

Minutes
First Communication Meeting of POC and IAs
25th Feb, 2010

After one-year work for DFGG project, the first meeting of communication/marketing/partnership and information teams of PCO and IAs was done on the 25th February, 2010 at the World Bank office.

There are 12 participants:

WB

- Bou Saroeun, the Country Office Communication Officer: **012 414 088**
- Chhay Sophal, Communication Consultant for DFGG: **017 535 535**

PCO

- Mr. Cheav Nak, Partnership and Participation Consultant: **012 822 317**

MONSRI

- Mr. Chem Choeun, Media Relation Officer: **012 590 589**
- Mr. Ouk Somavirya, Media Relation Officer: **012 777 024**
- Mr. Un Sopheap, Senior Partnership Officer: **012 666 010**

OWSO

- Soun Samreth, Information and Communication Officer: **012 376 175**
- Nhek Borin, Information and Communication Assistan: **012 576 891**

RNK

- Tim Sokha, Marketing Specialist: **012 538 373**
- Tep Virak, Marketing Officer: **089 698 585**
- Ou Dararit, Officer Networking and Partnership:

ACF

- Y Samphy, Training and Communication Officer: **016937776**



Topics:

1. Reviewing the drafts of communication work plans of PCO and IAs
2. Giving some suggestions and recommendations for improving and finalizing
3. Prioritizing what PCO and IAs need during the period of four months, March-June, 2010

After introduction of objective of the meeting made by Bou Saroeun and presenting the summary of DFGG Communication Strategy by Chhay Sophal to the first-ever meeting, PCO's and IAs' communication representatives briefed their respective work plans for 2010. Then, the meeting found out some work priorities of PCO and IAs:

PCO

- a. Producing IEC materials:
 - Leaflet (Reprinting)
 - Broacher
 - Newsletter (quarterly)
 - Desk calendar for 2011 (to be printed by Nov/Dec 2010)
- b. Website content updating
- c. Training on writing case studies and press release, and Website content writing
- d. Close cooperation from IAs

MONSRI

- a. Producing IEC materials:
 - Message (from the MULMC)
 - video (but do not know how to process it since the communication consultant has just quitted from work)
 - Education spots for airing on TVK
- b. Training: Writing feature in cooperation with RNK and also writing for newspaper and magazine (but do not know how to write)

OWSO

- a. Producing IEC materials
 - Broachers
 - Leaflets
 - Posters
 - Stickers
 - T-shirts
 - Newsletter (quarterly)
 - Annual booklet
 - Desk and wall calendars for 2011 (to be printed by Nov/Dec 2010)
- b. Website content updating
- c. Training on writing communication and media
- d. Close cooperation from PCO and other IAs

RNK

- a. Producing IEC materials
 - Leaflet (already done but need more printing)
 - TV spots
 - Radio spots ((already done some but need more)
- d. Website content updating
- e. Launching radio campaign at a seminar by April in Phnom Penh

ACF

- Broachers (for workers)
- Printing quiz (Q&A) and share with the workers
- Newsletter (quarterly)
- T-shirts
- Video drama (two episodes)/educational video
- Two more TV spots
- Website improvement
- Training on writing feature and others relevant to communication work

During more than two-hour discussion, the participants agreed that:

1. Finalizing their communication work plans for the first week of March
2. Participating a training on communication and media (How to effective work with communication and media: media relation, writing media advisory and press release, writing hot news and news feature/case studies,....) by the forth week of March
3. Increasing more relationship among communication/marketing/ partnership and information teams of PCO and IAs by sharing information such as successful stories and challenges for solution through mailing list and monthly meetings.
4. Help disseminate/distribute IEC materials of PCO and IAs if they go the fields/ communities.
5. Intervention from the WB Country Office Communication Officer and Communication Consultant for DFGG if they needed
6. Organizing a meeting of Website teams of PCO and IAs (Date is not yet scheduled)
7. Urging all PCO's and IAs' senior leaders to join talkback program of RNK