

Using mass media to build REDD+ awareness throughout Cambodia

RTS news

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The Cambodia REDD+ Programme continues to build awareness about REDD+ in Cambodia by strengthening the use of mainstream mass media such as radio and television. Agreement was reached in 2014 with the National Television of Cambodia, and Radio FM 102, to produce a series of programmes related to REDD+ activities.

audiences to hear the speakers and is allowed to ask questions and each session is approximately 30-40 minutes. The radio format is aired live and allows listeners to call in with questions that are answered by the speakers over a 50-minute time slot.

Eight television programmes out of a total of 10 have already been telecast. Eight-radio talk-show out of 17 were on-aiRED. The format for television follows the TV talk show that has an invited

There have been main topics for TV and Radio such as What is REDD+?, REDD+ Activities, REL and REDD+ Result, Costs and benefits of REDD+, Safeguards, Forestry and Climate Change, Benefit sharing, and Community Participation in REDD+ Implementation, etc.

The speakers in these programmes are governmental officials of the Forestry Administration and the Ministry of Environment and CSOs representatives. The broadcast schedule of the television programmes has been increased from twice a week to three times a week by the National Television of Cambodia.

Feedback indicates that use of mass media to build awareness about REDD+ is an effective approach and will continue to be used through 2015. This will enable us to reach out to a wider public audience that can turn awareness to action and contribute to reducing emissions from deforestation and forest degradation.