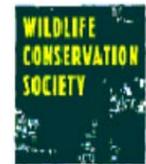
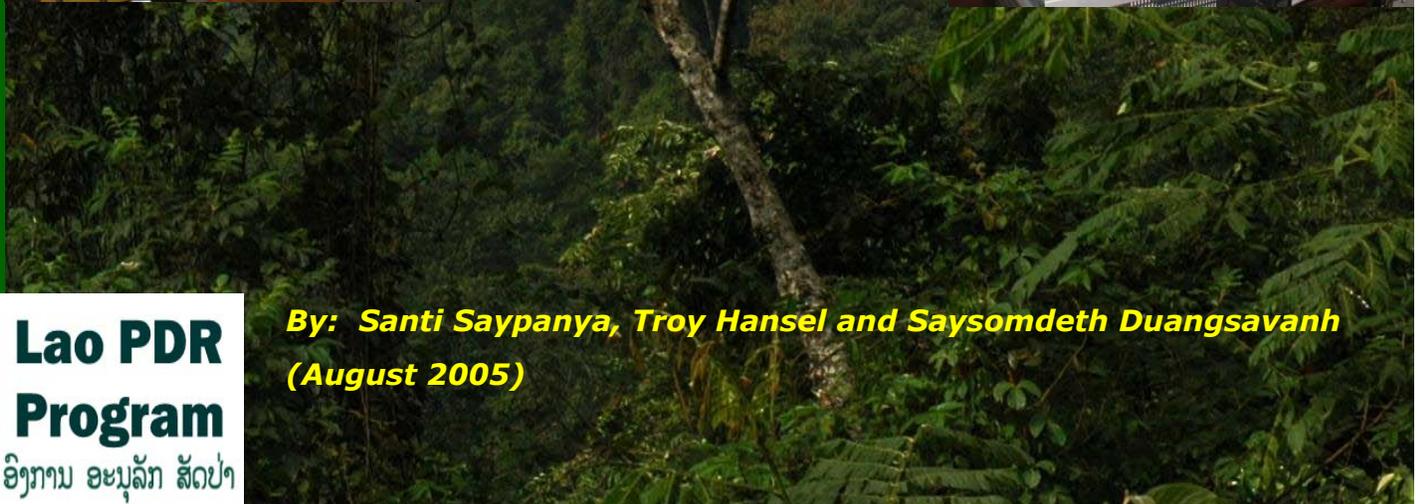


# MASS MEDIA CONSERVATION OUTREACH IN LAO. PDR

## RADIO PROGRAM



**Lao PDR  
Program**

ອົງການ ອະນຸລັກ ສັດປ່າ

*By: Santi Saypanya, Troy Hansel and Saysomdeth Duangsavanh  
(August 2005)*

# MASS MEDIA CONSERVATION OUTREACH IN LAO PDR

## RADIO PROGRAM

Cover Illustrations      Photos of DJs training and Mr. Saysomdeth Duangsavanh is airing Friends of Wildlife program Photo: Troy Hansel (WCS). Background of Phou Louey mountain. Photo: Arlyne Johnson (WCS).

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## Table of Contents

ABBREVIATION .....	3
ACKNOWLEDGEMENTS.....	3
BACKGROUND .....	4
INTRODUCTION .....	5
METHODS -- Implementation of Radio Project.....	6
Radio DJ Training.....	6
Program Creation.....	6
Radio Spots .....	7
Radio program AM.....	7
Impact Survey .....	7
Survey teams.....	9
Survey structure .....	9
Survey Format.....	10
Survey Participant Selection.....	10
Survey Process.....	10
Analysis .....	10
RESULTS .....	11
Radio DJ Training.....	11
District Surveys.....	11
Radio listenership .....	12
“Friends of Wildlife” radio program (AM 567) and spots (FM frequency).....	14
DISCUSSION -- RECOMMENDATIONS.....	15

## **ABBREVIATION**

DAFO	: District Agriculture and Forestry Office
DICO	: District Information and Culture Office
FW	: Friend of Wildlife
Lao PDR	: Lao People Democratic Republic
LNRS	: Lao National Radio Station
NPA	: National Protected Area
PAFO	: Provincial Agriculture and Forestry Office
PICO	: Provincial Information and Culture Office
WCS	: Wildlife Conservation Society

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## BACKGROUND

Laos is internationally recognized for its biodiversity (Berkmuller et al. 1995; Duckworth et al. 1999; Robichaud et al. 2001). A comprehensive ranking of *ecoregions* by the World Wide Fund for Nature (WWF) identified the country has having four global priority ecosystems. This combined variety calls for appropriate conservation responses (Baltzer et al. 2001).

The Lao government has acknowledged the importance of biodiversity and environmental health by making natural resource conservation one of “three pillars” of national development (Anonymous 2004). However, villagers throughout the Lao PDR still rely heavily on non-timber forest products for daily survival (Dechaineux 2001). In many areas, these resources are depleting rapidly. Quality of life is also declining as a result of over exploitation. The resource use is commercial and frequently illegal. It has grown to take precedence over traditional sustainable consumption.

If livelihoods and resources are to be maintained, more sustainable use of natural resources must be recovered. However, conserving natural resources is a cross-disciplinary task, reaching far beyond forestry into subject areas such as education, economics, sociology, anthropology and even philosophy. In the Lao PDR, this has resulted in responsibility for conservation activities being spread across many government ministries and departments.

In spite of this shared responsibility, the environmental education sector in Lao is notably weak. Implementation has followed an *ad hoc* strategy (Dubois & Bouphasavanh 2001; Wayakone 2002). There is also little emphasis placed on outreach to younger people.

The Lao National Radio Station (LNRS) is one institution charged with educating both children and adults about the importance natural resource conservation. Undertaken through the LNRS, Friends of Wildlife (FW) was a series of radio programs implemented to help fulfil that mandate. It aimed to promote sustainable resource use while simultaneously identifying linkages between poverty and the environment.

## **INTRODUCTION**

The radio series *Friends of Wildlife* (FW) was a cooperative project between the Lao National Radio Station (LNRS) and the Wildlife Conservation Society (WCS). It ran for 13 months, from 1 July 2004 to 31 July 2005. During this period, project implementation was generously supported by the Canada Fund.

Wildlife is national property under Lao law. Legally, all people have the right to hunt for personal consumption, but not for commercial purposes. The law's aim is sustainable small-scale resource use. Unfortunately, this goal has not been realized. The Lao PDR has experienced large-scale habitat destruction and poaching for both domestic and international wildlife trade. This loss of species and forest resources translates as a corresponding loss of opportunity for ethnic and rural people, who still rely on the forest for their daily livelihood needs.

A key factor contributing to the unsustainable use of forest resources is misunderstanding and ignorance of the laws and regulations governing natural resources. In particular, residents of the rural and remote areas where Laos' biodiversity is located, lack access to information from newspapers and legal documents. Furthermore, they do not always realize the importance of the natural resources on which they rely. As a result, resources are often used unsustainably; this jeopardizes the peoples' long term food security and also depletes biodiversity.

Radio is a media outlet that is widely accessible by both rural and urban people throughout the Lao PDR. This makes radio an ideal medium for conservation education and awareness projects. This project relied on a nationally broadcasted radio program to raise awareness across the Lao PDR, by providing information on: forestry and wildlife conservation; the importance of natural resources for rural livelihoods; and the need for sustainable use of plants and wildlife.

## **METHODS -- Implementation of Radio Project**

From 4 July 2004 to 31 July 2005, the Lao National Radio Station (LNRS) and the Wildlife Conservation Society (WCS) implemented a public awareness project aimed at increasing radio listener's knowledge and changing attitudes about natural resources conservation, particularly as they relate to threatened and endangered wildlife. The project had four main components:

1. Training for radio Disc Jockeys (DJs),
2. Development of radio programs and spots,
3. Airing the spots and programs, and
4. Conducting an impact survey.

Mr Saysomdeth Duangsavath from the national radio station and Mr Santi Saypanya from WCS coordinated this project. Throughout the project, Soulisak Vannalath, Troy Hansel, Reneae Stenhouse and Arlyne Johnson provided support and technical assistance.

### ***Radio DJ Training***

At the project's inception, 15 LNRS DJs (appendix 1) attended training on principles of conservation, the status of wildlife in the Lao PDR, and various outreach techniques (appendix 2). WCS conducted this training to ensure the DJs had a solid foundation for their coming duties. Participants learned about the status of the environment in the Lao PDR and the value of natural resources before implementing the radio project.

### ***Program Creation***

Before programs and radio spots were written, the project team reviewed the WCS conceptual model (appendix 3) to determine which direct and indirect threats to biodiversity could be addressed by the national radio programming. Following these observations, the team examined particular threats to key habitats and species (Margolais & Salafsky 1998). The team then began an overall programming analysis (appendix 4) to answer the following questions:

1. What is the content of the programs and spots, based upon the threats and conservation problems addressed in the conceptual model above?
2. Who is the target audience influencing the threats or conservation problems?
3. Where are the target audiences, and when can they be reached via programming?
4. At this point it is good to revisit the content or the "what" question above. Are the original threats and problems still valid?
5. How do we most effectively use radio to reach out target audience? Develop some methods that will be effective using radio media.
6. Finally, measurable program objectives were determined and recorded.

This process guided the team in its determination of how best to use the radio for awareness building.

The project team decided to create six, thirty second to one minute program spots<sup>1</sup> and one thirty minute weekly radio program.

### ***Radio Spots***

For the six short radio spots, professional narrator was hired to do the recordings. All spots were designed as complete messages, not building on outside information or other spots. After their completion, the spots were aired six times per day on FM and four times per day on AM radio from Monday-Saturday. These spots emphasized wildlife regulations and laws, the negative impacts of illegal wildlife consumption, and the benefits of maintaining natural resources.

On Sunday two special spots were aired on the FM bandwidth. These were designed for people who may not listen to the radio at other times during the week. The LNRS believes their listening audience is different on Sunday because this is the day when urban people are likely to resting and turn on the radio.

### ***Radio program AM***

Since this project had a relatively low budget, the LNRS reduced airtime fees for the programming. This helped contain costs, but it also dictated when the radio programs could be aired. In the end, the team decided that a Sunday morning time bracket was best given the constraints. The format was a 30 minute program, punctuated by two one-minute conversation spots. It aired Sunday at 9:00 am on radio frequency 567AM.

A total of 56-radio programs were created by WCS. These were sent to by the director of LNRS for editing (Figure 5). Following the editing and approval process, the programs were aired. Some of these 56-radio programs played twice, on different weeks, when the message was deemed important or when LNRS felt listeners numbers were low during the initial airing.

Key programs were also duplicated and sent to other radio stations. One hundred tapes were sent to five provincial stations, including: Luang Namtha 26, Luang Prabang 18, Huaphanh 22, Savannakhet and 22 Saysomboun special zone 22 programs.

### ***Impact Survey***

To asses the effect of the radio programming surveys were conducted in six districts of four provinces. These took place from January 2005 to April 2005 in Viengkham (Luang Prabang Province), Viengthong (Huaphan Province), Pakading (Bolikhamsay Province), Chonbuly (Savannakhet Province), Saythany and Sikothabong (Vientiane Capital City) (Figure 7)

---

<sup>1</sup> Program spots are similar to public service announcements that are inserted into regular radio programming at times when target audiences are listening.

These four provinces selected were chosen because they represent four distinct regions within the country and are sites where WCS currently implements conservation projects (Table 1).

<b>Table 1. Wildlife Conservation Society Sites</b>		
<b>District</b>	<b>Description of Conservation Project</b>	<b>Dates</b>
Viengkham, Luang Prabang	Tiger Conservation Project in Nam Et/Phou Luey NPA	January 03 – Sept 04
Viengthong, Huaphan	Tiger Conservation Project in Nam Et/Phou Luey NPA	January 03 – Sept 04
Pakading, Bolikhamxay	1) Integrated Biodiversity Conservation Project in Bolikhamxay Province 2) Mobile Conservation Education Unit Focal Site	January 2005 – January 2009  2003-2005
Chonbuly, Savannakhet	Eld's Deer Conservation Project	January 03 - Sept 04
Saythany, Vientiane	Illegal Wildlife Trade Project	2002-2006
Sikothabong, Vietiane	Illegal Wildlife Trade Project	2002-2006

## Survey teams

The surveys were undertaken by Santi Saypanya, of the Wildlife Conservation Society Lao PDR Program (WCS) and Mr. Saysomdeth Duangsavanh, of the Lao National Radio Station (LNRS). They worked with assistance from officers of Provincial Agriculture and Forestry Office (PAFO), District Agriculture and Forestry Office (DAFO), National Protected Areas, Wildlife Sanctuary and Provincial and District Information and Culture Offices (PICO/DICO) (Table 2).

Date	Location	Team	Work Station
January 24-31, 2005	<i>Viengkham District, Luang Prabang</i>	Santi Saypanya	WCS
		Saysomdeth Duangsavanh	LNRS
		Sivone Sonmany	Viengkham DAFO), Nam Et-Phou Louy NPA (coordinator).
February 1-8, 2005	<i>Vienthong District, Huaphanh Province.</i>	Santi Saypanya	WCS
		Saysomdeth Duangsavanh	LNRS
		Khamphanh Souvanhphone	Chief of (NEPL NPA), Vienthong DAFO
March 1-7, 2005	<i>Pakading District, Bolikhamxay</i>	Santi Saypanya	WCS
		Saysomdeth Duangsavanh	LNRS
		Bounyong Panyapany.	(Pakading DICO)
March 11-17, 2005	<i>Chonbuly District, Savannakhet</i>	Santi Saypanya	WCS
		Saysomdeth Duangsavanh	LNRS
		Inthong Keo Asa.	Chonbuly DAFO
March 22-April 12, 2005	<i>Saythany and Sikothabong Districts, Vientiane Capital City</i>	Santi Saypanya	WCS
		Saysomdeth Duangsavanh	LNRS

## Survey structure

Data were collected from six categories of provincial citizens: military, police, other government officers, traders, town residents, and rural villagers. The general methodology was as follows:

- The team presented a permission letter from LNRS and explained the purpose of survey to the district governor.
- District Cabinets then completed permission letters for each site to be surveyed.
- The team took these permission letters to government offices and village headmen, as appropriate.
- The team then conducted random individual interviews from four predetermined sub-categories: government officials, traders, villagers currently living in towns or urban areas, and villagers still resident in villages.

### Survey Format

Individual surveys consisted of 20 question multiple-choice, semi-structured and open-ended questions on prepared interview sheet (appendix 6). Ten questions related to general information about listeners and radio programs, while eight questions focused on AM 567 programming, and two final questions dealt with the *Friends of Wildlife* conversation spots.

The surveys were designed to answer the following questions:

1. How many people listen to Lao radio?
2. What day do people listen to Lao radio?
3. When do people listen to Lao radio?
4. Which frequency do people listen most often?
5. How many people listen to the radio program *Friends of Wildlife*?
6. How many people listen to the FM radio spots?

Interviewers were flexible and used informal techniques. Standardized wording on the survey form was employed as a guiding framework. When necessary, interviewers also provided additional information to their subjects.

### Survey Participant Selection

A predetermined sample size was calculated using population census data from the National Statistics Center of Laos. Sampling methods are explained in (appendix 7). As previously noted, individual surveys were conducted from a sample of government officials and local people from each district. As much as possible, the interviewers selected interview candidates. They did this to obtain a cross section of people from the district. Care was taken to represent both men and women in each category, but equal representation was not always possible.

### Survey Process

The survey team stayed 7-8 days in each district in order to acquire sufficient numbers of surveys. Individual surveys took 10-25 minutes to complete, depending on the interviewees' radio interests and question comprehension. Surveys were conducted in homes and workplaces. They began with normal conversation. Particular care was taken to create comfortable atmosphere throughout the interview process. If respondents expressed signs of discomfort during the survey, interviewers would deviate from the standard questions and engage in small talk about radio programming until the respondents relaxed. All surveys were conducted in the Lao language.

### Analysis

Following the five survey trips, Santi Saypanya analyzed the questionnaire data. Questionnaires were categorized by district. Data was summarized by occupational category, frequency of radio listening, and gender. Because sample sizes varied considerably between categories, comparisons were made using percentages.

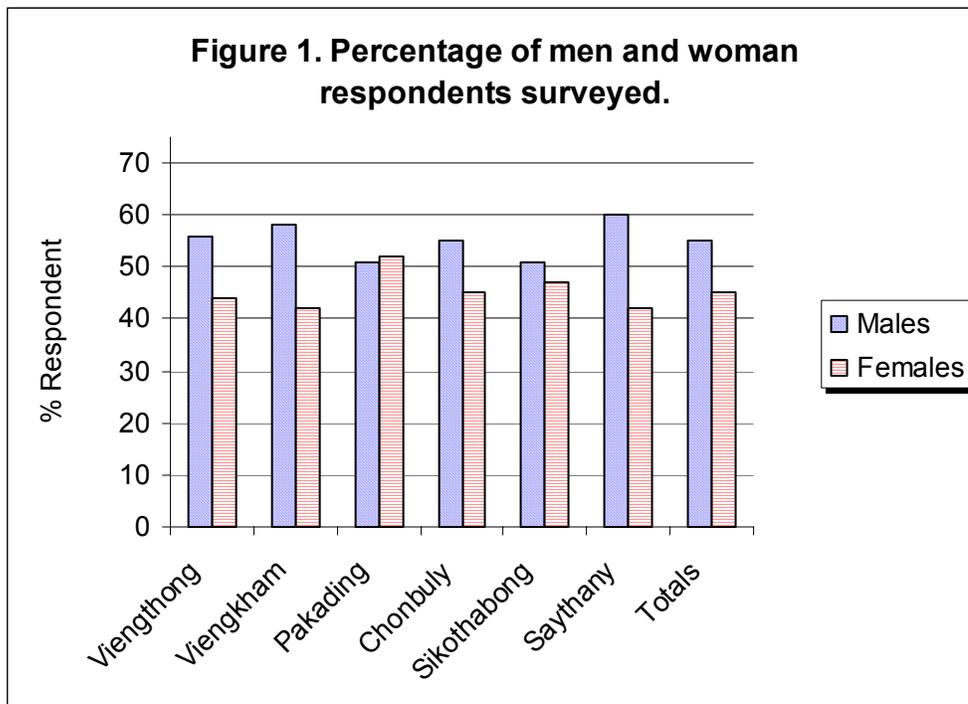
## RESULTS

### **Radio DJ Training**

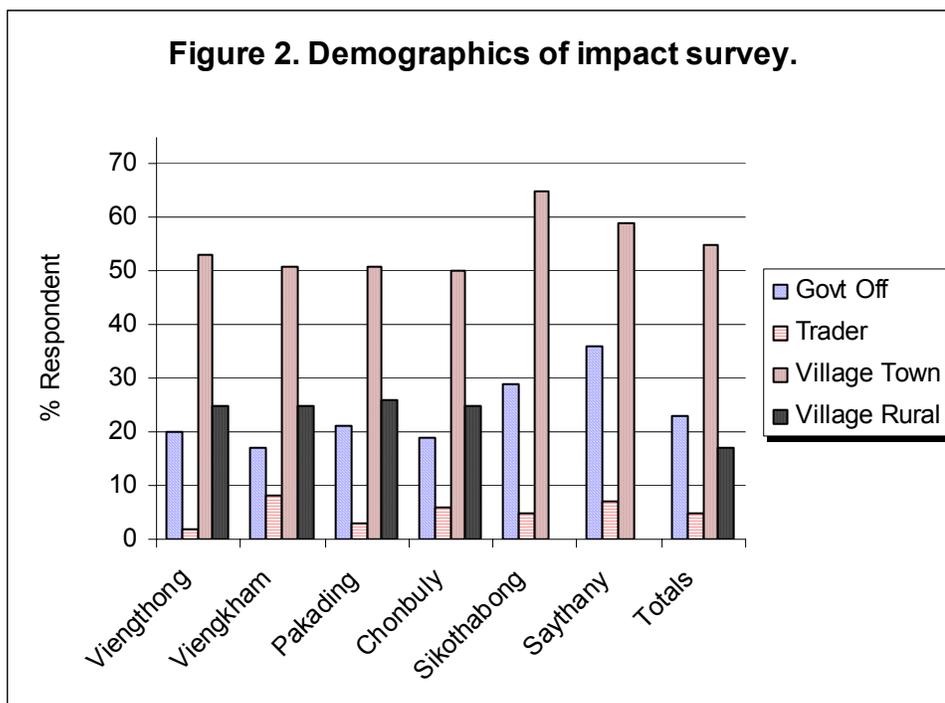
The DJ training at the beginning of the project period was critical. It provided the shows' presenters with a common understanding. The training also provided a foundation which WCS staff could use to create the radio programs. Following the initial training, DJs became very interested in the project spots, airing them outside the normal LNRs programming schedule. This was a clear indication that they had internalized the training beyond initial expectations.

### **District Surveys**

During this survey, 2,386 people in six districts, representing roughly 0.7% of Laos' total population, responded to our questionnaire. This population percentage increases to ~1.5% if the two districts from Vientiane (Saythany & Sikothabong) are not considered. Results from the survey revealed that 67% of the survey population listens to the radio and 18% have listened to at least one episode of *Friends of the Wildlife*. Out of the total population surveyed, 55% were male and 45% were female (Figure 1). The respondents surveyed from each district came from four sub-categories primarily based on occupation (Figure 2). Urban/Town-dwelling villagers represented the largest sector of the survey population at 55% of the total. This number is artificially high as it includes both Saythany and Sikothabong districts in Vientiane; no rural village populations were surveyed in either district.



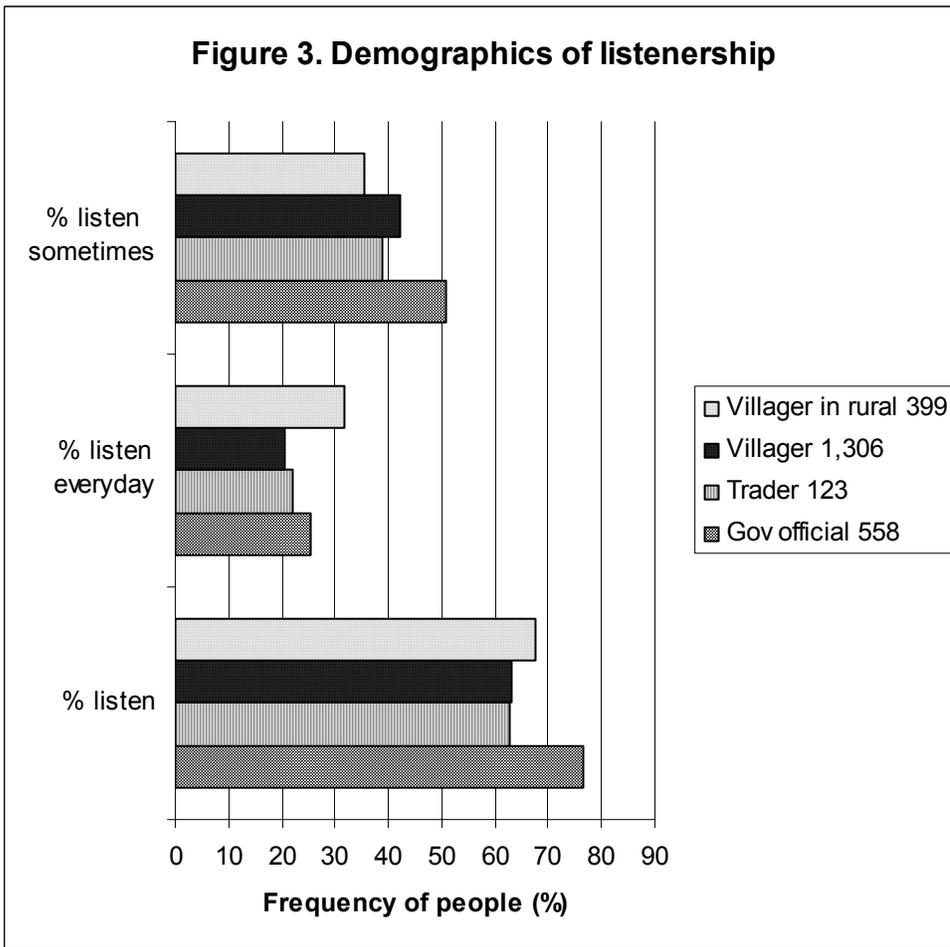
**Figure 2. Demographics of impact survey.**



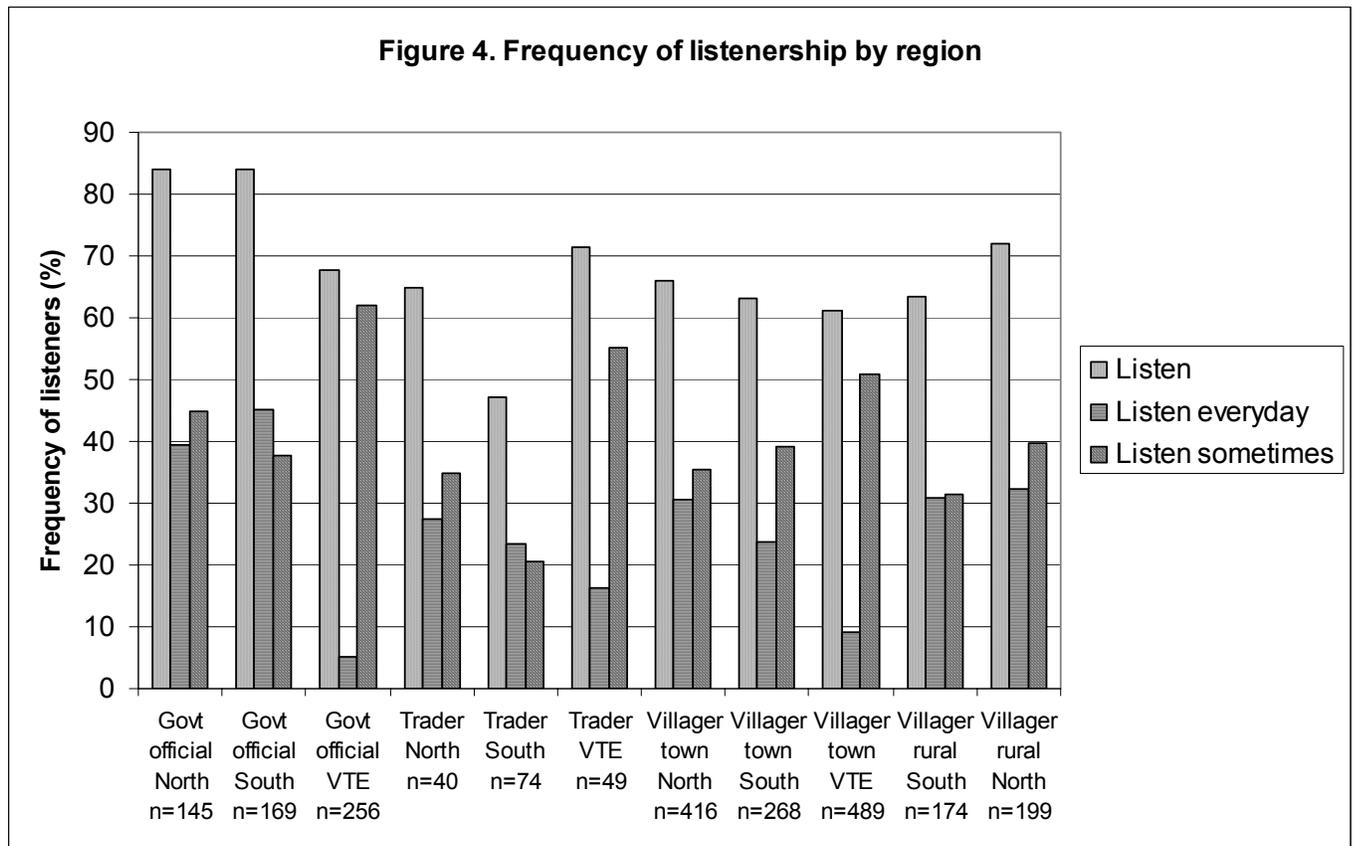
**Radio listenership**

Across all categories of respondents, more government officials listened to radio than any other group, but rural villagers listened to radio more frequently (Figure 3). The northern two districts Viengthong and Viengkham have more radio listeners, listening to the radio more frequently (Figure 4). Access to radio frequencies throughout the country is uneven. Listeners in the north and in Vientiane receive a clear signal from National Radio frequency AM 567. However, radio listeners in the south cannot receive the AM 567 and listen to other stations, particularly the provincial radio station that rebroadcasts some National Radio programming mixed with random Thai shows. The radio audience in Vientiane can receive the AM radio frequency with static, but choose to listen to FM frequencies because of their clarity and popularity. When asked, Vientiane residents stated they too preferred FM stations rather because the programming is popular.

**Figure 3. Demographics of listenership**

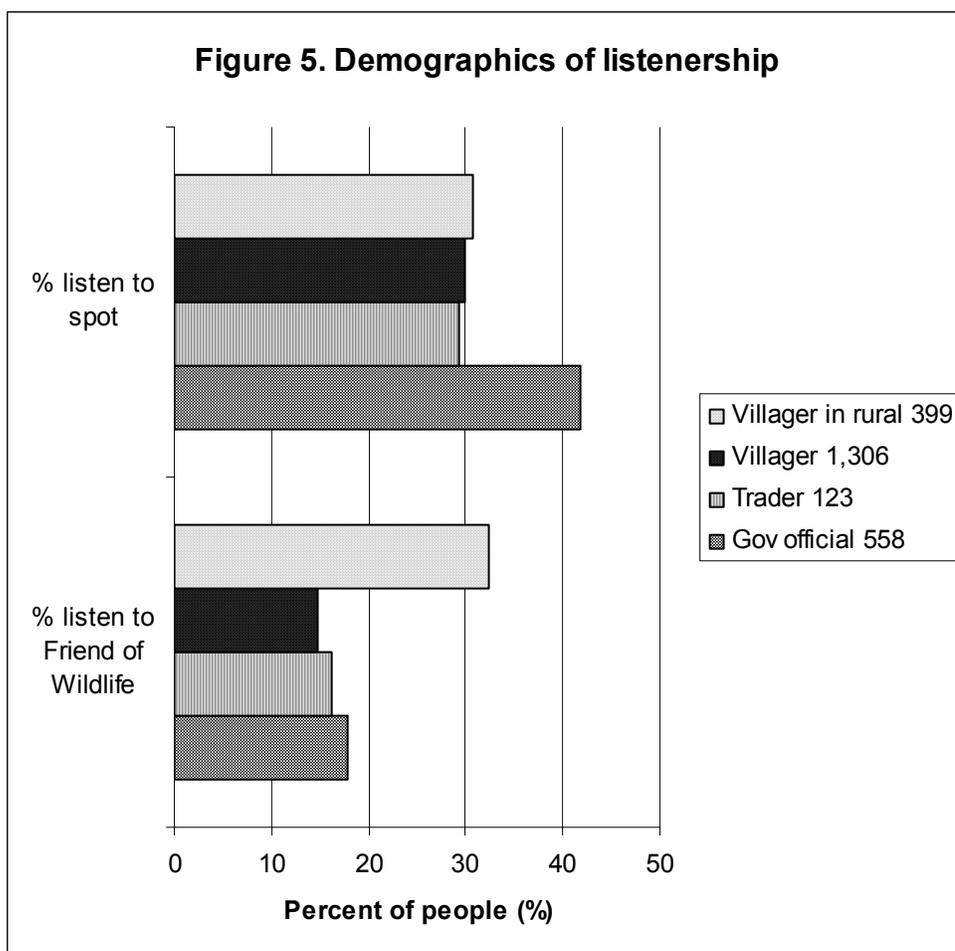


**Figure 4. Frequency of listenership by region**



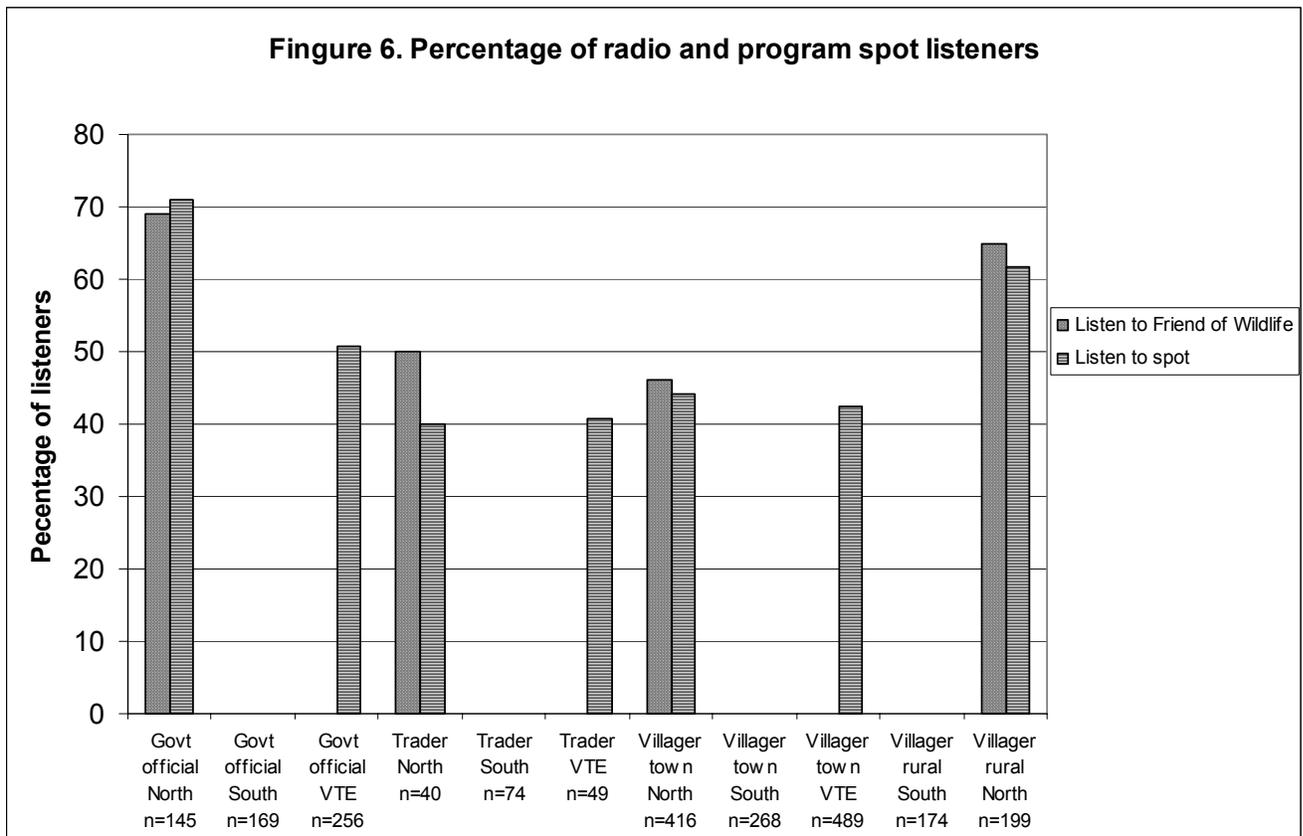
**“Friends of Wildlife” radio program (AM 567) and spots (FM frequency)**

The *Friends of Wildlife* program ranked fifth out of the seventeen radio programs noted by survey respondents (appendix 8). Initial comparisons show significant differences among the survey population: 42% of government officials surveyed had heard at least one radio spot on AM or FM frequencies, while 31% of rural villagers surveyed heard at least one radio spot. In contrast, 32% of the rural villagers surveyed had heard at least one episode of the *Friends of Wildlife* radio program (AM 567), while only 18% of the government officials surveyed had heard an episode ( $\chi^2=5.50, p \leq 0.025$ )(Figure 5). Many ethnic Hmong and Khmer villagers commented that the radio program and spots would have been being more effective for their villages if aired in native languages. Even in bi-lingual villages, the majority of villagers prefer to listen to the radio in their mother tongue.



The percentages of radio listeners who heard at least one radio spot and/or one episode of the *Friends of the Wildlife* were different from north to south. There was a less than a 10% difference between radio listeners in the north who had heard the radio program and heard the radio spots. In contrast, no survey respondents in the south had listened to the spots or the radio program. These results made it clear that villagers from areas surveyed in the south could not receive the FM or AM 567 broadcasting of the National Radio programs. Conversely, Vientiane based

respondents received the AM 567 frequency but chose not to listen to it as the FM frequencies are clearer and more popular. Vientiane based respondents had only heard the radio spots on the FM frequency (Figure 6).



## DISCUSSION -- RECOMMENDATIONS

Results indicate this preliminary radio program project had varying levels of success across the regions surveyed. A number of factors influenced the overall effectiveness of the project. These included:

- a) Reception of radio in remote and urban areas has made the efficacy of the AM 567 radio program variable
- b) Different occupational groups listening to radio differently,
- c) Different ethnic target groups listening to radio differently, and
- d) Radio programming options being incompletely utilized.

Although the scope of this project was relatively small, the project staff learned a great deal through its implementation. According to LNRS staff, no prior comprehensive surveys on listenership had been conducted prior to *Friends of Wildlife*. More in-depth surveys should be undertaken to acquire information on content preferences across the radio audience.

Surveys and evaluations, such as the one in this project, are key to increasing success in conservation projects of all kinds (Kleiman et al. 2000). This is particularly true in Lao PDR where information is scarce and resources are limited.

### Specific Recommendations:

- Surveys from the north indicate that many more Khamu and Hmong people would listen to the program and spots if they were broadcast in native languages. Many villagers are multi-lingual but prefer listening to their native radio programming rather than the “Lao Lum” programming.
- If funds and/or human resources are not adequate to produce both long programs and radio spots in different languages, serious consideration should be given to producing one-minute spots in both Khamu and Hmong. These can be aired with existing Khamu and Hmong radio programming
- Increase the number of days *Friends of Wildlife* is aired per week. Some respondents suggested airing it two or three times per week. Consider securing funds that will allow *Friends of Wildlife* to be aired on FM 103.7 or other frequencies favored in urban areas.
- Create live talk shows that compliment FM 103.7 programming. This might entail talk show hosts, guests, and short anecdotal stories.
- Consider the agriculture calendar when creating the radio programs. Create special programs to air during rice harvesting and planting. During these times people listening to the radio more frequently and for longer periods.
- Budget permitting, create a complimentary program for FM 105.5 radio. This station is preferred younger audiences and could therefore have longer term impacts.
- If the project budget increases, play more one-minute conversation spots on FM 103.7 and 105.5.
- Coordinate with local radio stations in areas where radio listeners cannot receive the National Radio broadcast from Vientiane. Duplicate programs and spots should be sent to local radio stations for re-broadcasting.
- A DJ (Saysomdeth Duangsavanh) is now capable of creating shows on biodiversity conservation. He should be encouraged to take a more active role in future programming.
- Future radio spots should be aired during rush hours in Vientiane to maximize urban listeners.
- Other popular radio programs should be considered as venues for conservation radio spots. For example, the survey showed that in Pakading district there is one favorite program Peng Dung Lung Kao (Hot Song after News).

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**Appendix 1:****Name list of DJs**

<b>No</b>	<b>Name</b>	<b>Program</b>
1	Mr. Vansay Thavinhgaan	Study for experiences
2	Mr. Somneuk Nilasin	Land of Frangipani
3	Mr. Saysomdeth Duangsavanh	Friend of Wildlife
4	Mrs. Thavone	Culture and Social
5	Mrs. Vantha	Conserve environment
6	Mr. Sichanh	Lao City Lao People
7	Mr. Thongphout Vongphachanh	Agricultural Promotion
8	Mrs. Viengthong Phakonekham	City live and Song before noon
9	Mr. Phongsak Khounsak	Athit Athsadong
10	Mrs. Sipheth	Engineer
11	Mr. Daovanh Vongphathom	Lao heritage
12	Mr. Silae Vilayphone	Song from FM
13	Mr. Ounla Lathsachak	Art promotion
14	Mr. Sivilay Vongphachanh	Song at noon
15	Mr. Sayyadeth	Journalist

**Appendix 2:**

**Conservation Training**

**Objectives and purposes**

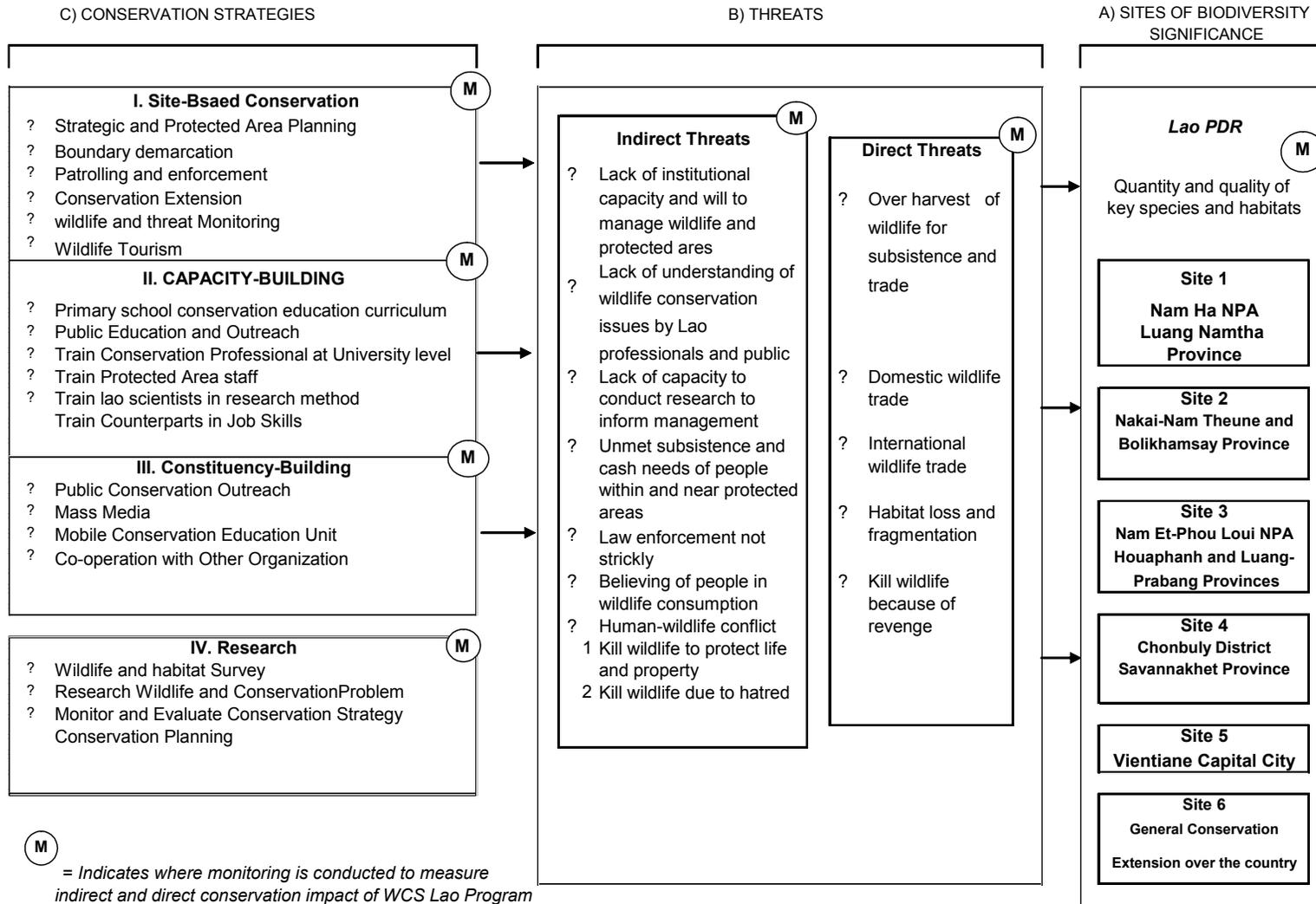
1. To aware participants to be clear understand of conservation meaning.
2. To have them to extend the correct meaning of conservation to public.
3. To have them insert meaning of conservation to some gaps of their programs.
4. After, this cooperative project ended, they would be able to create environment program by theseves.

**Training Schedule**

<b>Date</b>	<b>Time</b>		<b>Topic</b>	<b>Trainer</b>	
3/9/2004	1:30-1:35	5	Introduction	Participants	
	1:35-1:40	5	Objectives	Joy	
	1:40-1:45	5	Purpose	Joy	
	<b>Basic Knowledge of Conservation</b>				
	1:45-2:15	20	Definition of conservation	Soulisak	
	2:15-2:25	10	What is wildlife?	Joy	
	2:25-2:35	10	Basic need of wildlife	Joy	
	2:35-2:45	30	How wildlfie is imporatant?	Joy	
	2:45-3:15	15	<b>Coffee break</b>		
	3:15-3:35	20	Treat to wildlife	Joy	
	3:35-3:45	10	Laws and regulations related to wildlife conservation	Joy	
	<b>Outreach technic</b>				
	3:45-4:05	20	Concept of outreach	Soulisak	
	4:05-4:15	10	What is outreach and for what?	Soulisak	
	4:15-4:30	15	Good concept of outreach	Soulisak	
	4:30-4:45	20	Step of create outreach materials	Soulisak	
	4:45	Break			

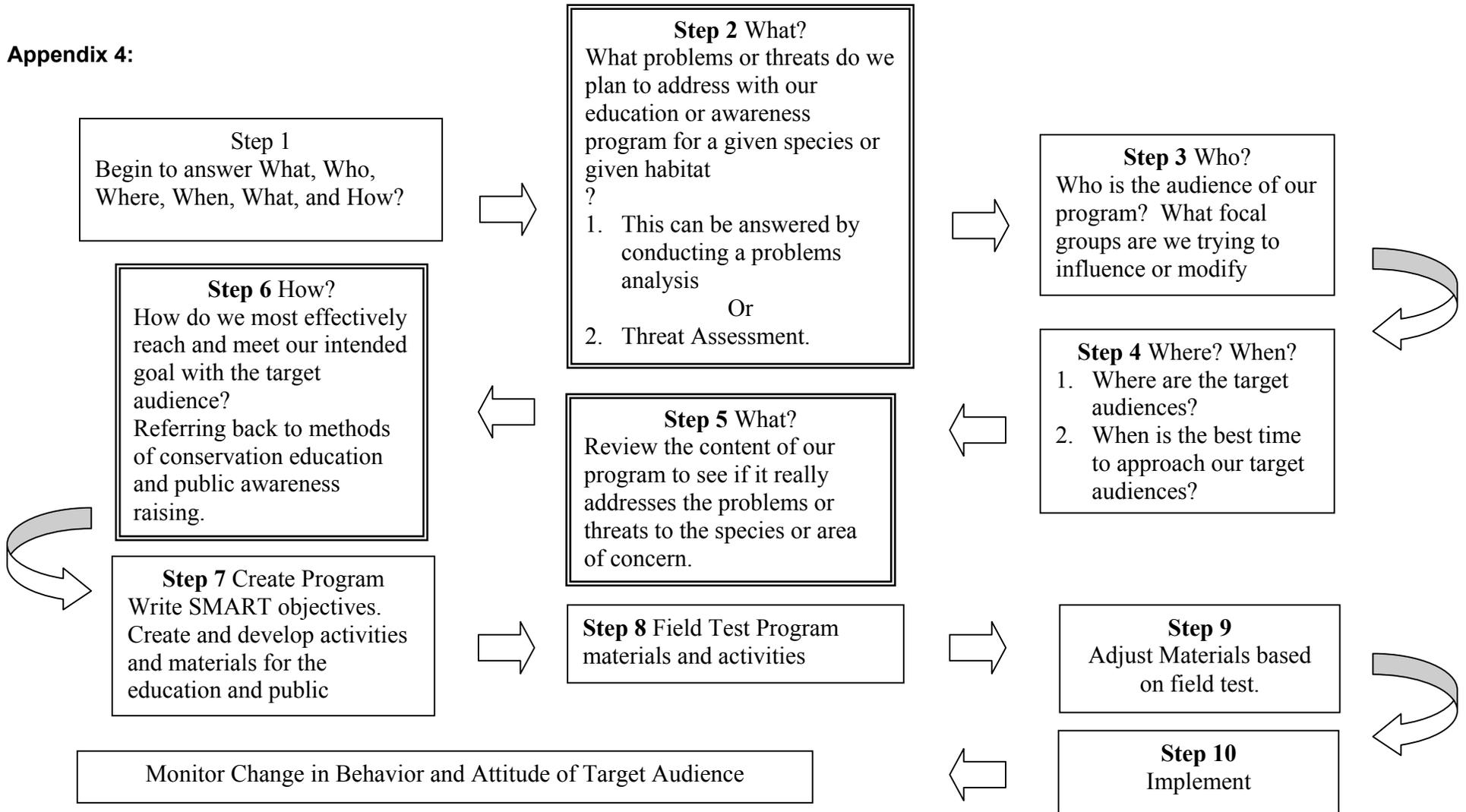
## Appendix 3 Conceptual Model: WCS-Lao PDR Program

The goal of the WCS Lao Program is to sustainably manage wildlife in its natural habitat within Lao PDR by working with and providing training for government counterparts to use the results of field research to design and implement conservation strategies.



Conceptual Model: WCS-Lao Program Version October 2004

**Appendix 4:**



## Appendix 5: Name list of radio programs

No	Program
1	Roles and responsibilities of WCS
2	National Wildlife Day
3	Definition of “ <b>conservation</b> ”
4	Law, decree, regulation and order
5	Illegal wildlife trade
6	Patrolling and monitoring wildlife trade in VTE
7	Wildlife trade promote hunting for unsustainability
8	Wildlife trade is competition food diet with local people
9	Definition of “ <b>conservation</b> ”
10	Threatened to wildlife from habitat loss
11	Wildlife trade is tourism resources destruction
12	Shifting cultivation without management
13	Forest fire
14	Protect forest for natural disaster
15	Chemical and Disease from Consumption Wildlife
16	Protect forest for food sources
17	The importance of wildlife
18	Protect forest for tourism
19	Wildlife make country to be well-known
20	The importance Bat
21	Black-Cheek Crested Gibbon
22	Eld's Deer
23	The importance of Tiger
24	Definition of “ <b>conservation</b> ”
25	The importance of Saola
26	The importance of Red-Shanked Douc Langur
27	Wildlife control insects and worm
28	The importance of Elephant
29	Wildlife conservation outreach in Vientiane Capital City
30	The importance of wildlife for ecotourism
31	Seed distribution
32	Conservation wildlife and wild aquatic in Lao PDR
33	Help to conserve birds
34	Natural resources conserve in Viengkham district, Luang Prabang Province.
35	Wildlife control rat
36	The importance of wildlife and wild aquatic
37	Over hunting and harvesting of wildlife and NTFPs
38	Birds of Lao PDR
39	Forest is natural resource which should be conserved
40	Definition of “ <b>conservation</b> ”
41	Law, decree, regulation and order
42	Illegal wildlife trade
43	Illegal wildlife trade patrolling and monitoring in Vientiane Capital City.
44	Believe of wildlife consumption
45	Wildlife Trade is Compete food diet with local people
46	The importance of wildlife for ecotourism
47	Large scale of natural resources destruction
48	Hunt wildlife in breeding season
49	Law, decree, regulation and order
50	Raising and releasing Wildlife
51	The importance of Tiger
52	Order from Ministry of Agriculture and Forestry
53	The importance of fish release day
54	Illegal wildlife trade
55	Hunt wildlife in breeding season
56	Definition of “ <b>conservation</b> ”

Appendix 6: Questionnaires

Interview form for radio listener

Village	District		Province	
Name	Family name		Details of contact	

1 Occupation? Military  Police  G Official  Farmer  Business  Trader

2 Age?

3 Sex? Male  Female

4 Do you listen to Lao radio? Yes  No

---

5 What system? AM  FM

6 Which frequency? FM  97.25  103.7  105.5

AM  S 130 KHz  567 KHz  640 KHz

7 Do you listen to radio every day? Yes  No

	Mon	Tue	Wed	Thur	Fri	Sat	Sun
M	<input type="checkbox"/>						
A	<input type="checkbox"/>						
E	<input type="checkbox"/>						

8 How many time a week do you listen to radio and when?

	Mon	Tue	Wed	Thur	Fri	Sat	Sun
M	<input type="checkbox"/>						
A	<input type="checkbox"/>						
E	<input type="checkbox"/>						

9 Do you have your fovourist program? Yes  No

---

10 What program?

11 Have you ever been listening to Friends of Wildlife program? Yes  No

**Appendix 6: Questionnaires**

12	What kind of information do you learn from the program?	<b>1</b>	<input type="checkbox"/>	<b>2</b>	<input type="checkbox"/>	<b>3</b>	<input type="checkbox"/>	<b>4</b>	<input type="checkbox"/>	<b>5</b>	<input type="checkbox"/>	<b>6</b>	<input type="checkbox"/>	<b>7</b>	<input type="checkbox"/>
		<b>8</b>	<input type="checkbox"/>	<b>9</b>	<input type="checkbox"/>	<b>10</b>	<input type="checkbox"/>	<b>11</b>	<input type="checkbox"/>	<b>12</b>	<input type="checkbox"/>	<b>13</b>	<input type="checkbox"/>	<b>14</b>	<input type="checkbox"/>
		<b>15</b>	<input type="checkbox"/>	<b>16</b>	<input type="checkbox"/>	<b>17</b>	<input type="checkbox"/>	<b>18</b>	<input type="checkbox"/>	<b>19</b>	<input type="checkbox"/>	<b>20</b>	<input type="checkbox"/>	<b>21</b>	<input type="checkbox"/>
		<b>22</b>	<input type="checkbox"/>	<b>23</b>	<input type="checkbox"/>	<b>24</b>	<input type="checkbox"/>	<b>25</b>	<input type="checkbox"/>	<b>26</b>	<input type="checkbox"/>	<b>27</b>	<input type="checkbox"/>	<b>28</b>	<input type="checkbox"/>
13	What day does the program broadcast?	Mon	<input type="checkbox"/>	Tue	<input type="checkbox"/>	Wed	<input type="checkbox"/>	Thur	<input type="checkbox"/>	Fri	<input type="checkbox"/>	Sat	<input type="checkbox"/>	Sun	<input type="checkbox"/>
14	What time does the program broadcast?	3:30-9:00	<input type="checkbox"/>	9:00-9:30	<input type="checkbox"/>	9:30-10:00	<input type="checkbox"/>								
15	What system?	AM	<input type="checkbox"/>	FM	<input type="checkbox"/>										
16	Which frequency?	FM	<input type="checkbox"/>	97.25	<input type="checkbox"/>	103.7	<input type="checkbox"/>	105.5	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
		AM	<input type="checkbox"/>	S 130	<input type="checkbox"/>	567 KHz	<input type="checkbox"/>	640 KHz	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
17	Do you want the program to be continued?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>										
18	Why?														
19	Have you ever been listening to the advertisement spots about wildlife?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>										
20	What kind of information do you learn from the spot?	Ask son to buy monitor lizard	<input type="checkbox"/>	Nephew teach grand father on conservation	<input type="checkbox"/>	Hunt wildlife in breed season	<input type="checkbox"/>								
		The importance of wildlife for tourim	<input type="checkbox"/>	Forest fire	<input type="checkbox"/>	So confuse why wildlife trade is not allowed	<input type="checkbox"/>								

## Appendix 7: The populations of each district

Formula		
$n = \frac{N}{1 + N(e)^2}$	Chonbuly	48,956      397
	Pakading	39,054      396
	Viengkham	39,927      396
	Viengthong	24,373      394
	Saythany	134,139      399
	Sikothabong	93,651      398
$\text{Chonbuly} = \frac{48,956}{1 + 48,956(0.05)^2} = 397$		

**n** = number of population for survey

**N** = population in each area

**e** = sampling error

## Northern

### *Viengkham district, Luang Prabang province*

Military	: 50 people
Police	: 10 people
Agriculture and forestry officials	: 05 people
District cabinet	: 10 people
Trader	: 50 people
People in district	: 175 people
Youth in the village	: 50 people
Villager	: 50 people
<b>Total amount of people</b>	<b>: 400 people</b>

### *Viengthong district, Huaphanh province*

Military	: 50 people
Police	: 10 people
Agriculture and forestry officials	: 05 people
District cabinet	: 10 people
Trader	: 50 people
People in district	: 175 people
Youth in the village	: 50 people
Villager	: 50 people
<b>Total amount of people</b>	<b>: 400 people</b>

## Vientiane Municipality

### *Saythany district, Vientiane Municipality*

Military	: 50 people
Police	: 10 people
Agriculture and forestry officials	: 05 people
District cabinet	: 10 people
Trader	: 50 people
People in district	: 175 people
Youth in the village	: 50 people
Villager	: 50 people
<b><i>Total amount of people</i></b>	<b>: 400 people</b>

### *Sikothabong district, Vientiane Municipality*

Military	: 50 people
Police	: 10 people
Agriculture and forestry officials	: 05 people
District cabinet	: 10 people
Trader	: 50 people
People in district	: 175 people
Youth in the village	: 50 people
Villager	: 50 people
<b><i>Total amount of people</i></b>	<b>: 400 people</b>

## Bolikhamxay and Savannakhet Provinces

### *A district, Bolikhamxay province*

Military	: 50 people
Police	: 10 people
Agriculture and forestry officials	: 05 people
District cabinet	: 10 people
Trader	: 50 people
People in district	: 175 people
Youth in the village	: 50 people
Villager	: 50 people
<b><i>Total amount of people</i></b>	<b>: 400 people</b>

***Chonbuly district, Savannakhet province***

Military	: 50 people
Police	: 10 people
Agriculture and forestry officials	: 05 people
District cabinet	: 10 people
Trader	: 50 people
People in district	: 175 people
Youth in the village	: 50 people
Villager	: 50 people
<b><i>Total amount of people</i></b>	<b>: 400 people</b>

***Grand total amount of people : 2,400 people***

**Appendix 8: Radio Program**

Radio Program			
No	Program English	Program Lao	Amount
1	News	ຂ່າວ	70
2	Entertainment	ລາຍການມ່ວນຊື່ນ	40
3	Song before noon	ເພິ່ງກ່ອນທ່ຽງ	34
4	Discovery	ສາລະຄະດີ	12
5	Friend of Wildlife	ເພິ່ອນສັດປ່າ	11
6	Entertainment song	ເພິ່ງກ່ອມມິນທາ	9
7	Hmong program	ພາສາເຜົ່າມົ້ງ	8
8	Land of Frangipani	ແດນຈຳປາ	7
9	Khamu program	ພາສາຂະມຸ	6
10	Drama	ລະຄອນ	4
11	International discovery	ສາລະຄະດີສາກົນ	3
12	Adapt result of the Party Meeting	ລາຍຜົນຂະຫຍາຍມະຕິກອງປະຊຸມ VII	2
13	Art promotion	ສິ່ງເສີມສິລະປິນ	2
14	Local song	ຂັບລຳທ້ອງຖິ່ນ	1
15	Knowledge for women	ຄວາມຮູ້ຄູ່ແມ່ຍິງ	1
16	Song in the evening	ເພິ່ງຍາມແລງ	1
17	Agricultural promotion	ສິ່ງເສີມກະສິກຳ	1

