Talkback Programming & Good Governance:
Evaluation Report

Cambodia Communication Assistance Project (CCAP)

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International Development
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Contents

1. The Cambodian Context

Better governance is recognised as a primary means of ensuring fairer access to services provided to the poor, including education, health services, safer roads and infrastructure. While Cambodia has taken steps towards poverty reduction at a national level, the provision of public services is managed by local authorities who engage constituents in public service planning and respond to demands for improvement. Transparency in the provision of these services, at both the national and local level, is critical to commune development that is both inclusive and equal. As such, voice and accountability are useful tools for good governance to ensure access to public services is allocated according to actual needs and with efficient use of funding.

Provincial Departments of Information (PDI) play a crucial role in facilitating community voice and accountability in Cambodia, where the majority of media outlets are aligned with the ruling political party. This has resulted in significant government influence over media output and the promotion of government agendas, with little to no consideration for marginalised voices in rural communities. While calls for media reform to promote government accountability recognise the value of local media in empowering citizens, they have been met with little action.

PDI stations continue to hold the potential to promote effective communication between Cambodia's citizens and its government. Thus, building the capacity of PDI is considered an effective strategy to promote content with a focus on responsiveness, accountability, transparency and inclusiveness. The challenge with these changes remains freedom of expression, which continues to impede poverty reduction efforts for the most disadvantaged in society.

2. Report Overview

The Cambodia Communication Assistance Project (CCAP) provides media development assistance to four provincial radio stations in Cambodia. Media support aims to enhance the quality of radio production by building the capacity of media practitioners, as well as improving government accountability and responsibility by increasing community voice and participation. Within a two year period CCAP has provided training and mentoring to PDI staff to run radio talkback programming around governance related topics. These activities contribute to the CCAP component II objective "to strengthen the voices of citizens and the transparency and the accountability of local authorities".

From the project's inception in July 2012, these provincial talkback programs have provided a media forum for the poor to connect with authorities and make officials accountable to the public. CCAP, in partnership with the four PDI, developed a system to track the promises made by commune officials and guest speakers to encourage better responsiveness and transparency in governance practices. The programs have experienced both success and challenges in implementation and continuation, due to the current political environment in Cambodia. Evidence of improved responsiveness is demonstrated through the actions taken by authorities in response to the talkback broadcast.
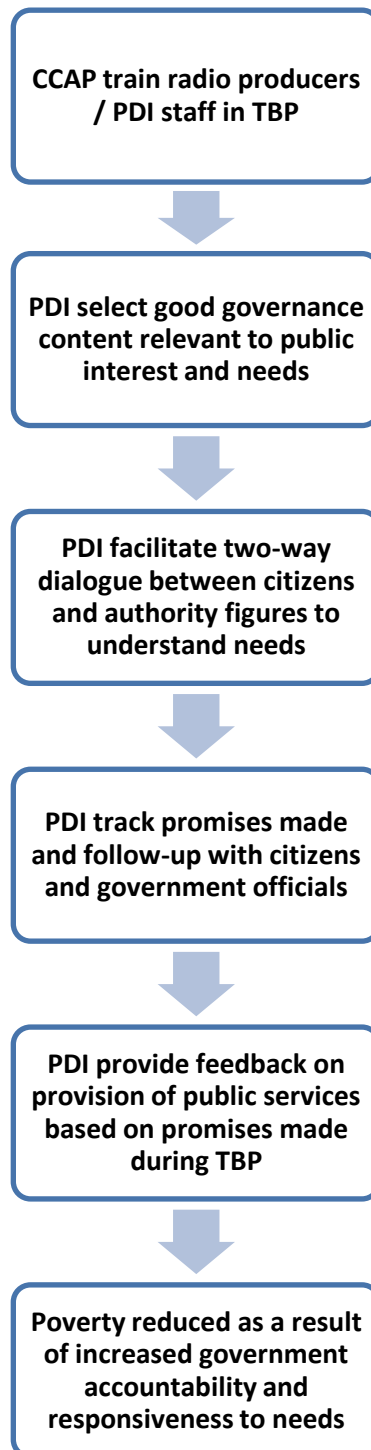
This report aims to assess the effectiveness of PDI talkback programming (TBP) by using focus group discussions and audience feedback to understand the relationship between radio programming and improved governance, as well as to evaluate the impact of these programs on public service delivery. This assessment will assist the Australian Broadcasting Corporation International Development (ABC ID) and the Department of Foreign Affairs and Trade (DFAT) to build on the project's achievements and gain insight into areas for improvement. Additionally, it will promote the work of CCAP in Cambodia as a media development initiative promoting good governance communication.

2.1   Key Objectives

Key objectives of this report include:

- Evaluate the success of the PDI Promise Tracking Tool.
- Assess the effectiveness of TBP in:
  - Improving government transparency and the accountability of local authorities' in the provision of public services.
  - Facilitating citizen voice and engagement.

3. Approach Framework - Media, Good Governance and Poverty Reduction

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┌─────────────────────────────┐
│   CCAP train radio producers │
│     / PDI staff in TBP       │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│  PDI select good governance  │
│  content relevant to public  │
│      interest and needs      │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│    PDI facilitate two-way    │
│  dialogue between citizens   │
│  and authority figures to    │
│      understand needs        │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│    PDI track promises made   │
│  and follow-up with citizens │
│   and government officials    │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│   PDI provide feedback on    │
│  provision of public services│
│   based on promises made     │
│         during TBP           │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│ Poverty reduced as a result  │
│  of increased government     │
│    accountability and        │
│  responsiveness to needs     │
└─────────────────────────────┘
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4. Methodology

Four data collection methods were used for this report, as outlined below.

1. **Desk based review of PDI Promise Tracking Tool**

   - Track changes in PDI programming content and review previous monitoring and evaluation data collected by PDI.
   - Assess rural citizens' access to public services.
   - Review of Promise Tracking Tool template.

2. **Questionnaire with PDI radio producers**

   - Discuss with producers whether they have used the Promise Tracking Tool to follow up on promises made during TBP.
   - Detail producers' stories on public service improvements they have witnessed.
   - Discuss the ability of authorities to address promises made on TBC that meet citizens' needs.

3. **In-depth interviews with PDI staff, TBP government officials and guest speakers**

   - **Radio producers:** success stories on how accountability and responsiveness have been demonstrated.
   - **Government officials:** assess how they exercise their responsiveness and accountability on public services and improve their accountability practices to citizens in rural areas.
   - **Governments' promises made:** role of TBP in improving provision of public services' and government accountability and responsiveness.

4. **Focus group discussions with PDI talkback program audience**

   - Focus group discussions with TBP listeners: Assess how regular listeners engage in TBP, including listening and call-in patterns, audiences' interaction with authorities and satisfaction with the action and response/follow up. Listeners from urban and rural areas will provide views on:
     - Authorities' responsiveness and accountability on social service provision.
     - Perceptions of the impact of TBP in addressing accountability, inclusiveness and access to public services issues.

4.2 Sampling and Recruitment

A total of eight focus group discussions (FGD) were held across the four targeted PDI provinces – Battambang, Kampong Cham, Kampot and Siem Reap. Each group had eight participants and was divided by gender. Each group consisted of regular talkback program listeners (those that listen to talkback programming at least once a month), displayed in Table 1, below.

In addition to the FGD, a total of 16 in-depth interviews (IDI) were conducted. Four interviews were conducted per PDI province – one PDI radio producer/presenter and three TBP guest speakers/government officials, as shown in Table 1, below.

To gain more in-depth information on producers' experiences with TBP, two PDI producers were selected to participate in the IDIs and survey questionnaire per target province. Eight guest speakers and government officials, with relevant knowledge and experience in service delivery and commune issues, were targeted for the case study to ensure a strong depth of information was recorded.

Table 1: Participant Profile – Focus Group Discussions and In-depth Interviews

FGDs and IDIs	BB PDI	KC PDI	KP PDI	SR PDI	Total
FGD Participants					
• Male	7	10	5	9	**31**
• Female	8	8	4	3	**23**
Total	**15**	**18**	**9**	**12**	**54**
IDIs – Radio Producers					
• Male	1	1	1	1	**4**
• Female	1	1	1	1	**4**
Total	**2**	**2**	**2**	**2**	**8**
IDIs – Guest Speakers, Commune & Police Chiefs					
• Male	1	2	1	2	**6**
• Female	1	0	1	0	**2**
Total	**2**	**2**	**2**	**2**	**8**

5. Findings

5.1 PDI Promise Tracking Tool

The following section outlines the key findings in regards to the PDI Promise Tracking Tool (PTT) based on an analysis of the PTT and interviews with PDI staff. It is intended to provide an assessment of both the effectiveness of the PTT template in tracking government responsiveness and accountability to service delivery initiatives, and staff ability to use the Tool to effectively follow-up on promises made during TBP.

Promise Tracking Tool Definition & Process

The PTT was implemented as a means to follow-up on promises made by local government officials during TBP. The tool was implemented after observations that guest speakers often did not provide specific promises when asked by callers and radio producers. Also, in the event that promises were made, PDI staff lacked an effective means to follow-up on their fulfilment. The PTT was developed to help PDI staff monitor promises relating to the provision of service delivery such as healthcare and education, during and after talkback programs.

The process for staff to use the PTT is as follows; PDI staff ask guest speakers to provide a timeframe for completing the promise and then follow-up on the promises made one to two times during a two-month period. The follow-up is conducted to ensure that developments are occurring and to give PDI staff greater understanding of the challenges and responsibilities faced by authorities in completing the service delivery promise made. The promises made should be verified through discussing the initiatives with the guest speaker who made the promise, the production of feature stories and photographs highlighting service delivery development and discussing development with community members.

Topics Recorded in PTT

The following six overarching topics were identified when the PTT was reviewed: commune infrastructure development; agriculture; citizen livelihood initiatives; environment; healthcare; and education. A detailed breakdown of these categories in relation to each of the four provinces can be found in Appendix 1 (see page 16).

Follow-Up of Guest Speaker Promises

Since the introduction of the PTT in early 2013, PDI staff have recorded 99 promises made by TBP guest speakers and government officials. Of these recorded promises, 54 have been followed-up by PDI staff, as illustrated in Table 2, below. These staff members identified that progress of promises was enhanced when follow-up interviews were conducted with both TBP guests and listeners at least two to three times. PDI staff were asked how many follow-up interviews had been conducted and among eight interviewed PDI staff across four provinces; four of them answered that they had conducted follow-up interviews at least three times with the guest speakers on promises that had been made.

> "I have interviewed different sources based on the topics and the guest speakers accountable for their promises unless we conduct the follow-up interviews from two to three times."
>
> *- Male Producer, Battambang Province*

> "Keep following up on any issues where authorities fail to do it."
>
> *- Female Producer, Siem Reap Province*

PDI staff highlighted many successful examples of using the PTT to increase accountability. Among the promises successfully tracked and implemented are those relating to infrastructure, such as road and bridge construction, access to electricity and water disposal management, issues relating to primary healthcare and education, authorities' responses to natural hazards and disasters such as flooding, resource management including illegal fishing and forest management, and authorities' transparency in budget planning.

Table 2: Promises Made and Followed-Up by Province

Province	Promises Made	Promises Followed-up
Battambang	14	4
Kampong Cham	19	15
Kampot	55	30
Siem Reap	30	5
TOTAL	99	54

Actions on commitments made on air during TBP are also verified by contacting regular listeners from target segments of the community to verify outcomes and give a balanced response. Target segments consulted include Commune Chiefs, students, farmers, Provincial and District Governors, CSO and NGO staff.

Access to Public Services Pre and Post TBP

PDI staff explained that prior to TBP people found it difficult to access public services and were unsure whether service delivery improvements were occurring at all.

> "…they (government officials) need to keep people informed – what they could do and what they could not do due to some reasons like, budget constraint, or when they are going to deal with that issue."
>
> *- Producer, Kampong Cham Province*

To communicate the progress of promises made on TBP, PDI staff produced feature stories and vox-pops to inform citizens of successful service delivery initiatives and provide updates on the progress and challenges facing promises that were not yet fulfilled. PDI staff reported that through the introduction of TBP and the implementation of the PTT, people's perceptions of government accountability, transparency and effectiveness has improved. This highlights the increased involvement of media (PDI) in making government officials accountable and responsive to citizens' needs.

Limitations of the PTT

PDI staff experienced different challenges in following-up on guest speakers talkback promises. The consistent challenges across all four PDI provinces included:

- The inability of PDI staff to contact guest speakers to provide an update on the progress of promises made.
- PDI staff sometimes failed to record and update the PTT, meaning unregistered promises would go un-assessed.
- Some authorities used commune level budget restrictions as a justification for not completing a promise.
- Guest speakers often failed to effectively communicate the specific details of a promise, creating confusion as to what was promised and making it difficult to track.

5.2 TBP Impact – Perceptions, Effectiveness and Challenges

The following section outlines findings on the impact of TBP from the perspective of guest speakers, government officials, PDI staff and audience members. PDI staff perceptions are based on a combination of experience and interviews they conducted with citizens and TBP guest speakers. Together they highlight the impact of TBP in enhancing government accountability, responsiveness in the provision of public services and strengthened citizen voice. The findings are grouped into sections to highlight the perceptions, effectiveness and challenges raised throughout the data collected by various TBP stakeholders.

Audience and PDI Perceptions of TBP

A common observation by PDI staff in all four provinces was that the TBP format provided a forum to enhance freedom of expression by allowing citizens the opportunity to call in and express their opinions and experiences.

> "Our program... does not only provide information from government to citizens and from citizen to government like a bridge, but it is also a bridge that authorities and people are able to interact on."
>
> *-Female PDI Producer, Battambang Province*

FGD participants stated that citizens are now more active in following-up on promises made by authorities after the introduction of TBP.

> "There are frequent follow-ups by talkback active listeners on authorities promises made. Thus, the authorities could not stay quiet and do nothing; they have to be accountable and we found out that there were such improvements in authorities' performance since people became more active."
>
> *-Female FGD Participant, Kampot Province*

It was remarked that the programming allows citizens to question and monitor government performance, which increases transparency and accountability. For instance, the public is now able to view progress on the provision of commune public services.

> "As I saw actions taken by authorities…It is the reason that makes me like listening to this program".
>
> *-Male FGD Participant, Battambang Province*

> "Authorities have [responded] to peoples' needs after Talkback programming, he takes more action, such as ... community security, well provision to villagers and [also] asks them what do villagers need or if there are any problems that villagers want him to help and respond to ... after two months, some of families got wells, 25 wells per one village."
>
> *-Female FGD participant, Kampot Province*

Both PDI staff and audience members recognise that TBP has increased citizens' awareness of basic information relating to service delivery such as health, education, agriculture, environment and infrastructure. Greater public awareness has led people to suggest valuable topics for discussion, resulting in increased opportunities for public debate on service delivery issues that directly affect their lives. One example was the suggestion for agriculture discussions during TBP to provide people with valuable knowledge that could improve their livelihoods, such as how to increase rice yields.

> "Would be interesting to hear topics related to agriculture because this topic relates to villagers' livelihood improvement."

"We can suggest the current topics through live TBP broadcasts and we also can raise any issues that happened; especially [whether] guest speakers have responded to citizens' questions. Through interaction dialogues during the program broadcast citizens can hear the progress of promises made by authorities [and can also] update if they have any challenges."

-Female FGD Participant, Kampot Province

While TBP was widely recognised as facilitating citizen access to authorities, authorities also saw TBP as a platform to communicate with citizens. Participating in TBP was identified as an opportunity for authority figures to explain their roles and responsibilities, as well as the challenges and constraints facing them.

"Some people's demands (gravel, concrete road…) are too high that we could not implement. Hardly do people approach me to ask about commune development plans."

-Commune Chief, Siem Reap Province

The role of the presenter was described as a facilitator of discussion and interaction between guest speakers and citizens. Interviewing citizens prior to programs to help guide the selection of important and relevant topics for discussion was considered a strength of PDI TBP. TBP listeners also discussed how the selection of guest speakers was important as both a journalistic standard and a comprehensive information gathering technique. One example raised by FGD participants was land concession, which requires industry, government and community perspectives to understand all the issues involved.

"I like the way that PDIs select the topics by conducting interviews with villagers before on-air discussion with guest speakers."

-Male FGD Participant, Siem Reap Province

PDI staff recognised this need to engage more senior provincial officials as guest speakers in order to promote greater government action, as some issues raised were beyond the decision making ability of commune council officials. The success of this level of engagement is evident in high profile

decisions such as the crackdown on illegal fishing. However, there is difficulty in engaging high profile guests across all stations, with the exception of Battambang PDI, which has stronger connections to government and is often able to engage guests to talk about more sensitive topics.

Government Responsiveness and Accountability

Overall, the introduction of TBP has increased government accountability and responsiveness in the provision of public services. This is primarily because government officials are more likely to engage directly with citizens to discuss community concerns and this communication has led to improved services.

> "I am more than happy to hear people comment on gaps in authorities' responsibilities."
>
> *-Commune Chief, Kampot Province*

Interviews with guest speakers illustrated that they perceived TBP to have improved their own practices with regards to the following:

- Faster development of public services such as making identity cards; civil registration books etc.
- Establishing networking with CSOs, NGOs and stakeholders to support people's needs.
- Increasing funding support for community development initiatives.
- Reducing corruption on social service charges.
- Improving the provision of basic agricultural knowledge.
- Enhancing commune safety practices.
- Increasing the quality of social service delivery.
- Providing public servants to work at a community level. For example, in Kampot Province, having village health volunteers to assist on child and mother healthcare.

Citizen Engagement, Participation and Voice

TBP is improving citizen voice as people are becoming more confident to directly question government officials and hold them accountable for their actions. This, in turn, is leading to increased levels of government responsiveness as officials are starting to engage more in commune meetings and development plans. Citizens' awareness of their rights and the governments' responsibility is also increasing as TBP fosters freedom of expression. Critically, positive TBP

experiences have created an environment of open two-way discussion between citizens and government.

> "Talkback programs allow people to understand that they have the right to take part in and are well aware of commune development work. Meeting people with demands makes them willing to tell about their needs or to ask for aid or assistance from government or civil societies."

> *-Commune Chief, Kampot Province*

> "In my village people trust the authorities because they took action on what was promised, such as road construction and school building."

> *-FGD Participant, Siem Reap Province*

Data collected for this report illustrated a number of instances of citizens mobilising to defend their interests in relation to transparency and the use of commune funding. Participants discussed the motivating force of the media (BBC, Radio Australia and other TV channels) in expressing their opinions and concerns, with many citizens now echoing their demands in the form of protest and confronting local authorities.

> "The good thing of this program is helping people to bring the entire problem to the government to solve. And also, it helps people [to be] brave [enough] to talk and ask [questions] to the authorities."

> "This program helps people to solve and express their difficulties (e.g. road, bridge, education) to the government through this radio program. And also, it helps people to get information. These are the reasons that he likes and listens to this program."

> *-Male FGD Participant, Battambang Province*

Female participation and engagement in TBP has increased feelings of empowerment, with more women now actively participating in programming. For example, one female FGD participant discussed her experience of voicing her concerns of land demarcation with her commune chief.

> "I became stronger from listening and calling talkback programs. I also told other villagers to [be] brave to advocate for their rights."

"I never listened to this program before; once I listened I was thinking that the discussion is very good because it allows people to talk and especially [that] the presenters encourage women to call in the show. Then I dare to call in the show and express my issue of land encroachment by a company and since that time I became a bit stronger, especially, to follow up with the authorities on any issues that happened at my village.

-*Female FGD Participant, Battambang Province.*

Service Delivery Improvements and Challenges

Longstanding issues in public service delivery have led to high levels of villager dissatisfaction with government in the past. Government corruption has also been widespread with a lack of responsiveness to community issues presenting an ongoing problem. There was a consensus among FGD participants that since the introduction of TBP, government performance and responsiveness has improved, with service delivery at commune level becoming faster.

"Through TBP daily broadcasts; the poor can easily access help and have better living standards as the improvement of commune infrastructure taking actions by commune chief."

-*Male FGD Participant, Aov Laok Village*

Focus group participants across the four PDI provinces highlighted the following improvements in public service delivery:

- Road and sewage system repair and construction.
- Bridge, canal well, and latrine construction.
- Parking lot fee issue resolved.
- Water and electricity supplies improved.
- City cleaned and rubbish controlled.
- Law and order issues such as gambling and organised crime reduced.

Despite these many areas of improvement, government and local authorities still face challenges in the provision of public services, with one FGD participant observing that:

"Authorities thought that it was over his capability because he has limited amount of budget, for example, repairing long road."

-Male FGD Participant, Kampong Cham Province

The following challenges were raised by government officials:

- Business owners often fail to cooperate with government officials and participate in community development initiatives.
- Some issues are difficult to respond to immediately and across all villages simultaneously such as providing a consistent water supply.
- People's lack of understanding of development plan processes, with immediate results often wanted after a promise has been made.
- Some issues need district governor's support. For example, an issue regarding households that were located along a stream needed to re-settle but the final decision needed to be made by the District Governor.
- Lack of participation from villagers. People are often concerned of having to contribute their own money to commune development plans. Others have not understood their role in the development process, for example, they did not want to move their houses border back in order to provide land needed for asphalt construction.

6. Discussion

The findings in this report indicate that provincial service delivery is enhanced when citizens are actively involved in government planning and implementation processes. TBP provides a forum for this participation and engagement to take place, allowing people to access public services, discuss and share diverse views, remain informed about community development and understand the roles and responsibilities of authority figures. In this way, TBP encourages good governance as citizens can actively monitor government activities and hold them to account when necessary.

In some cases, the continued existence of political hierarchies presents difficulty for effective, two-way communication between government officials and citizens. However, the overwhelming consensus is that TBP has significantly increased two-way flows of information, allowing citizens to better understand their rights and governments to respond to community needs. It is this reciprocal

flow that is acknowledged by PDI staff, government officials and TBP audiences to be the key in improving the provision of public services across provinces.

The implementation of a PTT to follow-up on promises made during TBP has increased levels of citizen trust in authorities, as well as improving government transparency and accountability by reducing instances of corrupt behavior among officials. In areas where these impacts were not visible, it was anticipated that they will be over time. The driving force behind this assumption is citizen desire to engage in government activities for poverty reduction through the improved provision of public services.

Two key causal links were identified between commune characteristics and governance outcomes. The first was that the political composition of the commune council is a key factor in influencing the decision-making process, with areas of CPP member dominance being less attentive in following up on issues raised by citizens. This is an issue as commune councils, while being open to citizens' feedback about difficulties, do not afford the opportunity for citizens to engage in the decision-making process. The second link was that of wealth and poverty, with areas of lower socioeconomic status less likely to have accountable, responsive politicians and bureaucracies. The positive outcomes of citizen participation in TBP in rural and poor areas are indicative that the power of money has been replaced by the power of voice.

7. Suggestions for Future Improvement

The following suggestions were made by audiences for future improvements to TBP and promise tracking:

- Guests should be invited to speak about specialised topics in order that they may answer direct and sometimes specific questions from callers. For instance, in the case of land concessions provided to private companies by the government.
- Informing people of upcoming topics through promotion beforehand, as well as providing information about each commune's guest speakers, so callers are able to prepare questions in advance.

- Increasing citizens' participation by identifying emerging themes and issues in areas when villagers are interviewed
- Avoid repeated topics and pre-recorded interviews.
- More coverage of topics that directly impact people's daily lives such as health, clean water and the agricultural sector. The suggestion of discussion groups to understand local knowledge systems was raised during focus groups.
- Providing regular updates on promises made and their follow-up by inviting guest speakers to clarify commitments and update the public on any challenges in implementation. It was also suggested that PDI staff continue to follow-up with authorities to keep them accountable and responsive to their promises.

8. Appendix

8.1 Appendix 1: Promise Tracking Tool: Recorded Themes by PDI Province

8.1.1 Table 1: Battambang PDI

Promises Made by Authorities	Audience Perceptions on Promise Improvements	Authorities Accomplishments
Commune needs and development • Process of commune safety implementation • Lack of latrine in rural area • Mechanisms to restore and repair road Issues • Lack of clean well • Lack of toilet in village • Lack of school • Damaged dike reconstruction • Electricity supply **Agricultural development** • Effectiveness in dealing with issue of irrigation system • Management strategy for rice output export to other countries **Current livelihood problems** • Illegal fishing • Economic land concession provision to soldiers with disability • Local migration **Current issues** • Organised crime and illegal drug use • Local electricity supply • Road flood dam • Advertising alcohol on television **Environmental issues** • Waste disposal management • Gas factory diffusion • Sound pollution **Healthcare** • Healthcare service delivery and primary needs for women and children	**Improvements** • Primary healthcare services • Local Infrastructure development: road reconstruction and dike damage repair • Illegal fishing • People with disability and material supplies • Well, latrine, school, constructed • Effect of gambling to society and family • Effect of Alcohol consumption and the influences from advertisements • Waste disposal management • Local migration • Organised crime and illegal drug use • Local electricity supply	**On-air promises accomplished** • Road construction: 2 asphalt and 18 roads (red rock-covered road) • Flood proofing sewage system repair • Increase support fund for community development • Maintain quality social service delivery • Drain the canal • Create sign board on community rubbish disposal • Enhancing commune safety rules, practice and implementation • Create school committee to help students study extra hours without payment • Coordinate healthcare director on service fee charge • Women's rights, DMV: answer based on the law, how to seek support when women are faced with violence • Public service delivery such as making family address books

8.1.2 Table 2: Kampong Cham PDI

Promises Made by Authorities	Audience Perceptions on Authorities Commitment	Authorities Accomplishments
Commune needs and development • Mechanism to eliminate illegal monitoring offices that take people's money • Road construction and repairing process • Solutions to rubbish disposal in Krola commune • Clean water **Agricultural development** • Authority's solution to flooded rice field in Prek Bak commune • Repairing and Taking care of roads after flooding Current livelihood problems • Illegal fishing stopped **Current Issues** • Reduction of illegal gambling • Organised crime **Environmental Issues** • Detrimental effects of flowing industrial waste from factory into rice fields • Authorities response to waste disposal from Ice Factory into people's rice fields in Por Pel commune • Responsiveness on solutions for rubbish dumping in Krola commune **Healthcare** • Dengue Fever • Contraception • Child abuse prevention • Maternal healthcare **Education** • Improving education system curriculum and anti-corruption	**Improvements** • Road construction, sewage system, support fund to women delivering babies. • Speed up the process of making civil register book • Enhancing Electricity supply • Knowledge raising on female trafficking and prostitution **People's needs followed up** • Lack of well • Dengue fever • Contraception • Illegal fishing • Road Construction • Child abuse prevention • Enhance anti-corruption efforts	**On-air promises accomplished** • Road construction, sewage system constructed, and support fund to child delivery • Making address book • Electricity supply to different villages • Knowledge/issues on female trafficking and prostitution • Selection of youth to serve as soldiers

8.1.3 Table 3: Kampot PDI

Promises Made by Authorities	Audience Perceptions on Authorities Commitment	Authorities Accomplishments
Commune needs and development: 16 topics: • Rehabilitation services given to the disabled • Neak Poan road construction **Agricultural development:** • Agricultural Development Plan 2013-2014 **Current Issues:** • The responsibility of factory owners after bankruptcy **Environmental Issues:** • Waste Management in Kampot town • People's complaints over the influx of waste water from Samaki Market in Kompot town **Healthcare:** • Improve hygiene in slaughterhouse **Education:** • The effects of cigarettes **Gender** • Law implementation against women and child trafficking • Encouragement to have more women police in local communities **Others:** • Rights of people in expressing their ideas in public forums	**Improvements** • Law of safety abortion • Authorities challenges in local development • Youth Knowledge and awareness raising before migration • Encourage Islamic women to participate in local development • Process on making new format of identity cards • Management on public advertisement board • Waste management in urban areas • Action plan on constructing wells in rural areas • Service delivery made in Angkor Chey district • Increase child's hygiene and sanitation at school • Increase local authorities' role in providing skills to women living in communities • Infrastructure Development Project in Kampot district • Roles of Provincial Councils	**On-air promises accomplished** • Provide seven wells to 15 families • Five line roads constructed • Community livelihood supports such as removing the mud from the lake to put in fish • Provide latrines to 4 villages (25 per village) • Having village health volunteer to assist on child and mother healthcare. • Solve the issue of dump site areas

8.1.4 Table 4: Siem Reap PDI

Promises Made by Authorities	Audience Perceptions on Authorities Commitment	Authorities Accomplishments
Commune needs and development: 5 topics: • Clean water supply in Siem Reap city and road and Latrine, construction • Electricity supply • Health centres • Public service provision (identity cards, marriage certificate etc.) **Gender** • Raising women's economic capacity through woman's group • Domestic Violence Law **Current Issues:** • Flooding • Alcohol advertising • Crime and gambling • Anti-social youth **Current livelihood problems:** • Illegal fishing and gambling **Education:** • Quality teachers **Environmental Problems:** • Illegal Forest • Community forest management **Others:** • Empowering people with disability • Child Labor	**Improvements** • Infrastructure development • Electricity supply • Cleaned water supply • Primary health care • Child labour law • Domestic violence • Gambling **Authorities' promises**: use to be guest speakers under for the topics: local governance, services delivery, VAW, and rape. **Responses of promise made**: • Sewage system repair at Wat Bo School • Drain the canal in 2013 • Request to provincial governor on draining the canal • Producers use to interview on the progress of road construction, DMV and commune/village safety.	**On-air promises accomplished** • Developing address books and bank loan letters • Road construction one line: 1696 metre (asphalts) and 247m, Main Street, 2 asphalts and 18 (red rock-covered road) • Sewage system developed and repaired to avoid flooding in wet season. • Drain the canal during wet seasons • Build bridge 2013-2014 (complete the construction in June 2013) • Waste disposal management • Create sign board for rubbish disposal • Commune Safety Rules implementation