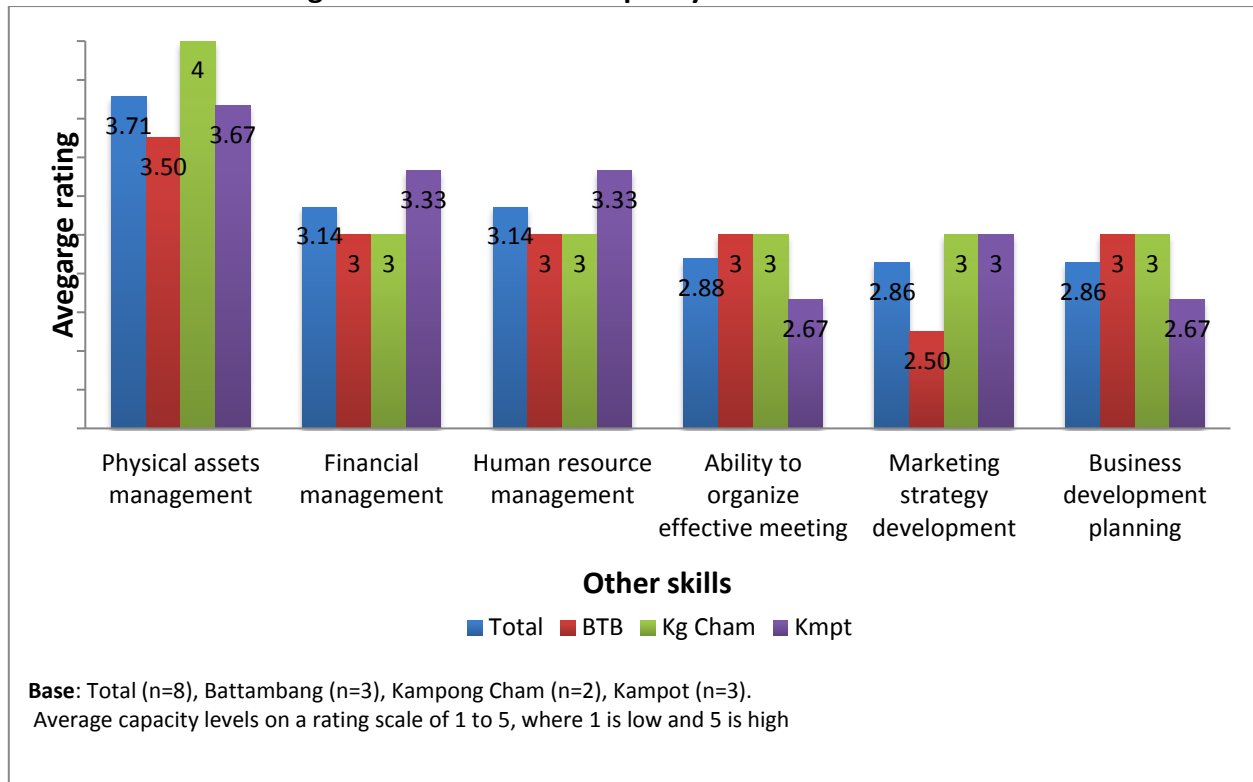
Figure 6: PDI directors' capacity level for leading



OTHER SKILLS (Overall Mean 2.98, Standard Deviation 0.97)

Figure 7 (below) shows that PDI directors reported moderate level of skills for organising effective meetings, marketing and strategy development, business development planning, financial and human resource management, and high level skills for physical asset management.

Figure 7: PDI directors' capacity level for other skills



3.5 DISCUSSION AND ANALYSIS

Overall understanding of good governance and its sub themes – transparency and accountability - is limited among citizen and SNA officials; despite the government and NGOs focus on it. NCDD, which operates nationwide, also promotes good governance through capacity building of SNA and the line ministries, community meetings and workshops and through radio and TV spot.

There are differences in the understanding of governance among different population subgroups. Such understanding is higher among the male respondents compared with the female ones; this reflects a common situation in Cambodia where the female population has less access to education and the workforce, resulting in a lack of social, political and economic empowerment. Also, surprisingly, understanding of good governance is higher among rural populations compared with urban ones.

Citizens have a partial understanding of good governance principles and the terminology used to describe it. The United Nations (UN) defines transparency³⁴ as ‘citizen access to information

³⁴ United Nations Economic and Social Councils, Committee of Experts on Public Administration. (2006). *Definition of basic concepts and terminologies in governance.*

and facilitating citizen understanding of government decision making processes', however Cambodian citizens view transparency as equality and nondiscrimination by authorities. Similarly, accountability³⁵ is defined by the UN as 'holding elected or appointed officials charged with a public mandate responsible and answerable for their actions, activities and decisions', whereas citizens often misinterpreted it to mean accounting.

Awareness and understanding of good governance issues is more apparent at the commune level than at district and provincial levels. D&D reform has been implemented by RGC at commune/sangkat level in 2002, so some stakeholders and citizens' understanding of good governance issues is more at commune level. Understanding of good governance issues at the district level is very limited because implementation of governance reform only started in 2010 and the budget for implementation is only set to be allocated in 2013.

Although there is a low awareness of governance issues at district and provincial levels and only limited awareness at the commune level, CCAP and PDI talkback programs still need to focus on issues of service delivery at all levels. Different levels of governance should be involved in the program, especially to talk about their supporting roles to the district and C/S administrations in the process of governance reform.

Young people in Cambodia are not very interested in social issues, so it will be difficult to attract them to TBPs on good governance. Since most young people like entertainment programming, attracting them to TBP on good governance issues needs to include more entertainment oriented content.

In Cambodia, good governance is considered a sensitive issue by some stakeholders. Within the Cambodian media context, stakeholder's capacity to absorb and discuss sensitive issues such as human rights violation, corruption, land concessions, land grabbing and forced eviction should be considered. At present PDI, local government and other stakeholders are not prepared enough to absorb/discuss very sensitive issues. Anti-corruption is also a sensitive issue for government, PDI, and guest speakers.

PDI staff reported a low level of understanding of good governance in the CNA, However, some showed a high level of understanding in the questionnaire survey. The difference in the reported level of understanding under each research method could be due to participants understanding the basic principles of good governance but not having the skills to translate basic understanding into discussion topics for talkback programs. To effectively moderate TBPs on good governance the moderator needs to have a strong understanding of governance related issues. Since good governance is a technical and complex concept, understanding by PDI and stakeholders will be incremental and will therefore only take place over time.

³⁵ ibid

3.6 BASELINE INDICATORS

Table 18 (below) summarises the baseline indicators extracted from the research findings. The capacity level awarded to each indicator is based on either a rating scale of 1 to 5 or 1 to 10 (1 is low and 5/10 is high).

Table 18: CCAP baseline indicators

Qualitative Indicator	Baseline Value (2012)
Objective 1: Media Capacity Building	On a rating scale 1 to 5
Level of PDI staff capacity	n=26
Content production	2.26
Organisational capacity	2.22
Specialist skills reporting	1.94
Level of PDI staff understanding	n=26
Governance	2.43
SNA democratic reform	2.28
Cross cutting Issues	2.41
Level of PDI Director capacity	n=8
Managing Skill	3.03
Leading Skill	2.94
Other skills (Finance, Human Resource Management, Marketing)	2.98
Objective 2: Strengthening Voice And Sustainability	On a rating scale 1 to 10
	n=177
Audience understanding of governance	3.3
Audience understanding of transparency	1.3
Audience understanding of accountability	0.4
Audience use of accountability box	2
Objective 3: Building Professional Media Systems	On a rating scale 1 to 10
	From IDI
Level of collaboration between PDI and DMC	5
Role of PDI in promoting good governance	5

4 KEY CONSIDERATIONS

The findings illustrate the overall lack of understanding of governance and related themes by stakeholders, PDI staff and citizens. Interestingly, there is an understanding of governance as a process though there are gaps in concepts and terminology. In other words, participants did not necessarily identify or understand the definitions assigned to specific terminology but were aware of the overarching processes involved in the exercise of governance, for example, citizens' awareness about government responsibility to deliver public services (accountability). There is also greater understanding when governance issues are described within a particular context, such as land rights or security issues within Cambodia. It is recommended that CCAP activities should focus on the process of governance providing an initial context and understanding of local issues.

The interviews and focus group discussions revealed that continuing sensitivity towards discussing certain topics such as human rights violations, corruption, taxation, and land rights issues means that many important issues are not being discussed, questioned or understood. Furthermore, youth have very little interest in understanding governance issues and believe that governance related topics do not relate to them. Addressing this issue will mean finding the right approaches that makes the issues relevant to the context of young people and engages them in governance.

Overall, PDI staff from all of the targeted provinces, Battambang, Kampong Cham and Kampot, reported basic to moderate levels of capacity over a range of different skills and abilities. The needs assessment focused on specific areas to determine each provincial PDIs capacity level, with a focus on both directors and general staff. The areas included content production skills, specialist reporting skills, organisational capacity, understanding good governance, and management and leadership ability. Unsurprisingly, a low level of capacity was reported by PDI staff and directors, limiting their ability to effectively disseminate relevant governance content to the public.

Above all, the interviews and focus groups illustrated that governance is regarded as a complex topic and, therefore, strengthening and supporting the PDI in broadcasting relevant, effective content requires long term commitment.

The following are overall recommendations based on the findings from the CCAP baseline report:

Devise program strategy

Develop a long term strategy (6-9 months) for talk back programs. A framework of governance focus areas can be developed based on the topics identified as part of the baseline research and listed in Annex C. The framework can be used as part of the strategy. It can also be used to

do background research on particular areas and develop a strategic approach to overall program planning. The topics can be shared with PDI staff to identify sensitivity of topics and develop indirect ways of addressing such issues in partnership with PDIs.

Targeting different demographic groups

PDI programming can target specific demographic groups with different program styles and content.

- That PDI programming is developed on governance issues with a youth-centric approach that highlights the importance of governance issues and is developed in consultation with youth.
- That PDI programming is developed specifically targeted towards older generations that place governance themes within a context that relates to citizens everyday activities and interests such as agriculture, health, the economy, and land issues.

Promoting transparency

PDI may discuss the role and function of the information boards. This will help create more citizen awareness of the type of information that can be found on information boards and how it relates to them. It will also help to assess the effectiveness of information boards as a communication tool for promoting transparency.

Informing citizens about laws and their rights

PDI programs may have a particular segment that has a focus on, analysing law reform, legal education, providing general listeners' clear, jargon-free information on the complexities of the Cambodian legal system and citizens' rights within the system.

Encouraging accountability and participation

PDI broadcasters discuss, as a part of regular weekly programming, the importance and purpose of the accountability box, announce upcoming community development meetings and encourage community participation, and encourage citizens' freedom of expression.

Promoting themes, topics and citizen engagement

PDI talkback programs can promote awareness about forthcoming topics through social media and informing the citizens in advance based on the program strategy. They can also give citizens access to talkback guest speakers by allowing questions to be asked through a range of mediums including social media (Facebook, Twitter etc.), SMS, telephone, email, letters and in person, by promoting the themes and topics in advance.

PDI governance training

The PDI training sessions and workshops are conducted on a regular basis that discusses trends in governance issues and provides a focus for future content areas. These trainings and workshops focus on training PDI staff to understand governance process and activities and the wider meanings and context of key governance terms (good governance, transparency,

accountability etc.) within the local context. These workshops may also explore how governance issues relate to the everyday activities, issues, problems and concerns of citizens. Such training should be targeted for provincial PDI staff taking into consideration issues which are important to citizens on a local/provincial level. The baseline measures can be used to track the progress of PDIs on understanding of key governance themes.

PDI skills and production training

The PDI skills and production training plan may be reviewed taking into account the baseline measures to ensure that the key areas of strengths and weakness within the PDI are addressed adequately through CCAP. The baseline measures can also be used to track the progress of PDIs on key areas of improvement in journalism skills and production. Further skill sessions may be provided to PDI staff focusing on content production, specialist skills reporting, organisational capacity, and improving understanding of cross cutting issues and their importance to the community.

PDI Partnerships

Partnerships can be established with relevant NGOs to improve talkback program awareness amongst the community and provide further sources for potential guest speakers.

5 ANNEX

ANNEX A: LIST OF PARTICIPANTS

Phnom Penh		
Name	Position	Organisation
1. H.E. Ngan Chamroeun	Deputy Head of NCDD	MOI
2. H.E. Mou Sochua	Parliamentarian	Sam Rainsy Party
3. In Chhay	Deputy Director General	Radio National Kampuchea
4. Un Bun Ny	Interim Director	Department of Media and Communication, RUPP
5. Mak Chanden	Production Chief	Voice of Democracy, Cambodia Centre for Independent Media
6. Federico RODRIGUEZ	Chief Editor TV Advisor Strengthening Democracy Programme	UNDP
7. Yib Chengleap	Radio Production Advisor	WMC
8. Gavin Tritt, Andreas Dolk, Kry Sopheap	Country representative, Program manager, Good governance project, Monitoring officer	Asia Foundation
9. Chhor Jan Sophal	Cambodia Governance Advisor	Pact Cambodia
10. Koy Borey, Soreoun	Acting Executive Director, Project coordinator	Media One
Battambang		
Name	Position	Organisation
11. Kri Chamreun	Director	PDI
12. San Chourng	Deputy director	PDI
13. Phi Sok	Director of TBP	PDI
14. Yin Mengly	NGO Director	The Cambodian Human Rights & Development Association (ADHOC)
15. Eung Yuk Khorn	NGO Director	Cambodian Women's Network for Development (AMARA)
16. Out Pout	Commune Chief	O dambang 1 Commune

17. Hok Sokun	Commune Chief	O dambang 2 Commune
18. Horm Samon	Provincial Monitoring Advisor	NCDD
19. Moul Thon	Director of Provincial Division for Planning and Development/ Chief of IP3 project	NCDD
20. Yarin	Provincial Management Advisor	NCDD
21. Dim Sareun	Provincial Member Council	Sam Rainsy Party
Kampong Cham		
Name	Position	Organisation
22. Chea Krouch	Director	PDI
23. Phalla	Deputy director	PDI
24. Sor Syna	Deputy Director	PDI
25. Neang Sabat	NGO Director	ADHOC
26. Boeurng Chhork	Provincial Monitoring Advisor	NCDD
27. Cheng Samnang	Provincial Management Advisor	NCDD
28. Min Theng	Director of Provincial Division for Planning and	NCDD
29. Kim Pou Teang	Commune Chief	Pongro
30. Kong Rate	Village Chief	Pongro
31. Mr. Sophal	Provincial Member Council	Sam Rainsy Party
Kampot		
Name	Position	Organisation
32. Ros Seh	Director	PDI
33. Ros Udam	Deputy Director	PDI
34. Po Chan Rasmey	Team Leader of TBP	PDI
35. Vannak	NGO Director	Cambodian League for the Promotion and Defense of Human Rights (LICADHO)
36. Prak Phern	NGO Director	Legal Support for Children and Women (LCW)
37. Hy Vichet	Provincial Monitoring Advisor	NCDD
38. Nget Saveun	Director of Provincial Planning and Development/Chief of IP3 project	NCDD

39. Prak Munny	Provincial Program Management Advisor	NCDD
40. Chan Thorn	Provincial Member Council	NCDD
41. Cha Ret	Village Chief	Tapeang Ron, Khom Takaen
42. Nguon Sarem	Village Chief	Sreah Leav

ANNEX B: DETAILS OF METHODOLOGIES

STUDY DESIGN

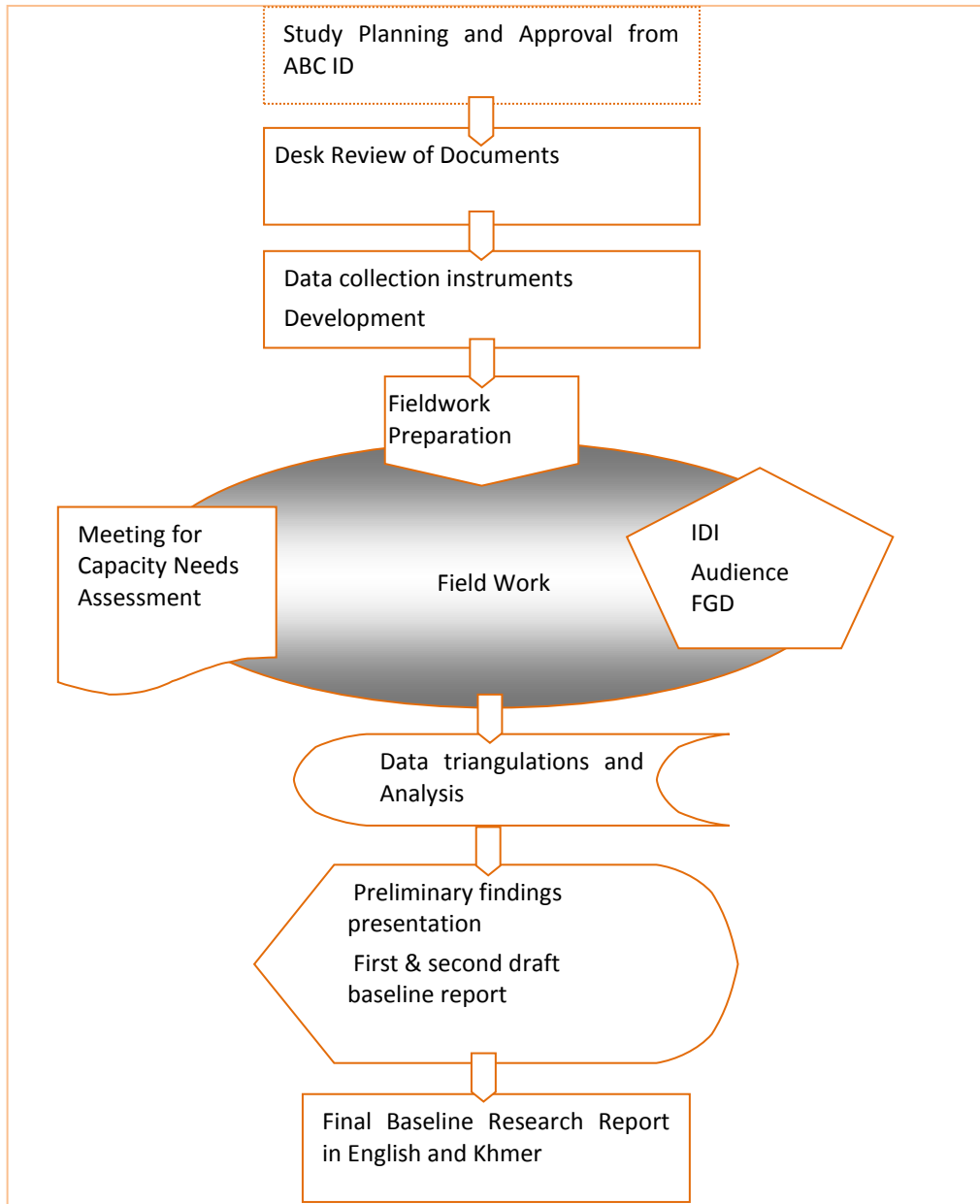
The research included two elements, both with a focus on the provincial level. Information for the study was informed using qualitative and quantitative data collection methods, which included:

1. Understanding Governance, Media and Audience Context:
 - Desk review of documents.
 - 18 FGDs with audiences.
 - 10 IDIs with national stakeholders.
 - 32 IDIs with provincial stakeholders.
2. PDI Capacity Needs Assessment
 - CNA questionnaire survey among PDI TBP staff.
 - 4 FGDs among PDI staff.
 - 9 IDI/CNA questionnaire surveys among PDI directors.

Prior to data collection, the research design, methodology and all data collection tools were approved by ABC ID. As a part of the process, data collection tools were developed and refined, including FGD guides for audiences and PDI staff, and IDI guides for national and provincial stakeholders including government representatives and local authorities, media organisations, UN agencies, and PDI directors, by TNS and comments and feedback were provided by ABC ID. All data collection tools were translated into Khmer.

Good governance is a new concept for many Cambodians, especially semi-literate people. Easily understandable words were used in order to ensure that all respondents were able to engage on a suitable level with the key issues. The ABC ID team participated in simplifying the data collection tools in Khmer. A summary of the research process is presented in Figure 8 (below).

Figure 8: Study framework



DATA COLLECTION METHODS

In-depth Interviews

42 IDIs were conducted with government officials, opposition parties, local authorities, governance and independent media experts, representatives of media organisations and NGOs and directors of PDI both in Phnom Penh and the three provinces. The interviews were unstructured, direct and personal, and respondents were probed by one of our researchers to encourage participants to elaborate on their answers or to continue the discussion further. All IDIs with national stakeholders were conducted by a team leader. Conversely, most IDIs with provincial stakeholders were carried out by a local consultant. Each IDI lasted approximately 30 to 45 minutes. Each interview was audio recorded and detailed back up notes were taken by the interviewers. See annex A for a full list of participants.

Focus Group Discussions

18 FGDs were conducted with citizens. In each province, four radio listener and two non-listener groups participated. The majority of the groups had at least one participant with disability. Most of the FGDs were conducted in primary schools.

FGDs were undertaken by a team of local consultants consisting of a facilitator, a note-taker/recorder and an observer. Each FGD lasted from 90 to 120 minutes. A small stipend equivalent to the cost of transportation was given to participants to compensate them for possible expenses incurred to participate.

Following introductions and explanations, the FGD team transcribed the discussion in writing and recorded it using electronic recorders, with the permission of all participants. The discussion was transcribed in both Khmer and English, and in as far as possible, verbatim. The team produced a summary report of each FGD highlighting key observations and findings.

Provincial Department of Information Capacity Needs Assessment: Self-administered Questionnaire and Focus Group Discussions

For the PDI capacity needs assessment (CAN), the research team conducted nine IDIs with PDI directors, deputy directors and directors of talkback programs in each of the three provinces. A separate CNA questionnaire was administered among TBP team and directors. Four FGDs were conducted with TBP team in each province and one additional FGD with the youth program team in Battambang. FGDs with PDI lasted approximately 90 minutes and the CNA questionnaire around 45 minutes.

The CNA questionnaire was administered before conducting FGDs with PDI TBP team. This was done to measure the individuals self-assessed capacity level before being potentially influenced

by the FGDs. The TBP team CNA questionnaires included multiple choice questions and a self-assessment of the perceived capacity on topics including content production skills, organisational capacity and specialist skills reporting on, governance, sub-national democratic reform and cross cutting issues. The PDI directors CNA questionnaires included only self-assessment of level of existing capacity on different areas. The capacity areas assessed with PDI directors included managing, leadership and other skills such as marketing strategy development, business development planning, financial management, human resource management, physical assets management and ability to organise effective meeting.

To assess each capacity area participants scored their own capacity individually on a scale of 1-5 as shown in the table below. Keeping individual scores anonymous, PDI staff participated in groups to discuss and decide together what the group score would be for each capacity area. Reasons/criteria for scoring were discussed in a group context to enable participants to reach a consensus. Discussions were also held to strengthen the validity of individual and group scores.

Table 19: Rating scale for Capacity Needs Assessment

Rating Scale	Capacity Level	Explanation
1	Clear need for increased capacity	No ability exists
2	Basic level of capacity in place	Some ability exists but cannot translate it to radio program content development
3	Moderate level of capacity in place	Have ability to modify and fine-tune existing content for radio programs
4	High level of capacity in place	Have ability to create new, truly innovative radio programs to the needs of audience
5	Very high level of capacity in place	Have high ability to create new, truly innovative radio programs to the needs of audience

THE SAMPLE

Profile of In-depth Interview Respondents

A total of 42 IDIs were conducted among national and provincial stakeholders including 5 female and 37 male participants. At the national level, respondents were representative of NCDD, Ministry of Interior (Mol); Radio National Kampuchea, Ministry of information; DMC, Strengthening Democracy Programme, United Nations Development Programme (UNDP); Media NGOs with radio and TV productions on good governance (Women's Media Centre of Cambodia - WMC, Centre of Cambodia Independent Media - CCIM and Media One), International NGO (Asia Foundation) implementing the Demand for Good Governance project of the World Bank and a member of the opposition party. At the provincial level, respondents were from NCDD (Provincial management advisor; Provincial monitoring advisor; Director of

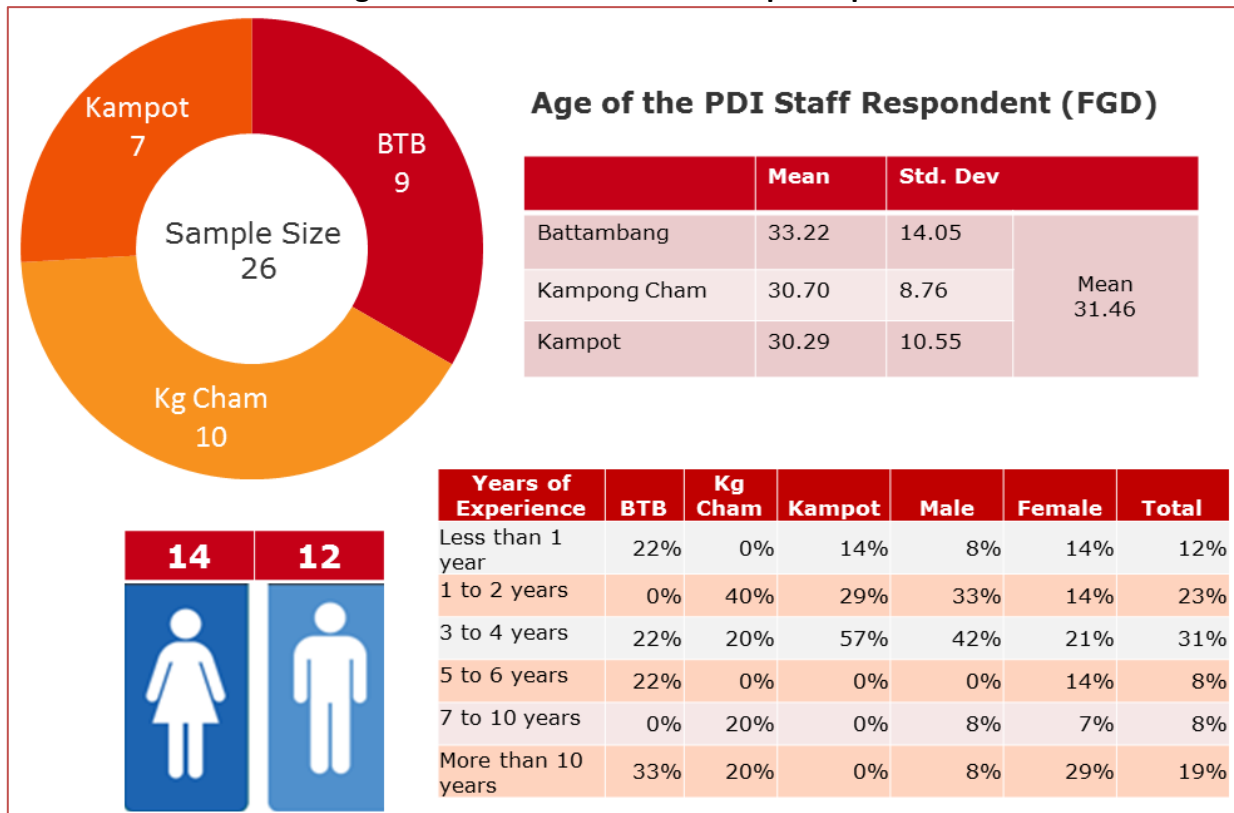
provincial division for planning and development/chief of IP3 project); NGOs, opposition parties and commune chiefs.

Profile of participants PDI staff FGD and CNA questionnaire survey

A total of 26 PDI staff (BTB: 9, Kg Cham: 10, Kampot: 7, Female: 14, Male: 12) participated in the CNA exercise, which incorporated FGDs and a self-assessment questionnaire.

The mean age of the participants was 31.46 years (BTB: 33.22 years, Kg Cham: 30.70 years, Kampot: 30.29 years). Participants from all three provinces were from various age groups - some participants from PDI Battambang were very young and some elderly, and participants from PDI Kampong Cham and Kampot were of mixed age. 12% of the participants had less than 1 year of experience, 23% 1 to 2 years, 31% 3 to 4 years, 8% 5 to 6 years, 8% 7 to 10 years and 19% more than 10 years of experience. PDI Kampong Cham and Kampot reported higher technical experiences required for the TBP, than Battambang. In Battambang, 5 of the participants had recently joined the PDI.

Figure 9: Profile of PDI staff FGD participants



Profile of audience FGDs participants

The following section provides a demographic breakdown of audience FGD participants, including average age, sex, education, listenership and awareness to radio and TBP. The profile of the audience FGDs participants will help in understanding the results of the study.

177 people including 84 females and 93 males from across the three provinces (BTB: 53, Kg Cham: 64, Kampot: 60) participated in the audience FGDs. The average age of participants was 33.89 years with standard deviation of 11.16. There was no significant difference in the age of participants in terms of province and gender. When asked their occupation, 38% of participants described themselves as farmers, 10% as business owners, 12% as students, 3% as government staff, 2% as private sector staff and 23% as 'others'. 'Other' professions identified by participants included motorcycle taxi drivers, manual construction workers and tailors. 73% of participants were married compared with 25% who were single and 2% who were widowed or divorced. Figure 10 (below) displays information on the background characteristics of the FGDs audience participants.

Figure 10: Profile of audience FGD participants

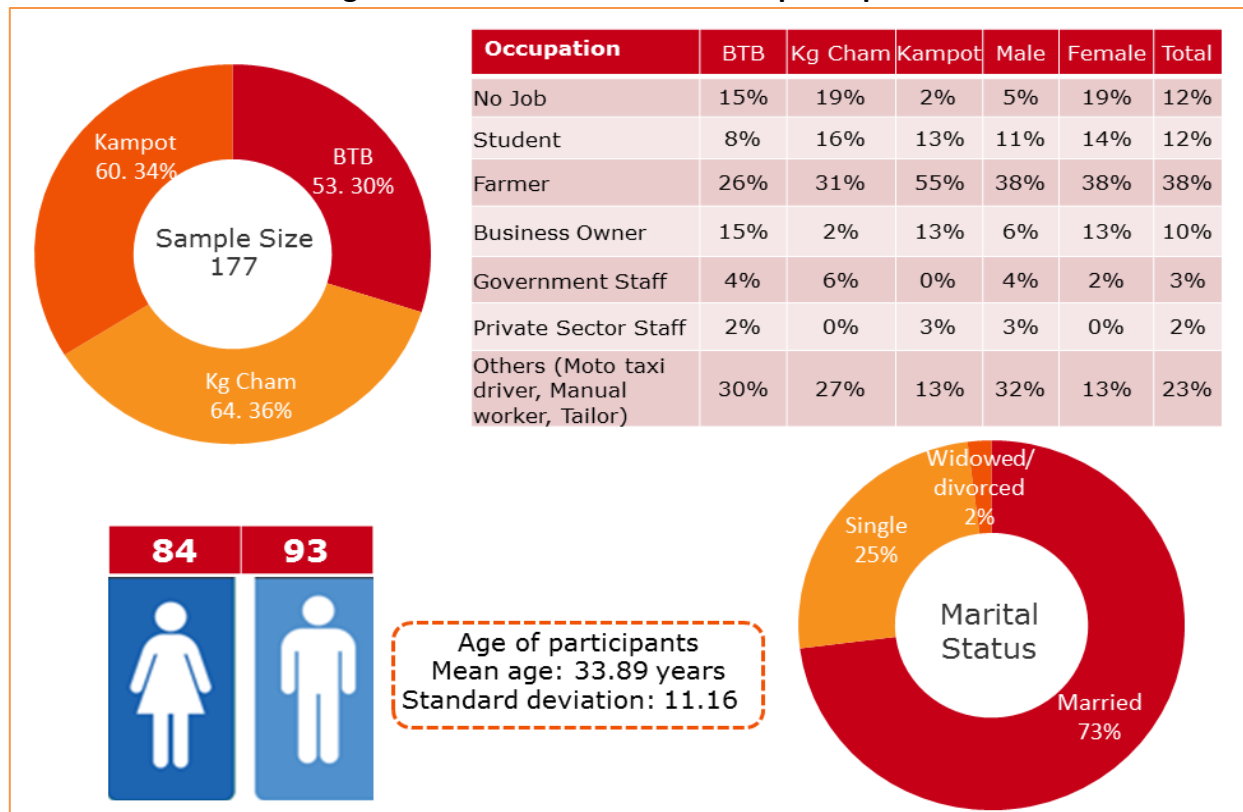


Figure 11 (below) shows that 40% of the participants had either no schooling or had only attended or finished a primary level education. Only approximately 20% had attended high school or completed a high school or university level education. The education level of male participants was higher than women and was higher in Battambang and Kampong Cham provinces compared to Kampot. The education level of participants was slightly higher than the

national average, where more than 60% of women had either no schooling or had not attended or finished primary level education.³⁶

Figure 11: Education level of audience FGD participants

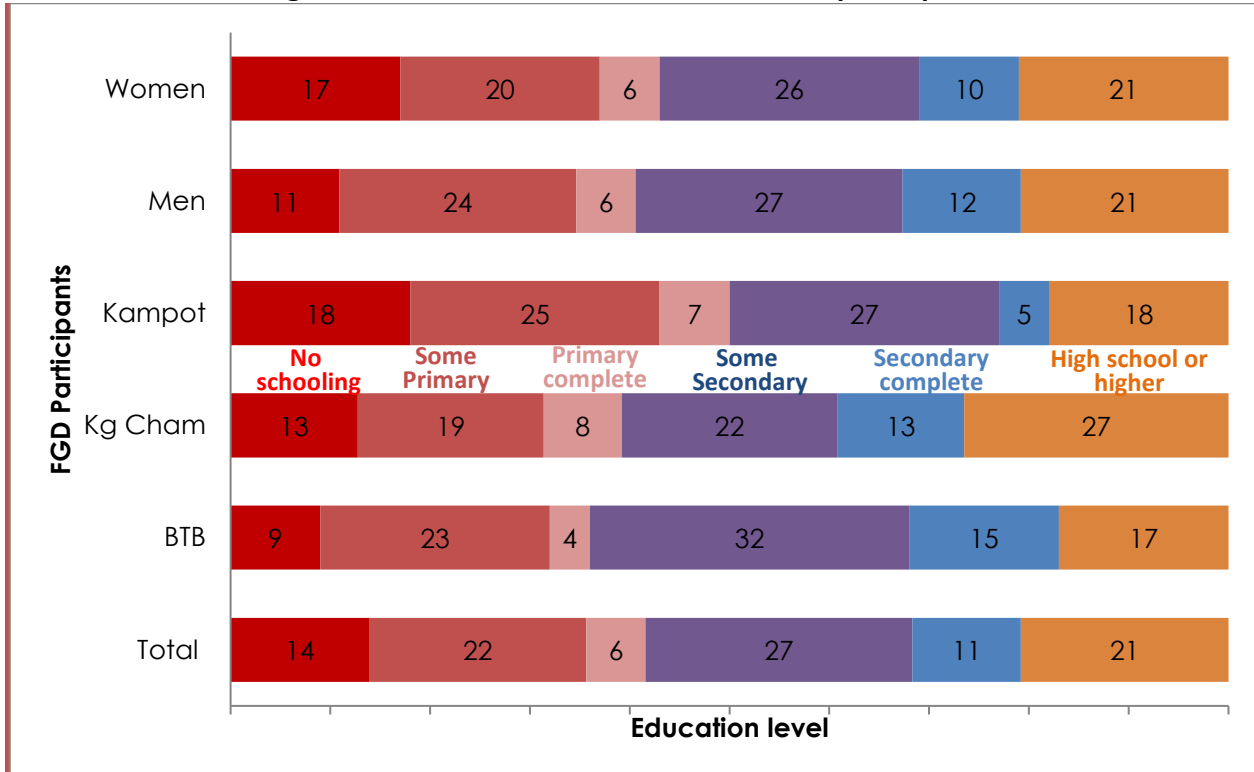
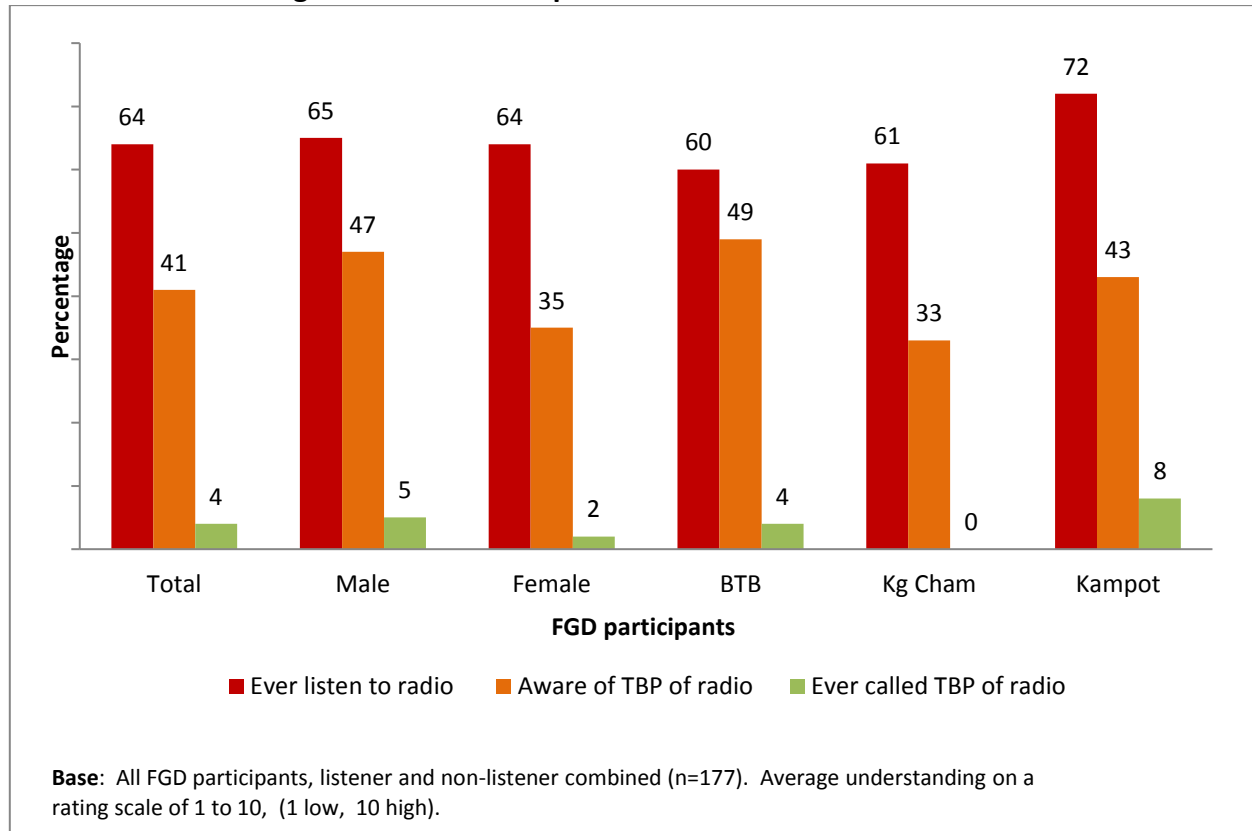


Figure 12 (below) shows that 64% of FGDs participants had ever listened to provincial radio stations, 41% were aware of and 4% had ever called into a talkback program of any provincial radio station. More male than female respondents reported awareness of and participating in talkback programs. The listenership and awareness figures presented below do not necessarily represent the total listenership of PDI radio stations exclusively, but represents listenership to any provincial radio station, on a whole.

³⁶ UNICEF. (2010). *The 2010 Cambodia Demographic and Health Survey*.

Figure 12: Listenership and awareness to radio station



FIELD WORK MANAGEMENT

Briefing session

A briefing session was conducted for research team members including IDI and FGD moderators, note takers, observers and recruiters, before the beginning of the provincial field work. The objectives of the briefing session included:

- Providing basic information about the project.
- Understanding the objectives and methodology of study.
- Developing the team's facilitation skills.
- Ensuring proficient use of the discussion guide.
- Ensuring compliance with ethical guidelines.

Recruitment of participants

The recruiter went to the field one day in advance to recruit the participants for the FGDs. Where possible a TNS local contact also assisted the recruiter to secure a venue and electricity for the FGDs. FGDs participants were recruited following the satisfactory completion of the

screening questions. The moderators further verified the selected participants against the recruitment screening criteria by having an informal discussion. Extra participants were recruited to ensure the desired sample was achieved.

Quality assurance & ethical considerations

For quality assurance and ongoing feedback, all of the FGDs among audiences were observed by the ABC ID team. Additionally a video camera was connected with a TV in another room in order to observe the FGDs. Audio/video recording was undertaken only with the explicit permission of all participants. During database entry, 10% of data was checked for accuracy of entry by a TNS project team member.

All potential FGD and IDI participants were informed that their participation was voluntary and permission to conduct FGDs and IDI was sought from each respondent. They were briefed about the main research objectives, types of questions, and the potential use of the collected data. Due to the high illiteracy rate among the sample population, verbal consent was requested from participants. To maintain confidentiality, respondents' names were not collected and IDI and focus group participants were identified by unique numerical identifiers.

Whenever possible, IDIs were conducted in private locations to ensure confidentiality and to reduce the participants' risk of vulnerability.

ANNEX C: TOPICS AND ISSUES

Transparency:

- Access to information: promoting SNAs to display information (documentation and service fees, income, expenditure, and project details) on the information board at provincial, district and commune offices.
- Project and C/S fund management: Accessible information on funding allocation, budget outlines and implementation partners, and investment and implementation plans.
- Transparency mechanism in contractor procurement for C/S fund projects.
- Transparency in public service provision: procedures to make land title (including costs) and other forms of paper works.
- Raising awareness of the 'One window service' and citizen office at district level.
- Sub-national administration reforms, specifically the new roles and responsibilities of commune, district and provincial councils and their interaction with citizens and civic groups.

Accountability:

- Responsibility of SNAs in development project management, especially for local people.

- Purpose of accountability box, complaint making process, complaint resolution process, roles and responsibility of C/PAWG.
- Role of C/S in dispute resolution: citizens blame local authorities for taking bribe for dispute resolution.
- Safe migration mechanism: how can SNAs, especially C/S councils ensure safety in rural to urban migration for employment?
- Responsibility of local authorities in ensuring community security.

Participation of citizens:

- Citizen participation in commune/village meetings.
- Low awareness on the importance of citizens' participants in local development meetings and freedom of expression.
- Citizens are not informed of commune/village meetings.
- Roles and responsibilities of citizens in C/S development projects.
- Citizen participation: promoting SNAs to conduct meetings to get citizen inputs into the project design, implementation and monitoring processes.
- Information on different mechanisms/forums of citizen participation at village, commune, district and provincial and national levels.

Anti-corruption dialogue:

- Anti-corruption law.
- Role of the Anti-Corruption Unit, complaint processes and resolutions.
- Integrate issue into other topics such as education, health, business, land concession, mining, infrastructure projects, and traffic laws.
- Low awareness of procedures and fees for civil registration, national identification card, land title and other documentation processes. Favoritism often shown during dispute resolution, distribution of aid, commune development activities, and selection of contractors.

Law and justice:

- Alternate sentencing or ADR: Community dispute resolution mechanism and its effectiveness.
- Commune and Village Safety policy.
- Land law and role of commune councils in land concession.
- Access to information law (draft).
- Rights of the citizen.
- D&D laws, rules, regulation decree and sub decree.
- Civil registration law.
- Prevention of domestic violence law.
- Disability law.
- Traffic law.
- Crime prevention for crimes such as burglary, robbery, rape.

- Illegal fishing and logging.

Cross cutting issues:*Gender*

- Women political participation: encourage women to vote, get involved in politics at every level.
- Role of the prevention domestic violence unit.
- Complaints processes and resolutions violence against women and children.
- Forms of domestic violence (physical, financial, emotional and sexual).
- Gender based violence including rape, abuse and sexual harassment.
- Health issue including reproductive and sexual health.
- Representation of women in public office and particularly in high level positions.
- Livelihood options for women.

Youth empowerment

- Roles and responsibility of young people.
- Critical analysis, decision making and putting forward opinions and views.
- Livelihood options for youths.
- Career counseling.
- Challenges of rural-urban migration.
- Modern technology and its usage.
- Cause and effect of gangsters to society.

People with disability

- Discrimination against people with disability by authorities.
- Lack of awareness among authorities about challenges faced by people with disability.

Elections

- Registering and participating in elections.
- Information about candidate of political parties.
- Importance of voting.
- Voter registration list.
- Age of voting and encourage young people to register, especially young women.
- Information on election process.
- Election result.

ANNEX D: WORKS CITED

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