

## **Journalists, Farmers, and Teacher Representatives Attend Workshop to Improve Quality of Life**

December 12-13, 2009

**CEDAC**, with funding support from the Friedrich-Naumann Foundation for Liberty (FNS), organized a workshop for local journalists on the **SAMCHOL philosophy for improving the quality of life** at the Pic Nic Resort in Sihanouk Province. This workshop was the second a series of workshops for the media and followed the first workshop, which took place in July 2009 on the role of media in rural development.

Thirty-two media representatives - including 14 women - from newspaper, radio, television, magazine and online news freelancing attended this two-day workshop. There were also 10 farmers and teacher representatives from different provinces who attended the workshop.

The objectives of the workshop were to:

- Strengthen the understanding of and form closer relationships between journalists, farmers and NGOs
- Improve the quality of life through the SAMCHOL theory
- Increase the participation of the media in rural development work

During the workshop, the journalist learned from and shared with each other concerning their knowledge and experiences. Dr. Yang Saing Koma, CEDAC's President, presented the SAMCHOL theory on improving the quality of life to the journalists. The theory consists of Health, Friends, Knowledge and Money. There was a strong interest amongst the journalists to learn about the SAMCHOL theory - especially saving money. Three other topics, including money saving, rice marketing and agricultural production, were presented by experienced farmers and teacher representatives. During these interesting presentations, the journalists asked many questions to the farmers and teachers for discussion and interviewed them to broadcast their stories.

In the evening, a large dinner ceremony was organized for all the participants so that the journalists, farmers and teachers could eat, talk, and dance together to promote great friendships and foster better relationships between these various groups.

The journalists actively participated in the workshop and were very impressed with how great of a time they had with the farmers and teachers. They also shared their contact information so that they can more easily report and broadcast stories about agriculture and rural development for their respective media companies.

In addition, a Journalists Saving Group was established with 20 members to strengthen mutual cooperation and to improve their quality of life. The journalists plan to meet again in January 2010 to officially set up the saving group and to select committees.