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cambodian center for independent media



2013

ANNUAL REPORT

Country at a crossroads.
Media in the spotlight.

***Everybody well informed.
Everybody empowered.***

Letter from the Director



Pa Ngoun Teang, Executive Director

2013 was an inspiring year for CCIM, as it underscored the importance of the media's role in Cambodia — especially that of social media. Throughout the year, Voice of Democracy (VOD) reported on many significant events, such as human rights violations and the pre- and post-election protests and political maneuvers. But even in the midst of these critically newsworthy events, the government kept firm control over the country's media outlets, with only a few independent radio programs managing to regularly broadcast neutral information — notably including CCIM's VOD broadcasts through Sarika FM.

The controlled nature of the mainstream media led the public to turn to social media in unprecedented numbers, looking to Facebook for alternative sources of independent and timely information. And VOD was there to meet them, sending out breaking news alerts that spread through the country's growing social media sphere like wildfire.

This led to a historic shift in the electorate, as more youth than ever before participated actively and openly in political campaigns and took notice — some for the first time — of the country's struggle for freedom of expression. For me, for CCIM, and for the country's other media actors, it was a point of pride to contribute to this remarkable and historic change in Cambodia.

As a media organization, CCIM continued in 2013 to produce independent radio programs via our VOD production house for our two Sarika FM radio stations in Phnom Penh and Siem Reap. We also expanded our online news and saw remarkable growth in our social media presence. Now a truly multi-media news organization, CCIM used all of these channels and more to provide independent information and media access to a public hungry for unbiased news coverage.

CCIM also cooperated with partners to address and promote democratic governance and freedom of expression in Cambodia, with a particular emphasis on advocating for Access to Information legislation. Our Information Communications Technology (ICT) project promoted independent online news and information security while developing and educating citizen journalists. Our election project promoted free and fair elections through community forums and investigative reports into election irregularities.

These were challenging tasks that could never have been achieved without the strong commitment and courage of CCIM staff members and reporters who faced the very real risks that come with working for an independent media outlet in Cambodia. The support our donors and partners — and in particular Diakonia, DanChurchAid/ChristianAid and the Open Society Foundations — was also essential.

2013 is over, but many challenges remain. Cambodia's political situation is still uncertain, and violence is on the rise. Hence, we must strengthen our efforts and commitment to reach the goals set out for 2014 as part of our three-year Strategic Management Plan.

Last, but not least, I thank all CCIM staff, donors, and partners who have shown such a strong commitment to creating a free media environment in Cambodia.

Sincerely,

PA, Ngoun Teang
CCIM Executive Director

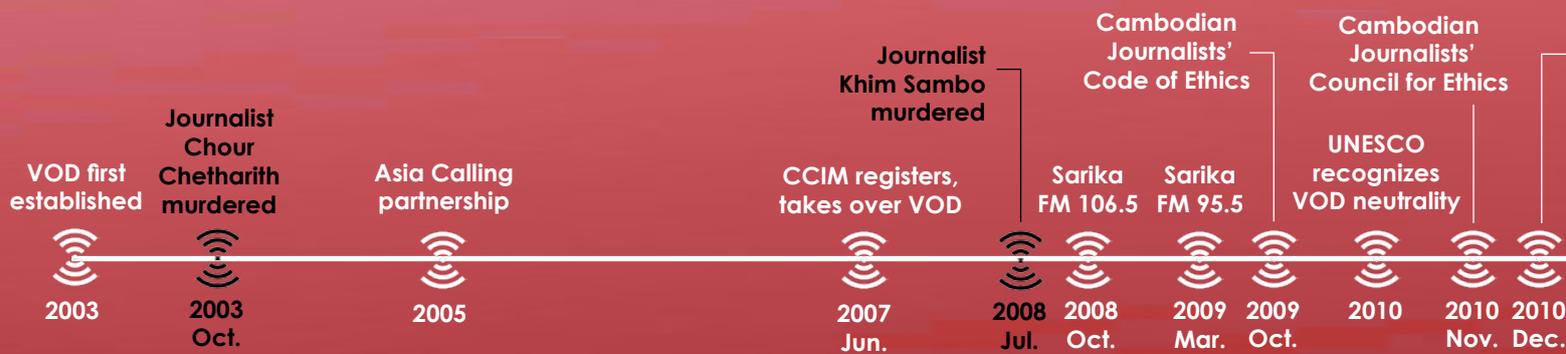
Taking to the streets

2013 was marked by the National Elections and the widespread demonstrations of freedom of expression that followed, as Cambodian citizens took to the streets to claim their social and political rights. VOD reporters were there to cover all of these events, providing coverage of social unrest that was largely ignored by the country's mainstream media. © VOD



Contents

Letter from the Director	i
Who we are	iv
Press Freedom	1
2013 Achievements	4
VOD Radio	6
VOD Online	7
VOD Multimedia Platform	8
Citizen Journalism Case Study	9
Project Highlights	10
Advocacy Efforts	11
Finances	14
Conclusion	15



Who we are

Backed with 10 years' experience in a country where independent media remains one of the most important challenges to achieving democracy, CCIM has developed unparalleled expertise in providing unbiased and accurate news to the Cambodian people.

CCIM registered with the Ministry of Interior in June 2007, assuming legal responsibility for Voice of Democracy (VOD) radio production, which had been operated by the Cambodian Centre for Human Rights (CCHR) since 2003. CCIM is the only independent and professional media organization in Cambodia that works to promote human rights and responsible journalism through media production and dissemination as well as the implementation of community projects and advocacy. It remains the only source of independent, Khmer-language news in Cambodia.

VOD Radio

In 2008 and 2009, CCIM established its own radio stations in Phnom Penh (106.5 FM) and Siem Reap (95.5 FM), both called Sarika FM. Together, the two stations reach 16 of Cambodia's 24 provinces and have a potential listenership of more than 8.5 million people (just over 60 percent of the country's total population of 14 million).

Through its news broadcasts and production of CSO partners' information, Sarika FM is unique in its dissemination of educational, informative and unbiased public service radio in Cambodia.

VOD Multimedia Platform

CCIM launched its news website (www.vodhotnews.com) in 2011. Over the past three years, VOD's website has seen significant growth and now attracts up to 10,000 visitors per day. December 2013 was the site's best month on record, with more than 100,000 visitors for the month.

Through real-time dissemination of news via its Facebook and YouTube pages, radio broadcasts, live streaming, popular website and an SMS news alert platform, the VOD news network is now reaching a record number of people, giving more and more Cambodian citizens access to politically neutral, impartial and professional news and information.

CCIM Advocacy

In addition to CCIM's extensive multimedia news platform, the organization regularly publishes campaign and advocacy material on freedom of the press, freedom of expression and access to information. CCIM's press releases and investigative reports on pressing human rights issues are published on our website www.ccimcambodia.org and shared with our partners and other stakeholders.

In 2013, CCIM published its Challenges for Independent Media Report, which assessed the independence, professionalism and ethics of the country's media while advocating for removal of the barriers to faced by independent media practitioners. The report will be published annually.

CCIM's Values

Our values reflect the beliefs of CCIM and form the guiding principles for all our operations:

Gender Equality: CCIM recognizes that media can be a profoundly influential socializing force and is highly committed to using its power as a media organization to advocate for gender equality at all levels of Cambodian society and institutions.

Accountability & Transparency: Holding Cambodian decision makers to account is one of CCIM's main missions, and for this reason, CCIM pays particular attention to its own accountability, including sound and transparent financial management. CCIM's accountability is achieved through the disclosure of results to supporters and beneficiaries.

Independence: In addition to acting as a provider of independent and unbiased information, CCIM also strives to establish its reputation as an independent organization free from any form of outside influence. CCIM's independence gives us the authority we need to make real change happen.

Professionalism: CCIM believes that strengthening the professionalism of Cambodia's journalism industry requires particular attention to ethical principles. For CCIM, building the capacities of journalists — starting with its own — is a way of providing Cambodian citizens with information of true quality.

2013

First Sarika FM fan gathering

CCIM assessment & reform measures

Journalist Heng Serei Oudom murdered

VOD website

Gmedia member

Potential listeners est. at 8.5 million

MePro Alliance



2008 Jul.



2011 Jan.



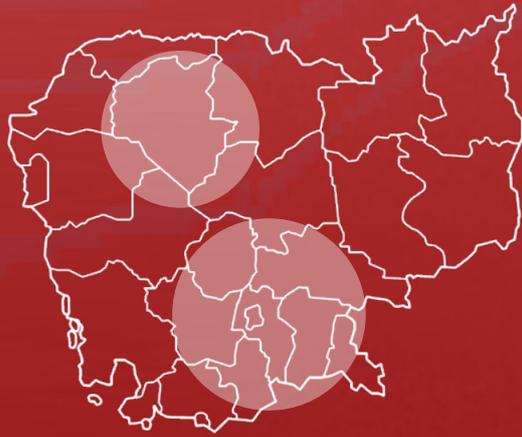
2011 Nov.



2012



2012



Challenges for Independent Media Report released (()) Jan.

Strategic Management Plan for 2014-2016 (()) Jun.

National Elections VOD site redesign (()) Jul.

Oct. (()) New Transmitter & Antenna installed

Nov. (()) Justice for Journalists Vigil

Dec. (()) Monthly visitors to VOD site topped 100,000

By the numbers...

8.5 million potential listeners reached by VOD radio

102K Likes on the VOD Facebook page

16 provinces reached by VOD broadcasts

16.5 hours of programs broadcast daily

33K listener call-ins to VOD in 2013

44 employees in the media division

62 total staff members

4 seats on Board of Directors



Press freedom

Although media freedom has improved since the early 2000's, Cambodia remains among the world's most restrictive countries in terms press freedom. Even though freedom of the press is guaranteed under Article 41 of the country's constitution ("Khmer citizens shall have freedom of expression, press, publication and assembly"), the Kingdom's reporters regularly feel the pressure of political influence due to a nearly universal ownership or control of the media by the country's ruling political party.

CCIM's records of media operations in Cambodia show that all 15 of the country's TV channels are owned by high-ranking individuals linked to the Cambodian People's Party (CPP), which is led by Prime Minister Hun Sen. Similarly, only two of the country's 260 radio stations can be considered truly neutral, and VOD remains the only independent radio news provider. Newspapers have slightly more freedom to publish critical voices, but they also have considerably less influence than broadcast media due to low rates of literacy.

Media Bias in Cambodia		
Media	Neutral	Politically aligned
Television	0	15
Radio	2	258
Daily Newspapers	3	10

Restrictions on Election coverage

2013 was a National Election year, and the political bias of the country's mainstream media became obvious in the heat of the pre- and post-election seasons, as media outlets chose sides between the ruling CPP and the newly formed opposition Cambodian National Rescue Party (CNRP). The government's estimation of the influence of broadcast media likewise became clear in the lead-up to the election, when the government tightened its control on television broadcasters and attempted to reign in the country's independent radio stations.

Just weeks before the elections, the National Election Committee (NEC) issued two directives limiting radio broadcasts. The first directive banned the broadcast of Khmer-language radio programs produced by foreign radio stations — a ban aimed at pushing popular U.S.-produced news programs by Voice of America and Radio Free Asia off the air. A second directive banned the publication or broadcasting of opinion polls or of news related to foreign support for the opposition party during the five days preceding the July 28 election.

Most media actors in Cambodia decried this as an act of censorship. CCIM responded immediately in a joint press release with 24 other Cambodian civil society organizations, urging the government to rescind the "shocking

measures to censor Cambodia's local news media" and condemning the ban "in the strongest possible terms."

CCIM also took up the issue during meetings with UN Special Rapporteur on Human Rights Surya Subedi and with representatives of the U.S., Australian, and U.K. embassies. In the face of tremendous local and international pressure, the NEC eventually rescinded the bans regarding foreign-produced radio content, but the ban on commentaries and opinion polls stayed in place through Election Day.

Violence against Journalists

Violence was routinely used against journalists and protesters during demonstrations in Phnom Penh this year. The results of the July 28 National Assembly Elections were heavily criticized by the opposition party and civil society groups, and opposition lawmakers continue to boycott their seats in the National Assembly, claiming the ruling party stole the elections. Calls for increased election transparency became a focal point in Cambodia in the months following the election, and demonstrators took to the streets, where they were met with violence by government security forces.

On the evening of Sept. 22, military police broke up a peaceful vigil organized by victims of land grabs in Phnom Penh's Boeung Kak community. During the crackdown, masked civilians and military police deliberately attacked seven journalists using electric batons, riot guns and slingshots. The use of violent methods against journalists was condemned by journalists' organizations as well as local and international human rights organizations .

Prosecution of Journalists

Throughout the year, journalists and NGO workers alike were threatened with legal action due of their roles as information providers.

French journalist Daniel Laine appealed a January decision from the Phnom Penh municipal court to condemn him in absentia to seven years in jail for his 2003 documentary about prostitution in Cambodia. Laine only learned in 2012 that he was red-flagged by Interpol. The international police institution has since withdrawn his name from the list, but Laine still awaits the local outcome of his appeal.

Beehive radio owner and activist Mam Sonando was released in March after he spent eight months in prison on charges of insurrection. He was condemned to 30 years in jail in 2012, and the sentencing mentioned his radio activities as causing "incitement." As of today, the court has upheld Sonando's conviction on the insurrection charges. Most human rights defenders believe this sentencing was a political maneuver to silence Sonando ahead of the National Elections. Sonando has appealed to the Cambodian Supreme Court and waits for his hearing.



Crackdowns on Press Freedom

The second half of 2013 was marked by sometimes brutal crackdowns on vital political rights including freedom of assembly, freedom of expression and freedom of the press. Nonetheless, VOD reporters were there to cover the news, reporting from protest after protest. In this photo, VOD reporter Tat Oudom photographs a policeman trying to prevent a Boeung Kak Lake protester from accessing the European Union Delegation building in Phnom Penh during a march calling for the immediate release of Yorm Bopha, a land activist who had been in jail since September 2012. © **Omar Havana**



2013 National Election

Cambodia's 2013 National Election was the biggest news story of the year. From the pre-election campaigning and the massive rallies in support of Prime Minister Hun Sen and his ruling CPP to the surprise return of self-exiled opposition leader Sam Rainsy (pictured here) just weeks before the vote, VOD reporters were never short of breaking news to cover. But the government-controlled mainstream media's politically biased coverage of these events served to reinforce the importance of VOD and CCIM's quest to build a pluralistic, independent media environment in Cambodia. © VOD



Achievements

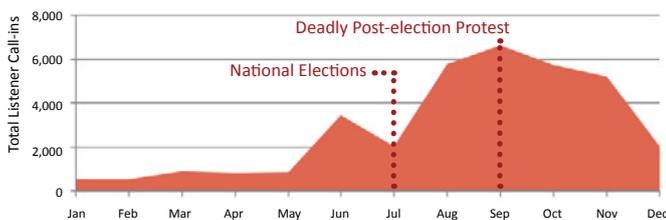
The year 2013 was a hectic one for most NGOs in Cambodia, but especially so for CCIM, which was the only news organization to provide hourly reports on the elections with the help of journalists and human rights defenders equipped with smart phones and cameras. This, however, was just one achievement in a series of accomplishments during 2013.

Uncensored Election Coverage

VOD provided its listeners with independent news throughout the election season, airing six- to seven-minute interviews with members of each of the country's eight political parties every Tuesday and Thursday for the entire month leading up to the election. VOD also aired round-table discussions three times per week from July 16 to Aug. 16 on Sarika FM in Phnom Penh and Siem Reap and also via partner radio stations in five additional provinces that otherwise would not have access to independent election reporting.

On July 23, CCIM sent text messages to 10,000 Cambodian citizens explaining how they could access information on the election process and election-related news. The new bulk SMS system funded by DCA/CA proved a key component in VOD's election-related coverage, with Khmer-language news alerts going out to subscribers when key stories were published to the VOD website. Between July and September, VOD sent out 66,459 SMS news alerts to a number of subscribers that quickly increased from 489 in July to 824 in September.

Election-related Coverage Generated Caller Interest



CCIM also brought women's voices to the forefront of election debates, covering issues such as domestic violence, gender and development. Sarika FM also broadcast a special program, "Voices of Beer Promotion Girls," in collaboration with the Cambodian Center for Protection of Children's Rights (CSW). The program focused on the opinions and participation of beer promotion girls in the election.

On Sept. 9, VOD interviewed CNRP President Sam Rainsy and CNRP Vice President Kem Sokha. Candidates from other parties were invited to the debate but declined to participate. Despite obstacles created by lack of cooperation from all political parties, VOD strove to create an atmosphere where all views could be presented and discussed ahead of the election.

Widening VOD Audience

The VOD Hot News website — re-launched with an attractive new design in July — remains the only online platform providing unbiased and independent news about Cambodia and international affairs in the Khmer language. Moreover, the website offers a diverse selection of news, from investigative reports to entertainment and sports stories.

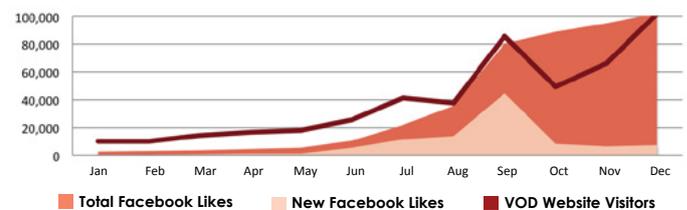
Two months after its re-launch, the website surpassed 10,000 visitors per day and is now ranked as a Top 5 news website in Cambodia. The site hosted 471,439 unique visitors over the year who viewed the site 2,818,798 times, demonstrating CCIM's success in providing independent news through its new multimedia platform. These statistics show that VOD is quickly gaining loyal viewers.



In addition to building VOD's audience, the website is also reaching out to new demographics formerly unreached by Sarika FM's radio programming. In contrast to the radio audience, VOD online is proving popular with young, educated urban dwellers. However, both the website and the radio stations displayed a demographic imbalance in terms of gender, with 77% of Sarika FM callers and 88% of website visitors identifying as male.

Social media sites, and in particular Facebook, played a key role in expanding the reach and demographics of VOD in 2013, as VOD site traffic correlated closely with the increasing numbers of "likes" on the official VOD Facebook page.

Facebook Drove VOD Website Traffic in 2013



The VOD Facebook page racked up more than 100,000 total likes by the end of 2013 and served as a vital source of referral traffic to the VOD website, with referrals from Facebook and Facebook Mobile applications accounting for almost 40% of the site's overall traffic.



Broadcasting Democracy

VOD's Radio Production team broadcast almost 5,000 hours of programming in 2013, sending out vital independent news and information to a potential listenership of 8.5 million in 16 provinces. A particular emphasis was placed on the topics of human rights, good governance and democracy, issues that were largely ignored by the mainstream media but were even more important in such a contentious election year. VOD Radio is the largest of VOD's media platforms, employing 14 radio hosts, reporters, editors, producers and technicians. © VOD



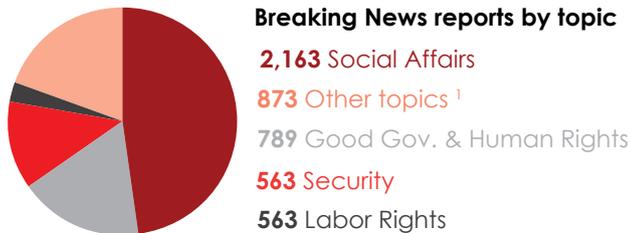
VOD Radio

Through its Sarika FM radio stations based in Phnom Penh (106.5 FM) and Siem Reap (95.5 FM), CCIM's VOD radio programs have a potential listenership of 8.5 million. This audience continues to expand thanks to broadcasting partnerships with local radio stations as well as new media, like streaming online radio, which makes VOD programming available to anyone with an Internet connection.

Sarika FM operates 16.5 hours per day, offering broadcasts covering topics including: News, Education & Youth, Entertainment, Music and sponsored radio programs. In accordance with CCIM's mission, a particular emphasis is placed on broadcasting news and programming related to human rights and good governance.

News Coverage & Special Programs

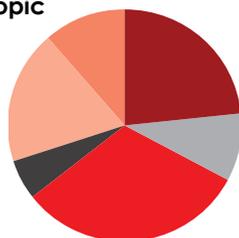
July's national elections and the protests and political negotiations that followed gave VOD reporters no shortage of breaking news to cover during the last six months of the year. The number of news reports broadcast from July to December represented a 200% increase over the first half of the year, with Social Affairs topics dominating VOD news coverage throughout 2013, representing almost half of the total news reports aired this year.



Regularly scheduled VOD programming was dominated by the topics of Human Rights (32% of total programs), Entertainment & Youth (23%) and Democracy (18%). The focus on these issues not only conforms to CCIM's core values of promoting democracy and human rights, but also makes sense in the perspective of a national election year where youth played a pivotal role in politics.

Radio Programs & Talk Shows by topic

- 701 Human Rights programs
- 518 Youth & Entertainment shows
- 407 Democracy programs
- 251 Shows on other topics²
- 208 Good Governance
- 128 Gender Justice programs



Caller Data & Listener Engagement

Due to the difficulty in assessing a listening audience that includes residents of remote areas, VOD monitors the popularity of its shows through caller surveys, tracking connected calls as well as missed calls. Missed calls can represent the number of audience members who attempted to participate in the program.

In 2013, VOD radio programs fielded a total of 5,566 callers (60% male and 40% female) and recorded a total of 27,726 missed calls. Call-in levels showed a notable increase in the last seven months of the year, when pre- and post-election reporting generated listener interest.

The programs that registered the highest rates of listener engagement in 2013 were shows focused on Youth and Entertainment, which accounted for 45% of overall call-ins for the year. Nonetheless, VOD's "Clean Road" program, which is funded by Transparency International and covers corruption, remained the most popular call-in show, accounting for 36% of all calls in 2013.

Technical Problems

The Phnom Penh Sarika FM station struggled with sound quality issues throughout the first half of the year, with callers reporting that broadcasts lacked clarity or would drop in and out. Blackouts that caused the station to go off air for a total of 66 hours in 2013 likewise contributed to Sarika FM's technical problems and resulted in dissatisfaction among listeners and advertisers — hurting CCIM's credibility and its self-generated income at the same time.

To improve the stations' sound, CCIM purchased a transmitter and antenna with funding from OSF, Diakonia and DCA/CA. It was installed in October, and data collected in subsequent caller questionnaires showed that 43% of listeners observed a noticeable improvement in sound quality. The marketing team has not lost any advertisers due to sound quality since the installation.

¹ Other: Agriculture, Culture & Religion, Economy, Environment & Natural Resources, Extractive Industry, Freedom of Information, Freedom of Expression and Health

² Other: Agriculture, Culture & Religion, Education, Extractive Industry, Freedom of Information and Freedom of Expression



VOD Online

The VOD news website (www.vodhotnews.com) significantly increased its online following in 2013, hosting 474,140 unique visitors from January to December who visited the site a total of 1.1 million times, generating 2.8 million page views over the year. The numbers represent an increase of almost 900% over 2012, when the site hosted only 51,034 unique visitors.

Traffic to the website saw particularly fast growth during the last four months of the year, following the marketing team's July launch of a new website design. Overall, the site saw an average of 248% more visitors and 245% more page views per month in the four months following the site redesign than in the eight months prior.

Importantly, website data indicates that VOD viewers are reading multiple news articles when they visit the site, with the average viewer visiting 2.4 pages per visit in 2013. This points to the potential for the site to produce self-generated ad revenue for CCIM, as visitors stay longer and view more advertisements.

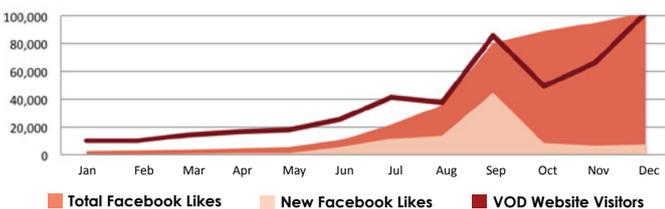
Referral sites increase VOD's reach

Throughout the year, social media played a vital role in directing traffic to the VOD website, with referrals from Facebook and Facebook Mobile apps accounting for a combined 37% of total website traffic. VOD's Facebook following continued to grow over the year, adding to the rise in referrals from the social media site.

Websites Referring Visitors to VOD Hot News		
Referrer Site	Visitors	Percent
Facebook	444,520	32%
Direct visitors	205,218	15%
Google	93,147	7%
Facebook (mobile)	71,556	5%

The impact of social media was confirmed in a survey of the website's visitors, 75% of whom responded that they were fans of the VOD Facebook page. This shows that integrating social media is essential to the site's continued success. Encouragingly though, an increasing number of visitors are coming to the VOD website directly, with 15% of total visitors arriving at the VOD website without an intermediary referral, demonstrating that VOD's news site now has regular readers who are familiar with the site.

Facebook drove VOD Website traffic in 2013

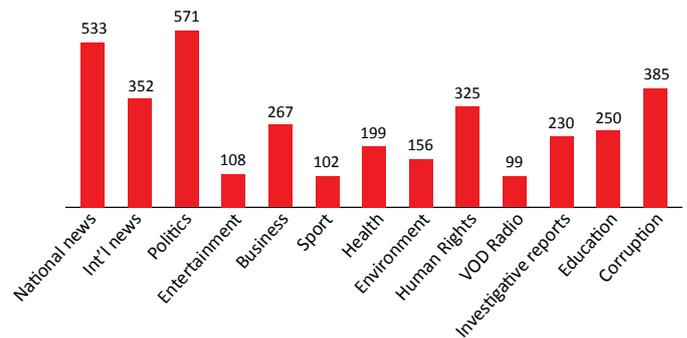


New content serves a widening audience

In the second half of 2013, VOD Hot News began publishing "soft news" reports, including entertainment news, sports news, and traffic reports. These pieces were either produced by VOD reporters or purchased from freelance writers in an effort to complement existing VOD news content and create a more well-rounded site that would appeal to a larger audience, and thus, a larger pool of advertisers.

The new content reflects the wider interests of VOD's growing audience. Nonetheless, news reporting remains the site's primary focus — a focus that a recent audience survey showed to be in-step with audience demand.

Stories VOD online readers find most interesting by topic



Audience survey

CCIM's Marketing team conducted an online audience survey of VOD Hot News website visitors in 2013, and the results highlighted the site's growing loyal readership.

Nearly 75% of survey respondents indicated that they visit the VOD Hot News site on a daily basis. When asked about the benefits they perceive themselves as receiving from the website, readers most frequently replied with answers indicating that the news was "fast," "hot," "independent" and "truthful."



Respondents in this category felt they benefited from having access to immediate news and information they could trust. These readers' responses underline the importance of VOD's commitment to publish current, breaking news that is always neutral and to push it out via multiple channels such as Facebook and SMS to guarantee fast news delivery.



Multimedia Reports

CCIM employed Information Communications Technology to help its reporters and citizen journalists cover the news over multiple platforms. Here, a reporter uses a smart phone to capture a protest. © VOD

VOD Multimedia platform

VOD is now Cambodia's first truly independent, Khmer-language multimedia news organization. With its radio stations, interactive news website, video news, streaming online radio, SMS news distribution scheme and ever-growing social media presence, VOD is the first news organization in Cambodia to engage in multi-platform reporting of such a scope.

Social media played a key role in VOD's news distribution in 2013, driving traffic to the VOD news website, promoting radio programming, and serving as a forum for VOD listeners and readers to discuss important current issues. With the help of CCIM's marketing team, VOD's social media presence thrived in 2013, gaining more followers and serving as an important medium of news distribution.

The importance of social media cannot be underestimated. In a marketing survey of VOD website visitors, 85% of respondents said they obtain their news via social media. This globally growing trend reflects increases in technology use and Cambodian youth's early adoption of Facebook and more recently Twitter.

Another key tool driving traffic to the VOD website in 2013 was SMS Gateway, a bulk SMS distribution system funded by DCA/CA to help VOD push out breaking news alerts — with a particular emphasis on election news.

Each SMS sent through the system included a link to the related full-length article on vodhotnews.com. The SMS campaign began just ahead of the national elections in late July 2013 and proved to be an effective method of driving subscribers to visit the VOD website from their smart phones.

VOD also offered its radio programming to its online audience in 2013, live streaming Sarika FM on the Internet, and extending the reach of its listenership well beyond the reach of Cambodian transmitters and into the homes of Internet users worldwide. Sarika streams in real-time both on the VOD website and via TuneIn (www.tunein.com), an online radio streaming service.

In 2014, the VOD multimedia platform will expand further, as CCIM, with the help of funding from the European Union, introduces VOD TV. The Internet-based video programming will drastically expand VOD's currently limited video abilities, with the addition of a dedicated video studio to produce daily news wrap-ups, with the capability of live-streaming important events.

Also coming in 2014 is an Interactive Voice Response (IVR) system, which will allow audience members from across Cambodia to listen to VOD radio programming via their phones. Smart phone users will have even more options from the VOD multimedia platform in 2014, with the addition of a mobile application for Android and iOS.



Citizen journalism gives a voice to victims of land grab

In Preah Vihear Province, citizen journalists trained through the UNESCO-IPDC project reported on a land grab by a Chinese agribusiness firm, and the results of their reporting surprised even them, as the story gained traction with audiences nationwide and government authorities were convinced to intervene.

Their reports focused on a series of negative impacts affecting the working and living conditions of 253 families in Tbeng Mean Chey District. Although community representatives informed civil society groups, government officials, and the local media that the company was preventing them from farming their land, the complaints were routinely ignored by authorities.

With their confidence strengthened by CCIM trainings, citizen journalists from these communities wrote articles on the land dispute and spread it to several media networks. CCIM Citizen Journalist Ms. Kanha attributed her newfound knowledge of journalism and freedom of expression rights as an enabling factor in her decision to write about the land dispute.

"In accordance with the journalist's code of ethics, we felt enough confidence to dare asking for more information from local authorities," she said. "Every time the community representatives sent petitions and letters to NGOs, to the Prime Minister, or to the chief of the province, we always wrote a report to the media."

The citizen journalists' reports garnered national media attention, and the Department of Agriculture and Rural Development (DARD), which the community had previously petitioned for help, finally intervened in the case,

negotiating an agreement between the community and the agribusiness firm whereby development of village land would halt and villagers would be able to farm their land as usual until the dispute was settled. Ms. Kanha is quick to point out the role her journalism training played in the outcome.

"[The community] made many efforts to deal with this problem in many different ways, so I believe that the articles we produced somehow helped to make the problem widely heard, which can be considered as the push factor for the government to take action," she said.

Today, the land dispute remains unsettled, but villagers continue to farm their land as laid out in the agreement negotiated by DARD. Nonetheless, community members remain prepared to take further action to protect their land rights, and CCIM's citizen journalists are likewise committed to following the story through to its conclusion.

"I will keep track of this [issue] and report about the progress," Kanha said. "I will produce more articles for the media if there are any results released regarding the case, and hopefully it will be a contribution to solving this problem."

The other citizen journalist active in the case, Ms. Rachana, also stressed her commitment to continuing reporting.

"We now know our role to protect our land and forest, and we just played it," Rachana said. "We dare to report and protest because we understand what Freedom of Expression means and how the law protects us."

“ We dare to report...because we understand what Freedom of Expression means. ”



Project Highlights

CCIM remains the only media organization in Cambodia that works to promote human rights and responsible journalism through media production and dissemination as well as the implementation of community projects. In 2013, CCIM implemented a number of projects designed to engage communities on issues from corruption to election monitoring.

Climate Change

Amount: \$11,005 USD
Timeframe: Jan. - Dec. 2013
Donor: DanChurchAid/Christian Aid

This project introduced climate change reporting techniques to 14 journalists from 14 media institutions. Afterward, each reporter submitted stories to the VOD Hot News website, and three journalists produced special feature reports aired on Sarika FM and published online.

Clean Road: Fighting Corruption

Amount: \$25,000 USD
Timeframe: Jan. - Dec. 2013
Donor: Transparency International Cambodia

The Clean Road project produced 64 live radio segments on the topic of corruption featuring 83 guest speakers from government agencies, political parties, NGOs and the private sector. VOD Hot News also published 12 corruption-related reports to its website. The Clean Road radio show remains VOD's most popular program, attracting more callers than any other show.

Freedom of Information Project

Amount: \$16,624 USD
Timeframe: Nov. 2012 - Feb. 2013
Donor: Canada Fund

Part of CCIM's advocacy for Freedom of Information, this project's activities included a live weekly radio show on the subject as well as production of an in-depth broadcast analysis and briefing paper on the state of Freedom of Information in Cambodia.

Empowering Garment Factory Workers

Amount: \$24,714 USD
Timeframe: Aug. - Dec. 2013
Donor: Rosa Luxemburg Stiftung

CCIM conducted three forums for 845 factory workers. With the help of female garment workers, VOD reporters produced eight radio shows and two investigative reports highlighting the health, safety and security issues these women face inside and outside the factories. RLS has approved a follow-up project for 2014 to introduce garment factory workers to citizen journalism.

Promoting Freedom of Expression

Amount: \$17,450 USD
Timeframe: Aug. 2012 - Aug. 2013
Donor: UNESCO-IPDC

This project supported marginalized and ethnic minority communities in Mondulkiri, Ratanakiri and Preah Vihear provinces to claim their right to free expression, communicating their views and interests through active participation in media broadcasting. As part of the project, CCIM trained 60 citizen journalists who in turn provided VOD with 17 news reports, which were broadcast over Sarika FM. Six of the reports were conducted with the help of smart phones.

Investigative Election Reporting

Amount: \$75,923 USD
Timeframe: March - Feb. 2014
Donor: SIDA

This project centered around the 2013 National Elections and included six community forums, four investigative election reports and investigative reporter trainings in six provinces. The community forums gave citizens the opportunity to make recommendations to the National Election Committee, while the investigative reports shed light on problems with the electoral process.

Election Monitoring

Amount: \$3,520 USD
Timeframe: July 2013 - Oct. 2013
Donor: SEAPA & OSF

Aimed at stimulating pre-election debate and building the capacity of journalists engaged in election reporting, this project held two town hall meetings and journalist trainings each in Phnom Penh and Ratanakiri/Mondulkiri. The project also entailed a post-election forum in Phnom Penh, where participants examined media coverage of the election and presented lessons learned by media workers covering the election.

Human Rights Defenders in the Cyber Age

Amount: \$195,791 USD
Timeframe: Jan. - Dec. 2014 (ongoing)
Donor: Diakonia

CCIM trained 36 journalists from 12 provinces on the use of Information Communications Technology in recording and reporting of human rights abuses. Journalists were equipped with smart phones to assist in their reporting and received training on social media advocacy and cybersecurity. Trainees contributed 46 reports to VOD, giving an accurate and intimate picture of human rights abuses that otherwise would likely have gone unreported.



Advocacy

Advocating for free expression and other basic human rights remains a cornerstone of CCIM's mission. In 2013, the Cambodian government took drastic steps to crack down on the rights of free expression in the lead up to and fall-out from the National Elections, and CCIM continued to highlight these human rights abuses for its audience and the international community.

Spotlighting Human Rights Abuses to the UN

CCIM partnered with local NGOs to produce two joint submissions analyzing the situation of freedom of expression and freedom of the press as part of the United Nations Human Rights Council's (UNHCR) Universal Periodic Review (UPR) of Cambodia. The UPR is meant to prompt improvements in the human rights situations of the countries it covers.

The UNHCR's Summary of Stakeholder Information, published in November, incorporated facts from both of CCIM's submissions, including acknowledgments that: Cambodia has failed to pass an Access to Information law, official records are kept secret, online content is censored and Internet access is restricted, and there is not equal access to media for all political parties.

The UNHCR will review submissions to the UPR on Jan. 28, 2014, making recommendations to the Cambodian government to address human rights abuses.

Access to Information

CCIM partnered with UNESCO and the Cambodian Advocacy and Policy Institute to advocate for Access to Information (A2I) rights and legislation throughout 2013. Together, the three hosted a national workshop to educate more than 200 civil society leaders on this right.

On International Right to Know Day on Sept. 28, VOD hosted a special radio program on A2I, and CCIM sent messages to more than 800 people saying, "We need an access to information law." CCIM also worked extensively with Canada Fund to host community forums designed to encourage dialogue on A2I and community problem solving. Throughout the year, CCIM partnered with API to air a weekly radio show on A2I. The show featured a number of formats including round-table discussions, guest speakers and listener call-in segments.

Freedom of Expression

Some of CCIM's most successful work in the area of freedom of expression came after the National Election Committee (NEC) issued two directives limiting the operations of local radio stations in the lead-up to the July 28 national elections. CCIM responded in a joint press release with 24 other Cambodian CSOs, urging the government to rescind the "shocking measures to censor Cambodia's

local news media." CCIM continued to push the issue in meetings with the UN Special Rapporteur on Human Rights and with the U.S., Australian, and U.K. embassies. In the face of tremendous local and international pressure, the NEC eventually partially rescinded the bans.

CCIM was also active in other media freedom advocacy, issuing 29 press releases in 2013 — urging the political elite to guarantee Cambodian citizens their inalienable rights to media freedom, condemning police brutality against peaceful protesters, lobbying for transparency in Cambodia's TV licensing system, and celebrating press freedom on World Radio Day and World Press Freedom Day.

Free & Fair Elections

In addition to publishing and broadcasting extensive reports on Cambodia's national election, CCIM also partnered with SIDA to host six community forums to promote participation in the democratic process. Almost 700 people joined, taking the chance to pass on concerns and recommendations to the National Election Committee (NEC). As part of the project, VOD reporters conducted four investigative reports into the election. The project yielded a host of recommendations to the NEC, which will be released in February.

On Election Day itself, CCIM representatives joined a coalition of local civil society organizations and election observers in the Committee for Free and Fair Elections in Cambodia (COMFREL) Election Day Situation Room.

Gender Equality

CCIM recognizes that media play a crucial role in promoting women's rights. In 2013, CCIM made gender equality one of its four core values and engaged in a number of advocacy activities designed to promote full participation of women at all levels of society.

Partnering with the Cambodian Committee for Women, VOD broadcast a weekly radio show about gender-based violence. VOD also produced a feature series highlighting the opinions of beer promotion women. Both shows were participatory, helping to raise awareness of gender-based violence and workers' rights, complementing the work of CCIM's new garment workers project.

CCIM also participated in the UNESCO-organized Global Forum on Media and Gender in December. The forum aimed to evaluate trends in gender inequalities in the media and to formulate collective solutions to reduce gender disparities. As a new member of the recently established Global Alliance on Media and Gender, CCIM is committed to continue promoting gender equality and women's empowerment issues — notably through the enforcement of women's rights to freedom of expression and access to information.



Justice for Journalists

CCIM continued its crusade to achieve justice for murdered journalists throughout 2013. On Nov. 21, CCIM co-organized a "Vigil to End Impunity" for those who commit violence against journalists. The vigil was held at Olympic Stadium, the site of the 2008 murder of journalist Khim Sambo. Supporters wore red scarves and marched with banners and lotus flowers in memory of the slain journalists.

In a joint press release issued ahead of the event, CCIM Executive Director Pa Ngoun Teang said the lack of justice for Cambodian journalists "results in a climate of complete impunity for those who wish to use violence to silence critical voices ... (and) gives rise to self-censorship among journalists." © VOD



Spreading Freedom of Expression

Despite decrees that monks should not engage in political activism, many monks continued to exercise their rights to Freedom of Expression and were present at protests throughout 2013. CCIM values the rights of all citizens, regardless of status, to engage in the basic human right of freedom of expression, and the issues of expression and access to information played a central role in VOD programming and CCIM community forums throughout the year. © VOD

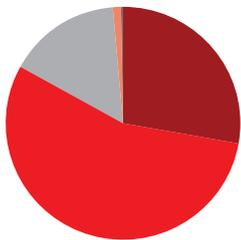
Finances

Funding for CCIM comes through the generosity of donors as well as via advertising and production sales made through CCIM's marketing team. In 2013, the fundraising and marketing teams worked together to raise more than \$800,000 USD for CCIM and VOD core media activities and projects.

Marketing & Sales

The CCIM Marketing team brought in \$208,733 in self-generated income from sales and advertising in 2013. Though the number represents a slight decrease (just under 8%) from 2012, it also reflects the loss of advertisers experienced as a result of poor sound quality on Sarika FM earlier in the year. Following the installation of a new transmitter and antenna in October, November sales spiked to represent the best month of the year.

The bulk of self-generated marketing income in 2013 came from air-time sales to NGOs, which accounted for 55% of overall marketing income, followed by airtime sales to private companies and sales of media production services.



Self-generated Marketing Income

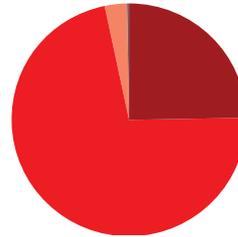
- 55% Airtime sales to NGOs
- 28% Airtime sales to companies
- 16% Production services
- 1% Website ad sales
- <1% MePro network sales

The media market in Cambodia is still small, and the operational costs for radio and other mediums is high, limiting the ability to raise funds commercially through advertising and making the market for airtime ad sales highly competitive. To remain competitive and to ensure the sustainability of its radio stations, CCIM needs to diversify its media businesses while strengthening the capacity of its business and marketing teams.

To further this goal, the Marketing team in 2013 began drafting a Strategic Marketing Plan for 2014 – 2016, a document that included a comprehensive assessment of the strengths and weaknesses of each of VOD's competitors in both the broadcast and online platforms.

Fundraising

In 2013, CCIM's fundraising team worked with ten different donors who provided core and project funding. At the same time, the fundraising team managed to secure funds for 2014 from three core donors: Diakonia, DCA-CA and OSF. This brings CCIM's fundraising team to good start for 2014, although CCIM is currently seeking additional core donors to cover a projected shortfall.

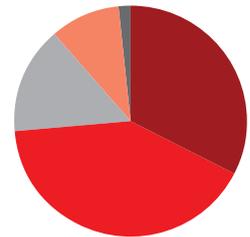


Total Income 2013

- 72% Donors
- 25% Marketing revenue
- 3% Private funding
- <1% Interest

Total Expenditures 2013

- 41% Media Production
- 33% Project activities
- 15% Equipment costs
- 10% Administrative costs
- 2% Other expenses



CCIM's fundraising team has also secured funds for four projects in 2014. The fundraising team submitted eight successful proposals this year, securing funding for projects, core expenses and equipment.

Like the marketing team, the fundraising team in 2013 began drafting a new Fundraising Strategy that will aim to strengthen CCIM's independence by securing funds not only from institutional donors but also from private donors, including companies and individuals. By 2016, CCIM aims to secure 25% of its fundraising from private donors and individuals, a goal that would significantly increase CCIM's independence and sustainability.

2013 Donor Listing		
Donor	Funding Type	Amount
ANSA-EAP	project	\$4,063
Canada Fund	project	\$301
DanChurchAid/ ChristianAid	core/project	\$88,959
Diakonia	core/project	\$143,199
Open Society Foundations	core	\$84,000
Rosa Luxemburg Stiftung	project	\$25,186
Transparency International	project	\$25,000
UNESCO	project	\$15,653
UNOHCHR	project	\$618

2014 Secured Donors	
Referrer Site	Funding Type
DanChurchAid/ChristianAid	core/project
Diakonia	core/project
European Union	project
Open Society Foundations	core
Rosa Luxemburg Stiftung	project
Transparency International	project



Conclusion

Cambodia's National Elections and the widespread political protests that followed played a pivotal role for CCIM in 2013, increasing awareness of the impediments to independent media and freedom of expression in Cambodia while at the same time increasing the public demand for both. This trend drove a move to social media and the Internet, which are unquestionably the new frontier, not only of independent media, but also of advocacy work in Cambodia.

This presents exciting new opportunities for expansion of VOD programming, with the introduction of Online TV, a VOD smart phone application, and an interactive calling system all set to take place in 2014, expanding VOD's reach to anyone with Internet or a cell phone.

None of these services would be possible without the Internet, and therefore, CCIM must be increasingly vigilant against threats to freedom of expression on the Internet. Though the Royal Government of Cambodia has previously allowed Internet use in the Kingdom to go uncensored, there are increasing signs that the government is looking to curtail free speech on the Internet, including the defamation sentence handed down against a Face-

book user as this report was being prepared in February 2014, for mild complaints she had aired against a rival business owner on the social media site.

Continued use of Cambodia's Penal Code to silence free speech online or the passage of a rumored Cybercrime Law could substantially affect VOD's efforts to spread news via this developing medium that holds such great promise to help CCIM realize its mission of promoting democratic governance and human rights through development of a pluralistic and independent media environment in Cambodia.

These crackdowns on freedom of expression pose a grave threat to independent media, but CCIM plans to turn this challenge into an opportunity to increase the professionalism and effectiveness of its advocacy for Access to Information and Freedom of Expression. With the help of an organizational Communications & Advocacy Strategy, CCIM will be able to raise its profile on these issues at the national and regional levels while increasing the chance for this advocacy to make a real impact on everyday Cambodians' ability to freely and fully participate in a democratic society.



Looking Forward

As Cambodian citizens showed an increased willingness throughout 2013 to practice their rights to freedom of expression and freedom of assembly, the Cambodian government showed an increasing willingness to crack down on citizens exercising those rights. The government likewise took steps to reign in the media, recognizing the role that news media, and, increasingly, social media, play in informing citizens of their rights. In 2014, CCIM will continue to struggle against government restrictions on the press and on free expression, two of the most vital components of a functioning democracy. © VOD

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