

## **Cambodia Center for Independent Media (CCIM)**

**Project:** “Media action to promote transparency in the government”

**Grant Amount:** \$20,000

### **Brief Background of Organization and Key People**

The Cambodian Center for Independent Media was established in June 2007 and registered with the Ministry of Interior as not-for-profit organization. The main activities of CCIM are the production and broadcast of radio programs using the name Voice of Democracy (VOD). Radio VOD has actually began on-air in January 2003 at the time it was under the supervision of the Cambodian Center for Human Rights (CCHR), which was a recipient of USAID grants through the International Republican Institute (IRI). At the end of IRI’s funding to CCHR, the radio VOD officers and staffs organized themselves and set up the CCIM, which IRI continued to fund the production and broadcast of VOD programs until September 2008. In October 2008, CCIM was able to get a bridge funding support for October – December 2008 period and an annual budget for 2009 from the Open Society Institute (OSI), a bridge funding for October – December 2008 from East West Management Institute (EWMI), a two-year funding from European Union’s European Instrument for Democracy and Human Rights (EIDHR), and radio program-based supports from the Bilateral Program Fund of the British Embassy, Friedrich Newman Foundation (FNF), World Bank-The Asia Foundation's PECSA program, Affiliated Network for Social Accountability in East Asia and Pacific (ANSA-EAP), and other short-term radio programs.

Currently, CCIM is operating a radio station in Phnom Penh from 6:00 a.m. to 10:00 p.m. and another one in Siem Reap from 8:00 a.m. to 8:00 p.m. to ensure that VOD programs are broadcast in accordance to its own programming. Unlike before, VOD programs were only aired for two hours in the evening primetime. But now, VOD programs run news programs during morning, noon and evening primetimes and an hourly breaking news. With various supports from donors and non-governmental organizations, VOD radio programs on various issues are produced and aired regularly.

### **Any Previous USG Funding**

As mentioned above, CCIM received grants from the USAID through the IRI from June 2007 to September 2008 and EWMI from October – December 2008.

## Project

The proposed project is the effective action of media in promoting transparency in the government. The implementation of the project is from October 1, 2010 to July 31, 2011.

### Objective

The main objective of the project is to mobilize the participation of media practitioners and journalists and the public to promote transparency in the government through addressing the findings of corruption/non-transparency issues of certain public institutions/authorities and urging the concerned competent officials to respond to the issues and to make better.

### 1. Project description

This project will undertake two major activities: 1) Journalistic investigative reports on corrupt/not-transparency issues in the government, and 2) weekly radio broadcast on the reports by urging the concerned competent authorities of the government to response to the issues and to improve their work system/procedure.

#### 1) Journalistic investigative reports on corruption/non-transparent issues in the government

Under this project, CCIM propose a budget for journalists to conduct eight 30mn investigative reports on corruption/non-transparency issues in public institutions/authorities and the payment, which ranks from US\$200-US\$700 for each case, will be made based on number of completed reports. This raking is based on the scope of works and the payment will be made as package- including report production, transportation, phone cost, accommodation, etc.- to journalists being contracted to make case investigative reports. Anyway, CCIM proposes budget with medium rate for each completed report is US\$500 as package payment.

In the selection process, CCIM will make announcement through its radio VOD's daily broadcasting programs to invite journalists who are working for various local media (Print, Broadcast, and Online) to submit application with plan, procedure, duration, and cases/issues for making investigative reports. However, cases/issues submitted by journalists must be related to the acts of corruption or non transparency in any government institution or authority. Then, a committee- created by CCIM- composed of VOD program manager, a VOD news editor, the project coordinator, and other two persons invited from other NGOs working on promoting transparency in the government, will hold a one-day meeting to review the applications submitted by journalists. After being reviewed by the committee, only shortlisted journalists will be invited for meeting to clarify or revise some points, and/or signing contracts to proceed their works.

To involved other media in this campaign, CCIM will contact and encourage other media to publish or broadcast the articles of those investigative reports under CCIM's responsibilities. So CCIM will send the completed and finalized investigative reports to other media first before its radio VOD will broadcast them.

2) Weekly radio program urging the concerned competent authorities of the government to respond to the findings by the investigative reports

A 50mn regular weekly radio program will be produced by VOD to air the investigative reports and urge the concerned government officials to respond to what were found by the reports and to make improvement of their works.

In doing so, VOD will air and raise each investigative report for each month with different angles and formats from a week to another. For example, At the first week VOD will air an investigative report and interview with different concerned officials of the government; At the second week VOD will summarize the content of the report, the interviews with government officials, informing the public of the latest development of the case, and invite the public to express views; And at the third and fourth week VOD will produce radio magazine, round table debate, or interactive show(s) to follow up on the case. If any concerned government officials can't be contacted by phone or invited to join the event, CCIM will write letter to inform them of the case with the attachment of the investigative report by asking them to improve their work system/procedure for the guarantee of more transparency.

### Tentative work plan

Activity	Oct 10	Nov 10	Dec 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11
Making and finalizing action plan	x									
Selection process and signing contract with journalists making investigative report	x	x								
1st completed investigative report		x								
2nd completed investigative report			x							
3rd completed investigative report				x						
4th completed investigative report					x					
5th completed investigative report						x				
6th completed investigative report							x			
7th completed investigative report								x		
8th completed investigative report									x	
Regular broadcast of weekly radio program			x	x	x	x	x	x	x	x

## **Project staff**

Staff for this project will be: A Project Coordinator, a producer/host. However, CCIM director, financial/Adm manager, and VOD program manager will be also involved in the project.

### Expected results and impacts

8 investigative reports on 8 corruption/non-transparency issues were produced and aired through VOD;

At least other 2 of the investigative reports will be covered by other media, in addition to VOD;

40 regular radio programs will be produced and aired by VOD;

At least 8 concerned government officials will be invited/interviewed by urging to respond to the reports;

At least 30% of the government institutions or authorities who involve in corruption/non-transparency issues will improve their work system/procedure;

Public works and services will be more effective and improved, and more transparent;

## **2. Project Justification**

According to the 2007 World Bank Enterprise Survey, more than 75% of businesses report being expected to give a gift to secure government contracts.<sup>1</sup> Ultimately, these practices deprive citizens of desperately needed public services. Without a functioning system based on integrity and transparency, Cambodia's efforts to improve the lives of its people – 35% of whom live in poverty - will fail.

Media is considered a powerful tool playing role in neutrally informing the public of accurate and journalistic information. Anyway, most of media in Cambodia are politicized or biased with political groups leading to the lack of journalistic functioning for the interests of the public. At the same time, most of Cambodians are reported to suffer from the corruption resulted from the non-transparent performance of duties by public officials. So this project will involved journalists and media to make reports on corruption/non-transparency issues of the government institutions/authorities and involved the public in urging those government institutions/authorities to respond to the issues and improve their work system.

CCIM has strong confidence in running this project successfully since its has experiences with current works. Since early this year, CCIM had received financial supports from WB/Asia Foundation, and ANSA-EAP to run two weekly radio programs by bringing up community issues ignored by the government authorities for broadcast and urging the relevant government officials to respond to them. Most of cases (approximately 70%),

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<sup>1</sup> <http://www.enterprisesurveys.org/ExploreEconomies/?economyid=33&year=2007>

which were brought up and aired, have been solved by the actions taken by the government officials.

### **3. Sustainability**

The result of this project is not only the short term benefit, but also long-run one. The investigative reports produced by this project will be used as references for media groups and other stake holders regarding their respective businesses. The impact of regular weekly radio program will be able to contribute to changing the behavior of public officials who are involved in or responsible for corrupt/transparent performance and their work system/procedure.