

Project Name	Strengthening Community Radio for Good Governance
Consultant	Dr.Uajit Virojtrairatt
Implementing Agency	Civil Media Development Institute, CIVICNET Foundation
Duration	January 2005 – January 2006
Financing	500,000 Baht

1. Terms of reference

1.1 Proposed scope of work:

- Strengthening capacity of community radios in Ubon Ratchathanee and Nakhon Sawan to produce radio programs on good governance relevant to situations of their own community;
- Raise awareness of the volunteer members of community radio stations to play an active role in involving the whole community to promote good governance.

1.2 Output

- Exit report on the implementation process, outputs, and recommendations;
- The recorded radio programs, summary of the main contents from the forum or workshops and other related materials.

1.3 Consultation Period

January – November 2005 (extended to January 2006)

1.4 Project components

Component 1: Strengthening knowledge on and understanding on good governance and identification of the concrete issues relevant to good governance

Component 2: Program planning: Identification of the content, presentation, broadcasting, including planning on communication, public relation and other relevant activities

Component 3: Development of skills on program production

Component 4: Design of the evaluation and monitoring tool

Component 5: Summary of lessons learned to further develop the future handbook for the operation of community radio for good governance

2 Implementation Arrangements

2.1 Identification of the participating areas:

Office of the Public Sector Development Commission (OPDC) had preliminary indicated that the project be implemented in the North and Northeast Thailand. The details were later set out that in each province the project should cover community radio stations in the urban and the rural areas.

- Northeastern Region:

OPDC proposed Ubon Rachthanee and Kalasin as appropriate participating areas. Ubon Rachathanee was selected because of Project director's previous experiences in working with the Ubon Ratchathanee Civil Society Foundation which has operated 'Civil Society' community radio learning unit in Muang District, and 'Siang Mae Moon' (voices of the Moon River) Community Radio in Piboon Mungsharn District was chosen to represent the station in the rural area.

- Northern Region:

Phitsanulok and Phayao were suggested as the operating areas in the North. Considering that the community radio in Phitsanulok which has been built up on strong community involvement is at the beginning stage, Phayao which has only one station in Phoo Sang District was selected. The Project was later informed by the OPDC that any province in the North is acceptable; hence the operating area was changed from Phayao to Nakhon Sawan since *Phoo Sang Community Radio* has been facing internal problems. Moreover, based on prior experiences working in partnership with Nakhon Sawan Forum which has operated *Pak Nam Pho Community Radio* learning unit and expanded knowledge on community radio to other Districts, the Project, in consultation with Nakhon Sawan Forum, took *Mae Wong Community Radio* and *Nong Bua Community Radio* as participating stations in the rural area.

- Component 1:** 1) Strengthening knowledge and understanding on good governance
2) Identification of the concrete issues relating to good governance

Methodology:

1) Strengthening knowledge and understanding on good governance by organizing a one-day workshop (17April and 18May 2005) in selected areas

Remark: Participants of the workshop consist of:

In Northeast Thailand, staff members from both community radios attended the workshop; in the North: staff members of community radios from Pak Nam Pho, Nakhon Sawan Province and Phoo Sang, Payao Province. Later when Phoo Sang Community Radio encountered internal problems it was replaced by Mae Wong and Nong Bua Community Radios. And these two community radios were relayed messages of the workshop by staff member of Nakhon Sawan Forum who is the Project's coordinator.

Guest Speaker: Senator Nirand Phitakwachara, Chairperson, the Senate Standing Committee on Social Development and Human Security

Summary of the workshop contents

- Definition of good governance: it means governance and maintenance of the country with morality and justice.
- The goals of good governance: to enhance economic, social and political development; to forge peaceful and stable society; and to balance power between government, society at large and business sectors
- The rule or process of state good governance: performance with efficiency, transparency, accountability, and public participation.

- State good governance must observe the principles of rights, freedoms and public participation, as well as Constitution, laws and regulations, ethics, morality, cultures and traditions, and other unwritten regulations.
- Good governance, thus, creates the new value and awareness in the government, social and business sectors, including in legislative, media, educational and economic sectors etc.

Documents distributed to participants include:

- Document on the link between the Project on *Strengthening Capacity of Community Radio for Good Governance* and the Project on *Good Governance and Public Services*
- A chart about the Royal Decree on Good Governance B.E 2546 (2003) (article 6)
- A chart showing the concept of the government reform for the benefit of people or “Good Governance”
- Strategies and goals of the Thai Government Reform
- Framework on monitoring of the government and public service reform

2) *Identification of the community’s concrete issues relevant to good governance by using group work process.* It started with analysis of the participants’ points of view towards local government agencies, and then participants identified the issues on community’s ways of life. This activity was just the starting point followed by many other activities. As a result, the continuity of activities enabled participants to identify the issues for radio program production.

(1) *Analysis of view points towards the local government agencies*

Summary of Ubon Ratchathanee Workshop

<u>Civil Society Community Radio</u>		
Participant’s opinions towards	Satisfactory Issues	Unsatisfactory Issues
The police	Strong enforcement on traffic discipline	Setting up a check point; working with rudeness, discrimination, bribery request
Municipal Office	Quick services	Management of garbage bin and sanitation, corruption on construction projects and financial assistance for the people affected by flood
Hospital	impressive and quick services, good library and beautiful location	The service of 30 Baht gold card of the universal health care policy, unclear policy on using different health care cards, questions on quality and high cost of medicine also diagnosis and treatment
Education Institute	Educational Loaning Fund	The extent of transparency on the issues of : tuition fee, government financial support for students’ lunch and milk, school’s request for additional fees, quality of teachers, inappropriate budget

		allocation, inappropriate freshmen students reception ceremony, and no mechanism to monitor executives
<u>Siang Mae Moon Community Radio</u>		
Electricity Generating Authority of Thailand (EGAT)	Non	Construction of Pak Moon Dam, promotion of tourism, creating a fake image, non-transparent assistance to the people affected by Pak Moon Dam, release of fishes and shrimps in the waterway, and rebuilding of community's occupation
Tambon Administrative Organization (TAO)	Non	Transparency in administration, formulation of development plan and unaccountability.
Department of Fishery	Non	Law enforcement and government budget spent in releasing fishes in water basin .
Huay Tana National Park	No deforestation and well maintenance of the forest	Policies and government services which benefit business sectors by turning a blind eye to their forest encroachment

Summary of Nakhon Sawan Workshop

Pak Nam Pho Community Radio:

The workshop started with an analysis of general situation of *Pak Nam Pho*. This included inefficient administration of the municipality, ranging from garbage and wastewater management, arrangements of landscape along the river to keep it in order for public usage. The issues identified were so scattered that the participants decided to pick only the most important one: Bung Boraphet, the largest freshwater reservoir in Nakhon Sawan. They viewed this issue the most complicated one with different responses on solutions from government, business sectors and local people. Though Bung Boraphet is the symbol of Nakhon Sawan with its importance in terms of environmental and ecological aspects, and a source of livelihood of the local people, people are still indifferent to and ignorant of the issue.

(2) Identification of the issues relevant to community's way of life

Province	Community Radio	Issue Identified
Ubon Ratchathanee	Civil Society	Traffic discipline
	Siang Mae Moon	Organic agriculture and water basin management
Nakhon Sawan	Pak Nam Pho	Bung Boraphet
	Mae Wong	Forest resource
	Nong Bua	Water management

Component 2: Program Planning: setting scope and frame of content, program presentation styles and formats, broadcasting, and planning for communication, public relation and other related activities

Methodology

Ubon Ratchathanee: Summary of the Implementation Process

1) **Civil Society Community Radio** (FM. 103.5 MHz, located in the Public Health Office, Muang District)

(1) *Organize a meeting between program producers and Project director* twice in May – June 2005 to jointly design the formats of program presentation and to analyze the roles of government agencies in charge of the traffic problem.

Summary of the meeting

- The government agencies concerned are the police, municipality, hospital, land transport office, public health office and educational institute - both school and university.
- Relevant non-governmental organizations are those working on public disaster relief
- Program production focuses on the public forum which has been regularly held once a month in Ubon Ratchathanee. Opinions from the forum will be recorded for broadcasting through community radio and other program announcers will put it on air in their regular programs as well.

(2) *Offer opportunity for listeners to call in through the regular six programs of Civil Society Community Radio* to voice out their opinions towards ‘traffic discipline.’ The six programs include *Voice of the marginalized people, Disease prevention for life, Saturday Music, What’s Radio, Teenage Wave and Waveteen Radio*. During 28 – 31 May 2005, it was found that majority of the audience calling in were teenagers travelling by motorcycle. Their interest, ranging from the most frequently raised, are helmet, traffic light and *campaign on slow driving, keeping the light and the helmet on for safety*, traffic rules, driver’s license, road condition, crosswalk, and *campaign on don’t drive drunk*.

(3) *Organize the first public forum on “Why arrests me? Traffic Rules?”* at the *So Lae Civic Square* (civic square for dialogue) on 9 July 2005. To enhance the forum’s visibility, many public relation strategies were applied, ranging from radio spots, other *Civil Society Community Radio* programs, banners and posters. Representatives from relevant government agencies as identified by program producers in the preparation meeting were invited to join the forum. Fact sheet were prepared and distributed to participants. At the forum, participants actively proposed recommendations as the following: the government should impose strict measures on the issuance of driver’s license and the arrest of those breaking the rules; prepare clear traffic sign and install them at the proper sites; university should inculcate people with a sense of respect on traffic discipline; the traffic police should ensure strict law enforcement in non-discriminatory manner.

(4) *Broadcast messages from the forum via Civil Society Community Radio* at FM. 103.5 in the regular program “*Tung Sri Muang: All about Ubon Ratchathanee*” on Mondays – Fridays during 18-29 July 2005 at 17.00-18.00. The host encouraged listeners to phone in

to reflect opinions on traffic problem. Their views could be summarized as the following: educational institute should inculcate the persons in their early childhood with a sense of respect on traffic discipline; research on the factors causing people breaking the rule should be conducted; repair the road with notice sign established; install adequate clear traffic signs; be strict on the driving test, issuance of driver's license and the proper age to occupy driver's license, etc.

(5) *Interview representatives from relevant government agencies via "Tung Sri Muang: All about Ubon Ratchathanee"* on Fridays during August-September 2005. It is an in-depth interview joined by different government agencies in charge of traffic discipline to provide information and guidelines to solve problems.

Summary of information provided through the Program:

- *Deputy Commander, Provincial Highways District* provided information on: their roles, obligations and areas under its responsibility; the criteria for setting the u-turn area and the timing of traffic light; installation and operation of the electricity post; and coordination with relevant agencies, etc.
- *Official from Provincial Office of Land Transport* provided information on the procedures to obtain driver's license; organization of the training to monitor those who had obtained driver's license; and arrest of those breaking the rules; renewing car registration; law enforcement; and coordination with relevant agencies, etc
- *Deputy Head of Vocational School's Administrative Division* suggested that to solve the problem, it should start from children by providing them with knowledge on the traffic rules and discipline, inculcating them of proper understanding on motor modification; and coordination with relevant agencies, etc
- *Instructors from private driving school* provided explanation on driving training, training course, and recommendations to solve problems such as imposing higher fine, refusal of car registration renewal, the cars purchase allowed for those who have driver's license only, provision of the race field for the reckless drivers etc.
- *Academic from Ubon Ratchathanee University* analyzed the factors causing people breaking the rules. One of the causes might be local customs and ways of life, and the problems and standards of practices of relevant agencies. Recommendations on the way to improve society's learning process on traffic discipline are provided.
- *University students* voiced out their opinions on: why people do not comply with the rules and no standards on the process to obtain driver's license. Solution to the problem was the police must seriously enforce the law and the drivers must abide by the rules and discipline.
- *Secretariat to the Religious Cult Club (Chi-kung – the Chinese Living Buddha Club)* reflected points of view on the traffic problems that this occurred because drivers did not obey the rules though the police already did their best to get things in order. They also gave information on the reckless drivers.

(6) Present information and stimulate the audience to share their opinions towards traffic discipline through *Voice of the marginalized people and So Lae Yam Laeng Hug Phaeng Paeng Ubon* or Afternoon dialogue to Care for Our Beloved Ubon Ratchathanee which broadcast for an hour on Saturdays afternoon and through *NewsTalk Today* which was on air from Mondays-Fridays during August-September 2005

(7) Program producers on traffic discipline met together to gather the issues ranging from the problems, questions, and recommendations from the audience. This

information was presented to relevant agencies and brought to the meeting and round table discussion.

(8) Organize round table discussion for specific targets relating to traffic discipline at Suppasit Prasong Hospital on 27 September 2005. This was to open forum for all sectors to exchange information and opinions and to prepare for the second public forum.

Summary of the meeting

- *Deputy Superintendent Traffic Inspector* reflected that due to a lot of problems, the traffic problem should not be solely placed on the police. Cooperation from family and the whole community is the most important solution; people need to be aware of the problem and education on this issue should be provided for children at the early age.

- *Official from Provincial Office of Land Transport* suggested the law on driver's license should be revised that only person over 18 years old can obtain the license; the police provided knowledge on the traffic rules, the government should regulate driving school to conform with standard; ensure transparency in issuance of legal document permitting running driving schools

- *Deputy Commander, Provincial Highways District* recommended teenager over 15 years old could obtain motorbike license but its power should be limited. He also told the forum that because the criteria of selecting the construction company was based on the lowest price offered it was impossible to expect roads of good quality. Another factor is politicians' influences in budget allocation for road construction. He as well clarified that the Provincial Highways District were not responsible on every road, and the commercial signs were not allowed in the areas of its responsibility etc.

- *Nurses* suggested that each agency should regulate their own staff members to ensure they obey the rules, and inter-agency coordination should be strengthened.

(9) Organize the second public forum on “*So Lae* again for the understanding of traffic discipline” at the *So Lae Civic Square* on 8 October 2005. Its purpose was to follow up on the progress of problems solving. This forum was publicized through community radio, banners and posters. At the forum, fact sheet were handed out to participants.

Summary of the forum's main content

- Lost and accidents caused by youngsters' reckless car racing was the lost of society as a whole. To this point, it was necessary that parents and society must provide opportunity and space for this youth to express their identity in a proper and creative manner such as musical contest.

- The police must be strict on car modification for racing both the car owners and the motor shops.

- Due to understaffed, the police should consider installing hidden cameras in the areas where drivers frequently break the rules.

- Keep traffic lights in the main road or intersection operated 24 hours and its regular maintenance must be ensured.

- Inform the public of the accident prone areas.

- The agencies in charge of road maintenance are usually insufficient of budget; thus the Local Government Organizations should provide them with financial support

- The police must ensure law enforcement and the Provincial Office of Land Transport should be strict on issuance of driver's license. All sectors - government, educational institutes, family and community- must cooperate in creating the culture that promotes traffic discipline.

2) *Siang Mae Moon Community Radio* (FM. 94.5 MHz, located in the Pak Moon Agricultural Cooperatives Office in Piboon Mungsaharn)

Summary of Implementation Process

(1) Organize the meetings twice between Project director and the core staff of *Siang Mae Moon Community Radio* to identify topics of community's interests and its ways of life in May-June 2005. The meeting's objectives are to clarify the Project and the concept of good governance, and to identify the issues for programs production.

After the meetings, participants came up with the agreed issues on organic agriculture and Moon River management.

(2) Produce taped audio performance presenting Northeastern folk art of dance and song or "*Mor Lam*" on 11-12 July 2005. *Kru* (senior folk artist) *Mor Lam* from 3 districts of Piboon Mungsaharn, Sirinthorn, and Kong Jiam were invited to record their performance at Siang Mae Moon Community Radio station. Two issues previously identified : Organic agriculture and water basin management were introduced to *Kru Mor Lam* as a basis for creating *Mor Lam Song* which would be uses as a music integrated in radio programs. 10 local *Mor Lam* performers joined this task and another four local *Kru* helped playing *Can and Sor* which are northeastern folk musical instruments. By involving the local artists, community radio finally got 53 *Klon Mor Lam* (a kind of poem) with three hours length. These local songs are divided into 3 categories: 1) a local song to pay respect to the community's senior persons or *Kru*; 2) political song on history of democracy and the struggle of villagers affected by state policies, and on good governance; and 3) ways of life of communities along Mae Moon River.

(3) Organize the public forum on "Organic Agriculture as the Community's Way of life" on 9 August 2005 at *Thai Bann* Wisdom Center in Piboon Mungsaharn. The participants included representatives from government agencies at district level – Head of District Office, Head of Agricultural Office, Public Health Office, Agricultural and Cooperatives Bank-, farmers who occupy accumulated local wisdom on organic agriculture and villagers in Piboon Mungsaharn, Sirinthorn, and Kong Jiam. The forum was facilitated by the volunteer staff member of community radio.

Summary of the forum's main content

The villagers supporting organic agriculture agreed that organic farming did not have negative effect on environment, human health, and economic condition of the organic farmers. Ironically, though the government had announced organic agriculture approach as the national agenda it did not obtain any concrete measures on this. Majority of the farmers still utilized chemical fertilizer because of its convenience and rapid results. Government agencies also treated the farmers as its customers by selling them chemical fertilizer instead of encouraging them to produce the organic one. However, the representative from government agencies tried to clarify that the farmers purchasing chemical fertilizer from

traders had to pay higher prices than buying from government agencies. Educational institutes also ran the same campaign over and over on consumption of nutritious foods and preparation of clean food while not putting any measures to ensure food safety at the production lines.

(4) Organize the public forum on “Good Governance and Moon River Management” on 23 September 2005 at Ubon Ratchathanee University

The participants were relevant government agencies, academics and villagers in Piboon Mungsaharn, Sirinthorn, and Kong Jiam. Other academics, students, and interested people were also invited to participate in the forum.

The introductory part of the seminar was moderated by an academic from Ubon Ratchathanee University who has long experiences working with community.

Participants covered Director of Division of Coordination and Moon River Management under Department of Water Resource, academics from Ubon Ratchathanee University who carried out research on Pak Moon Dam, staff members from NGOs and villagers. EGAT did not send any guest speakers as the project had invited.

Summary of the main content from the forum

People sector emphasized that water management has been carried out without people’s participation. People still did not have access to information on the project and be skeptical of the draft Water Bill. Though no solution on water management was drawn from the forum it provided a space for constructive dialogue between government officials and local people. This relationship could be better developed if the government officials took actions as they had proposed in the forum. *Siang Mae Moon Community Radio* organized the forum in educational institute with the reason to shift from the image of protestors to the issue of exchange of information and knowledge on participatory water management. Contrary to this intention, it is worthy noting that few students and academics attended the forum while the majority of the participants were representatives from communities in 3 districts and most of them were eager to participate.

In preparation for the forum, the representatives of the participating community radios and related persons asked for preparation meeting to identify the strategic questions and proposals to be raised in the forum.

(5) Consultant of *Siang Mae Moon Community Radio* is responsible for preparation of taped messages and contents for program producers to get it on air via the program *Isan Ban Hao* or Our Home Northeast on Fridays through Sundays at 8.00-9.00. This taped messages would be repeated through the program *Hed Yoo Hed Kin* (Our Livelihood) at 13.00-14.00 during September – October 2005.

Nakhon Sawan Province: Summary of the Implementation Process

1) **Pak Nam Pho Community Radio** (FM. 89.75 MHz located at Wat Pho Tharam, Muang District)

Working procedures includes:

(1) Meet with the Committee of Pak Nam Pho Community Radio Learning Unit at Wat Pho Tharam on 1 July 2005 to prepare for the Project on *Strengthening Community Radio for Good Governance* and to formulate an action plan to be submitted to Project director.

(2) Organize a workshop on “Preparation for *Pak Nam Pho Community Radio’s* Program Production on Good Governance” from 30 – 31 July 2005 at Northern Public Health Center. *Pak Nam Pho Community Radio’s* working group had agreed upon the theme for program production on good governance; and this would be aired via the program “*Rooban Song Muang Bung Boraphet*” or “to be aware of hometown” on Saturdays at 9.00 – 10.00. They also prepared a weekly action plan for program production. The plan included the historical and ecological aspects of Bung Boraphet; dialogue with people from various walks of life in Bung Boraphet area; interview with concerning government agencies and local government organizations to get information on policies, plans, and actions; conversation with business sector and provincial Tourism Authority to be informed of their business plans towards Bung Boraphet and plans on tourism respectively; and presentation of conflicts over Bung Boraphet etc.

The program’s objectives are to provide knowledge on Bung Boraphet to the locals living around the area and the general audience; and to engage their participation in improving the condition of Bung Boraphet.

Presentation format and style was the issue-based magazine program, using a wide ranges of program forms—dialogue, interviews, vox pop ; interviews of different people on a single question or issue, “*Sapha Kafae*” (public issues discussion) or field report of discussion, and opinions from the audience by phone or mail.

The program broadcast was announced through radio spots, banners, and mobile public relation car in municipal area.

(3) Introduction of the Project in Mae Wong District on 21 August 2005

(4) Organize a workshop on Capacity Building on Production of the vox pop program and *Sapha Kafae* on 27 August 2005 at the Waterfowl Park, Nakhon Sawan. There were 20 participants who were representatives from the 3 participating Community Radio stations.

(5) Introduction of the Project in Nong Bua District on 13 September 2005

(6) Follow up of the Project in Mae Wong District on 7 November 2005

(7) Provide financial support for participating Community Radios in Nong Bua and Mae Wong on 11 November 2005

(8) Program production and broadcast on “*Rooban Song Muang Bung Boraphet*” which contained 18 programs with one hour length each. The program was first

aired on 3 September 2005 and the last day to be on air was 31 December 2005. The process of program production applied a wide range of methods such as study and research, document compiling, field survey, on-site discussion forum, interviews of local people and concerning government agencies, script writing, and editing before putting it on air.

(9) Summary of the main message of each program

Program 1: “History of Bung Boraphet” – the program guests consisted of ex-bird hunter, people living around the area and official from the Center for Development of Bung Boraphet.

Program 2: “Life of farmers living around Bung Boraphet” – the guest was a farmer. He presented the contrast picture of the past and present ways of life of farmers.

Program 3: “School at the rim of Bung Boraphet ” - the guests comprised 2 officials from the Center for Promotion and Conservation of Wildlife, Bung Boraphet and 4 teachers and students from *Bung Boraphet Wittaya School*. The guests presented responsibilities of the Center and School in dissemination of information on nature and ecology of Bung Boraphet.

Program 4: “Fish Hunter”- the program’s guests were 2 officials from the Center for Promotion and Conservation of Wildlife, Bung Boraphet and 2 villagers from the fishing area of Ban Hua Dong Village. They reflected the image of Bung Boraphet’s perceived in the past as a fertile reservoir full of freshwater animals and its present situation.

Program 5: “Fish Breeding” – the guests included the chairperson of *Tab Krit Tambon Administrative Organization (TAO)* and a farmer. The guest from TAO proposed the guideline on water management and the farmer informed the audience of the nature of his occupation and obstacles.

Program 6: “Local People’s Livelihood: Gathering Vegetable in Bung Boraphet” – the guests were 2 officials from the Center for Promotion and Conservation of Wildlife, Bung Boraphet and 2 villagers whose livelihood depended on gathering vegetables in Bung Boraphet. They presented the past and present situation of this occupation, including obstacles and assistance needed from the government.

Program 7: “Meet the Chief Executive of Provincial Administrative Organization” – the guest was chief executive of Provincial Administrative Organization (PAO). The key message conveyed was the development plan of Bung Boraphet which was under responsibility of the PAO. The plan consists of three areas of agriculture, fishery and tourism. In the first phase, PAO would spend its own budget around 263 million baht on aquarium construction and crocodile farm with performance show, accommodations for tourists and a building for exhibition of One Tambon One Product (OTOP). In the second phase, PAO would request the budget of 334 million baht from the Cabinet on the occasion of its mobile meeting in Nakhon Sawan. This amount of money will be spent in construction of an archival building and a multi-purposes building which will serve as the conference and exhibition center. For the third phase, PAO will submit the proposal to the Cabinet, requesting 868 million baht for water management which can be done by excavating silt to create an island as a silt deposition site. PAO also reflected that the main cause of problem on Bung Boraphet management is the lack of synergy between relevant government agencies and no designation of a particular agency to tackle this problem.

Program 8: “Research and Development Center on Freshwater Fishery” – the guest was the Center’s technical staff. He informed the audience of the Center’s roles, obligations and actual implementation regarding Bung Boraphet.

Program 9: “The Waterfowl Park” – the guests were an official from the Center for Promotion and Conservation of Wildlife, Bung Boraphet, chief executive and chief secretariat from Pranon TAO. The program’s guests provided information on the Center’s obligations on conservation of different species of birds, plants and ecological system of Bung Boraphet and cooperation between the Center and TAO.

Program 10: “The Cabinet’s Resolution on Tourism” – the guest was a tourist. The program presented the details of the Cabinet’s resolution on 1 November 2005.

Program 11: “The Cabinet’s Resolution on Bung Boraphet Issued on the Occasion of the Mobile Meeting” – the guest was chief executive of PAO. The guest informed the audience of the Cabinet’s resolution regarding restoration of Bung Boraphet, and recommendations of PAO.

Program 12: “*Khao Phanom Set Area*” – the guests included chief executive of *Khao Phanom Set* TAO and representative from *Samakkee Khon Rak Bung Boraphet Club* (I love and care for Bung Boraphet Club). The key message was about the natural condition and community’s ways of life in Khao Phanom Set, TAO’s Plan to improve Bung Boraphet and its effects towards community.

Program 13: “Meet with PAO’s Chief Executive after the Cabinet’s Resolution Issued” – the guest invited was the PAO’s chief executive. He informed the audience that the Cabinet disagreed with the plan to excavate silt to create an isle. Instead, it advised the silt excavated be brought to construct a dike as a boundary. The Cabinet also established the national Committee on Bung Boraphet Management. The PAO’s chief executive reflected that the current situation has turned into violence: wars over precious water resource; use of water and land to serve certain individual’s interest not the whole community.

Program 14: “Nakhon Sawan Treasury Department” – the guest was official from Nakhon Sawan Treasury Department. The guest addressed the problem that after the government publicly announced the areas of around 132,737 *rai* be used for aquatic animal conservation – meaning the land henceforth became *Ratchaphatsadu land* or the land owned by the state, it was the Treasury Department to measure and survey the land use. It was found later that local residents had legal entitlement over this area before the government announcement. Another problem raised was that the use of land and water served only individual’s benefits without consideration of the common good.

Program 15: “Harnnarong – National Economic and Social Advisory Council” – the guests joining were Khun Harnnarong, a member of NESAC and Assistant Secretary of The Wildlife Fund Thailand (WFT), and a villager from Tambon Pra Non. The guests voiced out their opinions towards Bung Boraphet Development Plan. They demanded TAO engage people’s participation and its plan be based on the principle of sustainability and conservation of ecosystem.

Program 16: “The Committee on Environment of the Lower North” – the guests comprised representative from the Committee and a villager from Tambon Pranon. The guests recalled the condition of Bung Boraphet in the past as the largest freshwater reservoir fertile with natural resources, but development measures of 10 TAO has been destroying it. The TAO’s development like road construction blocking waterway and promotion of a large scale of fishes breeding in 200 culture ponds has contributed to the declining number of natural freshwater animals, birds, different kinds of plants and forest. The guests highlighted that development without deliberative study and public hearing would affect environment and community’s ways of life.

Program 17: “Gathering of Friends of Bung Boraphet: Review the Opinions of Concerning Persons” – the guests included representative from The Committee on Environment of the Lower North, chief executive of PAO, villager from Tambon Pra Non, a member of *Samakkee Khon Rak Bung Boraphet Club*. The program producer had interviewed the guests who would be affected by the development of Bung Boraphet and edited the taped interview to put it on air.

Program 18: “The Outputs from the Meeting of The National Committee on Bung Boraphet Management” – the guest was chief executive of PAO. He reported to the audience the decision of the Committee. The Committee agreed that the pond should be restored by excavating silt and to prevent encroachment the pond must be bordered. PAO had suggested to the meeting that the study’s results of Department of Irrigation should be applied in tackling the problem; the measure should have minimal effect towards the local people; and people’s participation should be ensured. He also encouraged people to keep an eye on the establishment of the Provincial Committee on Bung Boraphet Management, whether there will be the local people sitting in the Committee.

2) **Nong Bua Community Radio** (FM 102.75 MHz, located in the building of Volunteer Staff of Public Health Club, Nong Bua District)

Nong Bua has encountered a chronic problem of water shortage; there are 3 man-made canals but all of them are now silted up. Nong Bua used to be the area of gypsum mine in the past 40 years; thus there are many pools of water which cannot be used for consumption except for agricultural purposes. The core group playing an active role in setting up the community radio station is Nong Bua Civic Group. *Nong Bua Community Radio* regularly airs the program “*Nong Bua Today*” of which main content is about good governance. It has been on air on Tuesdays at 10.30 – 11.00, starting on 15 November 2005. This is the talk program of which the guests are representatives from Civic Group and Local Government Organizations in 9 Tambon.

Preparation for program production

(1) Hold a public forum at district level in October 2005 and identify the issue for program production. The forum came up with “water management” as the main issue;

(2) Survey and interview villagers in 9 Tambon to get information to prepare the program content;

(3) Nong Bua Civic Group developed strategies for water management for the whole district and presented it at the Cabinet meeting held in Nakhon Sawan on 1 November 2005;

(4) Organize a public forum at Tambon level to discuss the solution to water shortage in the Tambon. The forums have been held since 13 December 2005 onwards to

bring information to produce program. When the Community Radio has capacity on technical aspect, live broadcast will be carried out.

(5) Invite staff members of Nong Bua Civic Group and chief executive of TAO to join the program. The guests would have a chance to engage a dialogue on the concept and approach on water management of the civic group at District level and on the plan to develop water resource in each TAO

(6) Program production and broadcast

Summary of the program's content

Program 1: It was a talk program operated by 2 hosts. The topic of conversation was the Project on Community Radio for Good Governance and the crisis of water shortage in Nong Bua.

Program 2: "Strategies for Water Basin Development" – staff member of Nong Bua Civic Group conducted the program. The host informed the audience of the held meeting between representatives from 9 tambon and proposed solution on the community's problems.

Program 3: "Feasibility in Development of the Water Basin" – a representative from Nong Bua Civic Group provided information on the synergy of 3 Districts on preparation of water resource development plan.

3) Mae Wong Community Radio (FM 102.75 MHz, located in the OTOP building, Khao Kan Chon TAO)b

Mae Wong is the area with lush forest facing deforestation 7-8 years ago, but community forest has been planted now. The core group setting up community radio is Mae Wong Community Forest Network. The program "Community Radio for Good Governance" would be on air since November 2005 in the regular program "Human for Forest" on Mondays, Wednesdays, and Fridays at 10.00-11.00. On Mondays and Fridays, the program would present the issues of natural resources and forest.

Preparation for program production

(1) Meet with core staff members of community radio to discuss the preparation of action plan;

(2) Staff members of community radio who had their own program were assigned to participate in the forum at community and Tambon levels. The forum's objective is to involve people's participation in forest conservation;

(3) Assign 20 volunteer students and *Rak Mae Wong Youth Group* to gather information on community forest such as villagers' livelihood and officials' responsibility in forest maintenance and bring this information to produce radio program;

(4) Interview people living in the designated area of rubber dam construction;

(5) Training of *River Detectives* on 14 December 2005 to gather information on the plants and aquatic animals for radio broadcast

Summary of the program

The radio program format was a radio talk and music.

Program 1: “Introduction to Community Radio for Good Governance” – the tasks of Mae Wong Network for Forest were presented.

Program 2: “Rubber Dam 1” – the host provided information on the construction of rubber dam, both positive and negative effects towards community. Also the host encouraged community to monitor the government administration on this project.

Program 3: “Rubber Dam 2” – announcer provided additional information on the effects of rubber dam towards the breeding of fish. The dam might turn a source of chemically contaminated water.

Program 4: “Stream Detective 1” – the host presented information gathered by the youth conducting survey and a test of the quality of water and aquatic animal at *Kaeng* (rapids) *Mae Rabob* and at the water basin where Mae Lay Canal meets with Mae Wong River.

Program 5: “Stream Detective 2” – the host presented information gathered by the youth who had surveyed and tested the quality of water and aquatic animal at the villages of Bang Makha, Vang San and Taluk Khoy Nam where the Sakae Krang River begins.

Component 3: Development of skills on program production and project implementation

The Project director who is experienced in development of program production skills and evaluation of radio program conducted this component. However, skills training is the trainees centered and is directed by the needs of participating community radio.

Trainings/activities provided to participating community radios include:

Community Radio	Training/activities requested
<i>Siang Mae Moon Community Radio</i>	Planning on public forum, capacity building on program production and of modulator skills, and organization of the audience assembly meeting
<i>Civil Society Community Radio, Ubon Ratchathanee</i>	Analytical skill to identify source of information and forum participants, and evaluation of the radio programs
Pak Nam Pho, Mae Wong and Nong Bua Community Radios in Nakhon Sawan	Program production skill, information gathering, producing vox pop program, interviewing techniques and evaluation of the radio programs

Component 4: Design of the evaluation and monitoring tool

This component depends on the needs and potential of each participating community radio.

Community Radio	Evaluation: Methodology and Criteria
<i>Siang Mae Moon Community Radio</i>	Assign community members to listen to the radio program while on air and organize the audience assembly
<i>Civil Society Community Radio, Ubon</i>	Observe extent of cooperation of related

Community Radio	Evaluation: Methodology and Criteria
Ratchathanee	government officials and responses from the audience and community
Pak Nam Pho Community Radio Nakhon Sawan	Observe the extent of cooperation of different source of information—government, non-government and people sectors.
Mae Wong Community Radio	Observe from enthusiasm and interest of the volunteer members participating in program production
Nong Bua Community Radio	Evaluate by random interview of villagers, response by phone from the audience, and authority's response towards and initiatives on water management

Conclusion of the Evaluation Results

Ubon Ratchathanee Province

1) Siang Mae Moon Community Radio

The evaluation methodology is assignment of specific staff members to keep listening to the program, but this was proved ineffective because of signal interference and bad quality of the signal. This situation has occurred at the end of the year 2004, after the Public Relation Department publicly had announced that community radio was allowed to air commercial. As a result, broadcasting radios has been burgeoning and the interference among airwaves has taken place frequently since then. However, at the audience assembly forum organized on 20 November 2005 at Thai Ban Local Wisdom Center, people reflected their satisfaction with the two public forums. At the audience assembly meeting, those who had not participated in the forum had opportunity to listen to the taped public forum's content, and they found it interesting and useful. Additionally, because there were the guests from government officials joining the radio program *Siang Mae Moon Community Radio* has gained more acknowledgements from local people and government officials as evident in the following case:

The EGAT had closed the dam gate; hence the rice field not harvested yet was flooded over. But right after people called in the program to inform the host of this problem, the EGAT immediately opened the gate to drain water out.

Another program “*Introductory Mor Lam Song*” which presented the public forum's content with a play of *Mor Lam Song* made *Siang Mae Moon Community Radio* widely known to the local artists and the audience who love listening to *Mor Lam*.

At the audience assembly meeting, the conclusion could be drawn that in order to disseminate the concept and practice of good governance, public forum should be organized in many various areas . In the area where community radio have not been established, mobile transmitter should be provided for live broadcast. Moreover, the preparation of the public forum is needed and should follow the way the Project had done.

2) Civil Society Community Radio

There are so many radio stations in downtown Ubon Ratchathanee that it is difficult for community radio to gain the general audience's attention. When the host encouraged the audience to phone in, it was found out that most of them calling were teenagers. Hence, the staff members have employed different public relation strategies - radio spots, banners and posters to expand various groups of target audience. However, each strategy gains limited success: radio spots cannot attract the audience because of the limited number of audience while not many space allowed for posters. From this experience, banners and leaflets might be the better channel to reach out to the targets.

Assessment of government officials' responses shows that community radio can stimulate to some extent the government officials to listen to the program and to take action on the problems as evident in the following case:

- The traffic police have began to take action on the traffic condition around Nong Bua market;
- Office of Land Transport improves their working system on information provision and issuance of driver's license;
- The Highways police office improves its communication flow to inform the public of the unfinished repair of road and the highways traffic light system.

It was found out that regular monitoring on the traffic issue has forced the government officials to work in a cautious manner as it is evident in their well preparation of information to be presented in the program and the public forum. This also encourages government sector to be more receptive to people's opinions. In addition, it is a positive sign that the traffic police requested the project report to be used as a guideline to handle traffic discipline.

Nakhon Sawan Province

1) Pak Nam Pho Community Radio

Joining the Project, program producers gain skills in content analysis, identification of the program's objectives and source of information, and program production using computer during the process of learning to edit off-studio record instead of traditional "monologue." The Project can also generate a model of content-based program and sees opportunity to develop the youth program host on environmental issues.

The Project staff had talked with the audience and the high ranking officials in local government organizations and they reflected satisfaction with the program's content. Community radio programs also stimulate enthusiasm in community to hold forums for different sectors –government, non-government and people- for sharing of information and opinions. A case in point showing this success is the program on *Management of Bung Boraphet in an integrated manner* which was on air on 15 October 2005. In the program, chief executive of PAO had recommended the establishment of the National Committee on Bung Boraphet which was later endorsed by the Cabinet's resolution at the mobile meeting in Nakhon Sawan on 1 November 2005.

2) *Mae Wong Community Radio*

Effects on the audience's side are not clear but it is evident among the volunteer program producers. They obtain first hand experiences in gathering information by doing field research and from various sources. From this learning process, they can transform a concept into their real life connected to nature and environment. Also, they have learned how to identify and presented a minor issues relating to the program's main considered the crucial issue in community such as the construction of rubber dam in Mae Wong River. Most importantly, the project can expand the network of youth volunteer members of community radio to work on the conservation of natural resources.

3) *Nong Bua Community Radio*

Assessed by the number of calls into the program, it could be concluded that the audience shows great interest in the programs. Also, the programs partly have impact on the development of strategic plan on participatory management of Nong Bua water basin. Community members have participated in providing recommendations on water management by employing local wisdom. TAO and community cooperate in water basin management. The programs also function as a channel for exchange of information and opinions on conflict resolution in the area.

Component 5: Summary of lessons learned from the implementation of the projectc “Strengthening Community Radio for Good Governance”

5.1) Lessons learned from Implementation Process

Ubon Ratchathanee Province

A seminar was held to discuss lessons learned from Project implementation. Both participating partners - *Siang Mae Moon Community Radio* and *Civil Society Community Radio*- suggested the seminar held at *Khon Hug Tin Community Radio* station in Prajak Silpakhom Sub-district, Udon Thanee in order to disseminate the concept and approach of community radio for good governance to their counterpart. This is viewed as the best interest to community using community radio to protect their rights to natural resource as what people in Prajak Silpakhom Sub-district has been doing.

Content from the seminar on lessons learned

(1)

(1) Civil Society Community Radio

From the perspective of volunteer members of community radio: community radio and Project implementation process focusing on good government is proved to be worthy and useful as it can make change during the period of Project implementation. The significant changes are as follow:

- It is the first time that the high ranking police take part in the community radio's activities organized around the theme of traffic. Previously, they refused to be interviewed and to attend the forum. But after the issue was on air for a while, the high ranking traffic police join roundtable discussion. Though he had responded positively in the first place but later refused to attend the forum which may be viewed as an avoidance of presence before the public or in the media.

- Program producers who insert content relevant to community report that regular monitoring and follow up of particular issues can stimulate the audience's interest and participation. Using various forms of public relation like posters and radio spots can also help draw interest of the audience. Continuous presentation on the traffic issue also affects the program producers themselves; they seem to comply with the traffic rules and their targets on traffic discipline are expanded from the audience to their close friends and relatives

- It was found that using community radio for social change needs the effective design and management of content, program presentation, and public relation. Additionally, to have a real impact, the program content should be diverse, intensive and relevant to current situations and be presented in various formats with continuity.

- The concern is that when this Project ended, the content on traffic would be waning and finally disappeared. If the government would like to use broadcasting media to create good governance culture, this should be announced as the provincial agenda. Trainings like this Project should be provided to all kind of broadcasting media in the province in order that they can develop their own program to inculcate culture of good governance in their individual station. To have a real change, campaign and social action should be conducted. For instance, the traffic problem in Ubon Ratchathanee may be tackled by convincing the youths who are the main target of this problem to take part in community radio's activities or to be a co-producer. Along with this approach, involvement from other sectors – educational institutes, family and the whole community- is important.

(2) *Siang Mae Moon Community Radio*

From perspectives of the volunteer staff of community radio: the Project provides community with opportunity to dialogue with the government; villagers can ask questions important to their lives and understand for the first time the thought and action of the government. By inviting the government officials to clarify the issues of interest of community, community radio is more acceptable as a communication channel between community and the government. Participating in community's activities, particularly with the local folk artists, also increases the number of audience; and friendship has been forged.

The volunteer staff shared their experiences gained from the Project with *Khon Hug Tin Community Radio*, Udon Thanee. One of those is learning to design various forms of presentation, instead of presenting by a single host like other community radios. This technique can catch the audience's attention. One of the forms of presentation which is deemed interesting and responsive to the audience's needs is the public forum attended by government officials, academics and local people etc.

From the perspective of academics and NGOs supporting *Siang Mae Moon Community Radio*: it is not an easy task to hold a public dialogue between the government and community with the theme on public policies and plans affecting community. Mentor is needed, especially those from the academia. This may start with involving the academic to organize public forum in different communities with the theme relevant to community's public issues in order to create good governance culture in the government and community. This is an important process since the volunteer member

of community radio will have opportunity to strengthen their potential in identification of issues and source of information, and gathering of information for program production. If the community radios prove competent they can operate it on their own.

Nakhon Sawan Province

Due to lack of planning and any actions taken by staff member of Nakhon Sawan Forum who is the Project coordinator, Project director convened the meeting on 12 January 2005 to monitor the Project and summarize lessons learned with the coordinator, 2 staff members of Pak Nam Pho Community Radio, 4 from Nong Bua Community Radio, and 2 from Mae Wong Community Radio.

Summary of the meeting

(1) Pak Nam Pho Community Radio

Staff members have learned that their radio programs and activities gain attention from the government officials in charge of Bung Boraphet and local people living around the area. Moreover, the unprecedented situation on water shortage in Bung Boraphet in 2005 stimulated different government agencies to hold a dialogue and take synergy approach and leave their conflicts behind. The program “*Rooban Song Muang*” also plays a vital role in creating enthusiasm among the audience and being a channel to compile recommendations and submit them to the Cabinet on the occasion of the mobile meeting in Nakhon Sawan at the beginning of November. In response to this problem, the Cabinet issued the resolution that the national committee be established. To date, “*Rooban Song Muang*” is still a channel to inform the audience of the progress of this national committee and the provincial government actions on Bung Boraphet.

(2) Mae Wong Community Radio

Staff members recognize the power of community radio as a tool for community development. They are aware that community radio will have a real impact if there is an effective design and process in identification of issues and presentation of interesting information from different sources.

(3) Nong Bua Community Radio

Staff members have learned that community radio is an instrument to have people’s voices heard by TAO. It also encourages communication between TAO and local people; and change TAO’s concept on budget spending from road construction to development of the 3 main canals silted up now. TAO has also shifted its development direction to construction of a small dam across the canal to relieve water shortage in 9 Tambon.

5.2) Recommendations on the Development of the Handbook on How to Do Community Radio for Good Governance

Built up on experiences and learned from the Project, the following recommendations should be carried out:

- Summarize the Project process, outputs and significant exemplary cases and the radio programs to be published and used as a handbook on “Community Radio for Good Governance”
 - Develop a set of materials supplemented to a handbook on dissemination of the concept of good governance. These materials should be based on participatory learning and real experiences
 - Develop a set of materials and body of knowledge on the development process of community radio’s programs for good governance, with concrete examples and recommendations drawn from this Project. However, most of the radio programs produced during the period of this Project still need improvement to attract the audience’s interest.

2.2 Delivery

- Exit report which covers implementation procedures, outputs, learned and experiences, recommendations, and guidelines to develop a handbook on the operation of community radio for good governance (in Thai and English)
- Other documents prepared by the Project and summary of the radio programs which will be submitted in the forms of hard and soft copy (CD and audio media) (in Thai)

2.3 Recommendations on the application of the Project report to improve the government system

*** To be combined in Recommendation 4 below

3. Overview of experiences from project implementation

3.1 Experiences and learned from the project

3.1.1 Perspective of Project director

- (1) When the project has transformed the concept of “good governance” into a concrete issue familiar by community, both communities in the urban and rural areas pay greater attention. They are eager to share information and ideas. Most importantly, they need information on what may affect their life from the government agencies. Even though the community which experienced the conflict between its members and the government sector insists that it is necessary and its primary need to have a constructive channel to communicate with the government agencies and local government organizations.
- (2) Community radio is the media that still needs improvement in terms of the effective working process to produce radio programs, programming techniques and initiating relevant communicative activities. The current community radio nowadays is familiar with a “monologue” approach or imitates the mainstream radio by which DJ chats and plays music. Most of community radio program makers are not well trained on planning to present program in a systematic and continuous manner, and on producing value added program with diverse information and opinions from different sources. They also lack skill in activity planning and communication to catch the audience’s attention. This improvement is important in

particular if a real change in attitudes and behaviors of the audience and community is expected. Thus some financial support and training will help improve the quality of community radio.

- (3) Based on the provided budget and terms of reference requiring consulting services to support and provide skill training to participating community radios, I met with community radios upon their request or on an occasion to monitor the Project. Because this Project has been implemented through coordinators in the selected areas, it is frequently found that the implementation will be effective if coordinators stick on their responsibility, working in accordance with the agreed plan and the allocated budget and uphold the principle of respect for integrity of individual and transparency. On the contrary, if coordinators or participating community radio are overwhelmed with responsibilities, it is difficult to ensure efficiency and transparency in project and budget management. If OPDC and the World Bank are serious on the development of community radio for good governance, budget should be allocated to recruit full-time coordinator in the areas of Civic Media Development Institute to monitor the Project in a proper direction.
- (4) Identification of participating areas and community radios is deemed crucial, particularly at the preparation stage of implementing “Community Radio for Good Governance.” With direct experiences in Project management, I can summarize the recommendations as the following:
- Participating areas should be those well organized with enthusiasm and public mind.
 - The criteria on selection of community radios should center on those directly affected by the identified problems rather than those who are only interested in the problems as the content for program production because they will place an emphasis on programs production instead of the “community radio for good governance in community.”

3.1.2 From the perspective of participating community radio

**** presented under the section Lessons Learned

3.2 Obstacles to project implementation

- Coordinators in the participating areas are usually overwhelmed with responsibilities and certain community radios lack recording equipment; and they are not familiar with documentation and preparation of reports.
- No budget for Civil Media Development Institute to recruit its own coordinators to closely monitor Project in the field.
 - At present, there are numerous broadcasting media using high-power transmitters; hence the audience cannot expect the quality of the audio.

4. Recommendations

Recommendations on the follow up project and activities to promote and improve bureaucratic system

- OPDC and the World Bank should draw recommendations from the report and advice relevant agencies in the 2 provinces to use broadcasting media to transform the concept of “good governance” into the concrete issues as identified by the participating community radios. Regular communication between government and people sectors should be enhanced through community radio; or the provincial plan on good governance should be developed as suggested by Civil Society Community Radio, Ubon Ratchathanee.
- OPDC and the World Bank should support developing Phase 2 of this Project. In this phase, the main focus should be placed on improvement of quality programming by holding trainings for trainers. It may be implemented in the 2 provinces selected in Phase 1 because both coordinating partners – Civil Society Foundation and Nakhon Sawan Forum – have potential in terms of space to support the Project. For training, Civil Media Development Institute can provide technical input both in the training and organization of the mobile public forum to create “good governance” culture. However, suitcase radio transmitters should be provided as UNESCO had provided financial support for procurement and management in mobile community radio meeting to empower women staff members of community radio in Fiji.

In the second Phase, OPDC and the World Bank should support the production of a handbook on training on community radio program production for good governance and a handbook on how to organize a public forum for good governance. The later one will include the content on how to conduct live broadcast, and how to produce programs using contents from the forum.

Support for Phase 3 is recommended also; the Project areas should be expanded to cover new community radios. The Civil Media Development Institute will provide consulting services along with handbook and related materials, and then will improve the handbook and materials before submit it to OPDC and the World Bank to get it published and publicly disseminated.

5. Appendix

- 5.1** Documents relevant to project implementation – meeting minutes, activities agenda submitted in the forms of both hard and soft copy (CD).
- 5.2** The radio programs’ contents in the form of audio media (CD)
- 5.3** Materials produced by the project both in forms of hard (posters) and soft copy (radio spot and pictures taken from each activity in CD)

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