

ANNUAL REPORT

2011

មជ្ឈមណ្ឌលកម្ពុជាដើម្បីប្រព័ន្ធផ្សព្វផ្សាយឯករាជ្យ



Every Body Well informed
and Educated,
Every Body Developed

Table of Contents

Forward.....	1
Executive Summary.....	2
Background.....	3
<i>Cambodia Today</i>	3
<i>History of the Cambodian Center for Independent Media</i>	3
<i>Our Mission and Vision</i>	4
<i>Timeline</i>	4
<i>Organizational Chart</i>	5
2011 Core Activity Achievements.....	6
<i>Radio Broadcasting and Production</i>	6
<i>Audience Participation</i>	8
<i>Online News</i>	8
<i>Print News</i>	9
2011 Project Achievements.....	10
<i>Improving Local Governance</i>	10
<i>Reduce Accusations of Incitement Against Journalists</i>	10
<i>Empowering Journalists and Media to Promote Freedom of Expression</i>	11
<i>Media Action to Promote Transparency in Government</i>	12
<i>Promoting Democratic Participation of the Public</i>	12
<i>Promoting Public Engagement</i>	13
<i>Enhancing Freedom of Expression on the NGO Law</i>	13
Capacity-Building Workshops.....	14
<i>Community Based Organization Training on Effective Use of Media</i>	14
<i>Human Rights Reporting for Media Practitioners</i>	14
<i>Community Radio Training</i>	15
<i>Journalist Training on Climate Change</i>	15
<i>Community Activist Training for Citizen Journalists</i>	16
Highlight: VOD as a Public Service Program.....	17
Challenges.....	18
Next Steps.....	19
Financial Summary.....	20
Staff and Board Members.....	21
Donors for 2011.....	23

FORWARD



Dear friends and partners,

Since its beginning in 2007, CCIM has partnered with visionary local and international organizations to improve the democratic climate of Cambodia. In 2011, we had the privilege of working with partners who share the same commitment to democracy as CCIM, making this our most successful year yet.

CCIM values the passionate and innovative thinking of our staff. The ability of our staff members to build community partnerships and empower individuals sets us apart from other Cambodian media entities. Each and every project our staff creates is aimed at improving the lives of Cambodians in line with CCIM's motto; "everybody well-informed and educated, everybody developed." We pride ourselves on striving to be an independent and professional media institution which uses innovative multi-media approaches.

CCIM is proud of the successes we've achieved in the past year. We continued to expand the media programming of Voice of Democracy (VOD) Radio through Sarika FM, providing the public with informative programming and in-depth news coverage of controversial issues throughout 14 provinces. CCIM also initiated numerous projects on issues of freedom of expression and rights to democracy, engaging community members in the political process. In addition, VOD Radio launched its online site, www.vodhotnews.com, which provides expansive news coverage through yet another media platform.

Despite our numerous accomplishments, we continue to face challenges working in a delicate political climate. We plan to meet these challenges with hard work and dedication to delivering unbiased information to individuals throughout the country. Programs empowering community members to engage in the process of democracy and information-sharing are still urgently needed. With further funding, CCIM has the potential to continue and expand these successful programs and to effectively assist in the democratic development and stability of the nation.

We look forward to meeting the challenges ahead as we continue to work with our dedicated staff and partners to bring about positive change in Cambodia.

Best,

A handwritten signature in blue ink, appearing to be the name 'Pa Nguon Teang'. The signature is stylized and fluid, with a long horizontal stroke extending to the right.

Pa Nguon Teang
CCIM Executive Director

EXECUTIVE SUMMARY

Development in Cambodia has stalled in recent years due to poverty and lack of infrastructure resulting from the Khmer Rouge era. Basic rights such as freedom of expression, freedom of association, rule of law and media plurality are frequently threatened and sometimes disregarded entirely. The Cambodian Center for Independent Media (CCIM) works to overcome these disadvantages and to mobilize citizens through unbiased reporting and information sharing.

CCIM envisions a Cambodia with, “Everybody well-informed and educated, everybody developed”. Its mission is to be an independent and professional media institution providing news and information through innovative approaches across multiple media platforms. In 2011, CCIM worked towards these goals through radio broadcasting, online news, print news, and a number of projects which engaged citizens and media professionals.

Through Voice of Democracy (VOD), CCIM promoted human rights reporting, good governance, and democracy, and provided the means for marginalized people to voice their problems and concerns. VOD Radio broadcasts via Sarika FM 106.5 in Phnom Penh and FM 95.5 in Siem Reap, with the potential to reach 8.5 million listeners. In the past year, VOD launched its online news site, www.vodhotnews.com and VOD Radio produced a total of 5,301 stories and 38 regular radio programs.

In addition to these core activities, CCIM led a number of media and community-based projects throughout the year. These projects focused on enhancing democracy, promoting freedoms of expression and association, and empowering community members to become active governance participants. A number of capacity building trainings were also held in order to educate media representatives on how to effectively cover crucial social issues.

In order to sustainably fund these activities, CCIM drastically expanded its self-generated income throughout 2011. Monthly income rose from being 5% of annual self-generated income in January to 12% in December. Overall, CCIM’s total self-generated income in 2011 totaled 44% of CCIM’s total operating budget. This was achieved through airtime rentals, on-air advertising, productions, and online advertising.

While implementing these activities and maintaining daily operations, CCIM faced a number of challenges. The organization experienced a shortage of core funding donors, as well as a lack of professional equipment for effective production and broadcasting. CCIM also faces challenges in the future, with little participation from government officials in key discussions, as well as the rising costs of operating in a competitive and crowded media market. Despite these obstacles, CCIM looks confidently to the future, enthusiastically working to overcome these challenges while remaining focused on its primary goals. In 2012, CCIM hopes to strengthen its core activities and build on the successes of previous years. It will focus on improving the quality of its radio broadcasting, building media networks, and enhancing self-sustainability.

BACKGROUND

Cambodia Today

Cambodia's tragic history is well known; its people are still struggling to recover from the cataclysmic Khmer Rouge years and the decades of occupation, political uncertainty and turmoil that followed. The legacy of these historical factors is manifold: crime and impunity flourish, social and economic progress has stalled, and a culture of corruption has become normalised. Furthermore, human rights abuses such as land grabbing, torture and human trafficking are commonplace. Wealth and political influence are centralized in a privileged faction while the vast majority of Cambodians are mired in poverty.

Despite recent economic growth, Cambodia remains one of the poorest countries in the world, ranking 127th out of 177 countries in the 2011 Human Development Index (HDI). An estimated 31% of the population lives beneath the poverty line¹ and 18% of the population is considered to be food insecure.² The effects of this poverty are far-reaching and devastating for many Cambodians.

The negative impact of the country's recent history is not only economic. Basic rights such as freedom of expression, freedom of association, rule of law and media plurality are frequently threatened, and sometimes disregarded entirely. Despite the relatively high number of TV, radio and media publications in the country (10, 52 and over 100 respectively), self-censorship and political bias seriously restricts independent reporting.³ According to Freedom House, journalists critical of the state remain vulnerable to threats or intimidation, and training opportunities for media professionals are scarce.⁴ Additionally, the adoption of the new penal code in 2010 potentially limits freedom of expression and freedom of the press.⁵ These interlinked factors contribute to Cambodia's low ranking in the 2010 Index of Press Freedom: 128 out of 178 countries worldwide.

History of the Cambodian Center for Independent Media

CCIM was established in June 2007 and registered with the Ministry of Interior as a non-governmental organization. CCIM is the legal entity of VOD Radio, which originally began airing in January 2003 under the supervision of the Cambodian Center for Human Rights (CCHR).

CCIM began operating its own radio station, Sarika FM, in October 2008, bringing educational and informative programs to the Cambodian airwaves. At the end of the first quarter of 2009, CCIM began operating another radio station in Siem Reap, and by 2009, Sarika FM had a combined coverage area of 14 out of 24 provinces and municipalities, with a potential listenership of 8.5 million of Cambodia's total 14 million population.

¹"Cambodia." The World Bank. The World Bank Group, 2011. Web. 14 Jul 2011. <<http://bbsc.worldbank.org/bbsc/Overview?OV>>.

² World Food Program 2011, <http://www.wfp.org/countries/Cambodia/Overview>.

³ Reporters Without Borders. <http://en.rsf.org/cambodia.html>

⁴ Freedom House. <http://www.freedomhouse.org/template.cfm?page=22&year=2010&country=7794>

⁵ Licadho, *The Illusion of Democracy*, 2010, p. 56.

<http://www.licadho-cambodia.org/reports/files/148LICADHOIllusionDemocracy2010.pdf>

CCIM has brought about the cooperation of numerous international NGOs, local NGOs, networks companies, and community based organizations in order to effectively build an independent media network in Cambodia.

In 2011, CCIM focused on multimedia approaches to production and dissemination by:

- ❖ Using VOD as its radio-program production house
- ❖ Operating Sarika FM as the radio broadcasting network
- ❖ Developing www.vodhotnews.com for online production and dissemination
- ❖ Laying groundwork for a TV/video production team.

★★★★★★★★★★
 CCIM’s VOD Radio has become a unique local media broadcaster in Cambodia and is known for quality public-service radio programming. It is recognized not only for its public service orientation but also as an independent and professional broadcaster.
 ★★★★★★★★★★★★

Our Mission and Vision

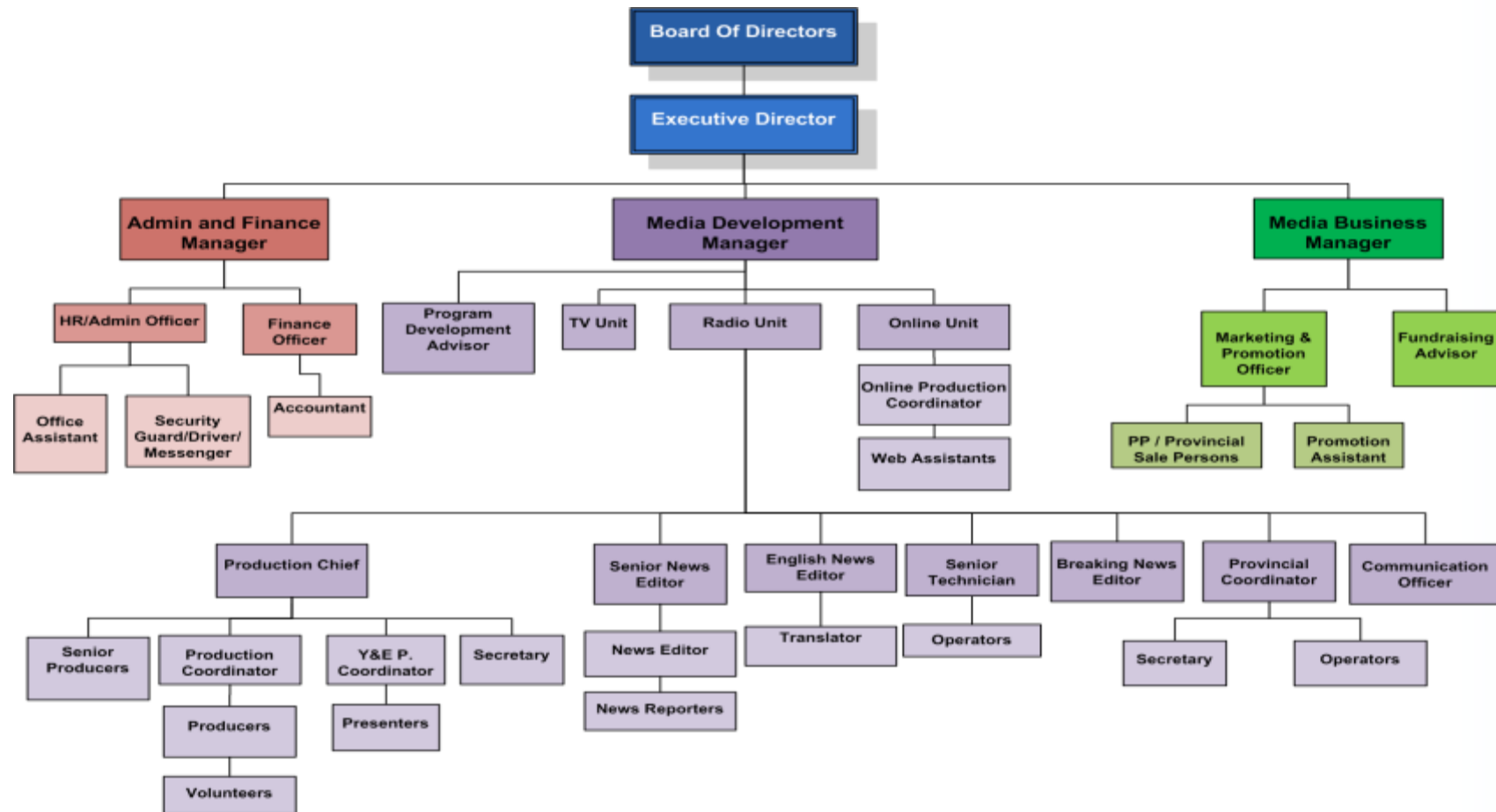
Vision: “Every Body Well informed and Educated, Every Body Developed”

Mission statement: Promoting democratic governance, transparency and freedom of expression through unbiased news and other media, while providing a voice to disadvantaged groups and aiding the development of independent, sustainable and professional media institutions

CCIM Timeline



Organizational Structure

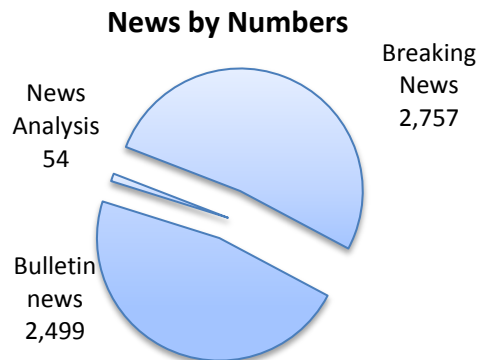


2011 Core Activity Achievements

Radio Broadcasting and Production:

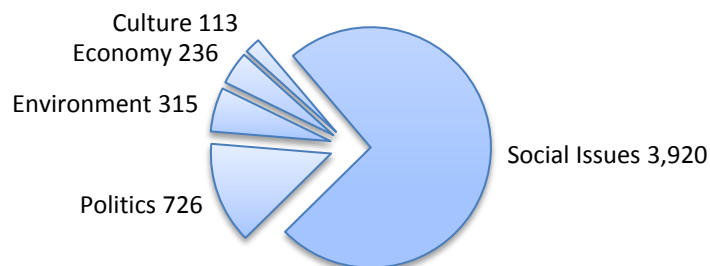
With daily operations of Sarika FM 106.5 in Phnom Penh totalling 16.5 hour per day and FM 95.5 in Siem Reap totalling 12 hours per day, VOD produced two main programs: news programs and non-news programs.

News Programs



In 2011, VOD Radio news team produced 5,301 news stories, namely: Breaking News (2,775); bulletin News (2,499), and News Analysis (54).

News by theme



VOD news covered mostly social issues: 3,920 stories in this category including land issues, good governance, gender, human rights, corruption, health, education, and the Extraordinary Chambers in the Courts of Cambodia (ECCC). Other stories covered politics (726), environment (315), culture (131), and economic issues (236).

Non-news programs:

In 2011, VOD produced a total of 38 non-news radio programs. Eight were daily VOD programs, 26 were NGO- cooperative weekly radio programs, and nine company-cooperative daily programs. The format varied from live radio call-ins, roundtable discussion, and pre-recorded shows where listeners could find multi-taste programs with info-tainment, music, and entertainment.

What the Audience Thinks?



Sophea, F, 20 years-old, Phnom Penh, on **Lovely Night**: “I think this program is very good. It lets me hear experiences and ideas on study, love, life in a family and future plans from other callers everywhere. I have used those ideas or solutions to sometimes help myself and my friends.”

Lovely Night: Love and family problem-solving, Mon-Fri @ 8:00-10:00 PM

Ken, M, 17 years-old, Phnom Penh, on **Let’s Go**: “I like this show very much because it always teaches, educates and guides young people who are not walking on the right path to make a change away from bad things like drugs. It focuses mainly on youth. The presenter always explains, encourages and motivates youth who are feeling down, especially those with problems with studying.”

Let’s Go: Promoting good citizenship through info-tainment; Mon-Fri @ 9:00-10:00 AM



Kakada, M, 23 years-old, Kandal, on **Scholarship Box**: “Some young students from the countryside who have just finished high school won’t be able to afford to live in the city and may not know how to improve or continue their studies. But when they listen to Scholarship Box, they might find a way. So this program helps students a lot, especially rural ones.”

Scholarship Box: Local and international scholarship announcements for students.

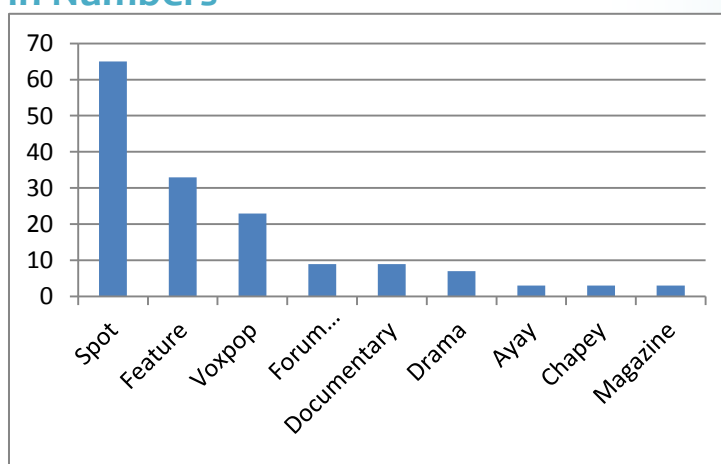
Line, F, 19 years-old, Kom Pong Speu, on **Job Box**: “It is the perfect program for people who have no job and for those who don’t like their present job. It also helps companies to find a qualified person, so it makes it easier for both the seeker and recruiter. It promotes Cambodian social development by providing information about employment, so people like me who did not have job can find one.”

Job Box: Public service program sharing employment opportunities with listeners



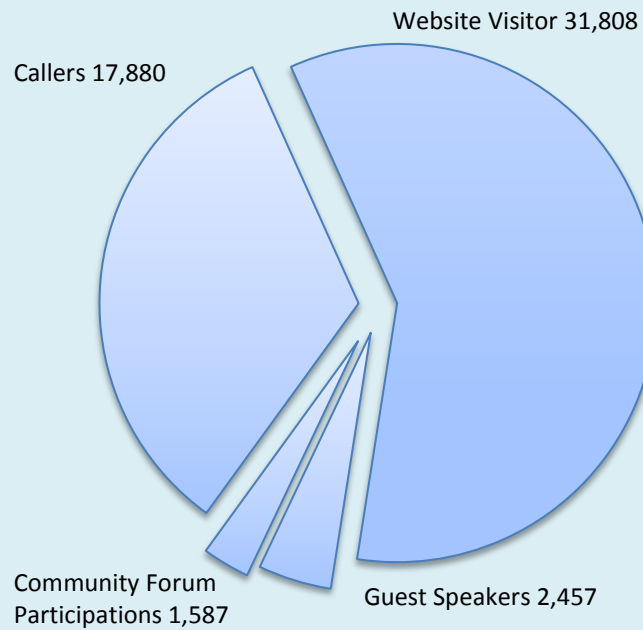
2011 Radio Production in Numbers

Spot	65
Feature	33
Voxpop	23
Forum Recording	9
Documentary	9
Drama	7
Ayay	3
Chapey	3
Magazine	3



Audience Participations

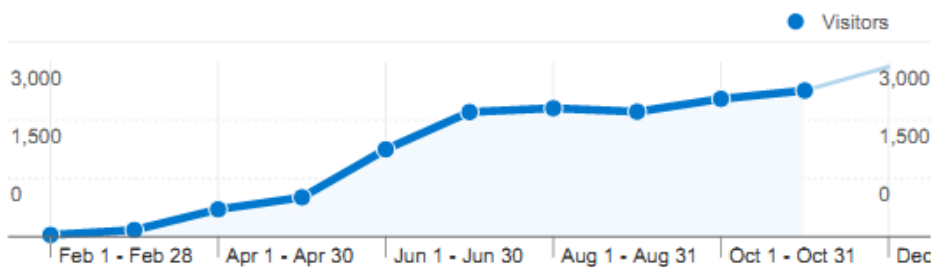
In 2011, CCIM worked to mobilize audiences through radio programs and project activities. CCIM worked with 53,732 direct participants including studio guest speakers, callers to radio shows, website visitors, and community forum attendees. **This figure excludes the 107,573 missed calls throughout the year.**



Online News

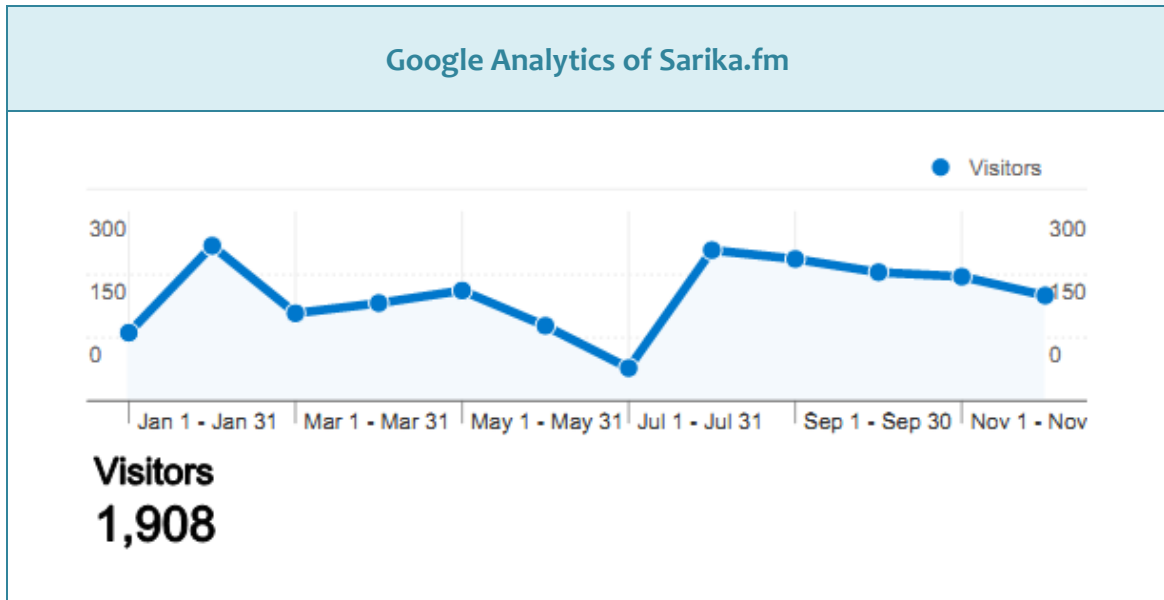
The Khmer version of the VOD website, www.vodhotnews.com, was created in early January 2011. Visitors can explore news, features, event analysis, investigative reports, special events, job opportunities, radio dramas, and radio programs in both transcript and audio formats. Additionally, listeners throughout the world are able to listen to Sarika FM 106.5 live via streaming radio on the website. In 2011, online news posted 1,973 news reports, 90 news analyses, 76 news features, 10 investigative reports, and 9 interviews. The website also provided project and activity-related content including 3,250 audio files and 3,605 transcripts throughout last year. As a result, as the Google analysis shown below, **14,306 readers** have visited the site since February 2011.

Google Analytics of VOD hotnews.com



Visitors
14,036

Geared toward youth and featuring entertainment-related content, the Sarika FM website, www.sarika.fm, was created to share station information along with live streams of the shows. Updated entertainment news, including songs and new movie trailers, are also featured on the website. In 2011, the Sarika FM website saw 1,908 visitors.



Print News

CCIM collaborated with two local newspapers who together have published an average of three to four VOD news items per issue since June 2011. The Khmer Machassrok daily newspaper featured 413 VOD news stories while, Khmer Thngaynis published 23 of VOD's articles. VOD provided its news stories free to these two newspapers in order to market the organization and increase the impact of its news through a different medium.



2011 Project Achievements

Improving Local Governance via Public Dialogue

January 2011 – December 2012

Community Forum & Radio Talk-show (The Asia Foundation)



This project's objective is to improve local governance through dissemination of public information and dialogue between authorities and community people via community forums in 20 communes and weekly radio-calling shows.

Community Voices focuses on 20 communes in 11 provinces (Phnom Penh, Kandal, Pusat, Battambang, Kompot, Siem Reap, Kompong Speu, Takeo, Kratie, Prey Veng, Kompong Thom) with each episode profiling a particular commune. Officials and community members discuss local governance issues such as service delivery, people participation in policy making, and development planning. A call-in radio program enables listeners to discuss the issues raised in the dialogue of selected communes while a feature report analyzes the standard of governance in the selected commune and presents listeners' recommendations to improve governance.

Over the past 12 months, 10 forums have been conducted in 10 communes. The forums hosted 1,187 participants in total, 501 of them women. 38 combined radio programs were broadcast featuring 76 guest speakers. Among these speakers were 38 commune counsellors, 8 health center representatives, 9 police officers, 7 parliamentarians and 5 NGO representatives. Positive results have already been seen through this project: in Sang Kat Sala Kamreuk where registration of births had been scarce, 100% of births have been registered since the forum was conducted.

Reduced Accusations of Incitement against Journalists and Media Practitioners

July – August 2011

Training Workshop, Media Broadcasting & Online Campaign (ABA)

The main goals of this project were to improve journalists' awareness of incitement, to empower media practitioners to voice their concerns over incitement, and to urge legal practitioners and relevant government officials to respond to the concerns raised by journalists and media practitioners.



The project activities began with a two day workshop on “Effects of the New Criminal Code’s Incitement on Cambodian Journalists” in Siem Reap, attended by 40 journalists and media practitioners from 20 different media institutions. As a result, 22 journalists indicated that they understood methods of reporting to avoid accusations of incitement.

During the radio broadcast phase of the project, eight weekly radio talk shows were broadcast. These featured 16 guest speakers, including representatives of media institutions and local civil society organizations, lawyers, and reporters from print and electronic media. Also, two 30-minute radio documentaries each aired 80 times on both stations, highlighting the current situation of journalists in Cambodia through case studies. The radio team also produced and aired two 60-second spots, which each aired 840 times on each station, telling the stories of journalists who have been victims of incitement. All of the discussions and concerns were also posted on www.vodhotnews.com.

Empowering Journalists and Media to Promote Freedom of Expression

January – July 2011

Journalist Training & Radio Talk-show with Documentary (Freedom House)

This project aimed to empower journalists and other media members to voice their concerns and to cover sensitive issues such as violations of freedom of expression. It also urged government officials to respond to the concerns raised by these actions and to be accountable to the public.



The activities began with a training course on “Media Reporting on Freedom of Expression,” in Siem Reap Province on 26-28 February, 2011. 40 journalists participated in this training and were met by 4 professional guest speakers. After this workshop, a joint statement was issued to the government by the training participants regarding Cambodia’s New Criminal Code and the pressures it puts on journalist with regards to Freedom of Expression. Eight media institutions broadcast the joint statement as part of their news. This project also featured seven 30-minute radio documentary reports on cases of violations of freedom of expression in Cambodia. The reports were produced by CCIM and aired through Sarika FM, as were thirty 50-minute weekly radio shows. During these radio shows, a combined 171 callers joined the discussions, with an additional 139 missed calls. The Secretariat of State from the Ministry of Interior, H.E. Nuth Sa An, participated in the talk show program discussing the proposed law on NGOs and associations. 25 guest speakers including representatives of NGOs working on freedom of expression, members of media institutions and legal experts were invited to join the radio shows.

Media Action to Promote Transparency in Government

October 2010 – July 2011

Investigative Report (U.S Embassy)

This project mobilised media practitioners, journalists and the public to promote transparency in the government. Throughout the project, eight investigative reports on corruption and non-transparency issues were produced and aired by VOD Radio. These issues included Boeung Kak Lake land rights, extortion in public schools and underage work recruitment. All of these reports were also covered by various national and international news sources. 32 regular radio programs were also aired, which featured a total of 153 callers and interviews with 4 government officials.



Multi-Media Approach to Promote Democracy Participation of the Public

July – December 2011

Off-Air Consultation Forums and Pre-Recorded Documentaries (The Canada Fund)



This project worked to promote citizens' voices in the run-up to commune elections in 2011. The project team held five off-air consultation forums covering various aspects of Cambodian poverty including health, unemployment and low wages, natural disasters, debt, and business. All forums were held in

Phnom Penh, with the exception of the natural disasters course which was held Ratanakiri province. These half-day forums were aimed at mobilizing 50 activists and affected people concerned with each issue. Content of the forums was aired by both Sarika FM radio stations, along with sixteen 30-minute radio documentaries covering public concerns related to the forum topics.

Promoting Public Engagement Using Radio in Awareness

August – December 2011

Radio Call-in Show and Radio Spot (Norwegian People's Association and Partnered with LICADHO)

The main objective of this project was to increase public engagement in the role played by NGOs in social development through participatory radio broadcasts and a national billboard campaign.



Radio call-in shows covered key information on the updating of proposed new legislation, specifically the Law on Associations and Non-Governmental Organisations (LANGO), and provided a round-table forum for discussion between guest speakers from various NGOs and government offices. A 90-second radio spot was used to air public views on the impact of the new legislation. In addition to radio coverage, 20 billboard advertisements featured 10 different messages illustrating the potential effects of the LANGO on informal groups, community networks and grassroots NGOs. Since initiation, the project team has completed nine radio call-in shows featuring 16 guest speakers and 31 callers.

Enhancing Freedom of Expression on the NGO Law

December 2011

Radio Documentaries and Spots (Diakonia)

This project aimed to promote freedom of expression through radio documentaries and radio spots regarding the possible impacts of the LANGO. Two 15-minute radio documentaries highlighted the concerns of community groups, including land-rights and labour organizations. The one-minute radio spot featured collective voices of community members and was aired on both Sarika FM radio stations, with transcripts posted on the VOD website.

Capacity Building Workshops

Throughout 2011 CCIM hosted a number of training sessions geared toward building the capacity of journalists. These sessions not only empowered journalists to engage in interactive media but also gave them the technical skills and background needed to cover pressing social issues.

Community Based Organization (CBO) Training on Effective Usage of Media (Diakonia)

From December 7th to 9th 2011, CCIM ran a workshop in Phnom Penh with 20 CBO members from 6 different provinces. Funded by Diakonia, the workshop sought to improve the impact of CBOs through better communication with the media. Participants were taught about effective ways to attract media coverage and communicate effectively. The program staff used interactive activities such as games, practice writing and group discussions. Upon completion, a survey indicated that most of the participants understood the aims of the workshops and would be able to reuse to techniques they had learned. In addition, 11 participants requested a follow-up workshop with CCIM staff and 16 stated that they were willing to spread the knowledge acquired at the workshop to their community.



Human Rights Reporting for Media Practitioners (OHCHR)

The “Human Rights Reporting for Media Practitioners” training was held on October 26th, 2011 in the Cambodiana Hotel of Phnom Penh. Funded and directed by the Office of the High Commissioner for Human Rights (OHCHR), this training seminar focused on instructing media representatives how to effectively cover human rights issues through their news sources. The training was attended by 20 delegates of local print and online news organizations. The group discussed human rights concepts, the potential effects of human rights reporting, and strategies for protecting journalists’ international rights to privacy and freedom of expression. The journalists also worked in groups on a case study, applying their new knowledge to the journalism process. Groups selected a recent human rights issue consistently featured in the news and assessed how the issue was reported on using a human rights perspective checklist. Attending media practitioners were encouraged to further integrate human rights issues into their journalism.

Community Radio Training (UNESCO)

From October 10th to October 15th, 2011, CCIM hosted a training workshop on community radio programming funded by UNESCO. 15 participants took part in the training at Mondulkiri, including Department of Information officials, a member of the radio station in Kratie, and Punong minority community members from the province. Trainees learned the basic concepts of community radio and how to produce community radio programs. This included introductions to news reporting, feature writing, interview techniques, and using editing tools. Participants also learned the basics of reporting on HIV/Aids, human rights, food security and nutrition.

Participant View

“I want my children and other young generations of minority people to listen to community radio if the radio station is set up in my village. I don’t want to see them watch TV all the time, because they just watch entertainment programs or movies.” one of Punong village members said after listening to the program. Until now, there was no community radio station in that province of Cambodia.

Journalist Training on Climate Change (UNESCO)

“Journalist Training on Climate Change in Cambodia” was funded by UNESCO and took place in October 2011, with a two day field trip to Koh Kong. The project increased journalists’ awareness of and interest in climate change, enabling them to explore and report on the issue. The project’s main aims were to provide background information on climate change in both global and national contexts, to introduce existing climate change implementation projects in Cambodia, and to train journalists to integrate climate change issues into their reporting. Before this project, only 37.9% of these journalists had ever reported on climate change; however, after the training had been completed 53.3% of the journalists reported covering Climate Change, writing a total of 23 articles.



Community Activist Training on Citizen Journalist (Diakonia)



A workshop was held in Kratie from December 27th to 29th to educate 20 villagers from six provinces on various media techniques such as news writing, reporting and interviewing. The project was funded by Diakonia and aimed to encourage community activists to understand the importance of media and how to use it to report in from their communities. At the end of the three days, 9 participants committed to sending news from their community to the media, and 12 of the participants asked for additional training after finding the skills they learned so important. Additionally, all participants were given a media contact list as a resource for further media connections.



Highlight: VOD as a Public Service Program

Following CCIM's mission, VOD works to educate its audience, and in particular disadvantaged groups and minorities, by providing high quality news and media programming. It also seeks to build bridges between decision makers and the general public.

As a public watchdog, VOD has kept Cambodians informed on the development of general human rights situations, particularly protracted controversial cases such as the eviction of more than 4,000 families of Boeung Kak Lake residents in the center of Phnom Penh. VOD has also followed the land grabbing ordeal of 170 community members in Chi Kreng, Siem Reap province, and the struggle of the Prey Lang community to protect the last and biggest green forest in Cambodia. Throughout the year, VOD has monitored these cases via daily news updates, weekly news analysis, and a live debate program on current affairs, News Plus. In cooperation with human rights NGOs working on these cases, VOD has organized dozens of radio shows on Boeung Kak Lake, Chi Kreng, and Prey Lang, inviting the community members to discuss their situation, express ideas, and raise questions and demands to the government.

Freedom of expression is one of the core values of CCIM. With this at heart, CCIM has actively engaged in numerous activities to promote freedom of expression in Cambodia, particularly among disadvantaged groups. During 2011, VOD Radio has collaborated with, among others, unions, informal groups such as the Informal Democratic Economic Association (IDEA) and CBOs such as Indigenous Community Support Organization (ICSO). With the cooperation of these groups weekly radio programs have been organized by CCIM to give voice to community concerns and recommendations. Eight investigative reports on corruption and non-transparency issues in the public institutions were aired and introduced by VOD's weekly 60-minute Clean Road program.

The current political climate still creates fear for many Cambodian people, which is why VOD Radio has provided the public with exclusive programs which are not available at other media operations in the local language. News Plus is 60-minute radio show aired every Monday to Friday from 7am-8am. It functions as a floor for public participation in debate on politics and current affairs, including in-depth analyses and interviews by relevant experts. Programs such as News Analysis on Wednesday and weekends provide the public with in-depth political and public policy analysis and debate. These programs work to normalize participation in politics, which has not traditionally been a feature of Cambodian society. They act as a mirror, forcing policy makers and the public to reflect on the current political situation and behind-the-curtain realities in Cambodian society.

CHALLENGES

Administrative

- Lack of professional broadcasting equipment
- Shortage of internal policies
- Increasing costs and competition among radio stations
- Lack of promotional material
- Inadequate Monitoring and Evaluation mechanisms

Political

- Intimidation by the government to the private sector agents who are afraid to air their commercial spots or engage with VOD's radio programs
- Many government officers, private sector representatives, and NGOs are afraid of joining VOD programs or giving interviews to VOD journalists
- VOD team members refused entry to certain government events/conferences where other journalists are allowed without explanation or recourse
- Lack of honesty from forum participants due to political intimidation

Legal

- Lack of Freedom of Information law creates difficulties for VOD when accessing government official papers to support public-service coverage
- New Penal Code adopted in December 2010 limits freedom of expression and increases risks for VOD journalists

Economic

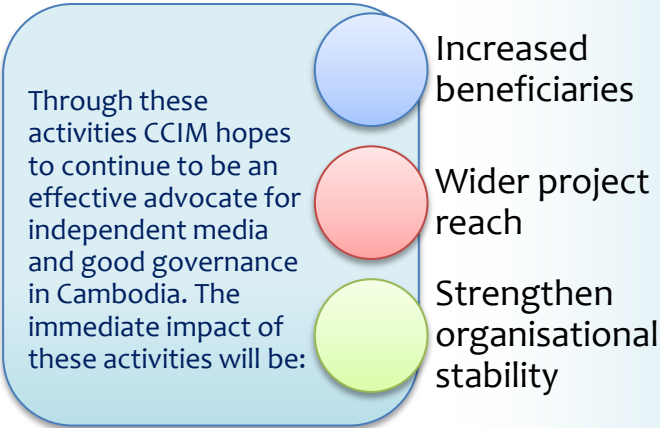
- Financial constrains of both acting as a Public Broadcasting Service (PBS) and needing to generate 40% of income
- Constrained financial resources makes updating technical equipment and expanding coverage areas difficult
- Lack of multiple core funding donors

NEXT STEP

CCIM hopes 2012 will be the year to strengthen core activities and build on previous successes. The main activities of the coming months will be:

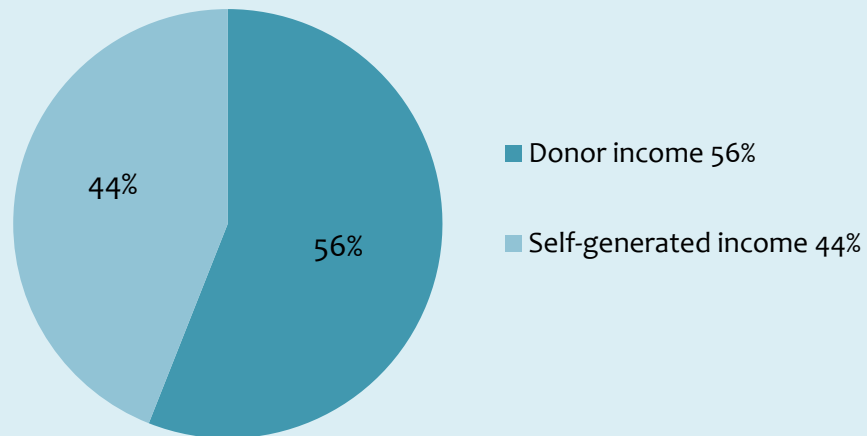
- | | |
|--|---|
| <ul style="list-style-type: none">➤ Improving self-sustainability➤ Enhancing organizational and staff capacity➤ Continuing to operate both radio stations and improve the quality of the radio broadcasting➤ Promoting democratic governance via multi-media approaches➤ Planning for live broadcasts and podcasts to be featured on the VOD website | <ul style="list-style-type: none">➤ Increasing media networks via creation of MePro (Media Promotion Alliance)➤ Expanding the VOD website to feature English content➤ Holding Sarika FM Fan Party event➤ Implementing a listenership survey➤ Developing a M&E framework and system mechanics➤ Expanding multi-media activities |
|--|---|

CCIM will play its part in holding power to account and illuminating social progress, pushing the human rights agenda forward for the benefit of all sectors of society. CCIM is committed to meeting the challenges of the coming months, enabling communities to improve their lives, calling power to account, and giving a voice to the voiceless across Cambodia.

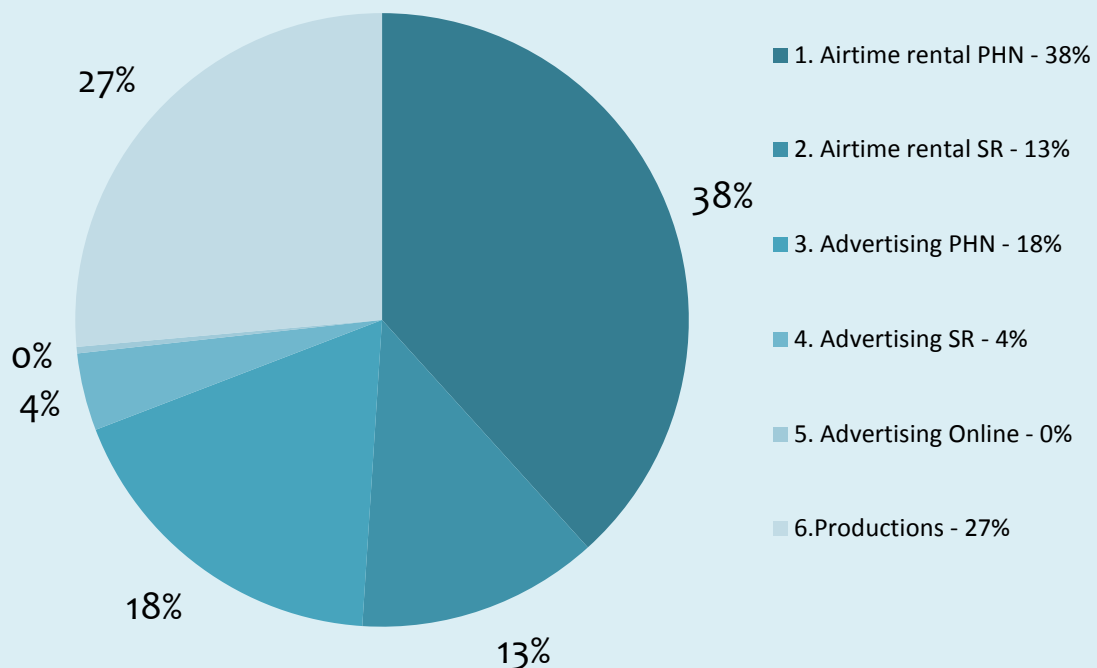


Financial Summary

Percentage of 2011 Income Sources



Self-generated income by source



Board's View

"I am proud to serve as the Chair of Board for CCIM. I wish to see CCIM and all of independent media expand its services to cover new issues and to reach more members of the public, especially farmers. In upcoming years, I wish to see further media coverage on agriculture and the environment."



Dr. Yang Sang Koma
CEDAC
Chairman



Mrs. Houth Ratanak
Pact Cambodia

"CCIM is a unique organization that is key for enhancing independent media in Cambodia. We continue to work toward enhancing the organization's professional status as a local source of impartial news. I am proud to work on the board of CCIM as it contributes to promoting democracy in Cambodia."

"I am happy to serve on the CCIM Board, particularly because it is such an important tool for helping Cambodian society. I would like to see CCIM as a private media source and a social enterprise, which would only make it more sustainable. I am also proud that we are working on raising our self-generated income, which will lead to better control of our income and long-term sustainability."



Mr. Heng Sreang
Panhasastra University



Mr. Yeng Virak
Community Legal Education
Center (CLEC)

"CCIM is an organization with many benefits for the public. The radio programs focus on updates in society, education, news, and new initiative shows. The news from VOD's reporters is incredibly professional. In 2012, I am looking forward to seeing CCIM's self-generated income grow and its news to be expanded by increased airtime. I am excited to see CCIM strengthen and continue its successes from last year."

Staff's View



Sok Ty

21 years old
Promotion Assistant

Ty began working with CCIM in January 2010 as an intern, and in January 2011 he was hired as a full-time staff member. He is in his third year at the University of Cambodia and is studying economics. As the Promotion Assistant, Ty has worked to create Sarika FM's website as well as Sarika FM's new logo. He enjoys listening to Sarika FM and believes that the radio talk shows are a good chance for people to share their opinions freely to a variety of listeners. He believes CCIM is different from other radio programs because it provides training to community people on community radio and citizen journalism. "I am happy to be an employee of CCIM. It's just like a family- having the same goal and getting things done altogether. CCIM has helped me to understand the value of this teamwork and working towards a common goal. I have grown by learning important decision-making skills and gaining the responsibility of meeting deadlines". In 2012, he would love to see CCIM standing in the first rank of independent and professional media in Cambodia.

Thol Sreyleak

21 years old
Reporter

Sreyleak has been working with CCIM since 2010 when she began as a volunteer. She has a Bachelors degree in Accounting and has completed multiple trainings on news reporting and radio MC skills. She enjoys being able to give true information to the public and sees CCIM as unique because it is independent and not under government control. Since joining CCIM, Sreyleak has learned the value of collecting feedback from her peers. She values the advice and mentoring that she receives from her fellow colleagues. "I'm very happy when I work with CCIM, because all the brothers and sisters always help me when I have problem with my work. It gives me an opportunity to test myself". In 2012, Sreyleak hopes that CCIM will become a more popular organization so that it can continue to spread information to people across Cambodia and worldwide.



Donors for 2011



OPEN SOCIETY INSTITUTE



British Embassy



The Asia Foundation



United Nations
Educational, Scientific and
Cultural Organization



diakonia

PEOPLE CHANGING THE WORLD



ABA RULE OF LAW INITIATIVE



14 A, St. 392, Sangkat Boeung Keng Kang I, Khan Chamkamorn,
Phnom Penh, Cambodia
Tel: 855-23 726 842 | Fax: 855-23 726 843
www.ccimcambodia.org | www.sarika.fm | www.vodhotnews.com

©2011, All Rights Reserved.