



RURAL NETWORKS

## FORUM

How to cover rural issues for the media?

THURSDAY OCTOBER 25<sup>TH</sup> 2018 – KHMER SURIN



#connexionsrurales

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**The forum will be the occasion to discuss:**

- *How to enrich media content addressed to rural populations, in particular young people,*
- *How to produce content relating to the challenges involved in agriculture and other concerns for rural population: development of new techniques, environment, adaptation to climate change, food security, etc.*

**25<sup>th</sup> OCTOBER 2018, Khmer Surin, PHNOM PENH**

8h00	<b>WELCOMING OF PARTICIPANTS</b> Venue : Khmer Surin, House #9, Street 57, Sangkat Boung Keng Kang I, Khan Chamkarmon, Phnom Penh
8h30	<b>INTRODUCTION AND WELCOMING WORDS</b> <ul style="list-style-type: none"> <li>• Florent Signifredi, Project Manager, CFI</li> <li>• Lucie Reynaud, GRET Agriculture Specialist &amp; ALiSEA Cambodia Coordinator</li> </ul>
8h45	<b>Debate 1 – The role of the media in rural development</b>  Journalists and media are key actors of the development. The journalist mission is to write, to inform, to educate and to guide the society. Journalists have a social responsibility and must write about what concerns ordinary people and all citizen. As 78% of the population in Cambodia is rural, media professionals must tackle specific issues of this area and the concern of the population.  - The major and current development issues in rural Cambodia; - The media role in rural development: how cover those issues, why doing it, on which type of media... - Overview of the actual media situation and perspectives.  <u>Speakers:</u> <ul style="list-style-type: none"> <li>• His Excellency Chea Chanboribo Secretary of state from Ministry of Information</li> <li>• Ky Soklim, journalist, Thmey Thmey, Cambodia</li> <li>• International journalist expert: <i>Harry Surjadi, Science journalist expert, Indonesia</i></li> <li>• <i>Philippe Steinmetz, Country Director for AFD Cambodia</i></li> </ul>
10h	<b>Coffee break</b>
10h15	<b>Presentation 1 – How the media speaks about agriculture in Cambodia?</b>  Presentation of the findings of the study conducted by 12 members of ALiSEA network among 10 provinces in Cambodia. The purpose of this collective work is to assess the role and impact of media channels in the dissemination of agriculture information and knowledge among farmers in Cambodia. The objectives of the study are to better known media channel habits among farmers as a source of information on agriculture and to identify the most popular media channels used by farmers to access information.  - Overview of the situation, key findings of the study; - Perception of the media by rural population; - Media consumption and use in rural area; - Special needs of information for the youth, opportunities and gaps; - Perspective for the media concerning a rural audience and young people.  <u>Speakers:</u> <ul style="list-style-type: none"> <li>• ALiSEA National Secretariat, Mr. Mey Veata</li> <li>• Mekong Youth Farm Network, Ms. Leakhena Saroeurn, Youth Action For Change</li> </ul>

11h30	<p><b>Workshop 1: How to cover rural thematic (and agriculture mainly, as it is the major employment sector) in the media?</b></p> <p>78 % percent of Cambodia's population resides in the rural areas, and around 45 % of the total labor force was directly engaged in the agriculture sector in 2014. Media professionals must recognize that they have a crucial role to play in the dissemination and popularization of agricultural information that will improve food production and the development of sustainable agriculture.</p> <ul style="list-style-type: none"> <li>- Regional and international examples of media cover;</li> <li>- To reconnect with the audience by covering concrete subjects for them;</li> <li>- Develop audience participation;</li> <li>- Good practice: network of journalist, source of information, providers, choice of the target, choice of the broadcasting channel, the right format...</li> </ul> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> <li>• <i>Sao Phal Niseiy, Journalist, Thmey Thmey, Cambodia</i></li> <li>• <i>Paritta Wangkiat, Journalist, Bangkok Post, Thailand</i></li> <li>• <i>Amaury Peeters, Director International NGO: Louvain cooperation, Cambodia</i></li> </ul>
12h45	LUNCH
14h00	<p><b>Workshop 2: Science journalism: how to talk about climate change and environmental development?</b></p> <p>The role of media is central to raising awareness and providing better understanding of the agenda for Sustainable Development. The media is a key vector that can help give practical meaning of sustainable development to the population, make the people aware of its importance and its relevance to daily life. And science journalism has a special role to play in this thematic.</p> <p>Science journalism is basically reporting about science. To convey information produced by scientists into a form that non-scientists can understand and appreciate while still communicating the information accurately.</p> <ul style="list-style-type: none"> <li>- What is science journalism and why it's important?</li> <li>- To what extent science journalism can be an asset for media organizations?</li> <li>- The specific role of science journalist in a media?</li> <li>- Advices and recommendations to speak about climate change and environment in a media?</li> </ul> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> <li>• <i>Harry Surjadi, Trainer on and speaker on science journalism, Indonesia</i></li> <li>• <i>Suy Se, Journalist, AFP, Cambodia</i></li> <li>• <i>Paritta Wangkiat, Journalist, Bangkok Post, Thailand</i></li> </ul>
15h15	Coffee break
15h30	<p><b>Workshop 3 : A citizen-friendly journalism for local population</b></p> <p>Media and especially community and social media, can empower people - particularly marginalized and vulnerable groups. This can be through information that helps them to understand their local as well as global context - for the purpose of changing it.</p> <p>One possible way is to offer solutions and possible adaptation: investigate on local initiatives and share inspirational stories. Farmers need to be well-informed and educated about resilience to climate factors, especially drought and flood. And as well a state-of-the-art agricultural knowledge, and market information. To provide effective and clear information, data-journalism can help a journalist to tell a complex story through engaging infographics. Data can be the source of a journalism story, or it can be the tool with which the story is told — or it can be both.</p> <ul style="list-style-type: none"> <li>- The interest of data-journalism to cover specific issues</li> <li>- Solutions journalism double impact : show a problem and present solutions to the audience;</li> </ul>

	<p>- Service journalism and trusted guidance as an alternative for media.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> <li>• Try Thy, Executive director, Open Development Cambodia</li> <li>• Germain Priour, MediaSeeds president</li> <li>• Thao Nguyen, Producer at Vietnam Agricultural TV Channel - 3NTV-VTC16</li> </ul>
16h45	<p>Reminder of the main activities proposed to Cambodian journalists and media inside “Rural networks” project and closing remarks</p> <ul style="list-style-type: none"> <li>- A one-week training module on science journalism and media coverage of rural issues</li> <li>- Support for local and national media outlets in developing investigations and use of data journalism technics</li> <li>- Immersion in the field and training for journalists : develop the knowledge on rural topics, environment issues and innovative initiatives</li> <li>- A summer school training module for students in journalism and young professionals</li> </ul>
17h00	<p>Ceremony for the launch of ThmeyThmey’s new application : “25 provinces”</p> <ul style="list-style-type: none"> <li>- Objectives of the project</li> <li>- Presentation of the application</li> <li>- CFI support for this initiatives</li> </ul> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> <li>• Ky Soklim, ThmeyThmey director</li> <li>• Florent Signifredi, Project Manager, CFI</li> </ul>

## CFI: the French media development agency (<https://www.cfi.fr/en>)

CFI provides support to media organisations as development actors across several continents. A subsidiary of France Médias Monde and an operator of the French Ministry of Europe and Foreign Affairs, the agency is currently working on around 30 projects that fall under three major programmes: Media and Governance, Media and Business and Media and Development.

## GRET: Professionals for Fair Development ([www.gret.org](http://www.gret.org))

Founded in 1976, GRET is an international development NGO, governed by French law, which acts from work on the ground all the way up influencing policy, with the aim of providing durable and innovative answers to the challenges of poverty and inequalities. Its professionals provide lasting, innovative solutions for fair development in the field and work to positively influence policy. GRET’s 714 professionals work on 150 projects per year in 22 countries. GRET has been working in Cambodia since 1988 to improve access to basic services, social health protection and effective sanitation and water systems in small towns and rural areas. It also supports small farmers while promoting agroecology. Starting from 2015, Gret has been facilitating the emergence of a regional (Cambodia, Laos, Myanmar, Vietnam) multi stakeholder network to promote agroecology, the Agroecology Learning Alliance in South East Asia (ALiSEA, <https://ali-sea.org>)