

**Workshop on
“Effective two ways Parliamentary Communication”
On August 2014
At the Senate of Kingdom of Cambodia**

- A. The role of PR /Spokesperson Unit of the Senate in promoting an open, transparent and accessible environment for media and the public**
- B. The role of the Media to regularly report/inform/analyze parliamentary affairs**

I. Background

From one legislative to another, the Senate always examines and modifies its internal regulation so as to have a standard adhering to democratic parliamentary system in the world. In particular, in the third legislative the Senate has established spokesperson of the Senate according to the decision N° 014/0213/P.S/SR, February 05, 2013 in order to serve information as the bridge between the Senate and the public, especially as a bridge for its electorate’s commune councils. Based on above decision, the Senate has also established a unit that called the Senate Spokesperson Secretariat (SSS) which comprises supporting staff for the spokesperson recognized by the decision N° 027/ 0213/P.S/SR, February 15, 2013 that signed the President of the Senate.

Alternative Suggestion for Background/Problem Statement

The Senate plays vital role in providing checks and balances to the government through effectively implementing its representation, legislation and oversight role. Throughout the implementation of its different functions the Senate’s administration has to build proper information and communication channels with the Media, the Citizens and all interested other stakeholders to provide accurate information on the ongoing work of the Senate.

During the third legislature, the Senate decided in 2013 to set up a Spokesperson’s Unit attached to the General Secretariat. Similar offices in Western Parliaments are responsible for developing communication strategies, including public and media outreach activities, gathering and distributing relevant information on the Senate’s different functions, procedures and actual work carried out by the different Commissions and Services.

The Spokesperson Offices or PR Offices of Parliaments play an important role to improve transparency of the legislative process through regular update of the Media and the public on the ongoing activities of parliamentary work in the Senate in a neutral and independent way. They also contribute to improve outreach to the public by publicizing

and organizing visitors services and would organize the access of the public and the press to the Senate Building and to special meetings/debates/hearings. They also advise MPs from all parties on how to be more responsive to their constituents by providing relevant information from Parliament's communication resources. With the establishment of this Unit, the Cambodian Senate made an important step to acknowledge the need for improving the availability and regularity of providing information on parliamentary work to the Media and the citizens. As the Spokesperson Unit is still young the Workshop aims in discussing its role and function, to inform the Media on the new service and to improve the understanding of Senator's and participants on the importance of media's oversight and information role to regular report on Parliamentary affairs.

II. Objectives

- Promoting two way communication between the Senate and the Media
- Strengthening the knowledge of media representatives on the roles of the Senate and the role of the new Spokesperson Unit of the Senate
- To actively promote regular communication and information on the Senate's role and work to provide misunderstandings between the Media and the Senate

III. Expected Outcomes

Short-term outcomes:

- Reporters will have better understanding of the roles and responsibilities of the Senate.
- Reporters are properly informed on the services offered by the new PR/Spokesperson Unit
- Clarity is provided on principles of neutrality and independence of the new Unit to provide its services to all Senators

Long-term outcomes:

- The Senate and national and international media will have better and closer relation and cooperation.
- The Senate will have wider information dissemination of its achievements and activities to the public through national and international media.

IV. Information Collection and the Workshop Process

A. Information Collection

Spokesperson Secretariat of the Senate has implemented its tasks by researching in the Senate and at media organizations and institutions in order to collect related information and data to serve as supporting documents for developing the project, identifying the problem and preparing the topic for the workshop for the spokesperson and senators.

B. The Workshop Process

The workshop will be organized at the library conference hall in the morning. The composition of the workshop consists of chairmen of commission 2, 5, 6 and 9, spokesperson of the Senate, management of the ministry of information, club of Cambodian journalists, representatives of national and international media and management of General Secretariat of the Senate.

V. Participant Composition of the Workshop (Total: more 100 participants)

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| - Chairman of commission 1 of the Senate | 01 |
| - Chairman of commission 2 of the Senate | 01 |
| - Chairman of commission 3 of the Senate | 01 |
| - Chairman of commission 4 of the Senate | 01 |
| - Chairman of commission 5 of the Senate | 01 |
| - Chairman of commission 6 of the Senate | 01 |
| - Chairman of commission 7 of the Senate | 01 |
| - Chairman of commission 8 of the Senate | 01 |
| - Chairman of commission 9 of the Senate | 01 |
| - Spokesperson of the Senate and the National Assembly | 01 |
| - General secretary and deputy general secretary of the Senate | 02 |
| - General directors of three general departments | 03 |
| - Information department | 03 |
| - ICT department | 03 |
| - Protocol and international relation department | 02 |
| - Human resources development department | 01 |
| - Secretariats of commission 1, 2, 3, 4, 5, 6, 7, 8, and 9 | 09 |
| - Spokesperson secretariat of the Senate and the NA | 10 |
| - Konrad Adenauer Stiftung Cambodia (KAS) | 02 |
| - Representative of Parliamentary Institute of Cambodia (PIC) | 01 |
| - Senior legal advisor to the Senate | 01 |
| - Ministry of Information | 02 |
| - Cambodian Television Association | 01 |
| - Club of Cambodian Journalists | 01 |
| - Television Khmer | 04 |
| - Bayon TV | 03 |
| - Apsara TV | 03 |
| - Apsara Net | 01 |
| - TV5 Cambodia | 02 |
| - TV3 Cambodia | 03 |
| - TV9 Cambodia | 03 |
| - Cambodian News Channel | 03 |
| - South East Asia Channel | 03 |
| - Hang Meas HD TV | 03 |
| - Raksmeay Kampuchea Newspaper | 02 |
| - Kohsantepheap Newspaper | 02 |
| - Kampuchea Thmey Newspaper | 02 |
| - Dap-news Newspaper | 02 |
| - Nokorwat Media Center | 02 |
| - Nokorwat Thom Newspaper | 02 |
| - Phnom Penh Post | 02 |
| - The Cambodia Daily | 02 |
| - Monakseka Khmer Newspaper | 02 |
| - ABC news | 01 |

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| - Radio National of Cambodia | 02 |
| - Kohsantepheap Radio | 01 |
| - Ta Phrom Radio | 01 |
| - MohaNakor Radio | 01 |
| - Dap-news Radio | 01 |
| - Bayon Radio | 01 |
| - Cambodia-China Friendship Radio | 01 |
| - Apsara Radio | 01 |
| - RCAF Radio | 01 |
| - Women Media Center of Cambodia | 01 |
| - Tonle Radio | 01 |
| - Phnom Penh Municipality Radio | 01 |
| - Beehive Radio | 01 |
| - People's Voice Radio | 01 |
| - VAYO Radio | 02 |
| - Voice of Democracy Radio (VOD) | 02 |
| - Sarika Radio | 01 |
| - ABC Radio | 01 |
| - Radio Free Asia (RFA) | 01 |
| - Radio Voice of America (VOA) | 01 |
| - Radio France International (RFI) | 01 |
| - International News Agencies | 03 |
| - Director and students of Department of Media and Communication | 10. |



Agenda of the Workshop
on
“Promoting Effective Communication
Between Parliament and Media”

Date: 20th of August 2014

Venue: The Senate compound

| Time | Activities | Guest Speakers | Facilitators |
|------------------------|--|--|-----------------------------|
| Morning Session | | | |
| 07:30-08:00 | Registration | | Spokesperson Secretariat |
| 08:00-08:10 | Welcome Remarks by H.E Mr. Mam Bunneang | H.E Mr. Mam Bunneang , Spokesperson and member of commission 9 of the Senate | Protocol |
| 08:10-08:25 | Opening Remarks | H.E Mr. Tep Ngorn , Second Vice-President of the Senate | Protocol |
| 08:25-08:30 | H.E Mr. Tep Ngorn , Second Vice-President of the Senate return back | | |
| 08:30-08:45 | Presentation on legislative, oversight and representative functions | H.E Mr. Kong Sareach , Chairman of commission 9 of the Senate | H.E Mr. Mam Bunneang |
| 08:45-09:05 | Presentation on roles and duties spokesperson | H.E Mr. Oum Sarith , Secretary General and Spokesperson | |
| 09:05-09:35 | Parliamentary Communication functions and Role of a spokesperson – A Western Perspective | Mr. Denis Schrey , KAS Country Representative in Cambodia for KAS Mr. Alastair Carthew , Expert from NZL | |
| 09:35-10:05 | Q & A session | | |
| 10:05-10:20 | Coffee Break | | |

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| 10:20-10:50 | Presentation on the importance of regular reporting/media coverage on parliamentary affairs – Challenges and Opportunities | Mr. Pen Bona , Editor in Chief, RFI | H.E Mr. Oum Sarith Secretary General and Spokesperson |
| | Presentation on Experiences of writing skill and Media | Mr. Puy Kea , Kyodo News | |
| 10:50-11:10 | Q & A session | | |
| 11:10-11:25 | Workshop Summary | H.E Mr. Oum Sarith Secretary General and Spokesperson | |
| 11:25-11:35 | Handover the book on “Parliamentary Communication” | H.E Mr. Mam Bunneang Spokesperson of the Senate and Mr. Denis Schrey , Country Representative in Cambodia for KAS | Protocol |
| 11:35-11:50 | Closing remarks | H.E Khieu Kanharith , Minister of Information | Protocol |
| 12:00 | End of the Workshop Joining Lunch | | |

Agenda for Afternoon
On
“Cambodian Senate Public Relations Role”
Venue: Special meeting Room
At Senate

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| 14:00-14:15 | Introduction On the Role and Function of the Senate Spokesperson Secretariat | Mr. Tep Makara Director of the Senate Spokesperson Secretariat (SSS) | |
| 14:15-15:30 | Presentation on Cambodian Senate Relations Role | Mr. Alastair Carthew , Expert from NZL | |
| 15:30-15:45 | Coffee break | | |
| 15:45-16:45 | Presentation on Cambodian Senate Public Relations Role (Continuing) | Mr. Alastair Carthew , Expert from NZL | |

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| | Including Question and Answers | | |
| 16:45 | End of Program | | |