

CEDAC's First workshop on The Role of the Media in Rural Development

26 Media representatives including journalists from the newspaper, radio, television, magazine and online news freelancers attended a two-day workshop on the Role of The Media in Rural Development at Kirirom Hillside Resort, Kampong Speu province. The workshop was organized by CEDAC from 18-19 July 2009, with funding support the Friedrich-Naumann Foundation for Liberty (FNF). The objectives of workshop were to:

- Increase the participation of the Media into the Rural Development work
- Provide more knowledge and explanation on agriculture and technical terminology to the journalists
- Strengthen understanding and form closer relationships between journalists, farmers and NGOs

During the workshop, different topics and experiences on Agriculture and Rural Development including CEDAC's overview, Ecological Agriculture, Irrigation Systems, Saving for Self-reliance (SFR), Local good governance, Linking Farmers to the Market and Farmer and Nature Net (FNN) were presented and discussed. In particular, the main topic on The Role of the Media in Rural Development was also discussed during which three main questions were proposed such as: What do we want Rural Cambodia to be in the future?, What have we done so far to meet this vision? and What more will we do to achieve our expected vision?.

"While the technology is developing rapidly, the Media's role is now very crucial in helping society, but the most important thing is, what kind of society do we want to see and live in?" said Dr. Yang Saing Koma, CEDAC's president

As a result, the journalists actively participated in the workshop and impressed a very happy feeling with a suggestion to have such event for next time. At last, they have presented their expectations and vision for the future of Rural Cambodia. It is similar to that of CEDAC's with a commitment to work more closely with farmers so that they can easily report and broadcast more stories about Agriculture and Rural development for their respective Media companies.