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<th>Promoting people's participation, transparency and responsiveness through media.</th>
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PROMOTING PEOPLE'S PARTICIPATION, TRANSPARENCY AND RESPONSIVENESS THROUGH MEDIA. (Ms. Malivarn Simanthone)

There are some ethics and standards for both print and electronic media. Certain factors need to be considered specially for electronic media such as TV and Radio. As I'm totally concerned with radio, I think the presentation of stories or analysis depends entirely on the quality of the material broadcast. Therefore, we can say that a media person is an advocate, who requires proper background, right sources and his tools of presenting News, each person has his own style of presentation and treatment of a subject.

The target audience are varied. They can be politicians, government functionaries, and people of all walks of life. The most important role of media in Laos is to publicize the Party's and State's policy. One has to know who is your target audience. Therefore, the presentation of issues should be a matter of fact, not emotional or dramatic. Even illiterate viewers are intelligent and understand the problems. Research should be focussed and now a day, Lao people have quicker access in getting information through radio broadcasting, not like printing media.

Lao National Radio was founded on August 13th, 1960. There are presently over 10 radio stations throughout the country. We can estimate that 2.5 million people are our audience, which covers 69% of the country's population.

In Vientiane, we have one FM station with a capacity power of 20 KW. Most of the programs broadcasting there are live. Therefore, presenters or announcers have to be excellent, as it is only audio, they have neither the advantage of printed or visual aids. Since the establishment of FM station 3 or 4 years ago, we found out that: the audience who used to be the fans of Thai programs, turn their ears to our station. This shows from the good feedback from them. There are more phones calls, more letters to be answered and more opinions shared to us.

Lao National Radio has also 2 broadcasting frequencies:
1. The frequency for broadcasting 5 foreign language programs (10.30 KHZ)
   - English
   - French
   - Kmer
   - Thai
   - And Vietnamese
   Most of the programs are pre-recorded and the broadcasting duration is 30 minutes which broadcasted twice daily AM: 11:00 h to 13:00 h PM: 18:00 h to 20:30 h
   The sources of information are from the 20 government newspapers (passasong and Vietiane Mai Newspapers) and from the Int'l Organizations in Laos.
2. On the frequency of 6.130 KHZ is broadcasting mainly various programmes in Lao language. They are both pre-recorded and live programmes.
   Information they receive, are absolutely current and fresh, as they can reach through Telephone and Fax. E-mail is relatively New.

In promoting transparency, both print and electronic media give reports on instances of violating the rule of Laws and irregularities that exist in public and private sectors.
Seminar on Media and Good Governance
November 10-12, 1999
Laos

DAY THREE

November 12, 1999
GROUP DISCUSSIONS
MEDIA & GOOD GOVERNANCE
PERSPECTIVES FROM CAMBODIA, LAOS, AND VIETNAM
November 10-12, 1999, Laos

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