



Our Programs and Media Activities

We work to empower women, youth, and other vulnerable groups, and promote positive behavioral change through 7 main activities:

- Women's Radio
- Daily News
- Video Production
- Cross-Check and Media Literacy Training for Accurate News
- Digital and social media
- Podcasts and Spotify
- Community Outreach, Mobile Broadcasting & Training.

We are increasingly focused on using digital media for projects, especially those aimed at youth audiences.

We produce media to educate a variety of target audiences, raise awareness, advocate for women and minorities, and undertake training programs for youth to empower them to speak up about issues in their own communities. We deliver our projects using a rights-based approach, empowering our audiences through the provision of accurate, reliable and independent information, as well as through training and capacity building activities.

Women's Radio FM 103.5

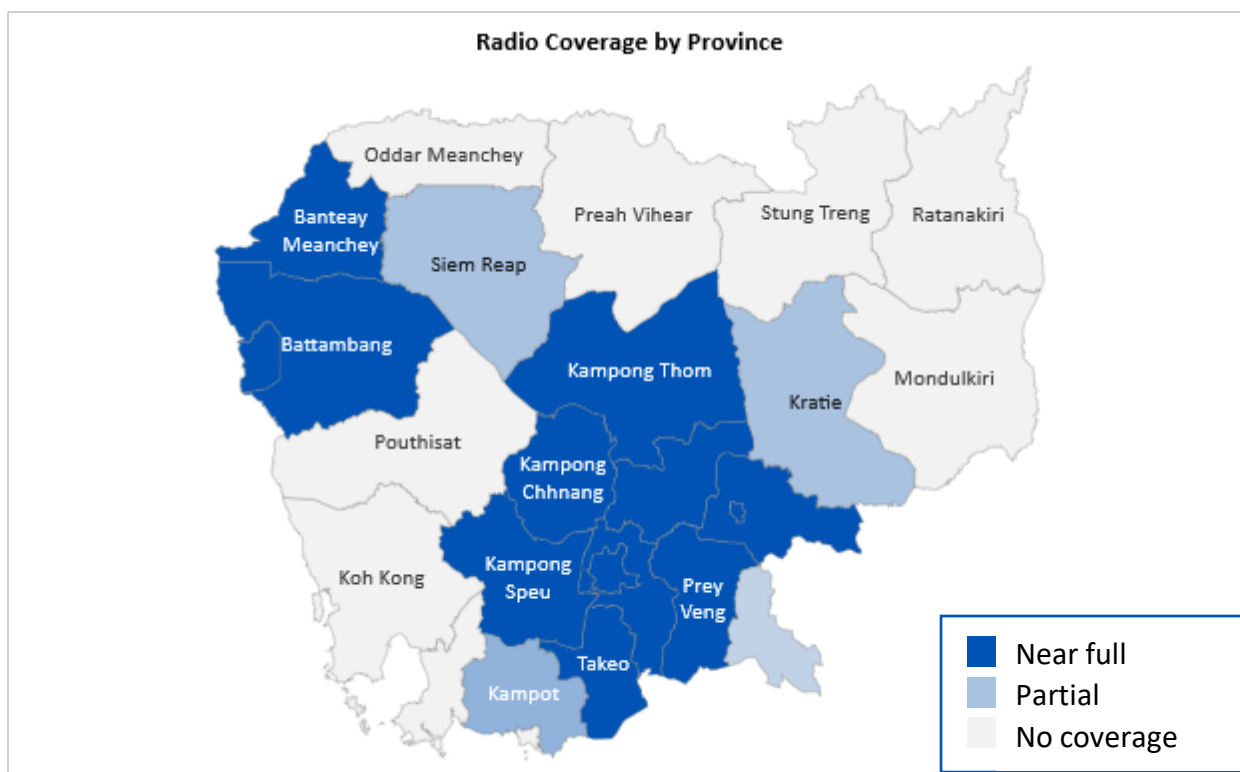
The Women's Radio has three main program types: Daily News, Educational Programs, and Edutainment.

We reach the population through Phnom Penh FM 103.5 and relay stations in Kampong Thom FM 104, Battambang FM 106.3 and Kampong Cham, FM 99.3.

Recent surveys show WMC is consistently in the top three most popular radio stations in Cambodia. Unlike the other leading stations, Women's Radio is more popular with female audiences than men.

Technology changes in the last decade have seen people move towards digital media, mainly delivered on smartphones, so today our radio programs are available online as well as by broadcast.

Radio advertising is a source of income to support the operation of the station but we do not allow the advertisement of tobacco, alcohol, and other items which may have negative health impacts for consumers.



Daily News

Our team of journalists produce daily news, broadcasting between 10 and 12 articles twice a day, once at noon and again at 5 pm. The news is broadcast on radio and posted on our website and social media platforms, including Facebook, Telegram, and YouTube.

Video Production

The Video Department researches and examines popular topics in Cambodia and produces videos in response to these topics. We have positively influenced national audiences by covering the following topics:

- Violence against women and children: Preventing domestic violence, sexual trafficking, prevention of rape, and more
- Human rights
- Women’s rights, gender equality, leadership and laws relating to women and children
- Women’s rights in community development
- Women and the environment
- Health, birth control and spacing, maternal health
- Family and community development
- Freedom of expression and independent media
- Rule of law, elections and democracy
- Education, importance of children’s education and preventing child labor

Today, our videos are increasingly produced for YouTube and social media.

Cross-Check Cambodia and Media Literacy Training

Cross-Check Cambodia is a news fact-checking program that was established with funding from USAID, in order to combat the rise of “fake news” in Cambodia.

The Cross-Check method has four key steps:

- 1. Article submission and selection:** News articles are submitted to the cross-check team by members of the public. The team then prioritizes the articles on topics that have the broadest impact. Those who submit articles are notified whether their article has been selected.
- 2. Accuracy assessment:** The cross-check team conduct a literature review on the topic, as well as interviews with experts and government officials. If more information is required, they will travel to the field (e.g. this was needed to check an article on illegal logging). The article is then given an accuracy rating: Red (inaccurate), Yellow (partially inaccurate), or Green (accurate).
- 3. Publication of results:** After the assessment, the team either write an article or film a video discussing the assessment, including recorded interviews from experts. These are shared online, to social media and selected articles are discussed during live radio shows.
- 4. Collect feedback:** The public engage directly with the cross-check team through the website and social media pages, including the radio live-stream on our Facebook, where comments and feedback can be posted. The public are encouraged to share the articles and videos on social media.

Radio shows on cross-check topics receive some of the highest rates of call-ins from listeners. Based on feedback, as a result of the cross-check program, the Cambodian public are becoming increasingly skeptical of unverified sources of news, and many listeners have said they now think twice before sharing articles from unknown sources.

Feedback on social media has been positive, with people often sharing a sentiment of “I had always wondered whether that was true”. Listeners also said the radio programs acted as a bridge between authorities and the public, creating a shared understanding on various topics, and have also increased accountability by asking authority members to discuss these issues on air.

Social Media Outreach

Social media is popular among youth both in rural and cities and is increasingly the primary source of information and news for Cambodians. As around two thirds of Cambodians are under the age of 30, and one fifth are aged 15 to 24, embracing the use of social media is of critical importance to reaching wider audiences into the future.

In response we run the following social and digital media pages:

- Facebook (Two pages)
- YouTube Channel
- Telegram Group
- TikTok
- WMC Website

Today, any media we produce is posted on social media, as appropriate for the product – for example videos are shared on YouTube, while live radio shows are broadcast through Facebook Live. There are almost one million followers and subscribers across all platforms.

To meet changing consumer habits we are increasing delivering programs as podcasts and using platforms like Podbean and Spotify for distribution.

Community Outreach & Training

We launched our first Community Outreach unit in 2002. The unit led the Mobile Broadcasting program, which aimed to share information with rural communities residing in “black spots” across Cambodia, where mainstream broadcast signal could not reach, or in communities who lacked the financial means to have electricity, televisions, or radios.

Today, the program has been renamed as Community Outreach and Training. Depending on donor requirements, we host a range of events, including:

- Media and Literacy Training for youth
- Safety training for women journalists
- Training for women political candidates
- Public forums and debates

The cross-check team also run training for both citizen journalists and young professional journalists on how to fact-check the news. The training includes:

- How to identify misinformation
- How to verify news sources following the cross-check methodology
- How to use the peer-review process to improve credibility as reporters
- The “Journalist’s Code” (an ethical code for reporting accurate news).
- Cambodian laws and regulations relating to journalism, with a focus on safety when reporting sensitive topics
- Understanding digital security, privacy, and copyright
- Use of social media to share information

Through the program, 180 journalists have trained in the Cross-Check methodology and the Journalist’s Ethical Code and felt better equipped to fact-check after the training. The training received praise both from citizen journalists and professionals, who had previously not used these techniques and felt the code of ethics was required in Cambodia.

Listeners’ and Viewers’ Club

We run a Listener’s Club, in which we encourage a team leader in remote villages to mobilize listeners from their area to participate in live shows. The team leader helps to broadcast the show to the villagers, then they are encouraged to call-in or submit messages digitally in order to share their comments during live shows.

Their participation helps us understand the views of participating community on the presented topics.