

Media and good governance in Cambodia

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Ministry of Women's and Veterans' Affairs
Royal Government of Cambodia

SEMINAR ON
MEDIA AND GOOD GOVERNANCE
PERSPECTIVE FROM CAMBODIA, LAOS & VIETNAM
Date : 10-12 December 1999

Presented by SUM MEAN. LINDA

Deputy Director
Information Department

Distinguished Participants,
Colleagues,
Ladies and Gentlemen,

I am very happy to be here today and take part in this panel presentation on MEDIA & GOOD GOVERNANCE in Cambodia and share my experiences. As woman from a nation torn by over two decades of war, I am forever grateful for women in Asian country to share experience in Media & Good Governance in Cambodia. I believe that for seminar like this, we bring our diversity, our traditional and our personal threng – and we take back, with more confidence, a common reality: Women are born governors.

Women and the media

The number of women working in the media has increased. More and more women are working in women's media or journalism, women announcers and newscaster are increasingly on television, and women reporter have

distinguished themselves in the profession, in particular in the past few years. Such the major changes may suggest that the image of women and negative gender-based stereotyping is changing.

However we may also wonder whether this trend is real, and whether it involves all media, in particular in term of access to decision-making posts. It means women will be in good position as a leader, governor.

Therefore, the generous participation of women in media/decision-making or in the law it is not only in order to continue the work or to protect the advantage of women. Rather it is to the advance of the democratic system, the changing of politics, good government and the established of justice in the society for all the citizens.

The change and challenge of Women in Media

The new and advance technologies came to Cambodia. There are so many new systems of multimedia, Network trend and Web side. As a Media practitioner has a responsibility to their article for broadcast, publish aimed to increase awareness to the public must be neutral and fair from the government side. It is not simply to my ministry, because we lack of funding.

For an example to eliminate domestic violence we need to raise the spot in the TV or show the drama, we are as a focal point and have the staff to work with Project Against Domestic Violence (PADV).

Media is play a very important role in the good governance to raising the awareness of new law or governance. I think my Ministry has more difficulties to challenges with media. However we cannot work without media in the daily life.

The major point which raise the question of what it is that women can contribute which is different from men when women participate actively in media and in decision-making?. Women have the potential to participate in media and decision-making separately from men. Because at least she can write or advocate for women that has been forgotten for long time ago.

Mass Media help to promote the rule of law

We have the limitation from the government side to promote the rule of law. The media practitioner must know very clear what are we going to do? What for? and for who? Related to the daily life of the people. We should know where is that original of the problem from and if; we try to advocate/campaign of this issue to the law maker, where will the benefit to women. As we seen in the National Assembly there are 12 women among 122 seats and in the Senate there are 8 out of 62. In the executive sector, we have 24 ministries and 2 state secretariats and those, there are two women ministers and 4 state secretaries and 5 under-secretaries of state. In the 23 province /municipalities, there are no female governors at all and there is just one who is vice-governor of province. The governor of districts and khan, the commune chiefs, heads of sangkat are currently undergoing change and preparing for elections in the near future. However, there were not many women before- there were two women districts vice-governor out of 172 districts, and there were only ten women commune chiefs out of the total of 1,600 commune.

As you hearing this is a real change in the society, when women have appropriate role in media, politics and in leadership only when there is unity within the society and among women themselves. The whole society, in the family and among neighbors and colleagues, must change the views, which diminish the society into progressive views about equality, valuing women and raising their morale to help provide the experience and sufficient opportunities for them to participate in all sectors.

Changing Attitudes and Behavcirs through Alternative Media

The Ministry has formulated a plan of action and proposal for Information, Education and Communication (IEC) as the medium to engage the general public in critical issue which the nation is facing: trafficking and exploitation of women and children, violence against women, HIV/AIDS, cultural attitudes towards women.

The IEC program proposed by the Ministry will mobilize communities to find solutions to the problems and will use traditional forms of culture and arts to promote key messages for change.

Hope can be gained from the presence, though limited of women working outside the home and other positive roles in media. Also when news does focus on women and their roles diversified then news on Cambodian women would significantly contribute to the advancement of women by the media and good governance to the society.

Nevertheless, the media as a whole have become an important future of the cultural environment in which most children grow up.

The mass media foster is very effective way to raise of awareness at all issue. In conclusion, I strongly hope that the results of this seminar on Media & Good Governance will truly help push the Royal Kingdom of Cambodia towards a progressive future on par with other countries.

I would like very great thank to Asian Media Information an Communication Centre Singapore (amic), especially Mr. Jose Ma.G.Carlos, Head Seminar & Institutional Development Programme.

Thank for your attention

Difficulties/ Challenge of the Media

- Lack of funding
- Technology
- No equipment
- Staff capacity
- Need the time

CHARACTERISTIC OF GOOD GOVERNANCE

- 1-Give the service to the public
- 2-Participation from people
- 3-Give the chance to the public
- 4-Transparency / Fairness
- 5-Responsibilities
- 6-Good management

BENEFITS OF GOOD GOVERNANCE

- FAVORIED OF PEOPLE
- PROMOTED OF ALL GENEAL ISSUE
- SAFETY
- GOVENMENT STAFF GOT THE COSILATION AND FAVORIED
- THE PEOPLE WILL VOTE FOR THE SAME LEADER AGAIN