



REPORT OF LCFG WORKSHOP THE DEVELOPMENT OF COMMUNICATION STRATEGIC PLAN FOR DFGG PROJECT

1. The Learning and Communication Focus Group (LCFG) Workshop, deems as the Fourth LCFG meeting, was held on July 30, 2009 (a whole day), and chaired by Pol.Mj.Gen Por Phak, Director of International Relations Department, Ministry of Interior, Assistant to Deputy Prime Minister, Minister of Ministry of Interior and DFGG Project Director. The main objective of a workshop is to sharing lessons and experiences as well as best practices that may contributing significantly to develop Communication Strategic Plan for DFGG project.

2. Attended the LCFG workshop were: LCFG members from both state institution (PCO/MOI, MONASRI, AC, RNK and OWSO/DO) and non-state institution (KIND, Star Kampuchea, the New Life of Cambodia, KYSD). Total 30 participants (see list of participants attached).

3. Mr. Por Phak, DFGG Project Director and as a chairman of the workshop, welcomed participants and expressed sincere thanks and appreciation to all LCFG members on their participation in this workshop, and particularly the three potential speakers: Mrs. TIVE Sarayeth, Executive Director of Woman Media Center, Mr. Bruce Haulley, Management Advisor, Commune Council Support Project and Mr. Ros Sokhom, Video Programmer of CHEMS organization for their engagement. After that, he briefed the current status of DFGG project and mapping out the outstanding activities to be implemented after project effectiveness. In addition, he highlighted that learning is a critical element in promoting cross-fertilization and synergy for effective project implementation and also noted that learning output and outcome would be a useful inputs for sharing and disseminating among DFGG state institutions and/or between NSIs and beyond. Furthermore, he emphasized that information is a potential resource that needs to be produced, disseminated and utilized it properly. Therefore, the development of information strategic framework is critical one for that purpose. Within the context of developing communication framework, he also highlighted the three core elements of communication approach namely targeted audiences, appropriate channels and key messages to be delivered and also mentioned the proposed activities to be carried out in the three different phases, and at the end of his opening session he thanked again for participating and wishing that workshop may get success with productive results.

4. **Workshop Session:** the workshop has 3 presentations:

- i) Communication Approach, presented by Mrs. Tive Sarayeth, Executive Director, WMC.
- ii) Communication Strategy and Plan presented by Mr. Ros Sokhom, Video Programmer, CHEMS organization.
- iii) Develop effective Communication Strategic Plan in cooperation with DFGG project, presented by Mr. Bruce Haulley, Management Advisor, the Commune Council Support Project.

5. **Presentation Session:**

The first presentation is the Communication Approach presented by Mrs. Tive Sarayeth, Executive Director. The contents of presentation: 1) Background, 2) Principles, 3) Alignment, 4) How to set up target group, 5) Communication approach, 6) Key challenges and 7) Recommendation for DFGG.

At first, She would informed that WMC took Women leadership and WMC 's Media had focused on Women's rights, Democracy and Elections, Violence against women and Gender, Women Health, Other Women's Issues, Social Issue which benefit for Women and D&D and DFGG.

Before go into the whole presentation, she would introduce a key principle that WMC adhered for ensuring the credibility and success of the center:

- Independence and Neutrality
- Always Professional
- Professional Media Code of Ethic
- Quality Focus
- Right and True Information
- Unethical Advertisement Avoidance
- Environment Friendliness
- Gender Perspective
- Internal Editorial Team

After that, she explained briefly about Alignment. Relating to this, she emphasized that WMC approach is the Evident Based & Strategic Information Media Productions by using variety of tools such as TV, Radio, Print, Online Media, Mobile Broadcasting, and viewers and Listeners' Clubs. In addition, WMC has own Strategic Plan 2005-2009 and now we developed a WMC Strategic Plan 2010-2015 which are being used as a basic documents for developing communication strategy/program. Furthermore, at National level, WMC also take into consideration a government documents policies such as CMDG, NSDP, Rectangular Strategy, Policy & guideline, and also certain project such as Neary Rattanak for media production. And Global context is also included.

Regarding to Media Target group setting, she would shared a good practices to be learned to ensure the effective communication and broadcasting outcome.

- Have to study the reality
- Identify and priority the problems
- Further study on the determinants
- Priority the main target groups and sub-target group
- Explore more factors concerning the selected target group
- Discuss about the message depended on the risk factors and what WMC media want to provide
- Discuss more about the message

Relating to channels for communication, she noted that we have to use variety of tools in order to reach broader range of audiences such as TV programs, Radio Programs, Print Media, Online-TV & Radio, Mobile Broadcast, Viewer and Listener's Clubs and Media Partners, etc.

Concerning to Message development, she reported that WMC has conducted national survey and specific surveys. And even so, the development of strategic information is based definitely on the evident and scientific approach. In addition, she emphasized that

message should be simple, clear, safety, motivating, positive way, right sources and oriented target.

Feedback mechanism is also critical element of Media and can contributing significantly to improve the quality of media production. Additionally, she emphasized that for effective media program it should use **Multi-Mass Media Approaches** such as TV production with all formats, Radio program with all formats, Print Media, Online TV&Radio, Mobile Broadcasting, Viewers and Listeners Clubs and Others.

At the end of presentation, she gave the recommendations:

- Media production should based on Strategic Information
- Follow all processes of media production development (including 12 steps)
- Items added
- Feedback Mechanisms (Expert Team, Editorial Team, Internal feedback Team, On line feedback, pre& post test and other audiences survey)
- Strictly Political and cultural control
- Professional media code of ethic
- Quality Improvement Control (QIC)
- Behavior Change rather than awareness raising

After presentation, a number of questions have been raised.

1. Why WMC not allow advertising some items such as cosmetic, cigarette and win?
2. WMC may receive fund from TAF, so if MONASRI want to produce any kind of spot, do WMC need money more?
3. Through WMC experience, what is a good approach to be learned?
4. How to develop message for effective spot production?

All questions, from various participants, have been answered correctly and properly, and sometime the reasonable clarification may has been made for better understanding and learning purpose.

The second presentation is the development of Communication Strategy and Plan, presented by Mr. Ros Sokhom, Video Manager of CHEMS organization. The presentation outlined five keys points: 1) some of the main communication disciplines, 2) how to identify a key Messages, 3) how to identify the audiences? 4) Appropriate Channels and 5) Communication tools and materials.

At the beginning of his session, Mr. Ros Sokhom presented briefly a background of CHEMS organization and its achievement so far including TV and Radio productions, and then he has highlighted some of the main communication disciplines are:

- Public relations,
- Internal Communication,
- Direct marketing and advertising,
- Branding and public affaires

In this connection, he explained that these are aimed at different audiences and use different tools and activities to convey a message. For example, Public relations may use a press release or internal communication may use a newsletter, etc. In addition, he noted that drawing up a communication strategy is an art, not a science and there are a lot of different ways of approaching the task. He added that whether the communication strategy is designed for a specific project as an organizational strategy, it should establish the following:

- Objectives
- Audiences
- Messages
- Tool and Activities
- Resources
- Budget/Timescales
- Evaluation

He also noted that a communication strategy is simply a vehicle to get you from where you are now to where you want to be. It's to be a living document. And it have a key points are: keep it simple so that everyone involved knows the aim and roles, Make it target oriented-to focus specifically and not to try to do everything, and Share success and knowledge about what works and what doesn't work.

Regarding to message development for DFGG project, he would shared the following points to be aware and further consideration such as:

- Know who needs the DFGG information and find out about their living conditions, language and level of knowledge. This will help to identify the messages that are more easily understood and more likely to be accepted;
- The message is short and uses simple language that people can understand. Do not use technical language. Pre-test the message to check if the intended audience understands them;
- Make sure the audience understands the information and knows how to put it into practice;
- Make the message relevant to people's life, such as by illustrating them with a local example.

Relating to identify the audience, he shared some essential points are needs to be developed. For instance: detailed description of your key audience and what's your priority? what does the audience already know about you? who are you communication with? know your audience and especially conduct research (**put yourself in your audience's shoes**) to understand human behavior we need to understand both the individual and social contexts.

Concerning to appropriate channel selection, he noted that channel is the medium of the communication. Therefore, the channel must be able to transmit the message from one party to another without changing the content of the message. To achieve the set objective, he introduced an effective channels such as a newsletter, the event management (a large conference, workshop, etc.), Press release, website, television, radio and other printed material including cosmic books, leaflets, brochures, posture, newspaper, T.shirt, etc. Furthermore, he added that the message may reach only some of the intended target audience because the communication channels were not effective. For example, using printed tools only, will not reach those who can not read and the use of radio and television will reach only those who have access to these media. Practically, combination of mass media to inform the audience and use the outreach team who provide interpersonal communication to reinforce the message is needed.

After presentation, a number of questions have been raised by various participants.

1. What are CHEMS experiences in producing communication materials?
2. Do we develop message first or target audience instead?
3. How do we select appropriate channel?

All questions, from various participants, have been answered correctly and properly, and the reasonable clarification may have been made for better understanding and learning purpose.

The third presentation is developing an effective Communication Strategic Plan in cooperation with DFGG, presented by Mr. Bruce Haulley, Management Advisor of CCSP.

At the beginning of his presentation, Mr. Bruce Haulley informed the Today's meeting purpose as following:

- CCSP will share its experience and suggestions on how to develop an effective Communication Strategic Plan in cooperation with the main three elements of communication activities: i) identify target audience, ii) select appropriate channels and develop key messages, iii) figure out new and effective communication tools and materials for information dissemination.

Before go into detail, he presented briefly the history of CCSP and its project implementation in which its recent project phase (2007-2009), CCSP successfully carried out four program directions: 1) information, 2) local networking, 3) local capacity building and 4) NGO Liaison Office.

He told that in cooperation with Ministry of Interior and the National League of Communes & Sangkats, CCSP will employ and train an employee from each, while developing the Best Practices Awards Program as an institution for Cambodia's future democratic development. He also added that the Best Practices Award Program, will complement CCSP's suite of activities, and the program will seek out and document many case studies of good governance in collaboration with civil society, and publicly recognize three example of each in a nationally televised event in 2010. Furthermore, CCSP provides the only regular communication in Cambodia devoted to D&D by using the quarterly D&D Bulletin, a professional website, regional lecture series, and case study documentation, reaching policy makers in Phnom Penh and provinces, NGO's and CBO's, national parliamentarians, and universities.

Relating to communication activities, in term of identify target audiences, he proposed to consider the rural poor, the middle class, women, youth and universities. And for developing key messages, it should reflecting participation, transparency and accountability viewpoints.

Concerning to find effective communication tools, it should use various activities such as community debate, with Citizens Rating Report (CRR) as a primary tool for credibility, awareness, and measurement, organizing and supporting local groups, D&D Database, to enhance local networking and national presence, Media tools are also used such as TV, radio, print, public forums and influencing and educating policy-makers as NLO located in Ministry of Interior.

After the presentation, there are a number of questions have been raised.

1. Do the government have a policy to support the establishment of Community Based Organization?
2. How you think about political intervention in the process of democratic development and D&D implementation at local level?

All questions, from various participants, have been answered and sometime the reasonable clarification has been made for better understanding and learning purpose.

3. **Plenary discussion:** The only three critical elements of communication approach/activities have been taken to discuss: 1) how to identify target audience, 2) develop key message and 3) using appropriate channel, tool and materials for effective communication. The discussion aims to elicit the lessons and experiences as well as good practices that can be shared and disseminated to relevant state institutions for improving their development of communication Strategic Plan for next year work plan.

4. **Plenary discussion results:**

After making deep discussion on three core elements of communication approaches/activities, a matrix table has been initially developed to define and what extent of relationship between target audiences and channels in developing communication strategy and work plan. As a result, in principle, taken from common presentation, that is conduct national surveys and specific research are an important tools/approaches to develop communication strategy and media productions.

- Target Audience: Basically, **conduct audience research** is significant tool to study the reality and provide evident and strategic information. Based on experience shared in those workshop presentation, for DFGG project, the target audience are: Citizens, Commune Council, Policy maker, Line Ministries, Employer and Employee, Trade Unions, Parliamentarians, Civil society organization, Youth, University, Private sector, Listener's Club, etc.
- Channels: TV, Radio, Website, forum, workshop, conference, online, mobile video, seminar, interpersonal communication, etc.
- Tool and materials: newsletter, newspaper, poster, leaflet, brochure, bulletin, magazine, booklet, T-shirt, calendar (year planner), drop-in box (suggestion box & complaint handling), bill board, etc.

5. After brainstorming on the three elements of communication, and deeply analyze the significant relationship of the two variables (Target audiences and appropriate channels). Finally, a matrix table contributing substantially in developing the communication programs.

At the end of this session, Mr. Chheav Nak, facilitator, summarized the results of discussion and informed that this is just an exchange forum for learning purpose, and those outputs will be taken further consideration and documented for sharing and disseminating to respective DFGG state institutions and PCO in scaling up the quality of their existing communication program development.

6. At the closing of workshop, Mr. Bouth Chik, DFGG Project Manager, expressed sincerely appreciation to participants who devoted times and energy to the workshop, and he informed that the necessary documents relating to DFGG Project implementation especially outputs of this workshop will be sent to LCFG members for information and reference.

7. The workshop adjourned at 5:30 PM. the same day in a cordial atmosphere.

Phnom Penh, July 31, 2009