

## COMMUNITY PRODUCED MEDIA (CPM)

### WHAT IS COMMUNITY PRODUCED MEDIA?

Community produced media is a facilitative tool for discussion and engagement of ordinary citizens around topics of mutual interest. It can be used as an effective tool for communication within and between communities, connected geographically and/or by interest, as well as with a range of other stakeholders such as policy or decision makers. Community media exists in many forms including participatory video, theatre, community radio, posters, brochures, reports and so on, and crucially, as an alternative to mass mediated forms of communication, CPM supports the democratization of knowledge and information.

### PARTICIPATORY VIDEO

With backstopping from the WorldFish Center, training on participatory video methods was offered to local people known as *Salaphoum* researchers and to local NGOs (CEPA & CED) with support from the Wetlands Alliance. Participatory video is a method of documenting the experiences of local communities, especially marginalized groups, by empowering them to create their own films on local issues.



The main objectives of these videos are to present *Salaphoum*'s key research findings and to improve communication with local authorities (commune councils, district and provincial authorities) and other sectoral agencies. The videos also provide communities with an opportunity to demonstrate their capacity to conduct research and manage their own resources and to ensure that local voices are heard.

### RESEARCH FINDINGS & EXPERIENCES

The use of participatory/village-based action research by *Salaphoum* researchers has resulted in documented research findings on 130 fish species, 94 plant species, and 23 fish habitats, as well as lessons learned from the experiences of the researchers.

The *Salaphoum* publications, which were produced by *Salaphoum* researchers themselves with assistance from CEPA and the Wetlands Alliance, have also been delivered to various institutions, particularly at the commune level.

Thus, community produced media has helped enhance communication between *Salaphoum* researchers and commune councilors.

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As a result of this improved two-way communication, some of *Salaphoum's* research findings have been integrated into commune investment plans. Deep-pool and flooded forest management, for instance, have become elements in selected commune investment plans.

“From the time the *Salaphoum* research was established in our commune, the communication between our commune councilors and researchers has improved”, said Doung Lien, Chief of Koh Sneng Commune. “We also used *Salaphoum* research findings in the development of our commune investment plan”, he added.

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