



**WOMEN MEDIA CENTER  
OF CAMBODIA**

WOMEN AND MEN UNITED TO END  
VIOLENCE AGAINST WOMEN AND GIRLS



# FOUR YEARS IMPACT EVALUATION REPORT

2006-2009

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Supported by



MAY 2009

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## ACKNOWLEDGEMENTS

This report reflects findings, conclusions and recommendations from four year impact evaluation work carried out between Februarys - May 2009.

The evaluation was done by a team led by Umakant Singh (Team Leader), Nhim Dalen, Bunna Kaknika, Ly Seav Huong, No Migy, Soth Kim Leang, Heng Thona, Son Lyna, Touch Soton, Mok Sokha, Yi Rasy, Sam Dany, Sunn Ratana, Yorn Channita, Chout Nary, Khiev Vunthoun, Mak Chamrong and Rany.

Thanks go to the many individuals who gave generously of their time, experience and insights during the research for this report. Annex C provides a List of people interviewed during the process. The evaluation team is grateful for all assistance received from commune council member of the commune visited for the population based survey. Most importantly, we would express our deepest gratitude to men and women who participated in focus group discussions and shared their perspectives on women issues.

A stakeholder consultation meeting on preliminary finding held on 25<sup>th</sup> May 2009 provided a valuable opportunity to discuss the finding, conclusions and recommendations of the report.

We would like to give special thanks to the Business Development and External Relation Department for providing valuable assistance and guidance to the team. In particular we would like to thank Dr. kem Ley, Business Development and external relation director WMC lead adviser for the evaluation and Heng thona, Soth kim Leang, in the BDER department for providing continuous guidance, support, and assistance throughout the process.

We would like to thanks Oxfam Novib for providing financial support for this evaluation. We also wish to thank Babeth Lefur, Oxfam Novib for providing guidance on proposed evaluation methodologies and comments on submitted draft report.

## EXECUTIVE SUMMARY

"Land Grow The Rice, Women Grow The Man"  
Khmer Proverb

**Introduction:** This report presents the findings, conclusions and recommendations of an evaluation of WMC overall organization and in particularly project supported by the Oxfam-Novib, carried out between Feb and May 2009. The main purpose of the evaluation was to assess the impact WMC TV production and radio recording are having on achieving gender equality and women empowerment and to provide guidance on its future strategy.

Women's Media Centre (WMC) is one of Cambodia's premier media organizations. WMC is considered a role model as an organization founded and run by women. WMC was born from a movement to increase the participation of women in the democratic process during the UN-sponsored elections in 1993. The WMC delivers innovative, national awareness and informative program on a diverse range of issues affecting contemporary Cambodia, with a special focus on the roles and rights of Cambodian women. The mission of WMC is to use the media to promote social, legal, political and economic empowerment of the women and children in a variety of ways. It also conducts media monitoring activities and is recognised by the Cambodian government as a partner in improving the status of women in media.

Four-year WMC Projects (2006-2009) under the support from Oxfam Novib has supported TV Programs and Mobile Broadcasting unit in two provinces. The TV magazine produced under the project focused on removing gender disparities such as unequal access to education, paid employment, land ownership, economic empowerment, women leadership, reproductive health care, vulnerability to HIV/AIDS and trafficking. A majority of WMC other current programming is dedicated to women's issues such as women's rights, human rights, reproductive health, HIV/AIDS, trafficking, elections, domestic violence, leadership, sexual assaults, drug abuse, rule of law, decentralization, poverty, Civil Society Dialogue and Public Awareness Raising, rape, land dispute/conflicts etc.

**Methodology:** The evaluation is based on quantitative (household survey) and qualitative methods (desk reviews of document, Key informant interview with 31 stakeholder, 5 focus group discussions, staff workshop, and observation). The preliminary finding was presented to WMC management, staff and key stakeholder from Government, civil society, and development partners. The research team included total 18 people, 10 female and 8 male members. The data for evaluation were collected during February - May 2009. The evaluation included review of a project document, wide range of literature on women empowerment, publication of the government, donor and non-governmental organizations including further analysis of population based survey data done for the evaluation. The evaluation greatly benefited from the Cambodia Gender Assessment 2004 and 2008, preliminary data of the Cambodia Population survey 2008. The evaluation has tried to track gender equality and women's rights issues over time and note the trends and changes in attitudes and practices, and provided recommendation for scale up and future program strategy. It is to be noted that the evaluation find difficult to determine the impact of WMC TV and Radio production as there were no comparable baseline data and no control/comparison province were selected before the start of the project. The impact of mass media is difficult to measure as program intervention is at all over Cambodia unlike other organizations who have certain intervention province, village and commune.

**Finding and Analysis:** The WMC commenced this project in April 2005 and made concrete progress over the 4 years towards achieving its project objectives which focused on women empowerment, gender equality and other women issue.

Overall, WMC strategies and project objectives have been relevant, both to the priorities of the countries and to Oxfam Novib Strategic Plan 2007-2009 for Cambodia and have been responsive to changes in both. Most of the feedback on the quality of WMC TV production and Radio program was very positive. WMC is perceived as a unique organization as media run by women and with focus on women issue.

WMC is highly effective in terms of completing all the activities as given in the annual work plan and submitting various reports to donors and stakeholder on time. WMC has used a broad range of social change strategies to promote gender equality and women empowerment, which is according to respondent, is right strategies to achieve WMC objectives. These include: 1) working with government to promote change in policy and practice; 2) community mobilization; 3) organizational development and strengthening; 4) community education and awareness, 5) individual skills building and 6) research, monitoring and evaluation and 7) building effective networks and coalitions. WMC seems to know the limits of what they can and cannot say and generally veers away from political discussions focusing more on less threatening issues to avoid influence from any political party.

According to some representative of the NGO and Donor agencies, WMC is a good candidate for the future sustainability. WMC is considered as neutral and unbiased information sources. The stakeholder perception of WMC is generally very positive and WMC is seen as flexible, organization good for partnership, having a strong and genuine desire to work for women issue.

**Key Finding:**

- A good progress has also been achieved in strengthening the legal framework to address women issues. Cambodia now have a gender responsive National Strategic Development Plan and have passed key pieces of legislation protecting the rights of women including the Law on the Prevention of Domestic Violence and the Protection of the Victims and the Law on the Suppression of Trafficking in Humans and Sexual Exploitation 2008. But their effective implementation is limited; a major constraint is financial and human resources for implementation.
- Good progress has been achieved in increasing the number of women holding decision making position at national and sub-national. But women lack political skill and experience.
- Wage employment is increasing and women's share of wage employment has achieved parity in agriculture and industry. However Women's share of wage employment in services has not achieved parity. With economic crisis women in garment factory and entertainment sector are becoming vulnerable to various kind of exploitation.
- The 90% of the respondent had access to either TV or radio or both within last one month. The access to television is more than radio in Phnom Penh. The accessibility of Radio and Television is same in the rural area, with radio having slightly more than TV. This means that radio is still primary channel of communication due to non availability of electricity for running TV and widespread poverty in the rural area.
- The 96% of the respondent who have access to TV and radio have you heard or seen the WMC TV and FM 102 radio program. However when asked to recognize WMC Logo, only 80% respondent could recognize it and only 30 to 40% respondent recognize the 3 posters of the WMC TV program.

- The impact of mass media was clearly indicated through several survey and research done in Cambodia. for example mass media is source of information on HIV/AIDS for 82% selected target groups such as Moto taxi driver, Direct Female Sex Workers, Beer Promotion Girls and Beer Garden Girl and principal sources of public information is 79.8% Radio and 78.2% TV.
- Though 99% of the respondents (99% Female and 100% male) know about HIV/AIDS, but only 37% (30% Female and 44% male) had ever done HIV testing. The knowledge about Mother to child transmission of HIV was 85% but only 54% knew that it can be prevented.
- The 94.6% of the respondent agreed with the statement "Do you think that violence against women is wrongful behaviour and a criminal act?" however 52% of the respondent agreed at least one reason of wife beating as acceptable and many respondent accepted beating if husband finds out that she has been unfaithful.
- Most of the decision is made by husband and wife jointly except how to spend family income, where wife make decision (63%).
- There is evidence of increased awareness of women's rights and gender equality. Around 90% of both male and female respondent agrees with all the statement. However Only 79% of the male agree that there is need for women to stand in election for public office.

**Conclusion:** The findings from the evaluation suggested that WMC TV and radio program in the period 2006-2009 had a positive impact on increasing women decision making position at national levels, awareness of women's rights and attitude and behaviour regarding gender equality and women's rights are changing. It is clear from the view expressed by stakeholders during the course of this evaluation that the quality of WMC TV and radio production is excellent and professional. WMC was very effective in the period under evaluation as it was able to achieve all the objective of the project. Most of the important decisions are made by husband and wife jointly. There is improvement in education of younger age female, domestic violence against women has decreased. However, there are major problems, especially in the area of domestic violence, while most respondents felt that the use of violence is illegal, 52% of the respondent agreed at least one reason of wife beating as acceptable. The gender attitudes and relations enshrined in the Chbap Srey, the traditional code of conduct for women, and male attitudes and behaviour, remain obstacles to achieving gender equality in all aspects of social, economic and political life.

**The recommendations** have been grouped into three sections.

#### **Recommendations to increase program Efficiency and sustainability**

- WMC should have a full time Gender advisor for providing technical assistance and mainstreaming gender into TV and Radio program.
- To improve the decision making process in the WMC, a review be conducted and attempt should be made to decentralize it further.
- Establish Project Advisory Panels with a number of different stakeholders from government; partners and clients; organization working on women issue and human right; and community and religious leader to increase support for and collaboration on the project.
- WMC staff should become more proactive by seeking comment, suggestion from partners and client.
- WMC should seek membership to various networks or committee specially related to Women and Human right for example CAMBOW.

### **Recommendations for WMC projects and programs strategy**

- WMC should design and implement more focused program combined with use of Multi Mass Media (TV, Radio, Print, Website, Outreach, Training, Research, Mobile broadcasting, Viewers and listeners club) approach to specific issue (for example rape or Marital rape or Domestic violence or Violence towards sex worker etc) to provide relevant information and guidance to people.
- WMC program and projects should involve and target gender and not only to women and women's rights.
- WMC should increase partnership with community based organization (CBO), commune council member, village chiefs to bring the community voice to the larger audience
- The WMC program should direct its effort to achieve Ministry of Women Affair Strategic Plan- Neary Rattanak III (In draft) strategic priorities.
- Produce a TV/Radio reality show series with an aim to educate and entertain,
- Topics and format of the TV/radio program are program on Impact of Global financial crisis on women; Trafficking of Women and Children; Rape of young women and children; Marital Rape; Access to land for the poor family in particularly women headed household; career counselling for the young girls and alternative employment of the garment factory worker, Women and health in particularly mother to Child transmission of HIV/AIDS and spousal transmission of HIV/AIDS.

### **Recommendations For the donor support technically and financially:**

- Expansion of mobile broadcasting to remote area in all provinces and in particularly Ratnakiri, Mondulkiri, Kratie, Svay Rieng, Prey Veng
- The development of the organizational capacity in particularly technical skill in media production and allow the maintenance of skilled staff on a long term basis and staff capacity building activities.
- The development of the policies guideline such as General Operational Manual, Gender Policy, Volunteer Policy, Staff Council Policy, Child Protection Policy, Good Governance Policy, Grant Agreement Policy, Monitoring and Evaluation Guideline (M&E Guideline), M&E Plan, M&E Frame-Works, Technical & Financial Audit Policy, HIV Work-Place Policy, Donors' Compliance policy, Communication Package, Effective Advocacy Tool, Media Marketing Tool.
- The capacity building for women candidates for election

## INTRODUCTION

This report presents the findings, conclusions and recommendations of an evaluation of WMC overall organization and in particularly project supported by the Oxfam-Novib, carried out between Feb and April 2009. The purpose of the evaluation was to assess the impact WMC TV production and radio recording are having on achieving gender equality and women empowerment and to provide guidance on its future strategy.

According to the Human Development Report 2007-2008, Cambodia ranks 131 out 177 countries on the Human Development Index. The Human Poverty Index for Cambodia is 38.6 – it ranks 85th among 108 developing countries for which the index has been calculated. 80% of the total population lives in rural area and is employed in agriculture. Poverty incidence was reduced from an estimated 45-50 percent in 1993-94 to 30 percent in 2007. Over the past decade Cambodia has more than doubled its income per capita, from US\$285 in 1997 to US\$593 in 2007. This doubling has been accompanied by integration into the global economy; a shift of jobs from agriculture to manufacturing; a demographic transition; and migration from rural to urban areas. Since 1993, the country has experienced sustained economic growth, mainly in three areas: garment industry, tourism and construction. The garment industry employs around 300,000 people, 80% of them young women, mostly from the rural areas.

Women's Media Centre (WMC) is one of Cambodia's premier media organizations. WMC is considered a role model as an organization founded and run by women. WMC was born from a movement to increase the participation of women in the democratic process during the UN-sponsored elections in 1993. The WMC delivers innovative, national awareness and informative program on a diverse range of issues affecting contemporary Cambodia, with a special focus on the roles and rights of Cambodian women. The mission of WMC is to use the media to promote social, legal, political and economic empowerment of the women and children in a variety of ways. It also conducts media monitoring activities and is recognized by the Cambodian government as a partner in improving the status of women.

The Women's Media Centre of Cambodia carries out media campaigns on various issues concerning women and children by producing video and radio program. WMC has a radio station which reaches to about 60% of the population, through which it broadcast its own program and rent air time to four radios namely, Radio free Asia (RFA), Voice of America (VOA), Radio France International (RFI), Radio Australia Broadcasting Corporation (Radio ABC) and other partner organization. Its TV productions are telecasted through other National TV station, provincial cable television, and through mobile broadcasting unit.

WMC recognizes that changing deeply held beliefs about gender roles and relations requires comprehensive and multifaceted strategies. To bringing about sustained change WMC addresses the many forces shaping individual and community norms and practices including: traditions and cultures, government policies, laws and institutions, the family as well as the economic, political and social pressures that shape and reinforce those values. WMC has build relationships with non-traditional partners and works closely with a range of organizations and individuals—women's rights organizations, government departments, faith based organizations, university researchers and human rights advocates.



## PROJECT BACKGROUND

Four-year WMC Projects (2008-2009) under the support from Oxfam Novib has supported TV programs and mobile broadcasting unit in two provinces. The TV magazine produced under the project focused on removing gender disparities such as unequal access to education, paid employment, land ownership, economic empowerment, women leadership, reproductive health care, vulnerability to HIV/AIDS and trafficking.

The overall goal of this Oxfam-Novib-funded project was to use evidence based media production for promoting gender equality and women's status through economic, political, sexual and reproductive empowerment, reduction in domestic violence, enable women to fully exercise their right, enable women to able to access resources and to have equal opportunities.

The project had the following objectives:

1. Transforming public attitudes and perception that hinder the development of women's potential.
2. Raising awareness of policy makers and the public about issues which negatively impact on women and children.
3. Strengthening democracy and increasing women's participation and leadership in development and in public life.
4. Integrating gender into legislation and development policy and strengthening their implementation.
5. Ensuring that WMC can continue to function and provide high quality programs, and building and developing the organization to become more proactive, efficient and sustainable.

The Project outcomes were:

1. Cambodia society recognizes that women's rights are human rights that are to be respected, valued and enforced by all concerned.
2. Reducing discrimination against women, increasing public awareness about women's and children's rights.
3. Legislation and public policy is engendered, laws are better enforced and policy implemented.
4. The WMC and its staffs continue to fulfil a unique role in Cambodia civil society as Cambodia's only WMC
5. The WMC continues to improve the quality of its programs, its outreach to and impact on the Cambodian people.

Over the four year period, WMC received funds from Oxfam Novib US\$695,783.00 (US Dollar six hundred ninety five thousand, seven hundred eighty three) which covered personnel salaries, overhead costs, operation costs, production costs, and contingency costs. The Fund from Oxfam Novib covered approximately 40% of total fund from all donors excluding WMC self generated income in 2008.

A majority of WMC current programming is dedicated to women's issues such as women's rights, human rights, reproductive health, HIV/AIDS, trafficking, elections, domestic violence, leadership, sexual assaults, drug abuse, rule of law, decentralization, poverty, Civil Society Dialogue and Public Awareness Raising, rape, land dispute/conflicts etc.

## METHODOLOGY

In the light of Oxfam Novib supported four year project coming to end in 2009, Oxfam Novib commissioned this end of the project evaluation. As Oxfam Novib is a major donor of WMC and had supported organization development activities including management restructuring in 2007, it was decided to do evaluation of the overall WMC and impact of TV/Radio program. General objective of the evaluation was to assess the relevance, performance (effectiveness and efficiency) and successes (outcome, impact and sustainability) of the project, draw lesson learned, case studies and make recommendation for future strategy, project scale up and replicating processes. The specific objectives of the evaluation as stated in the Terms of Reference are:

- To assess the process, coverage, outcomes (intended and unintended) of the project based on the desired outcomes in the project document.
- To assess the policy and practical changes occurred to which outcomes have contributed
- To whether and to what extend the project took gender dimension into account and the project promoted gender sensitive approach to formulation and implementation
- To assess the contribution have been made to women's empowerment and furthering gender equality
- To identify potential lesson learned and draw the most relevant case studies about the effectiveness of the intervention strategies used in order to achieve the desired outcomes, policy and practical changes.
- To look at the possibility of scaling up of the project and replication
- To assess the contribution of the project to the National Strategic Plan Development and Cambodia Millennium Development Goal (CMDG)

The main objective of the evaluation was to assess the relevance, effectiveness, efficiency, sustainability and measure impact of the WMC TV and radio production in particularly 4 year project supported by Oxfam Novib, are having on achieving gender equality and women empowerment. The study evaluates the effect of the WMC projects and program on a variety of measures of women's status. At the WMC Management and staff consultation meeting to agree on conceptual framework and research methodology, it was agreed to collect information for measuring impact regarding exposure to mass media, popularity of the WMC TV/Radio program, women political participation, women and education, women participation in household decision, women autonomy, attitude toward spousal abuse, percentage of people aware that violence against women is wrongful behaviour and a criminal act, percentage of total fund derived from self generated income.

Since the mandate was to measure the change after a developmental intervention and baseline data was not available, deeper research was done through open ended questions especially through focus group discussions and in-depth interview among the key individuals who have been involved and know about the situation of the program from the beginning of the program and even before the program had actually started its implementation, on the condition of any specific area where improvement has happened as a result of an intervention. The Fair Share of Women: Cambodia Gender Assessment 2004 and 2008 was also reviewed to get baseline data.

The Terms of Reference clearly specify the expectations for the evaluation methodology, which was to include a range of methodologies as follows:

The evaluation is based on quantitative (household survey) and qualitative methods (desk reviews of document, Key informant interview, focus group discussions, staff workshop, and

observation). The preliminary finding was presented to WMC management and staff and key stakeholder from Government, civil society, and development partners. The research team included total 18 people, 10 female and 8 male members.

**Desk Review of Documents:** A desk review of documents included WMC strategic Plan 2005-2009; Oxfam Novib Strategic plan 2007-2010 for Cambodia; WMC project document; WMC Oxfam-Novib annual report 2006, 2007 and 2008; WMC Annual report 2006, 2007 and 2008; wide range of literature on women empowerment; publication of the government, donor and non-governmental organizations including further analysis of population based survey data was done for the evaluation. The evaluation greatly benefited from the Cambodia Gender Assessment 2004 and 2008 "A fair share for women"; and Cambodia Population Census Provisional report 2008. The evaluation also included a review of major policy documents, particularly the National Strategic Development Plan 2006-2010 (NSDP); the Cambodia Millennium Development Goals (CMDGs); the concluding comments of the CEDAW Committee on Cambodia's combined Initial, Second, and Third Periodic Report on the implementation of the Convention to Eliminate All Forms of Discrimination Against Women (2006).

**Key Informant Interview:** A total of 31 interviews with key informants were conducted with government representatives (4 individuals total) from the Ministry of women affair, Ministry of Interior, Ministry of education ,youth and sport, and Ministry of information, one person each from 3 UN agencies (UNFPA, UNIAP and UNIFEM); 4 preventatives from donor agencies ( East West Management institute, European Commission, Danchurch AIDS, Dakonia); 5 representatives of NGO partner and stakeholder, including Cambodian Women Crisis Centre (CWCC), Gender and Development/ Cambodia (GAD/C), CHEC, TV3, two with Cambodian business women and general audience and 8 with commune leader and village chief and 4 representative of the WMC staff and management (Details of the persons interviewed are in Annex E).

**Focus Group Discussion:** Research team held 5 focus group discussions with women and men (8 to 10 each) and 1 round table discussion with university student (30 men and women). One Female and one male FGD facilitator along with one minute taker conducted all the FGD. The discussions focused on collecting qualitative information regarding popularity of WMC radio and TV documentary and suggestions to improve TV /Radio program and women current issue.. (Details of question and story used for discussion are in Annex E).

**Workshop with WMC staff:** A half day participatory evaluation workshop was conducted with participation from staff and management closely working on Oxfam Novib Project of WMC, BDER department, Radio department, HT and MT unit of the TV production department. Participant were asked to assess the achievement of the project, lesson learned, case study if any, identify challenges and provide recommendation.

**Population Based Survey:** The study purposively selected four different provinces and municipalities namely Phnom Penh, Pursat, Takeo and Kratei province. The four communes were randomly selected from each of the four provinces. The communes in Phnom Penh were sub urban; Takeo had good access to road and was only 3 to 5 KM away from major road. However Pursat and Kratei was very remote commune (Details of the Sites Visited and selection basis are in Annex E). The interviewer were trained on Women issue, Women empowerment, Domestic violence, data collection methods, interviewing skill, use of questionnaire at one day training workshop. As a part of capacity development, the 15 WMC staffs also attended interviewer training and were involved in the questionnaire development and pre-testing of questionnaire. Two staffs of WMC were involved in survey as field coordinator and FGD facilitator.

The sample size was calculated using statistics formula (Yamane, 1960).  $n = N/(1 + N \cdot e^2)$  Where, n: sample size (respondent), N: total population, e: precision (10%) and at 90 percent confidential interval. Considering WMC target population is 60% of population of Cambodia (2008: 13,338,910). Sample Size for the survey was 400, but only 399 questionnaires were finally included for the data analysis.

**Profile of the Respondent:** The sample included a total of 399 respondents (85% female and 15% males), according to study design. The age range of the sample as per study design was 15-49 years old. The mean age was 33.5 years for Female and 35 years for male; 12% of the sample was aged 15-19. A considerable proportion of the respondents had very low education. 14.5 % had no education, 44.4% had primary level, 25% had lower secondary level and only 13.5% had higher secondary level. The majority of the respondents were married (76%) and 12.9% were never married. 64% of the female respondent said that she has occupation for which she is paid. The head of the Family of the household, 69% was male and 25% was a female and 6% was both male and female. In Phnom Penh, Capital city of Cambodia, women as head of the family was more in compared to other three provinces.

**Evaluation Report:** A first draft evaluation report was prepared and submitted to WMC management, who then circulated the draft report to all staff. The Team leader circulated the report to the research team members. A preliminary finding consultation meeting was held with WMC management and staff. Based on the TOR and assessment of the results, the second draft evaluation report including comment was prepared. A preliminary finding stakeholder consultation meeting was held to present and seek comment on evaluation findings, conclusion and recommendation. Second draft was circulated among stakeholder and WMC management and staff for seeking further comment. Based on comment received final evaluation was submitted to WMC management.

**Limitation of the Evaluation:** A number of limitations apply to the evaluation. They are:

- The impact of mass media is difficult to measure as program intervention is at all over Cambodia unlike other organizations who have certain intervention province, village and commune. The impact is even difficult for measuring the women empowerment as intervention is also by other stakeholder. WMC is a part of combined actions from different players who are working on gender issues like MoWA, UN Agencies, Women and human right NGO, Commune chief, and other stakeholder.
- Comparative comparison of the survey data cannot be done due to non availability of the baseline data and no control/comparison provinces were selected before the start of the project. However some baseline data were extracted from national survey and report previous to 2005.
- Survey data were collected only from 4 province and municipality out of 24 provinces even though TV and Radio has nationwide reach. So the survey finding cannot be generalized to whole population.
- Some questions related to domestic violence are very sensitive and it was observed that some respondent avoided answering this question. It should be noted that all respondent knew at least one household in the community having domestic violence.

## FINDINGS AND ANALYSIS

“Men are gold - Women are a piece of white cloth.”

### **SOCIAL-CULTURAL-ECONOMIC-POLITICAL CONTEXT:**

Above Khmer proverb compares girls to a piece of cotton wool, whereas a boy to a diamond. Cotton wool, when dropped into mud, never regains its purity regardless of how much it is washed, has deep negative consequences for women in Cambodian society. On the contrary, a diamond dropped into mud, can be picked up, washed and become as clean and sparkling as before it got dirty. Faced with such a cultural and traditional challenge, a woman is expected to obey her parents and elders, to be gentle and softly spoken. Cambodia society has a hierarchical and male-dominated political and social structure. Females are expected to conform to traditions and behave according to social norms. Traditional values define women's proper place as in the home, caring for husband and children and elderly relatives. Girls are strictly trained by mothers to display the appropriate manner, behavior and heterosexual relations as per the women's code (*chbap srey*). *Chbap srey* stipulates that an ideal woman (*srey krab lakkana*) is shy and reserved, does not go out alone and moves quietly without making a noise with her silk skirt, but can identify the merits of her husband and provide him with tactful advice. *Chbap srey* also stipulates ideal female sexuality: that is women should remain chaste until marriage, and, once married, should be faithful to their husbands.

Cambodian women traditionally have much higher social status than women in China or India. There are some reasons for this. Firstly, inheritance is bilinear, given equally to male and female children. Secondly, at the time of engagement, bride wealth (*tlay tuk doh*) is given to the bride's mother by the groom's mother. Lastly, young couples tended to reside within the bride's compound. Under the trinity of marriage, residence and inheritance, parents, especially mothers, consider daughters as important 'economic assets,' bringing into the family a male worker for rice cultivation and bride wealth.

Women make up approximately 52% of the population of 13.8 million. Eighty percent of the population lives in rural areas and earns their living from farming. Forty percent of the rural population and 10% of the urban population are classified as poor. The sex ratio (the number of males per 100 females) was at a very low level, 86, in the early 1980s owing to heavy mortality among men during the Khmer Rouge years. However, it has been showing gradual improvements since that time, and reached 94.2 in 2008. Women are expected to contribute more than their share to the labour force, in addition to raising families, often without men in the household who migrate to work in the city (This has another dimension of male member returning to rural area with HIV virus and women has to take care of his sickness and also get infected with HIV Virus). The garment industry has developed over the last decades, more and more young women have moved from impoverished rural areas to seek employment, adding an additional dynamic to the situation of older women left behind in the countryside.

The Royal Government of Cambodia (RGC) gives a high priority to uplifting and enhancing the social status of women by focusing attention on implementation of a gender strategy, building the capacity of women in all sectors, changing social attitudes that discriminate against women, and ensuring the rights of women to actively and equally participate in nation building. The Strategic Plan for women, "Neary Rattanak" III or "women are precious gems" is in draft, focuses on the 5 strategic areas and aims to gender mainstreaming in all activities.

Project and program of WMC are executed in a national context, to contribute to gender

equality and further the enjoyment of rights for women. WMC has made contributions to gender equality and women empowerment by working to: include human rights in the constitution, urge accountability in government, establish government-civil society partnerships, increase awareness about women issue, and advance women's political participation. WMC has produced high quality, innovative radio, television and video productions designed to educate and inform Cambodians on a wide range of issues impacting on women's rights and human rights including HIV/AIDS, trafficking, elections, domestic violence, decentralization and poverty. The following section of the report discusses contribution and impact of WMC program and projects on variety of determinants or factors or sources of Women empowerment.

## **RELEVANCE**

Overall, WMC strategies and project objectives have been relevant, both to the national priorities and to Oxfam Novib Strategic Plan 2007-2009 for Cambodia and have been responsive to changes in both. The WMC Mission, Strategic Plan, Program and Projects have been aligned with the Ministry of Women Affair Strategic plan "Neary Rattanak" I and II; National Strategy Development Plan; Rectangular Strategy; Cambodia Millennium Development Goal and other Law, Policy and Guidelines of Royal Government of Cambodia. The WMC has contributed to the achievement of the Key National Indicators and Targets of National Strategic Development and Millennium Development Goals such as Poverty Reduction (MDG1), Gender (MDG2), Education (MDG3), Health and HIV (MDG4, 5 and 6) and Legal framework, Domestic Violence, Human Rights, Democracy, Election, Women Rights and other social issues.

## **EFFECTIVENESS**

Most of the feedback on the quality of WMC TV production and Radio program was very positive. WMC is perceived as a unique organization as media run by women and with focus on women issue. The following are some examples of the positive comments made by wide range of respondents from government, donors, and other stakeholders:

- The WMC TV Drama and radio production are excellent quality.
- WMC production help to change behaviour and attitude towards women
- It has changed behaviour and attitude of society including mine (Senior Program officer of a Donor organization)
- WMC is a unique media because it is only media having focus on women. No other Cambodian media understand women issue as WMC.
- Media is a powerful source of information and have important role to play in society. WMC is performing this role effectively.
- WMC is a pioneer by taking vulnerable population run media and has paved the way for other activities
- WMC radio master of ceremony facilitate the call in show on time consistently and are very brave to correct some speaker if they speak inappropriate language.

WMC is highly effective in terms of completing all the activities as given in the annual work plan and submitting various reports to donors and stakeholder on time. WMC has used a broad range of social change strategies to promote gender equality and women empowerment, which is according to respondent, is right strategies to achieve WMC objectives. These include: 1) working with government to promote change in policy and practice; 2) community mobilization; 3) organizational development and strengthening; 4) community education and awareness, 5) individual skills building and 6) research, monitoring and evaluation and 7) building effective networks and coalitions. WMC seems to know the limits of what they can and cannot say and generally veers away from political discussions focusing more on less threatening issues to avoid influence of any political party

Many respondent and participants at staff workshop observed that the management of WMC has improved significantly after restructuring in 2007, and as normal with any restructuring, there is still a room for improvement. The staff management and leadership capacity has also improved due to various capacity development works shop, training activities in 2006, 2007, 2008, 2009. More capacity building in needed specially technical and human resource for media script writing, general report writing at each unit, research, monitoring and evaluation

However Oxfam Novib project and other project lack an adequate framework of objectives, targets and indicators. The outcome indicators do not sufficiently reflect the stated overall development objective for the program. However recent projects of WMC have clearer overall objectives than it did before, but still lacks an effective framework for program-level monitoring and evaluation. WMC plan to develop M & E plan and framework. It has also benefited from a set of Cambodian MDG goals and targets. The evaluation of the EWMI project "Program on Rights and Justice (PRAJ)" conducted in 2008, (WMC has also received funding from EWMI under the PRAJ project) appreciated the WMC for its monitoring and evaluation system. It note that "On the evaluation side, even though for a time there was a monitoring and evaluation officer, the files and interviews revealed only a few instances of efforts to undertake systematic evaluation of the impact and results of funded programs. The two media organizations, WMC and Equal Access, do a better job than most"

## **EFFICIENCY**

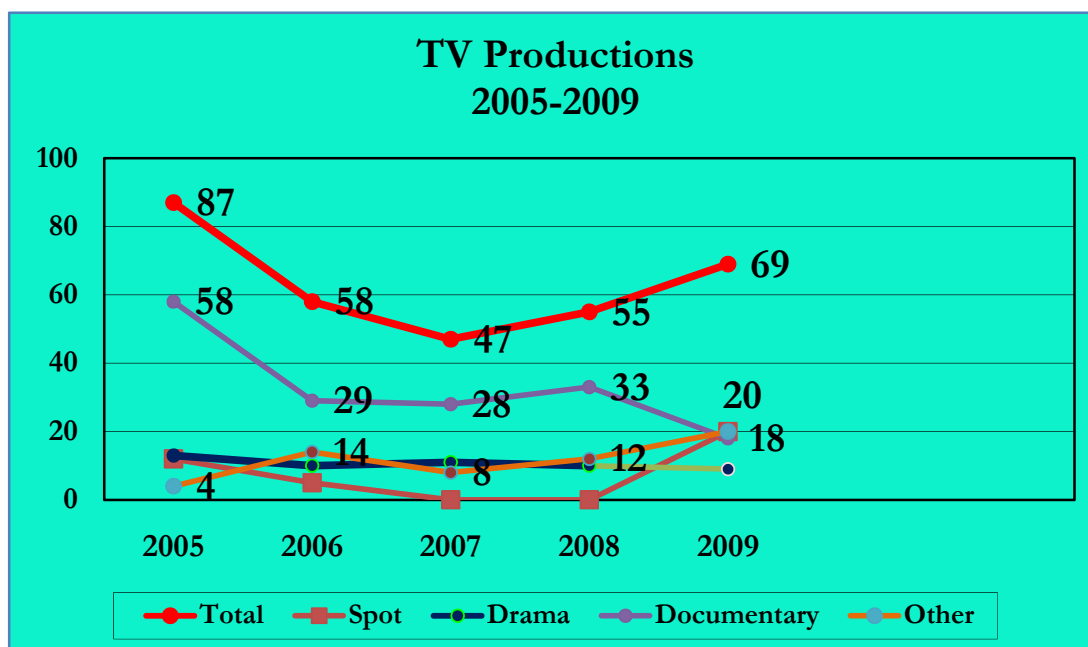
This section examines the WMC TV/Radio program performance with respect to the 'productivity' of the implementation process, i.e. how economically the activities were converted into achieving objectives of the project.

Generally the WMC was efficient in the period under evaluation. This was due to the ability of the WMC to reach very remote and needy people over a large area through seven TV Contact Provinces, 5 MBUs (Pursat, Ordor Meanchey, Bantey Meanchey, Steng Treng and Prey Vihear), 5 National TV Channels and WMC Radio FM 102. Another factor, which contributed to efficiency, was the compatibility of the outputs (results) with the stated plans, especially during the years 2005 – 2008. The total number of TV productions with all formats (TV spots, TV drama, TV documentary and others) produced and broadcasted reduced from 87 in 2005 to 69 in 2008, but the quality of production were highly appreciated and nationally recognized (fact findings survey in 2007).

In some case TV production could not be broadcasted much time because of election and production dealt with sensitive subject like land etc. It should be noted that WMC TV production are broadcasted on CTN and TVK many times free of charge because of high quality of production. WMC receive many telephone call, email, letter from audience appreciating its TV and radio program. On TV3, where WMC has to pay fee, telecasted at prime time.

Some projects of the WMC were only Radio or TV, so scripts were used only once, this reduces the efficiency. If script can be used for multiple media production like TV, Radio, Website, Print, and outreach, impact will be more using less resource.

In strengthening organizational capacity in 2007, WMC focused on providing training on women's issues, project management, project monitoring and evaluation, project cycle management, project concept paper development and gender issues. Staff at all levels were encouraged to attend national and international workshops, trainings and meetings and were provided with on the job training by international and professional volunteers. However more resources should have been put into providing technical skill in the media Production.



## **SUSTAINABILITY**

According to some representative of the NGO and Donor agencies, WMC is a good candidate for the future sustainability. WMC is considered as neutral and unbiased information sources. The stakeholder perception of WMC is generally very positive. WMC is seen as flexible, organization to do partnership, having a strong and genuine desire to work for women issue. One respondent said that some time WMC charge low rate for Radio Call in Show or increase the air time, if our call in show and WMC Project call in show has similar objective, which is very important as WMC is not only working for profit like other radio station. In terms of partnership with donor partners, WMC has some very strong and important relationships with the Oxfam Novib, EC, and EWMI. WMC's relationships with government have essentially been at the project level, very positive.

Another factor contributing to WMC sustainability is its growing self-generated income (SGI). The SGI has increased sharply from US\$ 164601 (19%) in 2005 to US\$ 256202, 45 (30 %) in 2008. Total fund available through SGI was \$816,938.45 (US Dollar eight hundred sixteen thousand, nine hundred thirty eight and forty five cent) between 2005 and 2008. WMC self-generates income from many kinds of media services such as Radio Air Time Renting, Radio Production Development with all formats, and TV Production development with all formats, VCD, CD and DVD Selling, CD, DVD, VCD copying, Dubbing and other media training courses. The number of customers in 2008 were 140 aggregated by kind of institutions are civil society organization (57), private sector (53), development partners(10), government agencies (6), United Nation agencies(4), and other (10). From 2009 and onward, WMC is planning to expand its SGI from 30% of total fund to over 50% through improving the quality and standardized TV and Radio Productions as well as other consultancy services and production sale to become financial sustainable.

However according to some partner organization of WMC and client, WMC is not very proactive in seeking comment from their NGO partner and client, for example, WMC increased Fee of radio call in show without proper consultation with all partners, sometime Radio call in show topic and guest speaker was changed without informing the client and partners, moreover clients have to provide comment if they want, WMC radio unit staff themselves do not seek



comment.

Human right organization expects that WMC being a media organization can be more effective in human right issue advocacy. They said that WMC chose very simple issue and avoid issues confronting the government. However some other respondent said that the strategy of WMC to work in partnership with government to bring policy change is a right strategy. Policy changes can be brought slowly working with government than going completely anti government. Some other suggested that to avoid influence from any political party, media organization, especially WMC should be neutral, independent and professional. Otherwise WMC could not work properly and achieve its main objective of Women empowerment.

## **MANAGEMENT AND GOVERNANCE**

WMC is governed by a board of directors comprised of well-known civil society leaders. The board bring various skills, many years of experience to WMC and includes a lawyer, gender specialist, director of women right organization, Health organization, and media organization. In late 2007 and 2008 2 board members resigned to go to work in other countries. At present 5 boards remain and WMC is seeking the replacement.

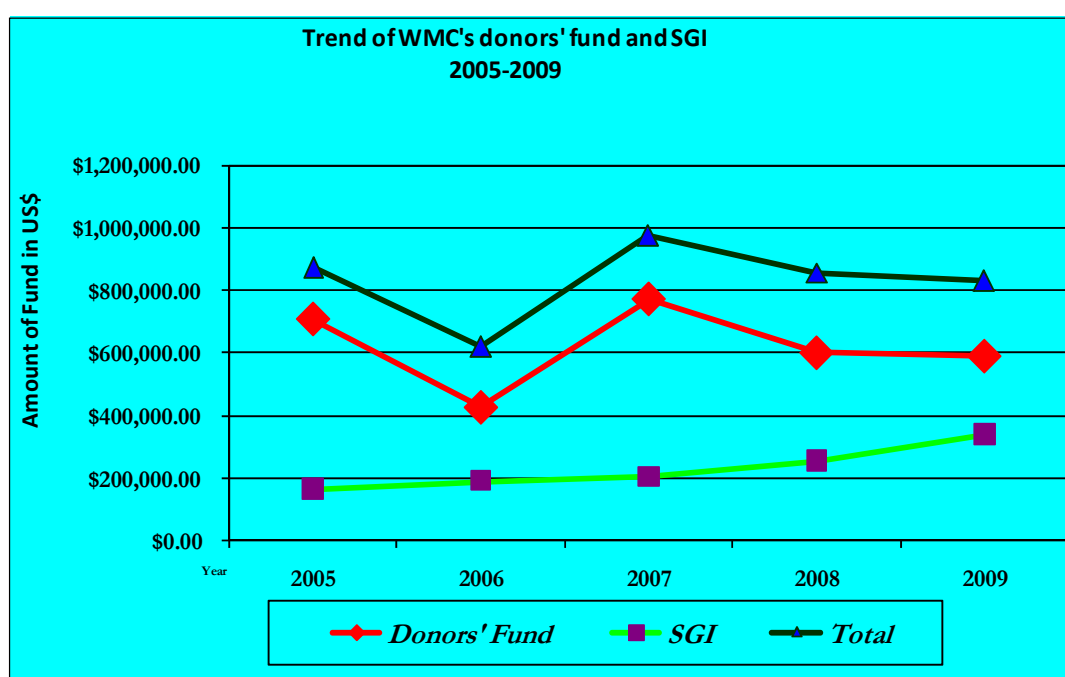
In 2007 WMC implemented a restructure, the first since WMC's inception, to better respond to growth of WMC over the years, changing donor demands, increased media competition and to be able to deliver on WMC's mandate. The restructure was facilitated by an external consultant, Mr. Adam Platt, from Triple Line Consulting. The restructure was completed in June 2007 with active participation from staff and management. As a result, there is now one Executive Director (before WMC was lead by three CO-Director) mandated to lead WMC operations and provides strategic directions. The Networking Department become Business Development and External Relations (BDER) Department and Radio FM 102 station and the Audio Visual Department were merged and became the Production Department. Recommendations made by the organizational development (OD) on adopting a Board of director, the management structure, functions, lines of responsibility and job descriptions were accepted and have been implemented. In early 2009 the production department was further reorganized in response to the need of speeding of TV productions and WMC customers and clients. The AV Unit is divided into two Team, Modern Television Team (MT) and High Tech Television Team (HT). The boards of directors have approved the WMC business development plan for its Self Generated Income divided with six strategic and profit services such as Mass Media Training Service, AV Consultancy, Radio Consultancy, Media Advance Research, Media and Website and Mass Media Production Promotion.

With the implementation of the new management structure and system of WMC in 2008, some effective teams were developed such as Senior Management team with three senior staff (Executive Director, Director of BDER and Director of Production) and Editorial Team which is focusing on the improvement of the quality of media productions, broadcasting and professional media code of ethic. The main roles of Senior Management Team, Management Team, Editorial Team, and Staff Council were clearly discussed and stipulated. The internal relationship within that teams including department was improved and well coordinated. Among total staffs of WMC, female staffs are 58% and 61% in 2008 and 2009. Many of the staffs of WMC have PHD or Master Degree. In 2006-2008 WMC was offered five expatriate advisor by the volunteers' organization such as JICA, Australian Volunteer International (AVI), VIDA and Australian Youth Ambassador (AYA). They assisted WMC staff in video production technique, human resource, administration and finance. All finished their assignment and contract in 2008.

The WMC is a member of the Technical Working Group on Gender (TWG-G) which provides a

forum for broader consultations and technical advice. Additionally, WMC has registered as an active member with the five main Civil Society Networks such as CCC, HACC, NGO Forum, GAD/C, CEDAW and Demand for Good Governance TWG of the Ministry of Interior. WMC plan to register with some more networks such as MEDiCAM and other. This networking is however not being done with Human right NGO network such CAMBOW.

WMC 5 years Strategic Plan 2005-2009 has been implemented effectively and 6 years Strategic Plan 2010-015 is planned to be participatory developed in mid 2009. The participatory WMC policy self audit in 2008 indicated that WMC has at least 19 of 35 policies, guidelines and law (Minimum Standard of NGO). The policy audit also indicated WMC does not have General Operational Manual, Volunteer Policy, Staff council Policy, Child protection Policy, Good governance policy, Grant Agreement Policy, M&E Guideline, M&E Plan, M&E Frame-Works, Technical & Financial Audit Policy, HIV Work-Place Policy, Donors' compliance policy, Communication Package, Effective Advocacy Tool, Media Marketing Tool.



Total fund available through donors and self generated income was \$3,330,023.81 (US Dollar three million, three hundred thirty thousand, twenty three and eighty one cent) between 2005 and 2008. WMC has extended experiences in managing a substantial amount of funds from international donors and WMC Self-Generated Income. The recent donors of the partners include East West Management Institute (EWMI)-USAID, AUSAID, OXFAM-NOVIB, CCJAP-AUSAID, Open Society Institution (OSI), EC, DANIA, DED, Rockefeller Foundation, IOGT-RIAN-DAC, KHANA-USAID, GFATM for Women, GFATM-Malaria, European Commission and other.

## **IMPACT ON POLICIES AND LAW ENVIRONMENT**

The overall policy environment has been very supportive. The table below provide brief of Policies and Law environment for women right. A good progress has also been achieved in strengthening the legal framework to address violence against women but their effective implementation is limited, a major constraint is financial and human resources for implementation. The stakeholder relevant to CEDAW convention still does not understand and implement various articles.

## Policies and Law Environment for Women Right

International Convention	United Nations Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW, 1979) and the Optional Protocol (1999) UN Declaration on the Elimination of Violence against Women (1993)
National Law	The Law on the Prevention of Domestic Violence and Protection of Victims, 2005 The Law on Suppression of Trafficking in Humans and Sexual Exploitation, 2008 Civil Code, 2007.
National Policies	The National Strategic Development Plan includes specific gender targets and indicators Cambodia was the first country to include targets on domestic violence and trafficking in its National MDG Plan 2005 The Ministry of Women's Affairs improved the collection and handling of statistics and expanded the official indicators for goal 3 of the MDG to strengthen the focus on gender
Gender mainstreaming mechanisms	All the technical ministries have gender focal points to work closely with the Ministry of Women Affairs Technical Working Group on Gender (linked to the national Government-Donor Coordinating Committee) Gender Mainstreaming Action Groups (GMAGs) in line ministries

## IMPACT ON WOMEN AND DECISION MAKING POSITION

Good progress has been achieved in increasing the number of women holding decision making position at national and sub-national.

## Women and decision making Position

Position	Baseline	2008
National Assembly	19% in 2003	27% in 2008 26 parliamentarians
Female Ministers	None in 1993	one deputy prime minister, two Ministers
Female senate seats	21 in 2004	15 in 2006
Female secretary of state	None	15
Women under Secretaries of state	None	30
Women deputy governors		24
Judiciary		15% in 2008
Commune councillors	8% 2002, (1056)	15 % in 2007 (1662)
Female village chief		1221 in 2007

The Senate was first appointed in 1999 and reappointed in 2004 with an increase in the proportion of women appointed to Senate seats from 13 percent to 21 percent. With the shift to indirect election of the Senate by commune councillors in 2006, the proportion of women in the Senate declined to 15 percent. In the executive branch at central and provincial levels, women hold between 0 and 20 percent of senior positions, and in the judiciary they number less than 15 percent.

## **IMPACT ON WOMEN AND EDUCATION**

Education enhances a woman's position through decision-making autonomy, control over resources, knowledge, exposure to the modern world and husband wife closeness, delays age at marriage, and increase her bargaining power and autonomy within the household and society.

The access to education in Cambodia has traditionally a strong bias against girls' schooling and literacy. Over the years, gender disparity at upper secondary and tertiary education has been declining. Cambodia was included among 63 countries reported to have achieved or nearly achieved universal primary enrolment in the 2008 Education for All (EFA) report published by UNESCO. But it was also listed among the worst-performing countries with regard to literacy and was deemed at "serious risk" of not meeting the universal literacy target set for 2015.

<b>Women And Education (2008)</b>	<b>Total</b>	<b>Women</b>	<b>Men</b>
Illiteracy among age 15-24		23%	16%
Illiteracy among age 25 to 44		40%	22%
Primary Education women age 15-24		33%	
Primary Education women age 25-44		35%	
Total BA/BSc Students	110,000	36.5%	63.5%
Private University in Phnom Penh	10600	30%	70%
School Directors	5,496	8%	92%

However, women's code (*chhap srey*) is still part of the school curriculum. Convincing parents that they should invest in their daughters' education, providing scholarship to provincial female student and affordable girls dormitory is central to attaining gender parity in education

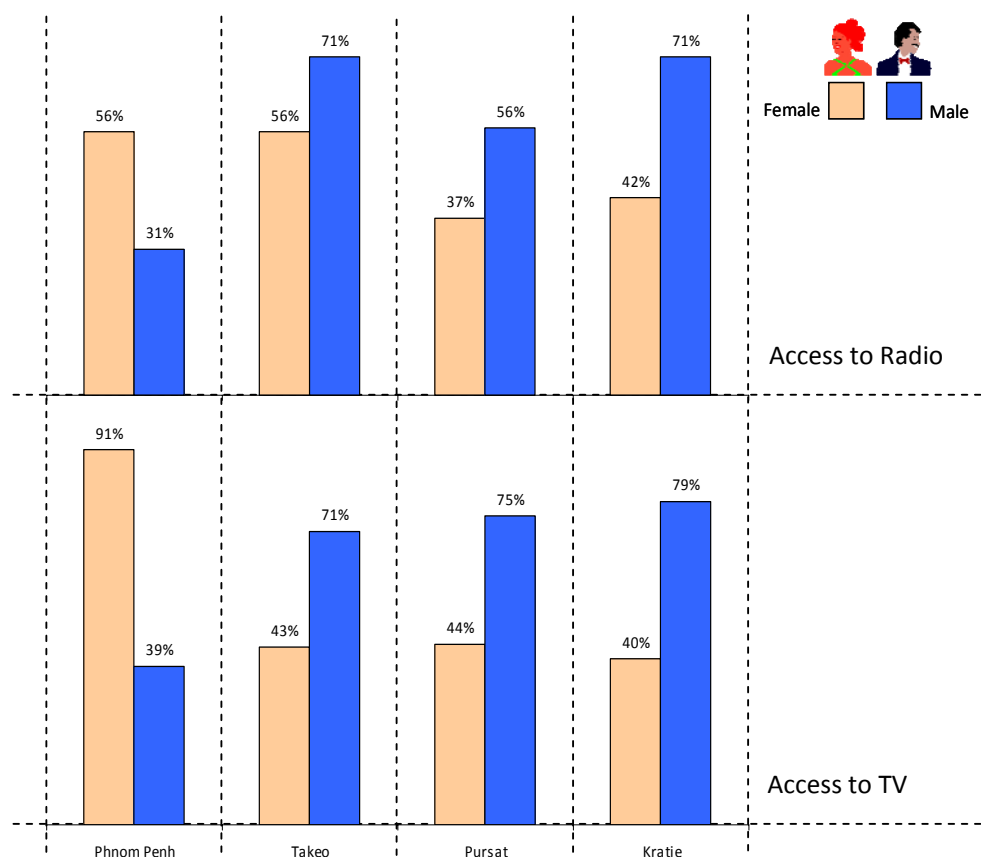
## **IMPACT ON WOMEN ECONOMIC EMPOWERMENT**

Women's share of wage non-agricultural employment — which brings significant benefits in terms of women's capacity to control income and decision-making — has increased in the last decade. Wage employment is increasing and women's share of wage employment has achieved parity in agriculture and industry. However Women's share of wage employment in services has not achieved parity. It must be remembered that most women by far work in the informal sector and as unpaid family labour. Women participate in economic activities as small traders, agriculturalists and industrial labor at a considerable rate. However, women's participation in economic activities has hardly led to their representation in public decision making. There are significant wage differentials for women with upper secondary and university levels of education, suggesting an unmet demand for women with higher levels of education.

Outside of agriculture, women work in the informal sector, particularly in commercial activities. The garment industry provides the principal source of formal sector employment for women, but young women are employed there only as workers with almost no opportunities to move into supervisory or management positions. Formal sector employment opportunities for men also are very limited, but men are found in a broader range of jobs than women, and in both the private sector and government, supervisory and management positions are dominated by men.

## EXPOSURE TO MASS MEDIA

The exposure to mass media is a factors or sources for empowerment. Media exposure had high impact on all the other aspect of empowerment. Access to information allows people to make informed decisions about their own lives. The exposure to mass media in rural areas has large effects on a wide range of day-to-day lifestyle behaviours, family hygiene, health and education. Apart from providing entertainment and drawing public attention to issues affecting the society, Mass media and in particularly TV vastly increases both the availability of information about the outside world, and exposure to other ways of life. This is especially true for remote rural villages; where television and radio is the primary channel through which households get information about life outside their villages. The popular TV programming features urban settings where lifestyles differ in prominent and salient ways from those in rural areas.



The 90% of the respondent had access to either TV or radio or both within last one month. The access to television is more than radio in Phnom Penh. The accessibility of Radio and Television is same in the rural area, with radio having slightly more than TV. This means that radio is still primary channel of communication due to non availability of electricity for running TV and widespread poverty in the rural area. As income of the community increases they also adopt modern lifestyle and use TV instead of radio, as in Phnom Penh where TV has more accessibility than radio. In rural area Male had more access to radio and television than female. In Phnom Penh, Female has more access to both radio and television. The reason for this can be, the interviewer were instructed to do interview of only female in the Household and interview the male who are outside the house either in the street, field or workplace. In Phnom Penh, interviewer must have come across many Moto taxi drivers, who have less accessibility to either radio or TV.

According to Cambodia Political Competition and Civil Society Assessment (USAID) research shows that while radio is still the dominant source of information, television is increasingly important, especially among younger cohorts in urban areas. Twenty percent of Cambodia's population now lives in urban areas, a percentage that is likely to increase over the next ten years. With urbanization comes access to television and, for younger people, increased access to Internet- and cell phone-delivered information.

Improvement in the media environment in Cambodia is very dismal. the Cambodian government still controls and influence all television and most radio stations and regularly suspends, threatens, or takes legal action against journalists or news outlets that criticize the government. Freedom of speech is hampered by provisions. In Cambodian Civil Press laws that allow individuals to be criminally prosecuted for peaceful expression of their views in the name of defamation. Freedom House, in 2008, gives Cambodia a score an average score of 5.5 on its two indices of political and civil freedom, making Cambodia comparable to several countries including, the Republic of Congo, Algeria, Russia and Tajikistan. For Cambodia, this score has remained unchanged for the last few years. This puts Cambodia in the category of "not free".

### ***POPULARITY OF WMC TV AND RADIO PROGRAM***

The respondent from the government and other stakeholder strongly supported and recognizes the important role media, in particularly WMC is playing by providing forum to discuss women issues, women empowerment and medium for communication for awareness.

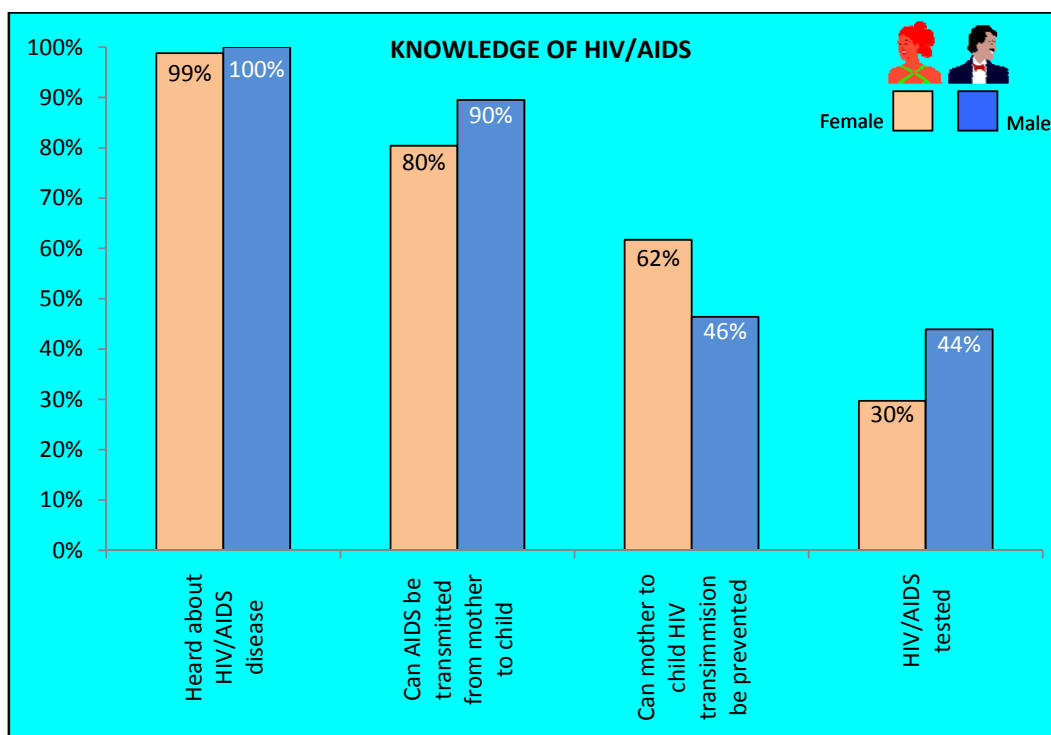
Many characters of the TV program have more education, marry later, and have smaller families—all things rarely found in rural areas; and many female characters work outside the home, sometimes as professionals, running businesses, or in other positions of authority. By exposing rural households to urban attitudes and values, television may lead to improvements in status for rural women

The 96% of the respondent who have access to TV and radio answered yes to the question Have you heard or seen the WMC TV and FM 102 radio program? However when asked to recognize WMC Logo, only 80% respondent could recognize it and only 30 to 40% respondent recognize the 3 posters of the WMC TV program. The popularity of the WMC TV and radio program is same as fact finding evaluation in 2007 (96.9%) and become more popular compared to the evaluation 2000 (86%). The main factors which appear to contribute to changing attitudes are media education, NGO training programs and, in some cases, greater intervention by local authorities, including fines, arrests, and 'advice' to the victim and perpetrator. The impact of project was clearly indicated through several survey and research done in Cambodia.

Mass Media As Source Of Information		
Type of Information	%	Source
HIV/AIDS Information for Drug user	60%	The Drug Abuse Survey, NACD and NCHADS/MoH, 2008
HIV/AIDS information for selected target groups such as Moto taxi driver, Direct Female Sex Workers, Beer Promotion Girls and Beer Garden Girl	82%	Health Sentinel Survey, Min of Health 2008
Land law and land disputes information	18% Radio 13% TV	The Land Law Dissemination Survey, MONASRI and World Bank, 2009
Principal Sources of Public Information	79.8% Radio 78.2% TV	An Assessment of Civil Society Contribution to Good Governance in Cambodia, Centre For Advance Study and World bank, 2009
Principal Sources of Public Information for the very Poor	84% Radio 77% TV	An Assessment of Civil Society Contribution to Good Governance in Cambodia, Centre For Advance Study and World bank, 2009

## IMPACT ON WOMEN AND HEALTH

Respondents were asked whether he or she has heard or know about method of birth spacing. 89% (88% Female and 90% male) of the respondent were aware about the birth spacing method. The pills and condoms were identified as methods but only 12.5% identified female sterilization and only 3 respondent identified breast feeding as method of birth spacing.



Though 99% of the respondents (99% Female and 100% male) know about HIV/AIDS, but only 37% (99% Female and 100% male) had ever done HIV testing. The knowledge about Mother to child transmission of HIV was 85% but only 54% knew that it can be prevented.

Another major challenge of Cambodian Government and Women is maternal mortality remains unacceptably high at 472 deaths per 100,000 live births and has not improved since 2000. (Target: 243 /100,000 in 2010). Although greatly improved, the proportion of deliveries at health facilities remains low at 22 percent. Also, the percentage of women having had more than one abortion has increased from 5 percent to 8 percent.

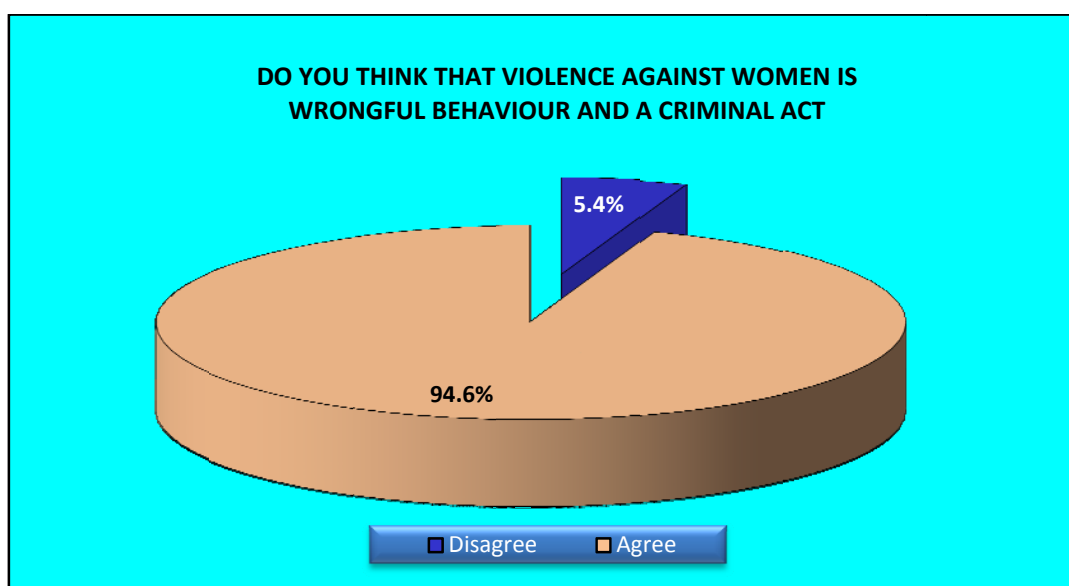
### ***IMPACT ON ATTITUDE TOWARDS SPOUSAL ABUSE***

Attitudes toward spousal abuse were measured by asking respondent whether wife beating by husband is acceptable in five possible situations (She disobeys him, She refuses to have sexual relations with him, She asks him whether he has other girlfriends, Finds out that she has been unfaithful, If she goes out without telling him etc.) and counting the total number of situations in which she reports beating is acceptable. If respondent answered yes to any of the five questions, it is considered as respondent accept wife beating. The 52% of the respondent agreed at least one reason of wife beating as acceptable and many respondent accepted beating if husband finds out that she has been unfaithful.

### ***IMPACT ON DOMESTIC VIOLENCE***

'When the husband is angry, the wife should keep silent. Rice boiled over medium fire never burns. In Cambodian society women are expected to avoid conflict; otherwise she would be provoking him to be violent. The response from Focus group discussion and interviewer feedback of the main reasons of men beating their wives is drinking and second wife'.

The respondents were asked "Do you think that violence against women is wrongful behaviour and a criminal act?" The 94.6% of the respondent agreed with the statement. However 13% female respondent and 12% male respondent answered yes to question "In the last 12 months, has your husband or any other partner ever Slapped, kicked, brunt, dragged or beaten up or thrown something at you that could hurt you? The 4% female respondent told that their sexual partner physically force her to have sexual intercourse when she did not want to.



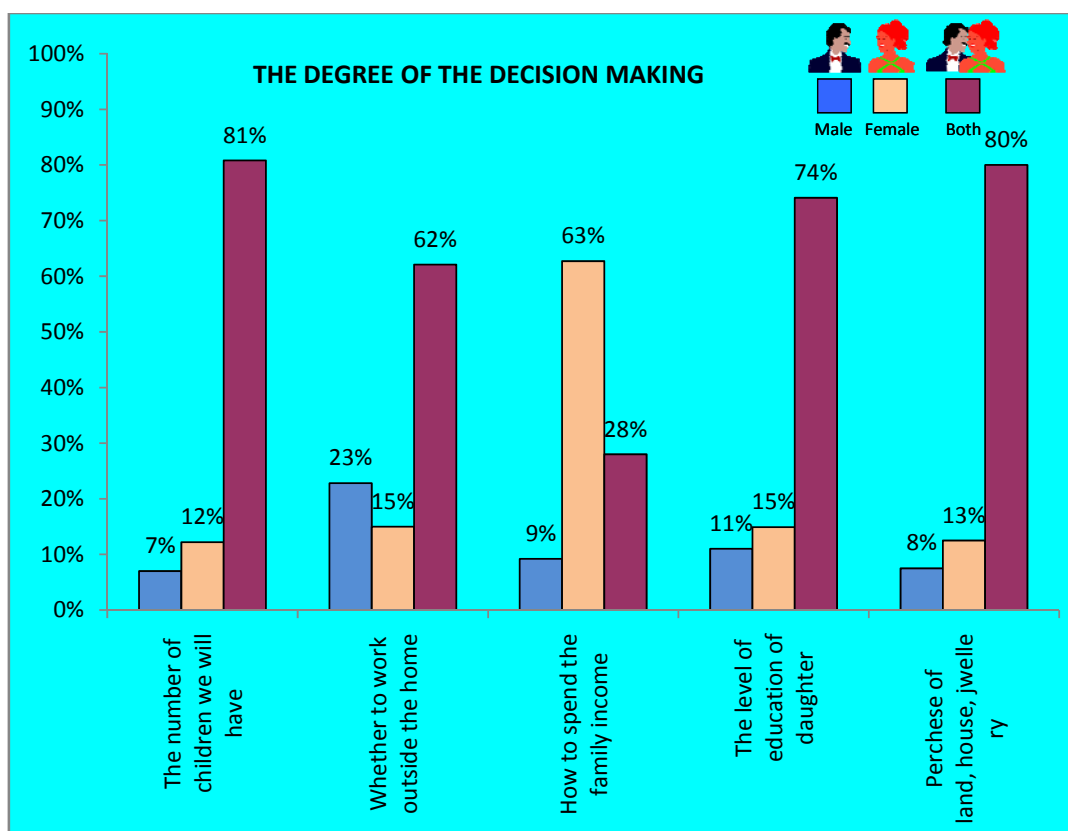


A combination of media awareness raising, education and training activities and intervention by local authorities appear to have reduced cases of domestic violence in some communities. However violence against women is widely prevalent in Cambodia. According to ADHOC report, there are 1,167 cases of violence against women and children have been reported in 2008 (1201 cases in 2007, 632 domestic violence, 523 rapes, and 46 human trafficking) , of which 674 cases were domestic violence, 419 cases from rape and 74 cases of human trafficking, thus making a minor decreased compared to 2007. Overall there is a considerable confusion around the definitions of rape, DV and trafficking within the law.

In the case of violence against women, institutional responses do not deliver effective justice. Most of the Victims of Domestic violence first goes to commune office, where local authority tries to reach a compromise or reconciliation. Women are often discouraged from seeking help or taking legal action by other family members and by the local authorities themselves

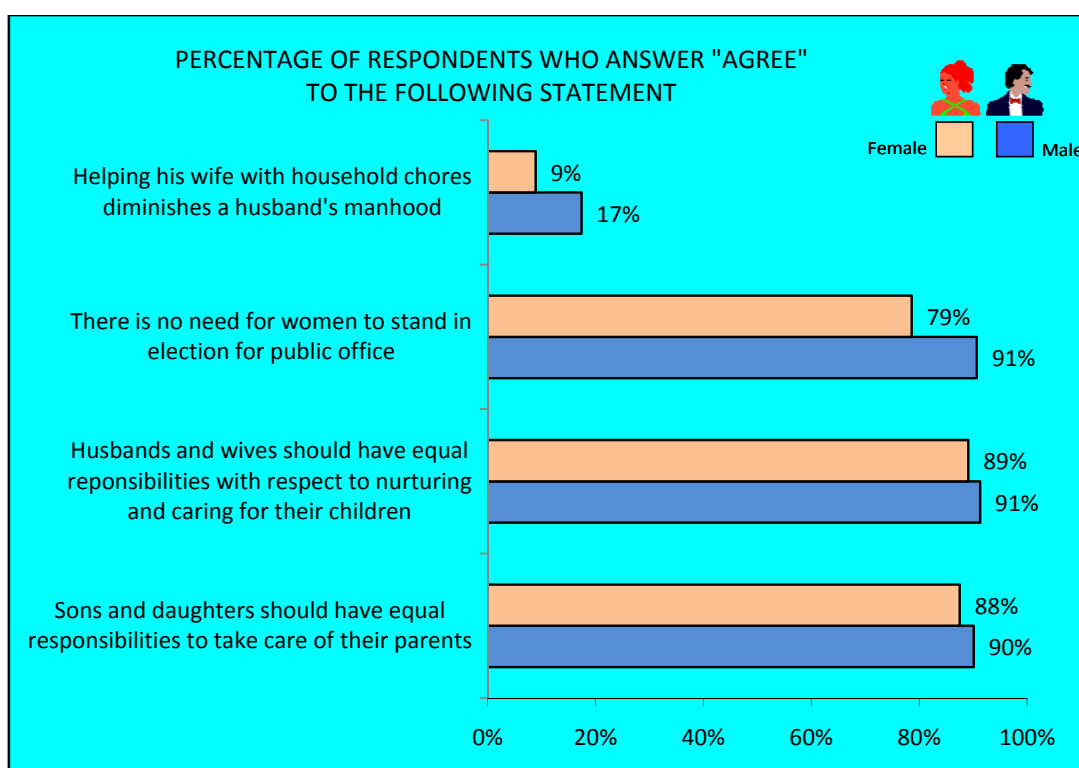
### **IMPACT ON HOUSEHOLD DECISION MAKING**

We measured female autonomy based on responses to questions about participation in household decision making: The number of children we will have, Whether to work outside the home How to spend the family income, The level of education of daughter, Purchase of land, house, jewellery etc. Most of the decision is made by husband and wife jointly except how to spend family income, where wife make decision (63%). It should be noted that when decision is for How to buy big item like Land, house, jewellery, it is made jointly. When decisions are not made jointly, the wife makes decision except, when decision related to- whether wife should work outside the home, husband makes the decision. This finding is similar to findings of CDHS 2005.

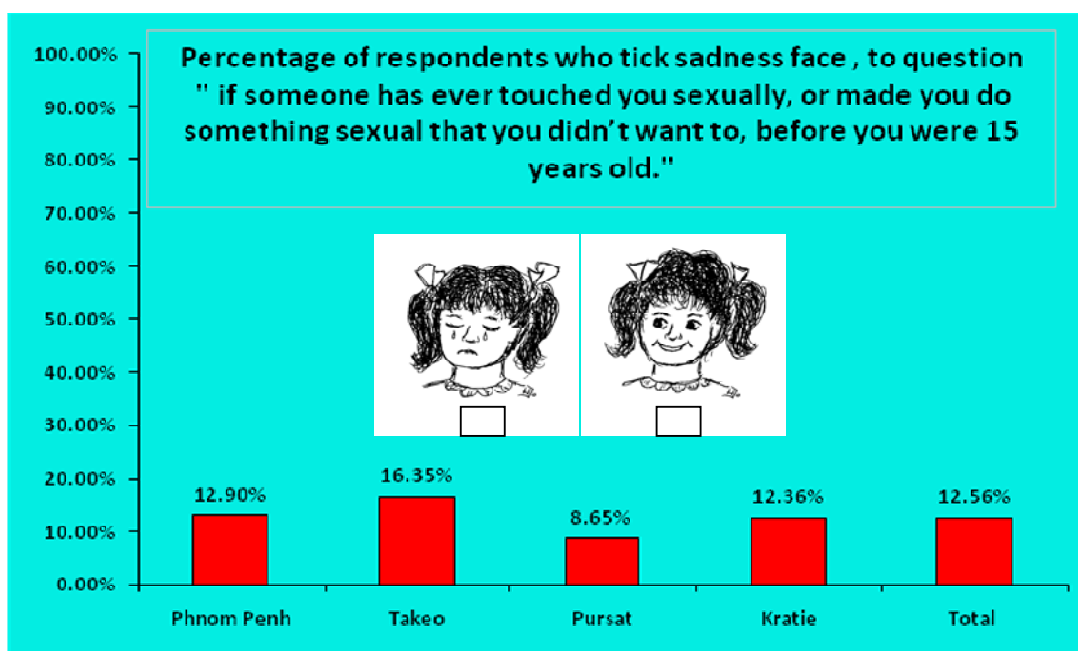


## IMPACT ON WOMEN HUMAN RIGHT

The attitude towards women human right was measured by asking the respondent whether they agree or disagree with the statement for example, Helping his wife with household chores diminishes a husband's manhood, There is need for women to stand in election for public office, Husbands and wives should have equal responsibilities with respect to nurturing and caring for their children, Sons and daughters should have equal responsibilities to take care of their parents. There is evidence of increased awareness of women's rights and gender equality. Around 90% of both male and female respondent agrees with all the statement. However Only 79% of the male agree that there is need for women to stand in election for public office. The women political and legal awareness was know by asking female respondent whether over the past 12 months, have she herself taken any of the actions or know about domestic violence and political party, participated in election etc. Only 32% of the female respondent talked with other women about ways to negotiate with their husbands/families about domestic violence and only 49% participated in the community meeting. The around 90% of the women have political and legal awareness.



Respondent were given an envelope with happy face and sad face card inside and asked to tick happy face if no or sadness face if yes, to question "if someone has ever touched you sexually, or made you do something sexual that you didn't want to, before you were 15 years old". 93 (12%) respondent out of 390 respondents ticked to sad face card. The Happy face and sad face picture card was adopted from World Health Organization (WHO), Researching Violence against Women: A Practical Guide for Researchers and Activists, 2005.



## CURRENT ISSUES OF WOMEN

Following other issues were constantly raised during the Key informant interview, document review, and focus group discussion.

- Global financial crisis:** Effect of Global financial crisis on gender came up many times during the interview. UN forecasts growth of world gross product to fall below 2 percent and recession in many countries. The poorest countries like Cambodia will be hit by falls in export demand, migrant's remittances, domestic private investment, private foreign aid and inward foreign investment. In such situation women participation in the labour force will fall and share in informal and some paid work will change to unpaid work like Food production, Food preparation, Fuel and water collection, shopping around, home based health care. The lack of economic opportunities significantly reduces and restricts survivors of women at risk to claim their social, economic and political rights.
- Trafficking of Women and Children:** Cambodian women and children are particularly vulnerable to trafficking, in part, as a result of the effects of the civil war. Geographical location, endemic poverty, and weak law enforcement and monitoring mechanisms combine to provide an ideal environment for traffickers. Cambodia is increasingly important as a sending, receiving and transit country. Trafficking within Cambodia to meet the demands of the country's burgeoning sex industry is the most visible example of the problem. Internal trafficking also feeds into the international trade in human beings.
- The incidence of rape of young women and children** is increasing in Cambodia and there is some case of marital rape also. In 2008, 419 case of rape were reported. In reality only few victims' reports rape and fewer of reported rapes lead to conviction. This send clear message to perpetrators that they are unlikely to be apprehended or convicted and gives women little reason to believe that they can safely leave abusive relationships. As a society, we need to educate young and adult men about the

difference between consensual sex and date rape and make sure that men understand that women have the right to say no to sex - no matter what the relationship and no matter what signs they may think indicated an interest in sex. Most importantly, we need to create a society that encourages men to respect women.

- **Access to land for the poor family;** in particularly women headed household is very important. Moreover, women heading households required the assistance of men in their communities to undertake the hard physical work. For many women, simple ownership of the land is not enough to enable them to sustain a livelihood.

### **CASE STUDY: LY SOKHA LIFE**

Ly Sokha (not her real name), 31 years old women from the Russei Keo Commune, Phnom Penh has more problem and worry to handle than talk to group of researcher but slowly she shared with us her life stories. The recent financial crisis has changed her normal life. She used to work in a garment factory for one year and has recently lost her job due to closure of the factory.

She is from Kompot province. She got married in 1997 at the age of 18 to a Moto-dup (Motor-taxi Driver) in Phnom Penh and has a baby son (6 years old) with the marriage. Few years ago, her husband left her for another woman. They have not taken divorce yet, and she does not know if her husband has to pay her maintenance or need to take proper divorce before marrying another woman.

She still lives with her mother in law in Phnom Penh, as her mother in law is very old (around 75-80 years) and need her support. She, her 6 year son and mother in law live in hut made from some wood and plastic. Family possession includes broken bamboo bed, small TV set and some utensil. The commune office think that her mother in law is rich women because she has three sons and two daughters and are not provided any support direct support either from the government or NGOs. But in fact all her son and daughter are separated and no longer support her.

They sell rice in the morning and can earn KHR 5000 per day, but money lender from whom they have borrowed some money, takes away KHR 2000 every day. Her mother in law said " One day when she will die, people will be very surprised to see her dead, thinking that today she is dead but yesterday she was selling rice".

Despite all this Ly Sokha is very strong women and has stayed away from working in entertainment sector. Some person had approached her for offering work in tourist site like Siem Reap, Sihanouk ville, Kompot, but she refused because she is aware of human trafficking. She has seen some program on TV on trafficking of women for sex work. She is also know about HIV/AIDS but has not yet tested to know her HIV status. She sends her son to school every day, but now facing some problem due to loss of job.

Ly SOKha and her Mother in law requested that government should support widow financially and children of the very poor family.

- **The traditional socio-cultural** norms have a significant negative impact on women empowerment. One impediment that a woman faces is the usual norm of early marriage which implies arranged marriages, where a woman generally does not choose her marriage partner, infringing on her sexual and reproductive rights. Early marriage usually leads to early motherhood and death due to pregnancy-related causes. Some parents marry their daughter early, so that they do not need to responsible for their daughter,

husband will take care of their daughter.

- If there is no resources for scholarships and educational opportunities for girls, and there is a risk that because of economic distress in communities, the number of girls' enrolment at higher level will not increase.
- The mass labour migration has made people vulnerable to exploitation and human trafficking into slave labour or sex work.

### **UNINTENDED OUTCOME**

There are not many unintended outcome of the project. However according to some respondent and research team general observation following can be considered unintended outcome. Many respondent and participants at the preliminary finding disagreed on following unintended outcome.

- The MoWA official confirmed that divorce rate is increasing in particularly urban area. The traditional social norm where status of women is lower than men, sometime if wife has equal or better social status than the husband, small matter lead to divorce. The awareness campaign and training should target both men and women.
- The delay in marriage is a good empowerment indicator but if the reason for delay in marriage perpetuate gender imbalance, it need to be properly addressed. Cambodian society, generally man asks the hands of the women for the marriage. Men like to marry women who is lower educated than him. According to some respondent, average marriage age of men and women is increasing, because women are also getting higher level education and well paid job.

### **LESSONS LEARNED**

- To increase the number of female in decision making position, the television productions be complemented by lobbying political parties by explaining how women can contribute to the country's development and to have women's name first on the ballot sheet.
- The WMC TV productions the "importance of your ballots" and the "owners of the vote" which focused on women political participation and decision making in 2008 National Election, helped in increasing women political participation. In addition, WMC and other media institutions should start to provide the information concerning the election one or two years ahead in order to awareness regarding election and in particularly women candidates and lobby political parties to select women as their candidate.
- The mobile broadcasting of Video and TV program for awareness seems appropriate because of illiteracy within the communities. It is learned that spectators want to take part, not just sit on the sidelines; the viewer are becoming contributors; the audience wants to take to the stage. The MBU unit now do quizzing during mobile broadcasting. To attract audience to watch and listen to WMC programs is to cover hot and current issues that affect people's daily lives and relaying clear messages that were interesting, informative and helpful.
- Another lesson learned on programs broadcasting approval is that WMC program should give greater importance to balanced coverage by including all relevant voices from civil society and the government sector. WMC now carefully and critically select the topics and invite guest speakers and involve the government representatives from the very beginning. Another way, WMC is trying to build a good relationship with relevant government institutions.
- WMC benefited from networking with NGOs working to promote the role of women in society, provide targeted information, education and support services for women and those working with children.

## CONCLUSIONS

The findings and analysis as described in the previous sections can now be summarised in conclusions and recommendations. The conclusions of the evaluation that are to a large extent positive include the following:

The findings from the evaluation suggested that WMC TV and radio program in the period 2006-2009 had a positive impact on increasing women decision making position at national levels, awareness of women's rights and attitude and behaviour regarding gender equality and women's rights are changing. It is clear from the view expressed by stakeholders during the course of this evaluation that the quality of WMC TV and radio production is excellent and professional. Many respondents were personally very inspired by the stories, Documentaries, drama, radio talk shows of the WMC. WMC was very effective in the period under evaluation as it was able to achieve all the objective of the project.

Radio is the most accessible form of communication in rural and remote area of Cambodia. The generally low levels of literacy and poverty in the rural area also accounts for radio's popularity. Cambodia has made significant progress in promoting gender equality and evidence shows that mass media, in particularly WMC has made significant contribution to it along with government, community leader and other civil society initiative. Most of the important decisions are made by husband and wife jointly. There is improvement in education of younger age female, good progress has been achieved in the representation of women in directly elected bodies, domestic violence against women has decreased. Compared to women in South Asia, Cambodian women have high mobility, assets ownership and household decision making but have very low voice outside the household.

However, the evaluation also highlights some areas where WMC need to do more work to improve the situation. There are major problems, especially in the area of domestic violence, while most respondents felt that the use of violence is illegal, different forms of violence were viewed with varying degrees of acceptability. The core challenge is to translate the knowledge that the abuse of women and children is unacceptable into veritable behavioural change. Although progress is being made, particularly among younger women education, women's low literacy rate and lack of access to education for girl student are among the several causes of their low social status and their dependence on men prevailing in rural areas. The gender attitudes and relations enshrined in the Chbap Srey, the traditional code of conduct for women, and male attitudes and behaviour, remain obstacles to achieving gender equality in all aspects of social, economic and political life. The representation of women in policy and decision making levels, including the National Assembly and other democratic institutions, government service and others is still low and needs to improve considerably.

The mass media clearly cannot solve any underlying structural problem such as poverty, however it can cheaply and quickly influence education and the status of women by changing women's attitudes and behaviours and the improvement in the status of women has positive spillovers to children. Nearly half of the respondents (46 per cent) have low exposure to information media that highlights the fact that information media could not reach rural women effectively. In such a situation, mobile broadcasting unit can create awareness in rural remote area about issues affecting daily life, family planning programmes, poverty alleviation programmes, gender issues, human right issues etc. There was a general agreement among the stakeholders interviewed that engaging men are important, but because of cultural norms significant changes will take time.

## RECOMMENDATIONS

The recommendations have been grouped into three sections. One group is directed towards the WMC Management, group two is for WMC Projects and Programs and group three is for Donors of the WMC

### TO INCREASE PROGRAM EFFICIENCY AND SUSTAINABILITY

- WMC should have a full time Gender advisor for providing technical assistance and mainstreaming gender into TV and Radio program. WMC should also have a research coordinator responsible for coordinating media research and briefing the TV and radio unit of latest research on issues relevant to them, more staff in finance unit and resource mobilization assistant in the BDER unit.
- To improve the decision making process in the WMC a review be conducted and attempt should be made to decentralize it further.
- Establish Project Advisory Panels with a number of different stakeholders from government; partners and clients; organization working on women issue and human right; and community and religious leader to increase support for and collaboration on the project. The stakeholder consultation or meeting should be organized regularly to discuss common issue and redress any grievances.
- WMC staff should become more proactive by seeking comment, suggestion from partners and client. If there is any change in the topic, guest speaker and timing etc. the partner and client should be informed in advance.
- WMC should commission media related research, establish of databases of national and international publication on Women issue and build the capacity of the Women in media production.
- WMC should seek membership to various networks or committee specially related to Women and Human right for example CAMBOW, Medicam, and HRTF. The membership to other network will help in WMC staff known about current issue, research finding, which can be used in TV and Radio production.
- WMC should actively support the actions /initiatives provided by Government and NGOs. This will prevent WMC from being isolated from the main course of actions where both GOs and NGOs are trying to achieve.

### WMC PROJECTS AND PROGRAMS

- WMC should design and implement more focused program combined with use of Multi Mass Media (TV, Radio, Print, Website, Outreach, Training, Research, Mobile broadcasting, Viewers and listeners club) approach to specific issue (for example rape or Marital rape or Domestic violence or Violence towards sex worker etc) to provide relevant information and guidance to people. Instead of preparing script for radio, TV separately, one script can be adopted for all TV, Radio, Print and Website, increasing the efficiency.
- WMC program and projects should involve and target gender and not only to women and women's rights. Involvement of men and boys will promote attitudinal change among men in their interaction with women and raise young men's awareness of gender disparities in empowerment and freedom of choice, particularly with regard to sexual relations, curbing machismo and patriarchal practices that lead to violence. All these efforts intend to create a positive involvement of both men and women into the development process by marketing a new type of behavior.
- WMC along with other stakeholder should advocate to MoEYS to address the issues connected to Chbab Srey and Chbab Pros which is still part of the lower secondary

- school curriculum and Advocate and lobby for establishing a minimum quota (30%) for women as candidates, party officials, etc. Program should also advocate increasing the number of women and their capacity to participate in decision making at all level.
- WMC should increase partnership with community based organization (CBO), village chiefs, commune council member to bring the community voice to the larger audience and also exposing them to principles of democratic governance, gender, health other issue. Programs could include activities like use of mass media to take national level policy information to community and bringing the voice of community to the national level forum, conducting public meetings and civic education.
  - The WMC program should direct its effort to achieve Ministry of Women Affair Strategic Plan- Neary Rattanak III (In draft) strategic priorities.
    - Economic Empowerment of Women
    - To change negative attitude toward women
    - To eliminate all form of violence against women
    - To reduce maternal Mortality rate
    - Advocate To increase number of women and capacity in decision making position
    - Advocate to mainstream gender in the Govt policy reform
    - Advocate To mainstream gender in national statistics
  - A TV/Radio reality show series with an aim to educate and entertain, involving
    - Aim to educate and entertain
    - Using real life actor, real-life disputes
    - Giving viewers and listener access to situations they can relate to and learn from
    - Clear message both legal and general
    - Promoting a balanced and non-stereotyped portrayal of women in the media.
  - Some recommendation for topics and format of the TV/radio program
    - Out-of-court forum for family and civil disputes resolution and mediation. The arbitrator should be known for being fair, fearless and frank. The arbitrator decisions should have a high degree of acceptability and will base decisions on a mix of law, rights and equity.
    - Candidate debates for providing voters an opportunity to see and hear those campaigning and Program for increasing political participation and the dissemination of issue-related information and analyses.
    - Awareness raising program for increasing knowledge of women for their right in the Cambodian Family Law and Marriage law; existing legal frameworks and support structures that are available for married women to seek divorce and compensation.
    - It would be interesting to choose key officers and local heroes to talk on radio and TV to encourage others to support the main theme of development in their areas of responsibilities.
      - Program on Impact of Global financial crisis on women; Trafficking of Women and Children; Rape of young women and children; Marital Rape; Access to land for the poor family in particularly women headed household; career counselling for the young girls and alternative employment of the garment factory worker, Women and Health, Attitude towards spousal abuse, Domestic Violence, Household in decision making. Hot issues on Health would be the Spousal Transmission of HIV and AIDS, PMTCT, and the local problems related to mother death that occur during the deliveries ( especially in the remote areas)
    -
  - With the permission of the Board, WMC may need to consult with Director general or Senior Officers of Women Affairs, Health, Social Affairs, Education and Sport, Justice,



Culture and Fine Arts, key NGOs, representatives of Labour Unions, Private Sector and UN, Commune Councils, Governor and Vice Governor to find out key issues that is related to gender dimension to provide inputs for the themes to be addressed. WMC needs to prioritize the topics that have been suggested for the work plan development.

- WMC can support the initiatives of Decentralization and Deconcentration process. For instance the role of women in the development of Commune Development Plan and Commune Investment Plan (CDP/CIP). The role of Women and Children Focal Point should also be promoted. This will address the health, education and the child rights at grass root level.
- The family model should be promoted where husband is helping wife in housekeeping, is teaching children at home, is listening to the concerns of his wife related to health issues, is signing the children monitoring book...
- Man stereotype could be another interesting topics for WMC
- The history of Matriarchal Society of the ancient Khmer Kingdom
- The rape is a crime ( and not for negotiation )

**THE DONORS SHOULD TECHNICALLY AND FINANCIALLY SUPPORT:**

- Expansion of mobile broadcasting to remote area in all provinces and in particularly Ratnakiri, Mondulkiri, Kratie, Svay Rieng, Prey Veng
- The development of the organizational capacity in particularly technical skill in media production and allow the maintenance of skilled staff on a long term basis and staff capacity building activities. Donors should design and conduct training module for top management to improve skill required for new management style, strategic thinking and oversight role.
- The development of the policies guideline such as General Operational Manual, Gender Policy, Volunteer Policy, Staff Council Policy, Child Protection Policy, Good Governance Policy, Grant Agreement Policy, M&E Guideline, M&E Plan, M&E Frame-Works, Technical & Financial Audit Policy, HIV Work-Place Policy, Donors' Compliance policy, Communication Package, Effective Advocacy Tool, Media Marketing Tool.
- The capacity building for women candidates for election

### Annex A: TERM OF REFERENCE

#### WMC Background

Women's Media Centre officially established it as a non-profit, non-governmental organization in January 1995 and officially registered with the Council of Ministers in the same year. In recognition of its changing management needs, WMC has successfully restructured earlier year 2007.

Since its foundation WMC has produced high quality innovative, radio, television and video productions designed, electronic communication, website etc to educate and inform Cambodians on a wide range of issues impacting on women's rights and human rights, reproductive health, HIV/AIDS, trafficking, elections, domestic violence, leadership, rape, drug abuse, rule of law, decentralization, poverty, State Civil Society Dialogue and Public Awareness Raising including the develop women, develop society etc.

The Women's Media Centre of Cambodia occupies a unique position among Cambodian NGOs and media organisations. It is the only media organisation managed and run by women, and the only NGO with a focus on women and the media. The WMC develops, produces and broadcasts integrated media campaigns on social issues affecting women and men, and has considerable expertise in social change campaigning.

#### Project Description

Under the supporting from OXFAM- Novib in 2006-08, the Women's Media Centre of Cambodia was:

1. Develop and broadcast media programming that focuses on and accurately portrays women's experiences and perspectives.
2. Develop television and radio programmes with a specific focus on women's rights and human rights.
3. Continue to deliver radio and television programming to women and men in rural and remote areas through provincial radio and television stations and the WMC's Mobile Broadcasting Units.
4. Continue to monitor media coverage of women, encourage responsible reporting of women's lives and experiences, and encourage young women to consider a career in the media including through internships and school visits.
5. Implement transition plan activities designed to develop the organization, its board and staff to support WMC to continue to deliver high quality programming that reaches more than 60% of Cambodians.

The desired outcomes of the programme activities for which WMC is seeking funding from NOVIB are as follows:

1. Cambodian society recognizes that children's and women's rights are human rights that are to be respected, valued and enforced by all concerned.
2. Legislation and public policy is engendered, laws are better enforced and policy implemented.
3. The WMC and its staff continue to fulfil a unique role in Cambodian civil society as Cambodia's only women's media organization.

4. The Women's Media Center of Cambodia continues to improve the quality of its programs, and expand its outreach to and impact on the Cambodian people

The specific objectives that the programme activity aims to achieve include:

1. Reducing discrimination against women, increasing public awareness about women's and children's rights and strengthening enforcement of gender related laws.
2. Transforming public attitudes and perceptions that hinder the development of women's potential.
3. Raising awareness of policy makers and the public about issues which negatively impact on women and children.
4. Strengthening democracy and increasing women's participation and leadership in development and in political life.
5. Integrating gender into legislation and development policy and strengthening their implementation.
6. Strengthening the visibility and outreach capacity and impact of WMC programming, particularly in the provinces.
7. Ensuring that WMC can continue to function and provide high quality programmes, and building and developing the organization to become more proactive, efficient and sustainable.

#### Objectives of Evaluation

General objective of the evaluation is to assess the relevance, performance (effectiveness and efficiency ) and successes ( outcome, impact and sustainability) of the project, drawn lesson learned, case studies and make recommendation for future project, which will also inform the project up scaling and replicating processes.

The specific objectives of the evaluation;

1. To assess the process, coverage, outcomes (intended and unintended) of the project based on the desired outcomes in the project document.
2. To assess the policy and practical changes occurred to which outcomes have contributed
3. To whether and to what extend the project took gender dimension into account and the project promoted gender sensitive approach to formulation and implementation
4. To assess the contribution have been made to women's empowerment and furthering gender equality
5. To identify potential lesson learned and draw the most relevant case studies about the effectiveness of the intervention strategies used in order to achieve the desired outcomes, policy and practical changes.
6. To look at the possibility of scaling up of the project and replication
7. To assess the contribution of the project to the National Strategic Plan Development and Cambodia Millennium Development Goal ( CMDG)
8. It should be noted that the above mentioned objectives should be perused taking into consideration what have been already discovered through the program implementation

#### Methodologies

In close collaboration and consultation with WMC Management Team and OXFAM Novib representative, evaluation consultant team is expected to perform at least the following proposed activities and strategies;

1. Meeting with WMC Management Team and BDER Team for briefing at the very beginning
2. Making sure all the processes of project evaluation that women and men are involved in the evaluation and every steps of evaluation must be meaningful participatory approach
3. Review documents, reports, developed policies, guidelines and other materials related to the project
4. Collection of data: For the purpose of the survey, opinion from respondents will be collected through a structured questionnaire and FGDs among target group. Also an extensive document review and semi-structured interviews with program managers, and staff will be conducted to get data for the study
5. Semi-Structured Interviews: Evaluation meetings and Semi-structured interviews will be conducted with program manager, staff relevant donor's project partners including relevant governmental officers, both in Phnom Penh and the three provinces. Data will be collected on many aspects, including experiences and perceptions, the challenges, advantages, and disadvantages and recommendations for enhancing implementation of the project.
6. Quantitative Follow up survey: A two-stage cluster sampling method has been utilized for the survey to meet statistically soundness but achieving the time and cost effectiveness. All the geographical areas covered by the WMC NOVIB supported project will be included in the sampling. All villages/communes/sangkats and factory are listed and will be selected using Probability Proportional to Size (PPS) selection method. Then, from each area, respondents/participants for Interview will be selected with systematic sampling method, so that the study data achieve statistically soundness by avoiding the sampling error. The sample size for the above survey will be calculated after discussion with WMC technical team we propose to interview representative number of audiences, callers, viewers, listeners, target group of WMC mobile broadcasting Unit. The questionnaire used in the baseline survey will be used across all study location for this follow up survey with some additional question and customization to get some qualitative information. Overall, all the instruments e.g., the questionnaire, related guidelines for follow-up surveys will be both in English and Khmer.
7. Focus Group Discussions: FGDs will be conducted among target group in the study location. These participants will be contacted with the help of WMC staff. The selection of FGD participants will be based on individual willingness to participate in the study, length of exposure to services, and individuals' openness about issue. In total, 10 focus group discussions (each with 6–10 participants) will be conducted. The discussions will be used to assess audience knowledge, attitudes, and practices. Suggestions to improve the delivery information and TV radio program.
8. Conduct the participatory consultation meeting with WMC staff and board members for their comments and feedback
9. Report to WMC Management Team and BDER team as often as needed and to the BDER Director on a weekly basis
10. Prepare the primarily findings for review and comment of the BDER team and WMC Management Team
11. Conduct one-day consultation meeting with WMC staff and senior staff including Board of directors on the first draft of the evaluation findings.
12. Conduct one day consultation meeting with all relevant stakeholders who involved in the interview for providing the feedback on the findings
13. Improve the draft evaluation report based on the comments and suggestions of the WMC Management team and BDER Team including donor's representatives
14. Present the final evaluation report to WMC management team, BDER Team, staff, project partners and other major relevant stakeholders at half-day dissemination

- workshop
- 15. Incorporate final changes to the evaluation report
- 16. Submit the final report to WMC Management Team

This assignment is expected to last up 40 days with the proposed start by 16 February 2009.

#### Outputs

Draft evaluation report  
Final evaluation report

#### Management of evaluation

The overall responsibility for managing the evaluation will be with BDER Team (BDER Director is focal person), in close collaboration with WMC Management Team and WMC BoD. The continuous involvement of major stakeholders should be ensured and maintained throughout the entire review and evaluation process.

The evaluation report must be strictly followed the Novib guideline

#### Requirement of Evaluation Consultant

The assignment will be contracted to the company or consultant with experience in the substantive areas and knowledge. The Company or Consultant should have;

1. Master of Social Science, Law, Mass Media or relevant area
2. Knowledge about mass media, Law, Justice, Gender, women issues and other social issues
3. Proven track record in project review and evaluation or research with ability to show samples of evaluation report done in the past.
4. Have analytical skills
5. Have experienced in both qualitative and quantitative study
6. Excellent communication skills in oral and written English, knowledge of Khmer an advantage
7. Availability to carry out the consultancy by January 2009
8. Willing to travel to the project coverage

The consultant consults and negotiates in a transparent and understandable manner with relevant stakeholders.

## **ANNEX B: DATA COLLECTION INSTRUMENT**

### **EVALUATION GUIDELINE QUESTIONS**

Following question were used to get information from WMC management, Staff, Donors, partners, community leader and other stakeholder

- Please explain extent to which NOVIB project achieve its objectives?
- What are the challenges to achieving your objectives?
- What lessons have you learned? Any best practices? Have you documented these lessons and practices?
- Please describe any case study describing WMC program success?
- What are the key human rights issues the WMC is attempting to address?
- To what extent are these rights currently being either denied or supported by existing laws, policies, plans, budgetary allocations and cultural practices?
- How are different groups of women being affected? Are some groups facing special or additional obstacles to enjoying these rights?
- Does the organization have contacts or does it network with relevant human rights organizations, organizations of discriminated groups, and policy research organizations for informing its contextual analysis?
- Does the WMC have contacts or does it network with relevant women's organizations and WMC focusing on gender and women's rights?
- What is the image of the WMC among stakeholders?
- From your observation, please assess the management, finance, administrative and technical capacity of the WMC?
- What initiatives have been taken by the WMC to promote capacity development of staff?
- Is the WMC aware of how relevant human rights treaties are implemented in the national context and of recommendations from human rights treaty bodies? Example CEDAW, Beijing Women's conference.
- How is learning in the work place promoted, for example through intra-program learning, feedback from colleagues/supervisors, discussion with outsiders, and the like?
- How is formal learning through research working and how can knowledge management be strengthened?
- What is the level of commitment and motivation of staff members?
- What capacities do exist to support the realization of WMC vision and what capacities still need to be developed?
- Are lines of reporting in place that satisfy the requirements of donors and beneficiaries?
- What is the WMC role and capacity in influencing national policy?
- Has the project contributed to shape or influence national policies?
- This is currently a donor funded project, what mechanisms/strategy do you have in place should you no longer have funding?
- What are the unexpected results for women and men for women empowerment projects?
- In your opinion what role Mass Media like TV, radio in particularly WMC is playing in the country?
- In your opinion what role Mass Media like TV, radio in particularly WMC should play in the country?
- What is your opinion on the WMC production role in the increase of women empowerment?
- What is WMC is doing well?

- What is WMC is not doing well? How can WMC do it better?
- From your observation, please assess the management, finance, administrative and technical capacity of the WMC?
- Does your organization support any partner organizations' capacity development?
- What are the key problem/issue human rights issues in Cambodia?
- To what extent are these rights currently being either denied or supported by existing laws, policies, plans, budgetary allocations and cultural practices?
- How have changes in national/local legislation empowered or disempowered women or men (e.g. concerning control over resources such as land)?
- In your opinion, have you observed or experienced any changes in attitudes towards men and women in your own home/community within last five years?
- Is there any discrimination based on sex or biological difference in any sphere of life in Cambodia?
- What are the unexpected results for women and men for women empowerment projects?
- Do you know about the WMC? How did you get to know WMC? What is your current relationship with WMC?
- What do you know of WMC's work?
- How has community attitude towards issues of violence against women changed since last 5 years? Why?
- Do you think VAW has decreased in the Cambodian society? What has helped to decrease VAW? What kind of help have you given to victims of violence in your community?
- Can you give me examples of some things that have changed in the Cambodian society related to women empowerment?
- In your opinion, have you observed or experienced any changes in attitudes towards men and women in the Cambodian society within last five years?
- In your opinion what role Mass Media like TV, radio should playing in the Cambodian society?
- Can you suggest any issue, topic for the TV or radio production?
- Any further comments?

## SURVEY QUESTIONNAIRE

Individual Questionnaire Number |\_\_\_/\_\_\_/\_\_\_/

OXFAM-NOVIB PROJECT

Women Media Centre of Cambodia

### SURVEY OF POPULARITY OF WMC, BEHAVIOR REGARDING WOMEN EMPOWERMENT

#### IDENTIFICATION

Province: 1. Phnom Penh 2. Pursat 3. Takeo 4. Kratie

Introduction: Hello, my name is \_\_\_\_\_. The Women Media Centre is conducting a survey in STUDY LOCATION to learn about women's life experiences,. This information will help WMC improve its program. Your participation in this survey is very important to us, and is completely voluntary. . Your answers will remain confidential, and only the researchers and the interviewers will have access to the information. It will take 15 to 205 minutes to complete the questionnaire.

TOTAL NUMBER OF PEOPLE IN HOUSEHOLD [ ] Select one member randomly.

Do you agree to answer the questions, or not? NO |\_\_\_| YES |\_\_\_|

#### SECTION I: SOCIO-DEMOGRAPHIC CHARACTERISTICS

N°	QUESTIONS AND instructions	Code CATEGORIES/ANSWERS
1	Note the sex of the respondent.	MALE.....1 FEMALE.....0
2	How old are you? (in complete years)	AGE IN COMPLETE YEARS ___ ___  DON'T KNOW.....8
3	Have you been to school?	NO..... 0 YES ..... 1
4	What is the highest level of schooling that you reached: was it primary school, secondary school, a school of higher education?	PRIMARY 1 SECONDARY 2 HIGHER ED. 3 PROFESSIONAL 4 OTHER _____ 5
5	Do you have an work or Business for which you are paid?	NO..... 0 YES ..... 1
6	What is your current marital status?	Married 1 Never married 2 WIDOWED 3 DIVORCED 4 SEPARATED 5
7	Is the head of the household male or female?	MALE 1 FEMALE 2 BOTH 3



## SECTION 2: EXPOSURE TO MEDIA AND WMC production

Nº	QUESTIONS AND instructions	Code CATEGORIES/answers
8	Exposure to Mass Media Do you have access to a radio (that works)? Do you have access to TV and have watch TV in the last one month? Have you seen any TV drama or documentary in the last one month in your community?	NO..... 0 YES ..... 1 NO..... 0 YES ..... 1 NO..... 0 YES ..... 1
9	Have you heard or seen the WMC TV and FM 102 radio program	NO..... 0 YES ..... 1
10	I am going to show you three logos. For each logo, tell me if you have seen it WMC Logo TV production poster 1 TV production Poster 2 TV production Poster 3	NO..... 0 YES ..... 1 NO..... 0 YES ..... 1 NO..... 0 YES ..... 1 NO..... 0 YES ..... 1

## SECTION 3: REPRODUCTIVE HEALTH: KNOWLEDGE, ATTITUDES AND BEHAVIOR

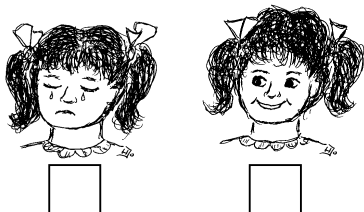
Nº	QUESTIONS AND instructions	Code CATEGORIES/answers
11	Have you heard of methods or ways that a couple can use to delay the onset of a pregnancy or avoid getting pregnant? Can you name any? Pills, Condoms, Female sterilization Male sterilization, Breast feeding	NO..... 0 YES ..... 1  Circle any answer
12	Have you heard a disease called AIDS?	NO..... 0 YES ..... 1
13	Can AIDS be transmitted from mother to child?	NO..... 0 YES ..... 1 DON'T KNOW/DON'T REMEMBER.. 8 REFUSED/NO ANSWER..... 9
14	Can it be Mother to child HIV transmission prevented?	NO..... 0 YES ..... 1 DON'T KNOW/DON'T REMEMBER.. 8 REFUSED/NO ANSWER..... 9
15	Many people in Cambodia are getting tested for HIV. Have you had an HIV/AIDS test? We do not want to know the result, only if you ever had the test.	NO..... 0 YES ..... 1 DON'T KNOW/DON'T REMEMBER.. 8 REFUSED/NO ANSWER..... 9

Nº	QUESTIONS AND instructions	Code CATEGORIES/answers
16	A. When you were pregnant last time, did you go for an antenatal check?  B. IF YES: Whom did you see? Anyone else? Doctor at health centre Doctor at private clinic NURSE/MIDWIFE TRADITIONAL BIRTH ATTENDANT OTHER: _____	NO..... 0 YES ..... 1  NO..... 0 YES ..... 1 NO..... 0 YES ..... 1 NO..... 0 YES ..... 1 NO..... 0 YES ..... 1

#### SECTION 4 ATTITUDES TOWARDS WOMEN RIGHT

Nº	QUESTIONS AND instructions	Code CATEGORIES/answers
17	In your opinion, does a man have a good reason to hit his wife if: She disobeys him She refuses to have sexual relations with him She asks him whether he has other girlfriends He suspects that she has been unfaithful Finds out that she has been unfaithful If she goes out without telling him?	NO..... 0 YES ..... 1 NO..... 0 YES ..... 1 NO..... 0 YES ..... 1 NO..... 0 YES ..... 1 NO..... 0 YES ..... 1 NO..... 0 YES ..... 1
18	In the last 12 months, has <u>your husband or any other partner</u> ever: Slapped , Kicked, brunt, dragged or beaten up or thrown something at you that could hurt you? Threatened to use or actually used a gun, knife or other weapon against you? Physically force you to have sexual intercourse when you did not want to?	NO..... 0 YES ..... 1 NO..... 0 YES ..... 1 NO..... 0 YES ..... 1
19	Do you think that violence against women is wrongful behaviour and a criminal act	Disagree... 0 Agree .... 1
20	Please say do you agree or disagree with following statement Sons and daughters should have equal responsibilities to take care of their parents. Husbands and wives should have equal responsibilities with respect to nurturing and caring for their children. There is no need for women to stand in election for public office. Helping his wife with household chores diminishes a husband's manhood.	Disagree... 0 Agree .... 1 Disagree... 0 Agree .... 1 Disagree... 0 Agree .... 1 Disagree... 0 Agree .... 1

N°	QUESTIONS AND instructions	Code CATEGORIES/answers
21	<p><b>FINANCIAL AUTONOMY</b></p> <p>Please tell me if you own any of the following, either by yourself or with someone else:</p> <p>Land</p> <p>Your house</p> <p>A business</p> <p>Animals (cows, horse.. )</p> <p>Chickens, pigs, goats,)</p> <p>Produce or crops from certain fields</p> <p>Motor car</p> <p>Savings in the bank?</p> <p>Other property, specify</p> <p>FOR EACH, PROBE: Do you own this on your own, or do you own it with others?</p>	<p>We need this information to understand the financial position of women nowadays.</p> <p>NO..... 0 YES ..... 1</p> <p>NO..... 0 YES ..... 1</p> <p>NO..... 0 YES ..... 1</p> <p>NO..... 0 YES ..... 1</p> <p>NO..... 0 YES ..... 1</p> <p>NO..... 0 YES ..... 1</p> <p>NO..... 0 YES ..... 1</p> <p>NO..... 0 YES ..... 1</p> <p>NO..... 0 YES ..... 1</p> <p>NO..... 0 YES ..... 1</p>
22	<p>Over the past twelve months, have you yourself taken any of the following actions or know?</p> <p>Participated in community meetings</p> <p>Voted in an election</p> <p>Know who is your commune council chief?</p> <p>Know where to seek help if you face domestic violence</p> <p>Talked with other women about ways to negotiate with their husbands/families about domestic violence</p>	<p>NO..... 0 YES ..... 1</p> <p>NO..... 0 YES ..... 1</p> <p>NO..... 0 YES ..... 1</p> <p>NO..... 0 YES ..... 1</p> <p>NO..... 0 YES ..... 1</p>
23	<p>Now I would like to ask you about the types of decisions you make alone, you make with your husband, your husband makes alone or you and your husband make with your children. the following Decision</p> <p>The number of children we will have</p> <p>Whether to work outside the home</p> <p>How to spend the family income</p> <p>Daughter's level of education</p> <p>Purchase of Land, House, Jewellery</p> <p>What will happen if you disagree, who has final decisions?</p>	<p>Male    Female    Both</p> <p>1        2        3</p> <p>1        2        3</p> <p>1        2        3</p> <p>1        2        3</p> <p>1        2        3</p>

N°	QUESTIONS AND instructions	Code CATEGORIES/answers
24	<p>I would now like to give you a card. On this card are two pictures. No other information is written on the card. The first picture is of a sad face, the second is of a happy face.</p> <p>No matter what you have already told me, I would like you to put a mark below the sad picture if someone has ever touched you sexually, or made you do something sexual that you didn't want to, <u>before you were 15 years old</u>.</p> <p>Please put a mark below the happy face if this has never happened to yo</p> <p>Once you have marked the card, please fold it over and put it in this envelope. This will ensure that I do not know your answer.</p> <div style="text-align: center;">  </div>	<p>CARD GIVEN FOR COMPLETION 1</p> <p>CARD <u>NOT</u> GIVEN FOR COMPLETION 2</p> <p>GIVE RESPONDENT CARD AND PEN. MAKE SURE THAT THE RESPONDENT FOLDS THE CARD; PUTS IT IN THE ENVELOPE; AND SEALS THE ENVELOPE BEFORE GIVING IT BACK TO YOU. ON LEAVING THE INTERVIEW SECURELY ATTACH THE ENVELOPE TO THE QUESTIONNAIRE (OR WRITE THE QUESTIONNAIRE CODE ON THE ENVELOPE).</p>

We have now finished the interview. Do you have any comments, or is there anything else you would like to add?

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I have asked you about many difficult things. How has talking about these things made you feel?	GOOD/BETTER 1
WRITE DOWN ANY SPECIFIC RESPONSE GIVEN BY RESPONDENT	BAD/WORSE 2
	SAME/NO DIFFERENCE 3

Thank You!

## GUIDELINE FOR FOCUS GROUP GUIDE WITH WOMEN OR MEN

Date: \_\_\_\_\_

Sex: M/F

Number of participants: \_\_\_\_\_

Marital status: Married/Single

Age range of participants: 15–20, 20–35, 35–49 years

### Introduction

Thank for coming. We are from NAME OF ORGANIZATION. We are conducting research on family problems and their possible solutions. We have invited you here today to discuss this issue with you. Your responses will be used to help develop materials and services to assist women experiencing violence.

All of our discussions will be kept strictly secret. We will be producing a report on our findings, but will not reveal your name if we quote anything you says.

If you don't mind, we would like to tape record our discussion. This is to help us record what has been said. The tape will not be played to anyone. Once notes have been taken from the tape, it will be destroyed.

Is everyone happy to participate in this discussion?

*Record response*

*Yes/No*

Is there anyone who would like to leave now?

*Record if someone leaves*

Thank you.

We hope that you will all feel free to discuss your opinions openly. There are no right or wrong answers – and we would like to hear your honest opinions about the issue. All of your responses will remain confidential.

### Focus group discussion guide

#### 1. Warm-up

Tell me something about yourself, your family, your work and the things you like to do.

What worries you these days?

What are the biggest problems facing women today?

#### 2. Women and men Question

- In your opinion, have you observed or experienced any changes in attitudes towards men and women in your own home/community within last five years?
- To what degree are women aware of local politics, and their legal rights? Are women more or less aware than men? Is this changing over time?
- Do women and men perceive that women are becoming more empowered? Why?
- Do women perceive that they now have greater self-respect? Why? How does this relate to men's perceptions?
- Do women/men perceive that they now have greater economic autonomy? Why?
- Are changes taking place in the way in which decisions are made in the household, and what is the perceived impact of this?
- Do women make decisions independently of men in their household? What sorts of decisions are made independently?
- What is the role of local institutions (including women's institutions) in empowering/

- disempowering women/men?
- Is there more acknowledgement of the importance of tasks customarily carried out by women, e.g. child care?
- If employment and education for women are increasing, is this leading to greater empowerment?
- Do you know any WMC TV production and FM 102
- What topic you would like to watch or listen.
- Can you suggest any issue, topic for the TV or radio production?
- Any further comments?

### 3. Story completion

“Sokha lives with her husband Chamrouen and their two children, a 3-year-old son and a 5-year-old daughter. She finished fifth grade primary school, but for some time now she has wanted to leave Chamrouen. He doesn’t give her enough housekeeping money, nor does he let her work because he gets jealous. When he comes home drunk he insults her and sometimes he forces her to have sex even though she doesn’t want to. Sokha has tried talking to him, but it’s like talking to a wall. She has put up with this situation for the last 4 years and hasn’t told anyone else. She doesn’t know what to do....”

The facilitator then describes the alternatives that Sokha has, and asks people for their comments concerning the following:

- What might be the causes of the problems Sokha is facing?
- In what ways do these problems affect Sokha?
- Will it affect her children? In what ways?
- Is the way Chamrouen treats Sokha acceptable in your community? Why?
- What if he injured her? What if her children were also hurt?
- If you were Sokha’s neighbour and you knew what was happening, what would you do? What if you were her sister or aunt? At what point would you feel that you should intervene?
- If you were a close friend of Sokha, what would you advise her to do? Why?

## ANNEX C: LIST OF PEOPLE INTERVIEWED AND SITES VISITED

### LIST OF PEOPLE INTERVIEWED

No	Name	Sex	Position	Organization
1	HE Sy Define	F	Secretary of state Legal protection and information	Min of Women Affair
2	HE Chhum Socheat	M	Director of Cabinet and advisor to the Minister of Information	Min of Information
3	HE Chou Bun Eng	F	Secretary of state	Min of Interior
4	Sat Thida	F	Administrative Officer, Department of Planning	Min of Education Youth and Sport
5	Hor Meng Heang	M	Administrative officer,	Min of Education Youth and

			Department of Personnel	Sport
6	Seng Virirak	M	Administrative officer, Department of Personnel	Min of Education Youth and Sport
7	Dr. Chong Vandara	F	HIV/ AIDS Program Manager,	UNFPA
8	Mr. Khoun Bunny	M	National Coordinator	UNIFEM
9	Lim Tith	M	National Project Coordinator	UNAIP
10	Kim Sean Sin	F	Program officer for Rule of law Project	East West Management Institute (EWMI)
11	Leng hour KIET	M	Program officer for Human Right and democracy	European Union, Delegation of the European Commission
12	Ly Sunlina	F	Program Officer on GBV and Safe migration trafficking	DanChurch AID
13	Choup Suy	M	Finance and Administration officer	Diakonia
14	Vathany SAY	F	Executive Director	Cambodian Women's Crisis Centre
15	Maly	F	Marketing Officer	TV3
16	Dr. kasem Kolnary	F	Director	Cambodian HIV/AIDS Education and care
17	Ros Sopheap	F	Executive Director	Gender and Development in Cambodia (GAD/C)
18	Dr. Kem Ley	M	Business Development and External Relation Director	Women Media Centre
19	Voun Soviry	F	Radio Station Manager	Women Media Centre
20	Heng Thona	M	Program Coordinator	Women Media Centre
21	Mary Olsen	F	Volunteer Advisor	Women Media Centre
22	Pich Sa Roeun	M	Chief of Commune	Chhroy Chor Va Commune, Phnom Penh
23	Pun Khlem Chan	F	Chief of Commune	Ta Klol Commune, Phnom Penh
24	Kheav Non	M	Chief of Commune	Kha chhor Commune Pursat Province
25	Ly Nhagn	M	Chief of Commune	Sre Sdoc Commune, Pursat Province
26	Nong Chhum	M	Chief of Commune	An Bra Sath Commune, Takeo Province
27	Tean Sareth	M	Chief of Commune	Phnom Din Commune, Takeo Province
28	Prum Chun	M	Chief of Commune	Kiri Chung koh Commune Takeo Province
29	Long Sareth	M	Chief of Commune	Bra bath Chhan Chhum Takeo Province
30	Hul Soeung	M	Chief of Commune	Boeung Char Commune, Kratei province
31	Mr. Tuch Sam Bam	M	Chief of Commune	Sambau Commune, Kratei province

## List of Sites Visited for Survey/ Key Informant Interview and Selection Basis

	Province and Municipality	Date and Time Visited
1	Phnom Penh Municipality (Central Cambodia, Urban Area, WMC Head office is based here, TV and Radio Coverage)	
	1. Re Sei Keo Commune	Morning, 21 March 2009
	2. Chhroy Chor Va Commune	Morning, 21 March 2009
	3. Ta Klol Commune	Afternoon, 21 March 2009
	4. Prek Re Sei Commune	Afternoon, 21 March 2009
2	Takeo Province (Southern Cambodia, Rural Area, TV and Radio Coverage)	
	1. An Bra Sath Commune	Morning, 30 March 2009
	2. Phnom Din Commune	Morning, 30 March 2009
	3. Kiri Chung koh, Commune	Afternoon, 30 March 2009
	4. Bra bath Chhan Chhum	Afternoon, 30 March 2009
3	Pursat Province (Western Cambodia, Remote area, Mobile Broadcasting Unit of WMC, TV and radio coverage)	
	1. Kha chhor Commune	Morning, 31 March 2009
	2. Sre Sdoc Commune	Morning, 31 March 2009
	3. Sre Sdoc Commune	Afternoon, 31 March 2009
	4. Svay Loung Commune	Afternoon, 31 March 2009
4	Kratei Province (Northern Cambodia, Poverty, Rural and remote area, Low coverage of TV and radio)	
	1. Boeung Char Commune	Evening, 1 April 2009
	2. Sambau Commune	Morning, 2 April 2009
	3. Kompong Cham Commune	Morning, 2 April 2009
	4. Kak Kha Nhe Commune	Afternoon, 2 April 2009

## ANNEX D: EVALUATION TEAM INFORMATION

NO	NAME	SEX	Nationality	Task in Evaluation	Current Position
1	Umakant Singh	M	Indian	Team Leader	Freelance Consultant
2	Nhim Dalen	M	Cambodian	SPSS analyst	Database Officer, HACC
3	Bunna Kaknika	F	Cambodian	FGDs Facilitator	Field Researcher
4	Ly Seav Huong	F	Cambodian	FGDs Facilitator	Field Researcher
5	No Migy	M	Cambodian	FGDs Facilitator	Advocacy Officer, HACC
6	Soth Kim Leang	F	Cambodian	Field Coordinator	Networking officer, WMC
7	Heng Thona	M	Cambodian	Field Coordinator	Program Coordinator, WMC
8	Son Lyna	F	Cambodian	Interviewer	Student
9	Touch Soton	F	Cambodian	Interviewer	Volunteer
10	Mok Sokha	M	Cambodian	Interviewer	Volunteer



11	Yi Rasy	M	Cambodian	Interviewer	Student
12	Sam Dany	F	Cambodian	Interviewer	Student
13	Sunn Ratana	F	Cambodian	Interviewer	Student
14	Yorn Channita	F	Cambodian	Interviewer	Student
15	Chout Nary	F	Cambodian	Interviewer	Student
16	Khiev Vunthoun	M	Cambodian	Interviewer	Student
17	Mak Chamrong	M	Cambodian	Interviewer	Student
18	Rany	F	Cambodian	Interviewer	Student

## **ANNEX E: LIST OF PARTICIPANTS AT PRELIMINARY FINDING CONSULTATION MEETING**

Consultation Meeting Women Media Centre (WMC) Management Team 28 April, 2009

Nº	Name	Sex	Position
1	Tive Sarayeth	F	Executive Director
2	Kem Ley	M	Director of BDER
3	Sambun Yany	F	Finance Manager
4	Vuon Soviry	F	Radio Station Manager
5	Pich Sthanary	F	Modern TV Team Manager
6	Uch Thavy	F	High Tech TV Team Manager
7	Sok Thara	F	Senior HR/Admin Officer
8	Heng Thona	M	BDER Program Coordinator
9	Soth Kimleang	F	Networking coordinator
10	Phorn Phasoka	F	RD Executive Producer
11	Mao Piseth	M	Communication Specialist

Consultation meeting with Women Media Centre (WMC) staff 30 April, 2009

Nº	Name	Sex	Position
1	Tive Sarayeth	F	Executive Director
2	Sok Thara	F	Senior HR/Admin Officer
3	Phign Chanda	M	IT Officer
3	Uy Sorn	M	Driver
4	Neak Vina	M	Driver
5	Ith Chandarith	M	Driver
6	Phlek Mealea	F	Receptionist
7	Om Chanthony	F	Cleaner
8	Kem Ley	M	Director of BDER
9	Soth Kimleang	F	Networking coordinator
10	Heng Thona	M	BDER Program Coordinator
11	Mao Piseth	M	Communication Specialist
13	Vuon Soviry	F	Radio Station Manager
14	Roy Neaphally	M	Technical Supervisor

15	Ea Vaddhna	M	Sound Advisor
16	Khuon Kavisokha	F	RD Producer
17	Hour Chanthou	F	Executive Producer
18	Hang Samphors	F	Executive Producer
19	Chhun Phannapha	F	RD Script Writer
20	Touch Sokhak	M	RD Producer
21	Yib Chheng Leap	M	Executive Producer
22	Mom Savan	M	RD Technical Assistant
23	Phorn Phasoka	F	RD Producer
24	Khut Sokhoeun	M	RD Producer
25	Chea Samphors	F	RD Script Writer
26	Hourt Vuthy	M	RD Producer
27	Ke Chhum Oussa	F	Assistant to Production Director
28	Ly Nimol	F	Assistant to DED/ZFD- Advisor
29	Deth Lyda	F	"No means No" Presenter
30	Pich Sthanary	F	Modern TV Manager
31	Yeb Na Any	F	Production Manager
32	Thong Saroth	F	Editor/Camera Operator
33	Pov Sok	M	Script Writer
34	Yvon Hem Phalla	M	Film/Technician/ Designer Director
35	Men Neary Nimol	F	Editor/Camera Operator
36	Sauy Lauth	M	Script Writer
37	Sok Lida	F	Script Writer
38	Uch Thavy	F	High Tech Team Manager
39	Ouch Vanna	F	Script Writer
40	Roeung Sakiry	F	Script Writer

Participant List Consultation meeting with Stakeholder 25 May, 2009

Nº	Name	Sex	Position	Organization
1	Chan Samnang	M	Commune Councilor	Re Sei Keo Commune
2	Sina STR	F	Commune Councilor	Re Sei Keo Commune
3	Pen Rady	F	Commune Councilor	Ta Klol Commune
4	Bunna Kaknika	F	Research team member	Royal University of Phnom Penh
5	Soth Kimleang	F	N.W Coordinator	Women Media Centre
6	Voun Soviry	F	Manager	Women Media Centre
7	Keo Mono	M	Student	Norton University
8	Pich Sthanary	F	HT Manager	Women Media Centre
9	Tracy McDiarmid	F	Program Officer	The Asia Foundation
10	Ry Noyel	F	Program Assistant	Centre of Social Development
11	Sok Leang	M	Coordinator	Centre of Social Development
12	Sin Kim Sean	F	Grants Coordinator	East West Management

				Institute
13	Sok Thara	F	Admin-HR Officer	Women Media Centre
14	Tive Sarayeth	F	Executive Director	Women Media Centre
15	Phearum Sia	M	Director	Housing Right Task Force
16	Sat Thida	F	Administrative Officer, Department of Planning	Min of Education Youth and Sport
17	Gim V.Loper	F	Associate Dean of College of Management	University of Cambodia
18	Roeung Sakiry	F	Writer	Women Media Centre
19	Khiev Vunthoun	M	Research team member	Norton University
20	Umakant Singh	M	Consultant	Freelance

## ANNEX F: BIBLIOGRAPHY

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## ANNEX G: LIST OF CONCEPT AND ABBREVIATION

**Empowerment:** Empowerment broadly refers to an individual's or group's increased "power." In the context of development, it refers both to "internal" change in an individual's sense of self and autonomy and "external" change in social status and basic power relationships in society. Empowerment is difficult to measure, and there is no agreed-upon method. Empowerment needs to be clearly defined if indicators are to be developed. Qualitative indicators of empowerment are particularly hard to agree upon, in part at least because empowerment itself is a concept that has been defined in different ways. Most definitions stress two main areas of empowerment:

- A personal change in consciousness involving a movement towards control, self-confidence and the right to make decisions and determine choice.
- Organization aimed at social and political change.

**Women empowerment:** The process by which those who have been denied the ability to make strategic life choices acquire such ability. This ability to exercise choices incorporates three inter-related dimensions: resources which include access to and future claims to both material and social resources; agency which includes the process of decision-making, negotiation, deception and manipulation; and achievements that are the well-being outcomes (Naila Kabeer).

**Relevance:** The extent to which the objectives of a development intervention are consistent with duty bearers and rights holders' requirements, country needs, global priorities and partners' and donors' policies.

**Effectiveness:** A measure of the extent to which an aid programme attains its objectives or produces its desired results.

**Efficiency:** An economic term referring to the measure of the relative cost of resources used in a programme to achieve its objectives.

**Impact:** 'Impact assessment or evaluation is the systematic analysis of the lasting or significant changes – positive or negative, intended or not – in people's lives brought about by a given action or series of actions' by Chris Roche, in Impact Assessment for Development Agencies, Oxford 1999

**Sustainability:** The continuation of benefits from a development intervention after major development assistance has been completed.

## ACRONYMS

ABC	Australia Broadcasting Corporation
ADHOC	The Cambodia Human Rights and Development Association
AV	Audio-Visual
AUSAID	Australian Agency for International Development
BBC-WST	British Broadcasting Corporation-World Service Trust
BDER	Business Development and External Relations
BMC	Banteay Mean Chey Province
BTB	Battambang province
CAMBOW	Cambodian Committee of Women
CBO	Community-Based Organization
CCC	Cambodian Cooperation Committee
CCJAP	Cambodia Criminal Justice Assistance Project
CEDAW	The Convention on the Elimination of All Forms of Discrimination Against Women
CHEC	Cambodian HIV/AIDS Education and care
CMDG	Cambodia for the Millennium Development Goals
CTN	Cambodian Television Network
CWCC	Cambodian Women Crisis Centre
D&D	Decentralization and Deconcentralization
DANIDA	Danish International Development Agency
DED	Deutscher Entwicklungsdienst
DIHR	Danish Institute for Human Rights
EC	European Commission
ED	Executive Director
EFA	Education For All
EWMI	East-West Management Institute
FGD	Focus Group Discussion
FM	Frequency Modulation
FOSI	Foundation Open Society Institute
GAD/C	Gender and Development/ Cambodia
GFW	Global Fund For Women
GFATM	Global Fund to fight HIV/AIDS, Tuberculosis and Malaria
GMAGs	Gender Mainstreaming Action Groups
HACC	HIV/AIDS Coordinating Committee
HIV/AIDS	Human Immunodeficiency Virus/ Acquired Immune Deficiency Syndrome
HSS	Health Surveillance Survey
HT	High Tech Television Team
KHANA	Khmer HIV/AIDS NGO Alliance
MBU	Mobile Broadcasting Unit
MDG	Millennium Development Goal
M&E	Monitoring and Evaluation
MoNASRI	Ministry of National Assembly-Senate Relations and Inspection
MoH	Ministry of Health
Moi	Ministry of Interior
MoWA	Ministry of Women's Affairs
MT	Modern Television Team
NACD	National Authority for Combating Drugs
NCHADS	National Centre for HIV/AIDS Dermatology and STDs

NGO	Non-Government Organisation
NSDP	National Strategic Development Plan
OD	Organisational Development
OMC	Oddor Mean Chey Province
OSI	Open Society Initiative
Oxfam NOVIB	Netherlands Organization for International Development Co-operation
RGC	Royal Government of Cambodia
SGI	Self-Generated Income
SHV	Sihanouk Ville (Presently, Preah Sihanouk Province)
RFA	Radio Free Asia
RFI	Radio France International
RGC	Royal Government of Cambodia
TV	Television
TWG	Technical Working Group
VoA	Voice of America
WMC	Women's Media Centre
WACC	World Association for Christian Community
UNFPA	United Nations Population Fund
UNIAP	United Nations agency for Trafficking
UNIFEM	United Nations Development Fund for Women
USAID	United States Agency for International Development

## WOMEN'S MEDIA CENTRE OF CAMBODIA

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