



វិទ្យាសាស្ត្របើកទូលាយ

*Open Institute*

អំពី (ស្តី)

19 February 2014

# Workshop On

## Media Monitoring for Ending Violence Against Women in Cambodia

*Funded by UN Women*

# Content of Presentation

- **Project objectives**
- **Methodology**
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- **Team structure**
- **Timeline**
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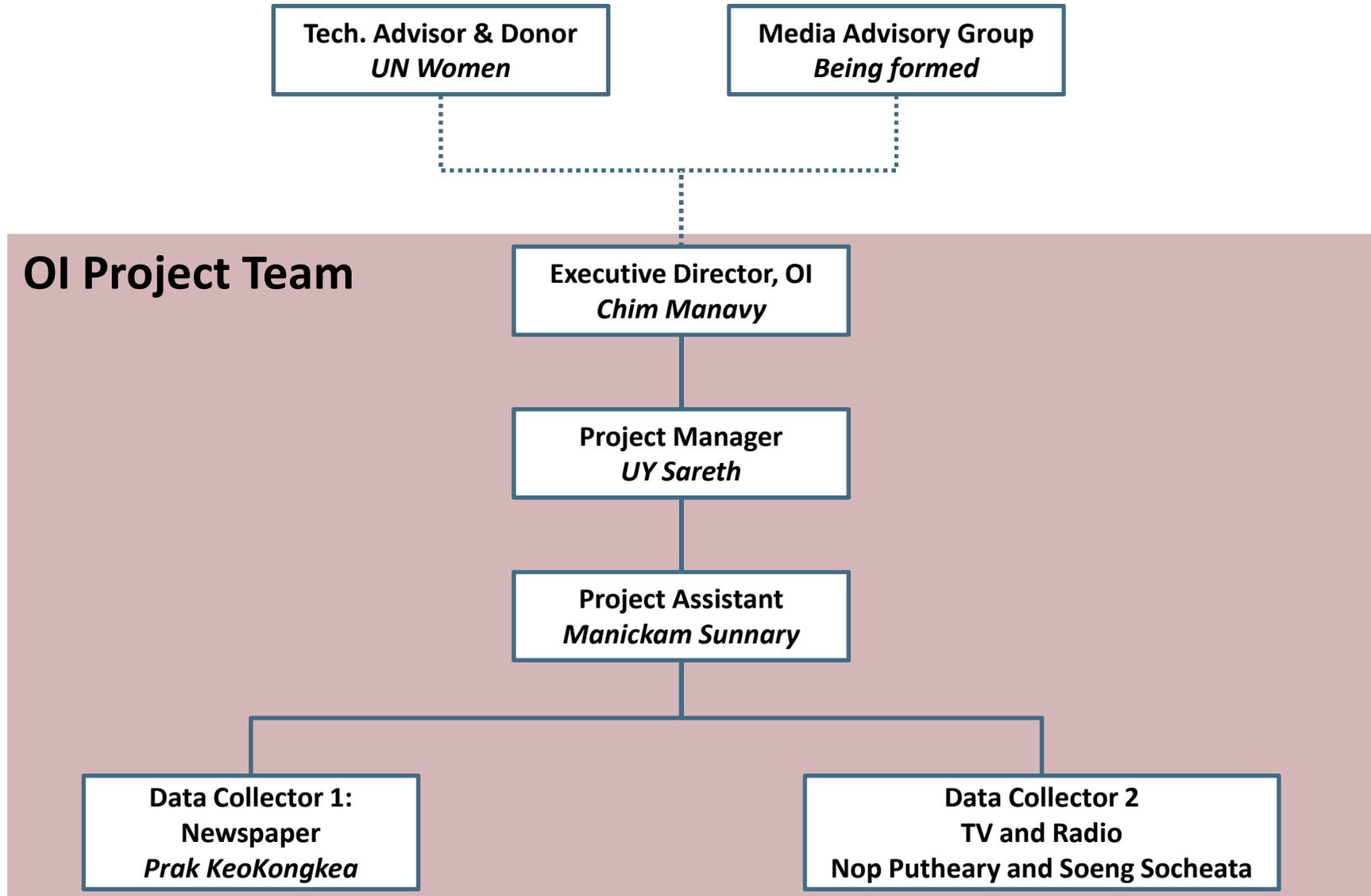
# Project Objectives

1. Gather evidence on how violence against women (VAW) is portrayed in the Cambodian media<sup>1</sup>.
  - a. How frequently is VAW featured in the media?
  - b. How is VAW portrayed?
  - c. What are the strengths and weaknesses of current practices, in what ways are they complementing or undermining prevention efforts?
2. Develop feasible recommendations for key stakeholders (media industry, policy makers, development partners etc.) to address how the Cambodian media perceives and portrays violence.
  - a. What are short-term, critical practices that should be put in place immediately?
  - b. What are longer term training, codes of conducts, reporting standards that needs to be developed and adopted?

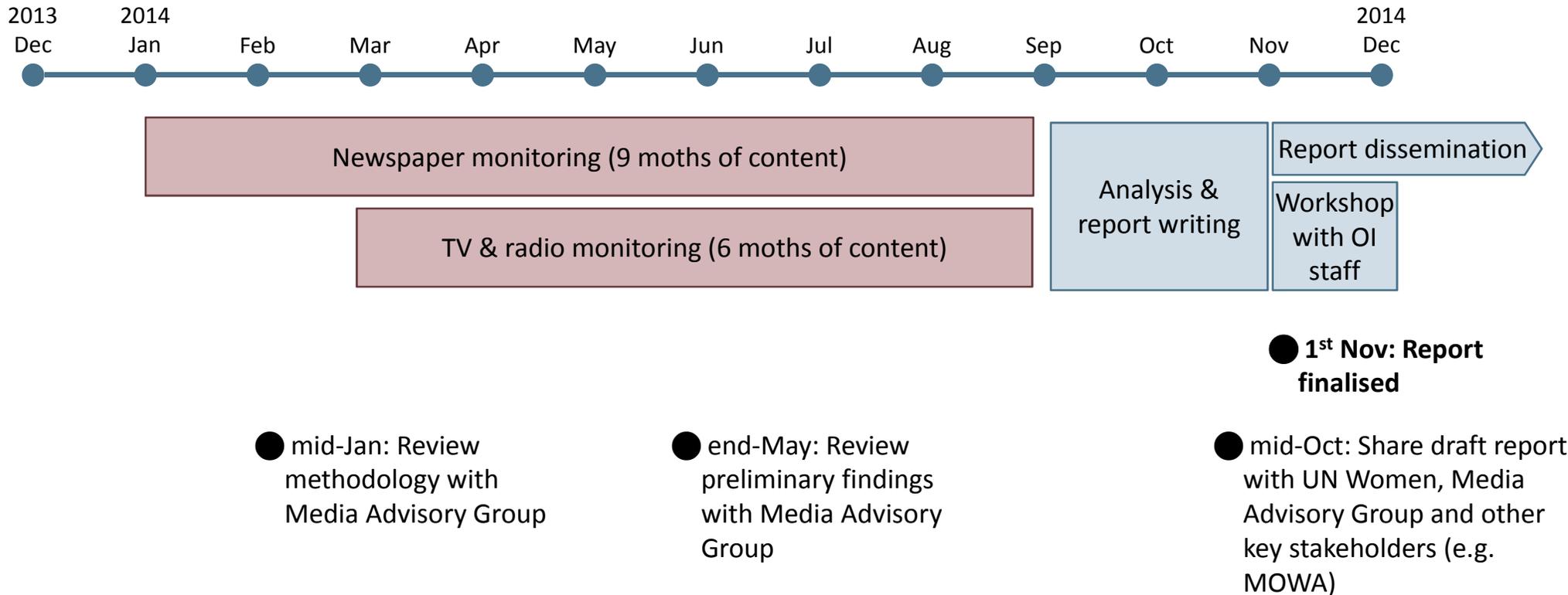
# Media Sources

	Newspaper	TV	Radio
<b>Outlets chosen</b>	<ol style="list-style-type: none"> <li>1. Rasmei Kampuchea Newspaper</li> <li>2. Dam Ampil Newspaper</li> <li>3. Phnom Penh Post (Khmer edition)</li> </ol>	<ol style="list-style-type: none"> <li>1. Cambodia Television Network (CTN TV)</li> <li>2. Television Kampuchea (TVK)</li> <li>3. Bayon TV</li> </ol>	<ol style="list-style-type: none"> <li>1. Women's Media Center (WMC)</li> <li>2. National Radio</li> <li>3. ABC Radio</li> </ol>
<b>Focus of monitoring</b>	All content	<ul style="list-style-type: none"> <li>• Hot news</li> <li>• Drama (Cambodia)</li> <li>• Women's talkshow</li> <li>• Comedy</li> <li>• Advice on law</li> </ul> <p>(exact programs to be selected closer to the time, i.e. by end of Feb 2014)</p>	<ul style="list-style-type: none"> <li>• Hot news</li> <li>• Love consultation</li> <li>• Drama (Cambodia)</li> <li>• Advice on law</li> </ul> <p>(exact programs to be selected closer to the time, i.e. by end of Feb 2014)</p>
<b>Frequency</b>	Approx. 16 papers per week	Aim: 25 hours of content per week	Aim: 25 hours of content per week

# Team & Reporting Structure



# Timeline



# Monitoring Framework (continues on next page)

	Newspaper	Radio (TV will be similar to this)
<b>Source Information</b>	<ul style="list-style-type: none"> <li>- Source publication</li> <li>- Date of publication</li> <li>- Location of article: section</li> <li>- Location of article: page</li> <li>- Type of article</li> <li>- Length of article</li> <li>- Length of article</li> <li>- Size of article</li> </ul>	<ul style="list-style-type: none"> <li>- Date</li> <li>- Time</li> <li>- Name of show</li> <li>- Presenter/s of show</li> <li>- Gender/s of hosts</li> <li>- Type of program: News, talk show, caller dial in, radio drama etc.</li> <li>- Focus of program: report on specific cases, social issue, government policy, law etc.</li> <li>- Length of discussion on VAW</li> </ul>
<b>Content Summary</b>	<ul style="list-style-type: none"> <li>- Headline</li> <li>- Headline (translate to Eng)</li> <li>- Province</li> <li>- Type of violence</li> <li>- Nature of violence - physical</li> <li>- Nature of violence - sexual</li> <li>- Nature of violence - psychological</li> <li>- Nature of violence - deprivation/ neglect</li> </ul>	<ul style="list-style-type: none"> <li>- Headline</li> <li>- Headline (translate to Eng)</li> <li>- Province</li> <li>- Type of violence</li> <li>- Nature of violence - physical</li> <li>- Nature of violence - sexual</li> <li>- Nature of violence - psychological</li> <li>- Nature of violence - deprivation/ neglect</li> </ul>
<b>Language and Images</b>	<ul style="list-style-type: none"> <li>- Terms used to describe violence (quote in Kh)</li> <li>- Sensationalist language used (quote in Kh)</li> <li>- Explicit details given? (quote in Kh)</li> <li>- Picture format</li> <li>- Content of picture</li> </ul>	<ul style="list-style-type: none"> <li>- Terms used to describe violence (quote in Kh)</li> <li>- Sensationalist language used (quote in Kh)</li> <li>- Explicit details given? (quote in Kh)</li> <li>- Picture format</li> <li>- Content of picture</li> </ul>

# Monitoring Framework (continued from previous page)

	Newspaper	Radio (TV will be similar to this)
<b>Informative Sources</b>	<ul style="list-style-type: none"> <li>- Perpetrators background: history of violence mentioned?</li> <li>- Perpetrators background: family status mentioned?</li> <li>- Perpetrators background: age</li> <li>- Perpetrators background : occupation</li> <li>- Apparent trigger for violence</li> <li>- Women's background: family status mentioned</li> <li>- Women's background: age</li> <li>- Women's background: occupation</li> <li>- from marginalized groups</li> </ul>	<ul style="list-style-type: none"> <li>- Perpetrators background: history of violence mentioned?</li> <li>- Perpetrators background: family status mentioned?</li> <li>- Perpetrators background: age</li> <li>- Perpetrators background : occupation</li> <li>- Apparent trigger for violence</li> <li>- Women's background: family status mentioned</li> <li>- Women's background: age</li> <li>- Women's background: occupation</li> <li>- from marginalized groups</li> </ul>
<b>Background of Perpetrator/s &amp; Victim/s</b>	<ul style="list-style-type: none"> <li>- Identification of perpetrator/s by name</li> <li>- Identification of perpetrator/s by picture</li> <li>- Identification of victim/s by name</li> <li>- Identification of victim/s by picture</li> <li>- Relationship between victim and perpetrator</li> <li>- Focus on victim or perpetrator or bystander</li> <li>- Direct interview with victim and/or their family?</li> <li>- Perpetrators background: history of violence mentioned?</li> <li>- Perpetrators background: family status mentioned?</li> <li>- Perpetrators background: age</li> </ul>	<ul style="list-style-type: none"> <li>- Identification of perpetrator/s by name</li> <li>- Identification of perpetrator/s by picture</li> <li>- Identification of victim/s by name</li> <li>- Identification of victim/s by picture</li> <li>- Relationship between victim and perpetrator</li> <li>- Focus on victim or perpetrator or bystander</li> <li>- Direct interview with victim and/or their family?</li> <li>- Perpetrators background: history of violence mentioned?</li> <li>- Perpetrators background: family status mentioned?</li> <li>- Perpetrators background: age</li> </ul>

# Monitoring Framework (Cont;)

	Newspaper	Radio (TV will be similar to this)
<b>Background of Perpetrator/s &amp; Victim/s</b>	<ul style="list-style-type: none"> <li>- Perpetrators background : occupation</li> <li>- Apparent trigger for violence</li> <li>- Women's background: family status mentioned</li> <li>- Women's background: age</li> <li>- Women's background: occupation</li> <li>- from marginalized groups</li> </ul>	<ul style="list-style-type: none"> <li>- Perpetrators background : occupation</li> <li>- Apparent trigger for violence</li> <li>- Women's background: family status mentioned</li> <li>- Women's background: age</li> <li>- Women's background: occupation</li> <li>- from marginalized groups</li> </ul>
<b>Framework and Ideology</b>	<ul style="list-style-type: none"> <li>- Women portrayed as victim or survivor?</li> <li>- Victim blaming?</li> <li>- Justification or downplay of violence?</li> <li>- Condemnation of violence?</li> </ul>	<ul style="list-style-type: none"> <li>- Women portrayed as victim or survivor?</li> <li>- Victim blaming?</li> <li>- Justification or downplay of violence?</li> <li>- Condemnation of violence?</li> </ul>