

KYRGYZSTAN: INNOVATIONS IN COMMUNITY BROADCASTING

BUDGET CODE: 354GLO5003.34

US\$ 8 325, COMPLETED

INTRODUCTION / RATIONALE

The IPDC priority: training. Project provide the knowledge and skills of the 18 members Community Mass Media Association (AOSMI) in the creation and distribution of radio programs via podcast. Every villager sells the right to express his opinion on any matter publicly, with no risk of being victimized by local administrations.

IMPLEMENTATION

Activities implemented / outputs two 2-day Innovations in Community Broadcasting training workshops for 18 community media members, 2 representatives from each of the 9 community media in each of the 7 regions of the Kyrgyz Republic on 19 - 20 September 2015 in Bishkek and on 17 - 18 October 2015 in Osh.

- The training participants, 50% of them are women from 4 community radio ("Zaman FM" Batken region, "Radiomost" Talas oblast, "Suusamy FM" v. Suusamy and "Kemin FM" v. Shabdan Chui oblast) and 5 community multimedia centers v. Kosh Bulak Batken region, v. Barskoon Issyk-Kul region, v. Zhergetal, v. Kayyndy-Bulak Naryn oblast, Tash-Kumyr city Jalal-Abad oblast.
- 18 items produced and published on community media portal: <http://kyrgyzmedia.com> the items including multimedia are available via Android app: The Voice of Aiyl.

Analytical reflection: The training contributed to knowledge and skills of community media outlets in Kyrgyzstan. New radio programs and podcasts are created, penetration of digital content enhanced. The content digitally narrowcasted using the mobile ICTs and reached marginalized communities in seven regions of rural Kyrgyzstan.

CHALLENGES AND KEY LESSONS

The training strengthened confidence of community media volunteers to deliver a critical publications regarding local problems. Thus, participants able to facilitate the local dialogues in nine communities and influence setting the agenda in their regions. Cooperation with other projects lead to increasing sustainability of the communities.

SUPPORTING DOCUMENTATION

The workshop report:

http://www.unesco.kz/ci/2015/ipdc/Kyrgyzstan-report_ipdc-innovations-in-community-media.pdf

Press cutting

www.unesco.kz/new/ru/unesco/news/2992

Portal of the Community Media Association of Kyrgyz Republic: <http://kyrgyzmedia.com/>,
<http://en.kyrgyzmedia.com/>

CONCLUSION

The project is successfully implemented.

MEDIA COMPLIANCE TRAINING OF KAZAKHSTAN

BUDGET CODE: 354GLO5003.333,
US\$ 16 325, COMPLETED

INTRODUCTION / RATIONALE

The IPDC priority area: training. This project aims at capacity building of ten print media in Kazakhstan by introducing of Media Compliance system to decrease risks related to the final product of the print media. Measures and instruments of risk assessment and management will be elaborated by training participants and used in practices. During project twenty employees of legal, advertising, human resource, government relations departments including owners and editors of print media will be trained to procedures of implementation of Media compliance.

IMPLEMENTATION

- **Activities implemented / outputs:** two 2-day Media Compliance training workshops are implemented for 20 legal, advertising, human resource, government relations departments including owners and editors of print media working in 10 print media from Kazakhstan on 19-20 October 2015 in Almaty and 22-23 October 2015 in Astana.
- **Analytical reflection:** Skills and knowledge for media compliance to 20 representatives of legal, advertising, human resource, government relations departments including owners and editors of print media working in 10 online and print media from Kazakhstan through two a two-days training course: the first training in Almaty for media outlets from: Kyzylorda, Issyk, Taldy-Korgan, Taraz, Shymkent and second training in Astana for participants from Pavlodar, Aktobe, Karaganda and Petropavlovsk. The gender balance 50% women and 50% men achieved. During and after the workshop media professionals presented experience based scenarios used as a cases for media compliance citadel.

CHALLENGES AND KEY LESSONS

Workshop participants acknowledged the need to combat corruption in the media, as this will provide them with further legal and professional freedom of action and the ability to make investigative articles. The introduction the media compliance provide clear legal framework for media outlets in the resistant conditions for freedom of expression and access to information.

SUPPORTING DOCUMENTATION

The workshop report: <http://www.unesco.kz/ci/2015/ipdc/media-compl-report-kazakhstan-photos-ru.pdf>

Press cutting: www.pkzsk.info/kazaxstanskim-smi-predlagayut-vnedryat-media-kompl

<http://radiotochka.kz/17408-boris-panteleev.html>; www.unesco.kz/new/ru/unesco/news/2988

CONCLUSION

The project is successfully implemented.

REGIONAL : AIBD: CAPACITY BUILDING WORKSHOP ON SAFETY OF JOURNALISTS IN CENTRAL ASIAN REPUBLICS
BUDGET CODE: 354GLO5002.45
US\$ 19 000

INTRODUCTION / RATIONALE

Project contributed to MDI 3.13.5 Media Organisations have policies for protecting the health and safety of their staff. 3.14.2 Confidentiality of sources is protected in law and respected in practice.

The issue of safety on online also concern more than just the individual blogger or the professional journalist in Central Asian Republics. The project will provide training for twenty-seven Journalists, which includes those from traditional and new media (Journalists who maintain websites, Facebook and participate as bloggers) in Kyrgyzstan, Kazakhstan and Tajikistan, invited to attend the training workshop in Kazakhstan.

IMPLEMENTATION:

Description of activities implemented / outputs: 10 multi-skilled journalists from traditional and new media (radio, television, print, bloggers) from broadcasting organisations from Kazakhstan, Kyrgyzstan and Tajikistan trained; Participants are: increased awareness and understanding problems regarding security; acquired skills in analysis of occupational risks and measures on their reduction; learned to write plans, safety analyzes, taking into account measures to minimize the risks, safety of information and its sources, as well as notification procedures; improved skills in the safe operation of the network; higher understanding of legal security; improved their skills with the sources of information; found and discussed new ideas for future materials.

AIBD organized from 13 to 15 October 2014 IPDC/UNESCO Regional Workshop on Capacity Building for Safety of Journalists in Central Asian Republics in Almaty, Kazakhstan. The workshops focused on acquire knowledge and apply the key concepts of risk analysis to establish safety indicators with simple procedures for online and before reporting from hostile venues, establish and operationalise safety indicators in the participating countries in the Central Asian Republics.

Analytical reflection: The project contributed to the safety of Central Asian media organisations: namely for Kazakhstan, Kyrgyzstan and Tajikistan. The project promoted networking between media outlets. This IPDC project contributed to the institutional development of 7 media outlets and complemented the three year UN/EU project Operationalizing Good Governance for Social Justice in Kyrgyzstan as well as three year UN project in Kyzylorda. The project is operationally completed.

CHALLENGES AND KEY LESSONS

The workshop overall went smoothly and without incident. The major issue was the lack of the number of participants based on earlier projections, though the size proved adequate for a successful workshop.

The participants overall were satisfied with the training and workshop content. A pre and post-test analysis was conducted with a series of the same questions for each participant on security for journalists to analyse their receptivity of the participants to the content presented. Central Asia is still needed such kind of on the support in the near future.

SUPPORTING DOCUMENTATION

Analytical report and photos: <http://www.unesco.kz/ci/2014/AIBD/AIBD-IPDC-Report-web.doc>

CONCLUSION

The project is implemented. The unspent amount (7,900 USD) is returned to IPDC account.

Regional project
ABU: **GENDER MAINSTREAMING IN BROADCASTING ORGANISATIONS IN ASIA-PACIFIC REGION**
Budget Code: 354 RAS 5011 US\$ 33 000
Budget Code: 354GLO5001.34 US\$ 11 000

INTRODUCTION / RATIONALE

The project addressed MDI: 4.1.14; 4.2.3; 4.3.2, and Gender Sensitive Indicators for Media (GSIM, 2012). This project is implemented by the Asia-Pacific Broadcasting Union (ABU). The project is aimed at capacity building within leading broadcasting organisations in 8 Asia-Pacific countries: Malaysia, Maldives, Philippines, Sri Lanka, Pakistan, Thailand, Kyrgyzstan, Kazakhstan and Tajikistan focusing particularly on correcting serious gender imbalances and inequities in employment opportunities in broadcasting media, female participation and media portrayal of women and girls in the region.

The aim of this project is to enhance the skills and knowledge of 40 male and 40 female “gender champions” - CEO and top decision-makers as well as human resource, production – technical and programme personnel from national PSBs, including community media who contribute to non-stereotyped portrayal of women by the media and greater gender equity in employment in practicing broadcasting journalism.

IMPLEMENTATION

Description of activities implemented / outputs:

1. Adapting the UNESCO GSIM as a practical tool for gender equity and diversity in broadcasting organizations

The ABC Australia Manager Diversity Ms Chrissie Tucker “translated” the UNESCO comprehensive guide on GSIM into practical toolkit for implementing Gender Equity and Diversity in broadcast organisations. She developed a standardised templates which could be adapted for the needs of any type of organization – big or small, government, public service or private. It is also culture sensitive allowing for changes in this direction in order to accommodate for cultural sensitivities.

2. ABU Gender Champions Training

Regional Workshop – Kuala Lumpur, Malaysia, 20 – 22 June 2013.

Since 2010 the ABU has been increasingly involved in gender mainstreaming. There is a lively network of ABU Gender Champions who are crucial to changes in their organisations and societies. These are individuals who over the time have been at the frontline of changing minds and behavior in their countries and promoting in and outside the ABU network gender equality in employment and in programmes.

They were introduced to the GSIM Toolkit during the first workshop of this project in June 2013 in Kuala Lumpur, Malaysia. The facilitators of the workshop were Ms Chrissie Tucker, Manager Diversity of ABC, Australia, and Mr. Martin Hadlow, the then Secretary –General of AMIC. The GSIM Toolkit was tested practically for its relevance to the needs of the South- East countries targeted by the project – India, Maldives, Malaysia, Pakistan, Thailand and Vietnam. As a result, they developed draft Gender Diversity Action Plans for their organisations.

3. Developing cross – cutting, inclusive gender sensitizing programme for media.

The Gender Champions met several times to discuss more holistic approach in implementing the 8 remaining in-country training workshops. The prevailing wisdom was that the consultants for these workshops should be local and in tune of the developments in the targeted countries. That led to splitting the projects between 4 Consultants, who were experts in their catchment areas. It was considered that in this way the in-country workshops could be better tailored to the needs of the media in these countries.

The other input into the implementation stage development was the idea to involve different, outside the media groups in the training workshops. The ABU Gender Champions group belt

that it is of strategic importance to involve critical gatekeepers of society in the capacity building initiatives for media persons on gender because that will give more practical and realistic focus of the training.

As a result, a three tier approach to capacity building targeted media persons at national level, regional level and community level, attracted partnerships from civil society, public bodies, film makers, trainers and development workers. The initiative as a whole proved to be empowering for not only the media persons but for the many partners involved and such groups as police, university lecturers, university students and NGOs.

4. In-country workshops implementation

The initial project envisaged 8 in-country workshops in Kyrgyzstan, Kazakhstan, India, Maldives, Malaysia, Pakistan, Sri Lanka, Thailand and Vietnam. One of its outcomes was to sensitize 72 managers from the targeted countries and promote the adoption of Gender Diversity Plans for their organisations.

However, thanks to the creative approach of the ABU team implementing the project through local partners, they managed to have 1 regional and 11 in-country workshops and train 328 people coming not only from media but also from government organisations, academia and NGOs.

The countries included in this pilot project are in a different level of achieving gender equality in and through media with media in Thailand and Viet Nam leading. Due to project prioritization countries with most needed in gender sensitization of their media and delivering activities to them. The work focused on Kyrgyzstan, Kazakhstan, India, Maldives, Malaysia, Pakistan, and Sri Lanka.

Analytical reflection: Series of activities strengthened institutional capacities and building awareness in application of UNESCO gender mainstreaming instruments, for transparency and dialogue between management and staff. The workshop programmes were accessible to rural women including female youth correspondents on reporting the perspectives of marginalized groups in Kyrgyzstan.

CHALLENGES AND KEY LESSONS

Change could come only if there is gender sensitization at all levels – national, regional and local/community levels.

The 12 workshops conducted as part of this project proved to be extremely popular and all consultants voice the recommendation for follow up workshops with the same organizations. There are currently 6 specific requests from 4 countries for second series of workshops with offer to host them.

The training should not be done in isolation but with cross-society participation. The ground-breaking India workshops highlighted that. The representative of the police realized the need to be sensitized about what real gender issues are, how social pressures and day-today behavior of people influence the lives girls and women of all ages and how they can help.

That goes both ways. Media people realized that they need to understand various nuances of operating social systems, functioning of various arms of governance, their constraints and strengths and how and where media can create linkages to catalyze change in attitudes. IPDC/ABU workshops were quite stimulating for media persons to interact with other stakeholders like police, grass root NGOs and to hear the stories of women who had built a life of confidence and dignity.

The Bishkek Workshop in August 2013 and the India workshop in November 2014 both involved community radio. Both consultants conducting the workshops were surprised and sad to discover that the community radios, who are chosen by several agencies to impart training, had never been sensitized on gender issues. The first ever workshops on gender mainstreaming was done by this ABU/UNESCO project. There is obviously a very strong need to feel this glaring omission with future training of community radios on gender issues.

SUPPORTING DOCUMENTATION

Final report including photos and multimedia materials of IPDC/ABU workshops:
<http://www.unesco.kz/ci/2014/abu/IPDC-ABU-Final-Report.docx>
<http://www.unesco.kz/ci/2014/abu/ABU-ANNEXES.zip>

CONCLUSION

The project is successfully implemented.

REPORT FOR NATIONAL PROJECT IMPLEMENTED
BY THE UNESCO BEIJING CLUSTER OFFICE

PROJECT TITLE	INTERNATIONAL MEDIA LAW “MOOT COURT” COMPETITION IN CHINA
MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media
IPDC PRIORITY AREA	Promotion of Freedom of Expression and Press Freedom
COUNTRY	China
TYPE OF ASSISTANCE REQUESTED	Training support
TOTAL COST OF PROJECT	\$ 41,800 USD
APPROVED AMOUNT	\$ 19,000 USD
BENEFICIARY BODY	The Civil and Commercial Legal Research Center of Renmin Law School
STATUS	On-going

INTRODUCTION / RATIONALE

Approved for funding during the 58th session of the IPDC Bureau meeting, this project aims to support Chinese law school students to participate in the moot court competition to improve their professional competency in international media law standards and best practices, and enhance their capacity in researching and arguing cases regarding the rule of law and international norms for freedom of expression.

IMPLEMENTATION

The main project activities undertaken are a two-day Moot Court Competition organized by the Asia-Pacific Institute of Law and Civil Law and Commercial Law Legal Science Research Center, both at the Beijing-based Renmin University School of Law, in collaboration with the University of Oxford's Programme for Comparative Media and Law Policy, on 24-25 November 2014. Participating in the competition were 11 teams from top law schools in China and a team from the Philippines (each team was consisting of four students and one adviser, making a total of 60 participants). In the presence of internationally and nationally renowned lawyers, jurists and judges, the participating teams argued over a complex simulated case dealing with issues concerning freedom of expression in the cyberspace, online content regulations, social media, and Internet Service Provider ISP's responsibility. The finalists and the semifinalists were awarded the opportunity to take part in the global Price Media Law Moot Court Competition held in April 2015 in Oxford, United Kingdom.

CHALLENGES AND KEY LESSONS

The challenge faced by the implementing partner is how to upscale the China round of the Moot Court to a regional event and to attract participating teams and judges from not only in China but in the Asia-Pacific region. UNESCO/BEJ offered to facilitate and coordinate the network of relevant scholars and experts in the Region to contribute to the upscale of the activity.

SUPPORTING DOCUMENTATION

http://www.unesco.org/new/en/communication-and-information/resources/news-and-in-focus-articles/all-news/news/international_media_law_standards_fuel_the_asia_rounds_of_the_price_media_law_moot_court_competition_in_beijing/

International media law standards fuel the Asia Rounds of the Price Media Law Moot Court Competition in Beijing



Prof. Yao Huanqing, from Renmin University School of Law, awards participants of Moot Court Competition. © UNESCO

The 2014-2015 Asia Rounds of the Price Media Law Moot Court Competition were held in Beijing from 24 to 25 November 2014, increasing awareness on international media law standards and freedom of expression among more than hundred Asian law students and jurists.

The Moot Court Competition, a simulated court hearing used for pedagogical and research purposes, was co-organized by the Beijing-based Renmin University School of Law, its Asia-Pacific Institute of Law and Civil Law, and its Commercial Law Legal Science Research Center, in collaboration with the University of Oxford's Programme for Comparative Media and Law Policy (PCMLP), and with the support of the UNESCO's International Programme for the Development of Communication (IPDC).

Eleven teams from the top law schools in China and one team from the Philippines argued over a complex simulated case dealing with issues concerning freedom of expression in the cyberspace, online content regulation, social media and Internet Service Provider ISP's responsibility.

Applying comparative and international legal standards, the participants showed impressive argumentative skills to a moot bench composed by top jurists and law practitioners from three continents, including Professor Monroe E. Price, Director of the Center for Global Communication Studies at the Annenberg School for Communication of the University of Pennsylvania; Mr Xiongshan Cai, Senior Legal Manager of Tencent; Mr Mark Stephens, internationally renowned lawyer and Chair of the University of Oxford's PCMLP; as well as Mr Willem F. Korthals Altes, Senior Judge in the Criminal Law Division of the District Court of Amsterdam.

After a two-day heated and fair competition on legal arguments, the University of the Philippines got the first award, and the University of International Business and Economics (UIBE) of China the second post. The finalists, together with the semifinalists (the Shandong and Peking universities from China) will take part to the global Price Media Law Moot Court Competition to be held in April 2015 in Oxford, United Kingdom.

Mr Raphael Lorenzo A. Pangalangan, a senior graduate from the winning team, credited the success to their great efforts and teamwork. "What I enjoyed the most about this event is the communication of so many different views of points on the issue," he said. The runner-up team members from China said that the two-day competitions deepened their understanding about the case and of the underlining issues at stake.

Mr Andrea Cairola, Adviser for Communication and Information at UNESCO's Beijing Office, congratulated all the participating teams, remarking that the Moot Court Programme is not just a simulation, because the legal principles the exercise has been dealing with are very much

real and essential for the real world. The realization of these fundamental principles is the basis of the United Nations, and of a peaceful and just human coexistence.

Closing the competition, Professor Price said that it has been really moving to see such kind of institution-build around a set of ideas and a set of principles related to the rule of law. “The way the [legal] profession developed internationally has increased understanding between countries and peoples,” he added.

The Renmin Law School had applied to IPDC for support to the Moot Court Competition, and its project proposal was approved by the IPDC Bureau at its 58th meeting in March 2014. IPDC is the only multilateral forum in the UN system designed to mobilize the international community to discuss and promote media development.

Photos of the Moot Court competition





**FINAL REPORT FOR NATIONAL PROJECT IMPLEMENTED
BY THE UNESCO BEIJING CLUSTER OFFICE
DECEMBER 2015**

PROJECT TITLE	Supporting the Development of a Sustainable Community Radio Movement in Mongolia
MEDIA DEVELOPMENT INDICATORS' CATEGORY	CATEGORY 4: professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
IPDC PRIORITY AREA	Community Media
COUNTRY	Mongolia
TYPE OF ASSISTANCE REQUESTED	Institutional Capacity Building
TOTAL COST OF PROJECT	\$53,600
APPROVED AMOUNT	\$22,000
BENEFICIARY BODY	Community Radio Association of Mongolia (CRAMO)
STATUS	Completed

INTRODUCTION / RATIONALE

Approved for funding during the 58th session of the IPDC Bureau meeting, this project aims to reinforce the sustainability of the community media movement in Mongolia through capacity building of the nascent Community Radio Association of Mongolia (CRAMO) and of its members. CRAMO's mission is to advocate for public and political awareness of and lobby for legal support for community media.

IMPLEMENTATION

Following consultations with CRAMO, the project implementation started in July 2014 and was carried out as originally envisaged. The project activities and outputs are:

- ***Three day training among local community radio managers***

A three-day training was held from 30 January to 1 February 2015 with nine representatives of the existing community radio stations in Mongolia. The training helped to increase local community radio managers' knowledge of and skills in using social media network, managing website, developing action and financial plan for local radios, as well as writing project proposals for fundraising.

- ***CRAMO's Extraordinary General Meeting***

CRAMO organized its Extraordinary General Meeting on 2 February 2015 which was attended by 30 stakeholders, including representatives of nine community radio stations, experts and government officials. The General Meeting re-elected CRAMO's Board Members and Board of Trustees. The participants discussed common challenges faced by community radio stations, developed local level strategies and action plans and adopted an engagement and sustainability plan for community radios (2015-2018).

- ***Advocacy seminar***

CRAMO carried out awareness raising activities throughout the implementation of the project. The main one was an advocacy seminar titled "Community media for the community wellbeing" on 2 February 2015 to raise public and political awareness of the importance and role of community media. The 28 participants included local radio managers, Members of Parliament, representatives of Cooperatives Association, Communication Regulatory Commission, Globe International Center, Criminology Association and Student Union. News reports on the seminar by the Mongolian National Radio and the Mongol National TV contributed to raising public awareness of community media.

- ***Study tours to Nepal and Kyrgyzstan***

The Vice-President, Executive Director and a local community radio manager undertook a study tour to Nepal on 6-13 February 2015 and visited four local Nepali radios, the Association of

Community Radio Broadcasters in Nepal (ACORAB) and the World Association of Community Radio Broadcasters (AMARC) offices. On 3-8 December 2015, two staff member of CRAMO visited two community radios in Kyrgyzstan which have been operating successfully. Through these study tours, CRAMO staff members and community radio managers learnt and shared experiences about community radio management and strategy, as well as discussed potential collaboration with the radios stations in Nepal and Kyrgyzstan.

The project activities contributed to (i) increased sustainability of community radio stations in Mongolia through higher participation of the communities; (ii) increased capacity of CRAMO and the stations management team; and (iii) increased public and political awareness about the role of community media. Also, the engagement and sustainability plan developed with the project's support will help guide the local community radios' operation and management in 2015-2018. The project equally enabled the identification of needs such as for training curricula and handbook for the community radio volunteers; in-house training on content creation, production and community engagement; a local community radio activists' network; and local community events for fundraising. Addressing these needs will further promote a sustainable community media movement in Mongolia, enhance media pluralism and diversity as well as contribute to sustainable development of local communities.

CHALLENGES AND KEY LESSONS

The primary beneficiaries of the project were 10 community radios; however, one station (in *Tolbo soum of Bayan-Ulgii aimag*) was burnt down in a fire incident in the summer of 2014. CRAMO has been seeking assistance and raising funds from both the public and the private sector to re-establish the station. Another challenge was the inability of CRAMO, due to budgetary constraints, to attend the AMARC International General Assembly held in Accra, Ghana (August 2015) and formalize the approval of its application as voting member of AMARC. To address this challenge and to ensure that the project was completed within the stipulated period, CI/BEJ approved CRAMO's request to send two of its members on study tours of two community radios in Kyrgyzstan.

This project was designed with a particular focus on experience learning from Nepal, where the community radio movement has been growing progressively in the past several decades. A key lesson learnt was the importance and usefulness of the study tours to Nepal and Kyrgyzstan in exposing CRAMO staff members and community media managers to the success stories of the community media "ecosystem" in those countries, and, in turn, to share these experiences with their peers as well as ideally replicate international best-practices in Mongolia.

SUPPORTING DOCUMENTATION

1. News article on UNESCO website

IPDC Supports Mongolia-Nepal South-South and people-to-people cooperation on community radio



Mongolian community broadcasters are impressed by the vibrant community radio movement in Nepal, said Ms Dash Munkhburen, Executive-Director of the recently-created Community Radio Association of Mongolia (CRAMO), returning home after an experience-sharing mission to Nepal together with colleagues. She also said that CRAMO was inspired by the way the community broadcasters in Nepal are getting feed-back from "Radio listener's clubs" and are organizing training for radio volunteers.

During the week-long trip, Ms. Munkhburen was accompanied by the CRAMO's Vice President Mr. Chuluunsuren Enkhbayar and by Ms. Chadraabal Otgontugs, manager of "Voice of Hotgoid" located in the rural Tsagaan-Uul County of the Khuvsgul province. On 6-13 February, the Mongolian delegation visited the Association of Community Radio Broadcasters Nepal (ACORAB), and travelled to Vijaya FM in Parasi, Lumbini FM, and Gandaki FM in Pokhara. While in Kathmandu, they met with the Regional Coordinator of AMARC Asia-Pacific Mr. Suman Basnet, and joined fellow broadcasters in celebrating the 2015 World Radio Day. CRAMO's experience-sharing mission to Nepal was made possible by the IPDC Project "Supporting the Development of a Sustainable Community Radio Movement in Mongolia." Under this project, consultations were organized with community radio representatives from ten counties on January 2015 to discuss their challenges and recommendations for community media's sustainable development. Based on the consultations, CRAMO is developing an Engagement and Sustainability Plan for community media development in Mongolia. Furthermore, this project has supported awareness-raising activities to sensitize over 100 Mongolian community leaders, local and national decision-makers about the role of community media.

Among the project's direct beneficiaries, Mr. Ulziisaikhan, radio manager of "Taigyn ayalguu" community radio in the Tsagaannur County of the Khuvsgul province, said he was happy that the training built his capacity to fund-raise with local and development funds. For other radio managers, the exchange was also the occasion to share how tackling daily practical challenges such as heating radio station premises during the extreme harsh Mongolian winters, as highlighted by the radio manager of "Ulaahkhusyn dolgiin" in the Ulaankhus County of the Bayan-Ulgii province. At the same time, the Chair of the Board of the "Tavan tesiin dolgion" community radio in the Tes County of the Uvs province took the opportunity to discuss with peers from other community media the lack of ICT and Internet literacy among radio volunteers. UNESCO Beijing Office's Adviser for Communication and Information Andrea Cairola said that the experience-sharing trip was conceived as an ideal "relay" between one of the countries in the Asia-Pacific where community radio was introduced sustainably and successfully, also helped by IPDC's support to the first Nepali community media Radio Sagarmatha in 1995 (for more details see the 2008 publication *Pioneering Community Radio – Impacts of IPDC Assistance in Nepal*).

Mongolia introduced community radio only in recent years, with UNESCO supporting the establishment of ten community radio stations in remote *soums*/counties targeting ethnic and disadvantaged minorities (in Tolbo, Bayannuur, Buyant and Ulaankhussoums of Bayan-Ulgii province; Tsagaannuur, Ulaan-Uul and Tsagaan-Uul of Huvsgul province; Altai of Khovd; and Zuungobi and Tessoums of Uvsaimag province - for more details see this [web-story](#) and [reportage](#)). UNESCO also provided capacity building for the establishment of CRAMO, and [assistance to the development of community media friendly legislation](#) in line with the recommendations of an assessment based on [UNESCO's Media Development Indicators](#).

Learning about these activities, the *IPDC Chair Albana Shala* said that: "such South-South cooperation and with a focus on long-term sustainability are examples of what the Programme would like to foster."

The [International Programme for the Development of Communication \(IPDC\)](#) is the only multilateral forum in the UN system designed to mobilize the international community to discuss and promote media development.

2. Report submitted by CRAMO Globe International Center



Project title: *Supporting the development of a sustainable community radio movement in Mongolia*

Progress report with study trip report
Date: March 2015

I. EXECUTIVE SUMMARY



Community Radio Association of Mongolia (CRAMO) a Mongolian NGO is implementing now 12 month project “Supporting the development of a sustainable community radio movement in Mongolia” from July 15, 2014 under the funding of the IPDC. The project will ran from July 2014 30 November 2015. The main objective is to reinforce the sustainability of the community media movement in Mongolia through capacity building of the existing community radios and CRAMO, whose mission is to advocate for the public and political awareness and lobby for legal support for community radio.

The implementation report covers the project activities carried out from November 30, 2014 to 30 March 2015.

During this reporting period, Community Radio Association of Mongolia has organized three day training among its member local radio representatives from 30 January to 01 February 2015. During the training local radio managers had gained skills on using social media network, web site managing and had learned how to develop an action and financial plan of local radios and how to write a project proposals for fundraising. After the training, upon the UNESCO’s approval, CRAMO has organized its Extraordinary General meeting on 2 February 2015 at Puma Imperial hotel. During the General meeting local radio managers has discussed the common challenges that community radio stations are facing now and developed the strategy and action plan at local level. Also has revised its statute by all members initiatives and adopted the engagement and sustainability plan for nine community radios for 2015-2018. To the CRAMO’s General meeting was invited about 30 stakeholders including 9 community radio representatives, experts, government officials. Also has organized the half day seminar named “Community media for the community wellbeing” for the public and political awareness of community media. The seminar involved 28 people including the local radio managers,

Members of Parliament, representatives of Cooperatives Association, Communication Regulatory Commission, Globe International Center NGO, Criminology Association and Student Union.

CRAMO's study learning team which consists of three people, namely Mr. Ch.Enkhbayar, Vice president and Mrs. D.Munkhburen, Executive director of CRAMO, Mrs. Ch.Otgontugs, radio manager, "Voice of Hotgoid " community radio, Tsagaan-Uul soum, Khuvsgul province have visited Nepal from 6 -13 Feb, 2015. They have visited a four local Nepali radios including Lumbini FM 96-8, Vija FM, Gandak FM -90.2 Namu Buddha radio and Sagarmata radio near Katmandu. Also had a working visit to ACORAB and AMARC office which locates in Katmandu and gave the presentation on CRAMO's activities. Mr. Suman Basset from AMARC had invited our team to participate in the impressive ceremony of World Radio day organized by AMARC. Study team had a great impression of the Nepali community radios and had learned a lot especially on community radio promoter's network including how to become community radio share member, how to organize radio Listener's clubs and how to engage a volunteers to the radio activities. CRAMO has prepared draft news on CRAMO's General meeting and study learning visit Nepal and submitted it to UNESCO within two weeks after each events. UNESCO Beijing office has produced the article on CRAMO's study learning trip and posted it at UNESCO's website.

CRAMO has contacted through ACORAB to the Asia-Pacific Regional office of AMARC which locates in Katmandu, Nepal and received its membership application form to apply to an international community media network. After receiving the application form completed by CRAMO along with its statute in English, AMARC regional office has informed us that, the final process of approval of membership applications will be conducted during the AMARC International General Assembly that will be held in Accra, Ghana in August 2015.

For the remaining period, we will organize awareness raising activities to sensitize a community leaders, local and national decision- makers about the role of community media through websites and organize a trip to the AMARC International General Assembly in order to become a member of this organization as well as to share experiences and to connect and replicate international best practices. Asia-Pacific Regional office of AMARC had informed us, that the process of evaluation of CRAMO's membership will begin earlier and by end of May..

II. INTRODUCTION

Project implementation commenced from July, 2014. The Expected date of Project completion is 30 November, 2015.

The target group is the 9 community radios and communities where they operate, namely, Bayarnuur, Buyant and Ulaankhus soums of Bayan-Ulgii aimag, Tsagaannur, Ulaan-Uul and Tsagaan- Uul of Huvsgul, Altai soum of Khovd and Zuungobi and Tes soums of Uvs aimag.

The project is being implemented at management level by CRAMO 's following staffs,

- CRAMO staff and Board members
- 9 CR managers
- 1 sustainability expert

"Supporting the development of a sustainable community radio movement in Mongolia" is 12 month project with the totaling USD 22,000 budget implementing by CRAMO (Community Radio Association of Mongolia). The main objective of the ongoing project is to reinforce the sustainability of the community media movement in Mongolia through capacity building of the existing community radios and CRAMO, whose mission is to advocate for the public and political awareness and lobby for legal support for community radio.

The development objective of the project:

Contribute to the promotion and development of a sustainable community media movement /culture in Mongolia which will increase the plurality and diversity of media in the country as well as contribute to sustainable development of local communities.

The immediate objective of the project:

Increased sustainability of existing and future community radio stations in Mongolia thanks to higher participation of the communities, increased capacity of the stations management team,

increased awareness about the role of community media, as well as augmented capacity of the Community Radio Association of Mongolia (CRAMO)

The projects expected outputs are;

- 10 community radio representatives contribute to the discussion on common problems, challenges and proposed solutions as well as the development of a strategy and action plan at a CRAMO Extraordinary General Meeting, as well as develop engagement and sustainability plans at local level.
- At least 100 community leaders, local and national decision-makers are sensitized about the role of community media,
- At least four people, including CRAMO executive director, Board members and community radio managers will learn experiences of Nepal and AMARC, share this experience in Mongolia and work to connect to the community radio international network.

III. MID TERM RESULTS / OUTPUTS

Upon the UNESCO's approval, CRAMO organized its Extraordinary General meeting and discussed the common challenges that community radio stations are facing and developed the strategy and action plan at local level. Adopted the engagement and sustainability plan for nine community radios for 2015-2018. Organized the half day seminar named "Community media for the community wellbeing" for the public and political awareness of community media. The study learning team visited Nepali community radios, learned their experiences and shared it through own website. CRAMO applied for the membership to AMARC.

Outputs:

- Organized CRAMO's Extraordinary General meeting
- Strategy and action plan at local level discussed and adopted by General meeting is available
- Sustainability plan for nine community radios for 2015-2018 adopted by General meeting is available
- Organized an experience learning study trip to Nepal

IV. ACTIVITIES

The project team held 2 meetings to organize the CRAMO's General Meeting preparation, develop and reschedule the meeting agenda approved by UNESCO and training materials of the local managers training and programs for the advocacy seminar.

4.1 Three-day training among local radio managers

Three day training held from 30 January-1 February, 2015 in meeting room of the Diplomat complex-95 with 9 representatives of the existing local radios. It was preparation meeting and training of the Extraordinary General meeting . During the training local radio managers had gained skills on using social media network, web site managing and had learned how to develop an action and financial plan of local radios and how to write a project proposals for fundraising. Training aimed to teach local radio managers to develop the action and financial plan and to give them knowledge on fundraising at local level. Basing on the received information the local managers have experienced to write the small action project proposals under the guidance Kh.Naranjargal, President and CEO, Globe International Center NGO.



Taught by following trainers and topics were:

- Oyuntungalag, CRAMO President – (Feature of radio programs and how to produce short ad& public notices)
- Ch.Enkhbayar –CRAMO Vice President – (Sustainability of community radios and how to cooperate with local stakeholders)
- Amartuvshin, CRAMO Board Member – (How to work with information sources and radio program planning)
- Munkhburen, CRAMO Executive Director – Principles of the Democratic Legislation of Community Broadcasting
- Yeruulsuren, CRAMO project coordinator – (Cooperation activities with volunteers and fundraising in other countries)
- Tsagaantsetseg, Ministry of Finance - (How to apply to the Local development Fund)
- Onon, GIC, NGO (How to produce radio programs using printed materials)
- Enkhjargal, GIC, NGO (Feature of the accounting of NGO)
- Bayarsaikhan, Oluulaa Development, NGO- (Usage of social media network, web site managing)
- Zandmaa MNPRadio – (Usage of Zara program and radio program editing)

The training involved:

- Kh.Erbolat, volunteer, “Echo of Uushigt” CR, Bayannuur soum, Bayan-Ulgii aimag
- T.Suvd-Erdene, radio manager, “Echo of Khultsuut” CR, Buyant soum, Bayan-Ulgii aimag
- Kh. Botajan, radio manager, “Ulaankhus’s wave” CR, Ulaankhus soum, Bayan-Ulgii aimag
- Ts.Tumur-Ochir, director of Board, “ Bodonch’s wave” CR, Altai soum, Khovd aimag
- Ch. Otgontugs, radio manager, “Voice of Khotgoid”, CR, Tsagaan-Uul soum, Khuvsgul aimag
- D.Tumenbayar, director of Board, “Voice of Shishged” CR, Ulaan-Uul soum, Khuvsgul aimag
- S. Ulziishaikhan, radio manager, “Melody of Taiga” CR, Tsagaannuur soum, Khuvsgul aimag
- L.Munkhtsetseg, director of Board, “ Generous melody”, CR, Zuungobi soum, Uvs aimag
- G.Tsogt-Ochir, volunteer, “Tavan tseiin dolgion”CR, Tes soum, Uvs aimag



CRAMO had copied all training materials on DVD and distributed it to the community radio managers, Board members, volunteers.

*Copies of soft version of training material, training agenda are available.
Attachment #4.1-*

4.2 CRAMO's Extraordinary General meeting

After the training, upon the UNESCO's approval, CRAMO has organized its Extraordinary General meeting on 2 February 2015 at Puma Imperial hotel. The General meeting was moderated by Ts.Ouyntungalag, CRAMO, President. CRAMO's staffs coordinated all the preparations and documents such as working rules and an open announcement of the new candidates for the Board and Board of Trustees. All Board members and Board of Trustees including President, Vice President, ED of CRAMO was elected again except one member of Board of Trustees. After announcing an open call to CRAMO's board, we received two interest submissions for candidates of Board of Trustees. Mrs. Javzansuren, Teacher, "Tsetsee gun" institute replaced by Mr. S.Bayarsaikhan, Head, Oluulaa Development NGO in the Board of Trustees.

During the General meeting has discussed the common challenges that community radio stations are facing and developed the strategy and action plan at local level. Also has revised its bylaw by All members initiatives and adopted the engagement and sustainability plan for nine community radios for 2015-2018. Mrs. D.Munkhburen, ED of CRAMO has introduced the annual activity and finance report to the participants. To the CRAMO's General meeting was invited about 30 stakeholders including 9 community radio representatives, experts, government officials. The amendment to the CRAMO's by law will be registered officially by end of this month.

Please see amendment to bylaw, seminar attendance list, adopted engagement and sustainability plan and strategy and action plan and short meeting minutes Attachment # 4.2



4.3 Advocacy seminar

Advocacy and lobbying are at heart of the project since community media is not widely recognized and accepted by the Mongolian society. The project has planned to organize ad-hoc raising awareness activities throughout the implementation of this project and we organized advocacy seminar named “Community media for the community wellbeing” for the public and political awareness of community media. The advocacy seminar was held on 2 February 2015, in the conference hall of the Puma Imperial Hotel. It involved 28 participants including the local radio managers, Members of Parliament, representatives of Cooperatives Association, Communication Regulatory Commission, Globe International Center NGO, Criminology Association and Student Union.

Mrs. D.Munkhburen moderated the seminar. Mrs. Kh.Naranjargal, President and CEO, Globe International Center NGO and Mr. A.Bakei, Member of Parliament, Chairman of the Standing Committee on State Structure had opening remarks.

In his opening remark he stressed that, “Community media are important for the lives of citizens in rural areas of Mongolia, as a member of Lobby group in Parliament, I will work for the positive legislation that supporting the development of community media”. And he has introduced to the seminar participants his recommendation how to improve community radio program quality and financial sustainability with the help of local stakeholders.



The other topics included:

- **Role of community Media in the development of community**, S.Amartuvshin, Journalism teacher, MEU, Board member of the CRAMO stressed the role of community media for citizens' empowerment.
- **Community media in Mongolia, practice and further trends** talked about activities of existing community radios and best practice "Echo of Uushigt" CR and about the possibility to establish Student radio in universities.
- **Environment of the broadcasting regulation** N. Togtokhsuren, Communication Regulatory Committee. She has provided the short overview of the present status of the community media and stressed on importance of the community media legislation for issuing licenses.
- **Principles of the Democratic Legislation of Community Broadcasting**, D.Munkhburen, *Executive director of CRAMO* introduced the participants the principles for a democratic legislation on community broadcasting.
- **Collaboration opportunities for Cooperative unions and community radios**. Ts.Altantuya, Head, Cooperation Dept. Mongolian Cooperatives Union. She introduced to the participants the activities of Cooperative union's soum branches where the community radio locates and informed that, there is need to coordinate their activities towards to the community development.
- **TAME project & community radios**. B.Narantuya, Project manager, GIC NGO. She has introduced to the seminar participants her suggestion how to cooperate with community radios in the framework of currently launching project in 10 CR existing soums.

After the presentations taken, the discussions opened and the seminar participants exchanged their opinions on enabling community media environment.

Outcomes of the discussions:

- To continue raise an awareness of give information to citizens to participate daily activities of community radios
- Community radios can be locally supported because in accordance with the new Law on Budget, the local citizens will decide how to use the public budget in their soums
- Community radios will be very efficient, if they cooperate with the Cooperative Unions in the soums and coordinate their activities because both are for community development.

The following traditional and online media reported on the seminar:

- Mongolian National Radio
- Mongol National TV

Broadcasted and aired programs are available on DVD

Information is also available at CRAMO and GI and web sites:

<http://www.globeinter.org.mn/?cmd=Record&id=1170&menuid=4>

<http://www.globeinter.org.mn/?cmd=Record&id=1172&menuid=204>

4.4 Experience-learning study trip to Nepal.

Organized study trip to Nepal on 6-13 February, 2015. Team included Mr. Ch. Enkhbayar, Vice president and Mrs. D. Munkhburen, Executive director of CRAMO, Mrs. Ch. Otgontugs, radio manager, "Voice of Hotgoid" community radio, Tsagaan-Uul soum, Khuvsgul province. They have visited four local Nepali radios including Lumbini FM 96.8, Vija FM, Gandak FM -90.2 Namu Buddha radio and Sagarmata radio near Katmandu. Also had a working visit to ACORAB and AMARC office which locates in Katmandu and gave the presentation on CRAMO's activities. Mr. Suman Baset from AMARC had invited our team to participate in the impressive ceremony of World Radio day organized by AMARC. Study team had a great impression of the Nepali community radios and had learned a lot especially on community radio promoter's network including how to become community radio share member, how to organize radio Listener's clubs and how to engage a volunteers to the radio activities.



During the study trip to the above mentioned radios our team learnt experiences of producing daily radio programs including morning news program, live programs. Mr. Suman Baset, Regional Coordinator – AMARC Asia Pacific had helped them to visit four community radios. In each station, the program director or manager had guided the tour for the team and introduced with organizational chart, equipment, activities and how to cooperate with volunteers, development of program strategy. They also discussed further cooperation opportunity with Mongolian local community radios.

Outcomes of the study trip:

- It is necessary to develop training curricula and handbook for the community radio volunteers
- There is a need to organize in-house trainings on content creation, production and community engagement and production supports among community radio volunteers
- Our local managers should create a local community radio activist's network (such as Radio listener's clubs, internet based community radio supports FB clubs),
- CRAMO and radio managers should organize small community events for fundraising of CR's time to time at least 4 times per year in each soums.
- Our community radios should experience to raise a community concerned questions and issues through community radios.

CRAMO has prepared draft news on CRAMO's General meeting and study learning visit Nepal and submitted it to UNESCO within two weeks after each events. UNESCO Beijing office has produced the article on CRAMO's study learning trip and posted it at UNESCO's website.

IPDC Supports Mongolia-Nepal South-South and people-to-people cooperation on community radio



CRAMO Delegation at World Radio Day 2015. © UNESCO Mongolian community broadcasters are impressed by the vibrant community radio movement in Nepal, said Ms Dash Munkhburen, Executive-Director of the recently-created Community Radio Association of Mongolia (CRAMO), returning home after an experience-sharing mission to Nepal together with colleagues. She also said that CRAMO was inspired by the way the community broadcasters in Nepal are getting feed-back from “Radio listener’s clubs” and are organizing training for radio volunteers.

CRAMO has contacted through ACORAB to the Asia-Pacific Regional office of AMARC which locates in Katmandu, Nepal and received its membership application form to apply to an international community media network. After receiving the application form completed by CRAMO along with its statute in English, AMARC regional office has informed us that, the final process of approval of membership applications will be conducted during the AMARC International General Assembly that will be held in Accra, Ghana in August 2015.

The study trip schedule, study trip report in Mongolian are available Attachment #4.4.1-4.4.3

V.PERFROMANCE EVALUATION

- F- Fully
- O- Ongoing
- D-Delayed

Planned activities	Scheduled	Status	Comments
Organize Extraordinary General meeting	By 05 February 2015	F	
Develop and adopt strategy and action plan at local level	By General meeting	F	
Adopt sustainability plan for community radio s for 2015-2018	By General meeting	F	
Upgrade CRAMO’s website (www.communityradio.mn) to a national platform to share best practices on community media	30 December 2015	F	
Organize an experience leaning study trip to Nepal	By February	F	

5.2 Training evaluation

In order to measure the success of trainings, we distributed the evaluation forms to the training participants. We received 9 completed forms. In accordance with evaluation results, 100 percent of respondents said that organization of the training was good. The most liked were organization, training room and equipment used for the trainings. All the participants evaluated the duration of the training is appropriate and they most liked training on using social media network, web site managing conducted by S. Bayarsaikhan, Oluulaa Development NGO. The local radio managers found most useful training on how to write small action project proposal. 100 percent of the managers asked CRAMO to organize similar training among radio volunteers. See the below quotas of some managers:

S.Ulziisaikhan, radio manager, “Melody of Taiga ” community radio, Tsagaannur soum, Khuvsgul aimag (province)



I'm very glad, that participated in this training. I will share my obtaining knowledge with my friends who are working as volunteers. I also realized, that we need to take active part in solving common problems of our soum. Basing on my knowledge I'll try to write a project proposal to the Local Development Fund for a fundraising of the activities of our radio. Training on how to write a project proposal and introduction of the Local development Fund were very useful for me. I would like ask to organize this kind of training among our volunteers.

Kh.Botajan – radio manager, “Ulaahkhus’s wave” community radio, Ulaankhus soum, Bayan-Ulgii aimag, (province)



Our soum has about nine thousand people. In Mongolian standard it's a huge populated soum. During this training I realized that, I have a big chance to organize a Listener's club among youth, especially school students. Before coming to city I had conduct the survey among youth who has a smart phone. It's about 300 youth to had a smart phone in our soum. Young people, who had involved to my survey said to me that, they want to participate in an activities of local radio. Only the problem which our radio facing is the heating of radio station. We have very harsh winter. During the winter time we usually stops our activities.

L.Munkhtsetseg- Head of Board, ‘Tavan tes’s wave’ community radio, Tes soum, Uvs aimag, (province)



I know, that our community radio helps us to develop. People of our soum are happy that we have own local radio with the help of donor organization. Local authorities is helping us to get some technical instruments like an amplifier. I have suggestion to the CRAMO. Our radio will conduct a survey among students from our aimag who are studying in Ulaanbaatar especially who are studying in journalism. After the survey we will send to you their names. Using your possibilities you can conduct a training in their free time. Our radio will very much appreciate if you will conduct training our local students. Coming to holiday in summer time to home, they will help us very much. We need a volunteers with a technical maintenance of the equipment, computer literacy and use of internet tools.

Ch.Otgontugs- radio manager, “ Voice of Khotgoid” community radio, Tsagaan-Uul soum, Khuvsgul aimag



Our radio broadcasts a 4 hours per day. Time to time we had organized a quiz among youth on educational issues and it help us to engage the local youth to our radio activities. D. Erdenebat who is working as presenter of our radio is very popular among audience. I'm very glad to join to the CRAMO experience leaning team to the Nepal. I will share my knowledge with my colleagues of local radio through the CRAMO website. During the CRAMO General meeting we had shared our work experience with each other on how to engage people to our radio activities.

Respondents recommended us we should pay an attention to the followings, if we organize the similar trainings in the future among volunteers:

- To allocate more time for each topics
- To allocate more time for practices/group working
- To specialize to topics and more lesson deeper
- To allocate more time and more topics multi-media training

VI. CONSTRAINTS /PROBLEMS

The target group of the project was the 10 existing community radios namely, Bayarnnuur, Buyant and Ulaankhus soums of Bayan-Ulgii aimag, Tsagaannur, Ulaan-Uul and Tsagaan-Uul of Huvsgul, Altai soum of Khovd and Zuungobi and Tes soums of Uvs aimag. But one station in Tolbo soum of Bayan-Ulgii aimag was burned in the fire and CRAMO is seeking assistance to re-establish the station.

During the project implementing time CRAMO is trying hard to raise funds from different sources to re-establish the station. To solve this problem CRAMO has contacted to the Mr. A.Bakei who is elected member of Bayan-Ulgii aimag to the Parliament. He is also Head of Local Council of the Bayan- Ulgii aimag and he promised to contact local business people on this issue.

VII. NEXT ACTIVITIES AND ACTIONS

CRAMO has contacted through ACORAB to the Asia-Pacific Regional office of AMARC which locates in Katmandu, Nepal and received its membership application form to apply to an international community media network. After receiving the application form completed by CRAMO along with its statute in English, AMARC regional office has informed us that, the final process of approval of membership applications will be conducted during the AMARC International General Assembly that will be held in Accra, Ghana in August 2015.

For the remaining period, we will organize awareness raising activities to sensitize a community leaders, local and national decision- makers about the role of community media through websites and organize a trip to the AMARC International General Assembly in order to become a member of the World Association of Community Radio Broadcasters (AMARC) as well as to share experiences and to connect and replicate international best practices. Asia-Pacific Regional office of AMARC had informed us, that the process of evaluation of CRAMO's membership will begin earlier and by end of May.

**REPORT FOR NATIONAL PROJECT IMPLEMENTED
BY THE UNESCO BEIJING CLUSTER OFFICE**

PROJECT TITLE	Piloting Gender-Sensitive Indicators For Media and Media Self-Regulations in Mongolia
MEDIA DEVELOPMENT INDICATORS' CATEGORY	<u>Category 3</u> : Media as a platform for democratic discourse: The media, within a prevailing climate of self-regulation and respect for the journalistic profession, reflects and represents the diversity of views and interests in society, including those of marginalized groups.
IPDC PRIORITY AREA	Freedom of Expression and Media Pluralism
COUNTRY	Mongolia
TYPE OF ASSISTANCE REQUESTED	Training support
TOTAL COST OF PROJECT	\$ 43,794 USD
APPROVED AMOUNT	\$ 13,500 USD
BENEFICIARY BODY	Globe International Center
STATUS	Completed

INTRODUCTION / RATIONALE

Approved for funding during the 57th session of the IPDC Bureau meeting, this project aims at increasing media professionalism, promoting gender equality in media and media self-regulation through piloting the UNESCO Gender-Sensitive Indicators for Media (GSIM) in selected Mongolian media organizations.

IMPLEMENTATION

Under the project (completed in May 2015), the following activities were carried out:

- The UNESCO publication *Gender-Sensitive Indicators for Media* (GSIM) was translated into Mongolian language and is openly accessible online from UNESDOC (<http://unesdoc.unesco.org/images/0021/002178/217831MGT.pdf>);
- An inception seminar in April 2014 aimed at raising awareness among the 34 participants from 11 CSOs, including journalists, media representatives, NGOs and related stakeholders, of gender sensitivity in media, the GSIM and media-self-regulations;
- A consultative meeting in June 2014 which discussed and shaped the GSIM indicators to the Mongolian media context and drafted a strategic plan to pilot the GSIM and media self-regulations in the country. Over 40 stakeholders from media organizations and specialized NGOs both in the media development and gender equality promotion fields participated in the meeting;
- The strategic plan to pilot the GSIM and media self-regulations was finalized and distributed to media organizations, donors and stakeholders; three media organizations (Mongolian National Public Radio and Television, Ulaanbaatar Broadcasting Service TV, the Confederation of Mongolian Journalists) expressed their commitment to promote gender equality within their organizations;
- 80 media professionals, managers, technicians and other staff members from the Mongolian National Broadcasting (MNB) and Ulaanbaatar Broadcasting Service (UBS) received training on GSIM in March 2015;
- Pre and Post-training assessments using the GSIM were conducted in these organizations, which found, for example, that portrayal of women increased from 19% to 35% in MNB news programming, while in UBS City News programme, it increased from 20% to 39%;
- Based on the findings, a set of recommendations were developed for each organization and submitted to respective decision makers.

The activities carried out contributed to achieving the project's development objective of increasing media professionalism and gender equality in Mongolia.

CHALLENGES AND KEY LESSONS

The GSIM piloting process required additional time and resources. The project was originally expected to end in November 2014, but because of those challenges, Globe International Center requested an extension of the project until July 2015. However, the final deliverables were received after the expiry of the project budget code in May 2015, and, as such, the final payment of the contract fee of USD 5,500 was withheld.

A key lesson learnt was that GSIM proved to be a useful tool for assessing gender equality in the media portray of women and in news room practices. There was an immediate increase in the news portray of women after the training on GSIM was conducted for media professionals. However, only by adopting policies on gender equality and equal opportunities for men and women in the media organizations can this trend be sustainable. But the adoption and implementation of gender policies require stronger commitment, efforts, and better human as well as financial resources.

SUPPORTING DOCUMENTATION

1) Project report submitted by implementing partner



UNESCO Beijing Office



The Asia Foundation

Gender-Sensitive Indicators for Media
Piloting Gender-Sensitive Indicators for Media and Media Self-Regulations in
Mongolia

October 2013 – July 2015

Final Report



Submitted to the UNESCO, Beijing Office by Globe International Center

*Contact persons: Kh.Naranjargal hnanan@globeinter.org.mn; Mobile: 976-99288924
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Ulaanbaatar, 2015

I. Project Introduction

Globe International Center (GIC), a Mongolian media development NGO completed the project titled “Piloting Gender-Sensitive Indicators for Media and Media Self-Regulations in Mongolia” from December, 2013 to December, 2014 with the financial support of the UNESCO, IPDC and the UNESCO, Beijing Office.

Working in cooperation with the National Committee on Gender Equality (NCGE) and Confederation of Mongolian Journalists (earlier Mongolian Journalists’ Association), this project aimed at promoting gender equality in media through the piloting of the tailored UNESCO Gender-Sensitive Indicators for Media (GSIM) in the selected Mongolian media organizations. The project contributed in increasing media professionalism and gender equality in the Mongolian media sector.

II. Implementing organization and partners

Globe International Center, a Mongolian NGO was founded in March 1999. It is socially oriented, non-membership, non-profit-making and tax-exempted NGO. Its mission is to sustain the Mongolian democracy and development of civil society and spread power of information and knowledge. The main activities of Globe International Center are being carried out within three strategic programs: 1) Promoting the rights of independent media, 2) Promoting good and transparent governance and 3) Empowering the Public through IEC and Arts.

Confederation of Mongolia Journalists (CMJ) is a member of the IFJ and protects the rights of its members. CMJ promotes media freedom and values of responsible and healthy journalism.

The National Committee on Gender Equality (NCGE) is the main governmental body responsible for promoting women’s rights and gender equality in Mongolia. It is comprised of sub-committees and councils, and charged with being the coordinator/ co-implementer of activities meant to support attainment of Gender Equality Strategic Objectives 4.4 - 4.7 to which this project will also contribute.

III. Project Results

During the reported period of the project we came to the following results:

- The UNESCO publication GSIM was translated into Mongolian language
- The knowledge and awareness of the stakeholders on the UNESCO GSIM and media self-regulation issues were increased through the Inception Seminar and Strategy Development Workshop.
- The strategy plan for piloting the UNESCO GSIM was developed and indicators were tailored to the Mongolian media.

- The media organizations (Mongolian National Public Radio and Television, UBS Television and Confederation of Mongolian Journalists) for piloting the GSIM were selected
- Three selected organizations: MNPRT, UBS and CMJ are committed to promote gender equality within their organizations
- Pre-assessments using the GSIM have been conducted in selected organizations
- Post assessments on gender portrayal in media content were conducted in two TVs.
- Recommendations based on assessment reports were developed for each organization and delivered to their decision makers.
- Awareness of journalists and media professionals of two TVs on gender issues, gender sensitivity and gender mainstreaming Trainings on gender issues were increased

3.1 Project outputs:

- Printed and online versions of the UNESCO GSIM handbook in Mongolian available
- Increased knowledge of the Mongolian media community and stakeholders on the GSIM and self-regulation issues
- More than 40 participants including NCGE, CMJ, UB and rural media representatives, journalists and media managers, CSOs, directly involved to the consultative meeting and contributed to develop the strategy to pilot the GSIM.
- Five parallel sessions were held during the Consultative meeting to discuss the GSIM and adapt them for Mongolian media.
- MNPRT, UBS TV and CMJ were selected for GSIM Piloting
- Two trainings on gender issues have been organized for journalists and media professionals of MNPRT and UBS TV.
- Recommendations for the piloted media organizations and action plan developed

2.2. Project Inputs:

- In total 4 persons including O.Oyuntsetseg, Adviser for NCGE, T.Ayushjav, GIC media programme coordinator, S.Enkhtsetseg, former journalist and D.Ariunzaya, former journalist were involved in translation and editing of the UNESCO Gender-Sensitive Indicators for Media.
- In total 3 organizations including Globe International Center, Mongolian Journalists' Association and National Committee on Gender Equality are involved directly to implementation of the project.
- In total 40 stakeholders from media and CSOs were involved in developing the strategy plan for piloting GSIM.

- In total 5 moderators conducted 5 group sessions: B.Khishigsaikhan, Governance Programme Manager, OSF; Ts.Otgontungalag, Head of Employment and Social Policy Department, Trade Union of Mongolia; Kh.Naranjargal, President of Globe International Center; Kh.Narantsetseg, Programme Coordinator, Globe International Center S.Battsetseg, Media and Public Affairs Specialist, National Committee on Gender Equality.
- Two gender experts, Byambasuren and Amgalan Terbish from the NCGE made assessments using the GSIM in three organizations
- Four GIC staff including Ayushjav Tumurbaatar, Onon Batmunkh, Enkhbayar Chuluunsuren and Narantsetseg Khashkhuu conducted post assessment survey on gender portrayal in the news.
- Three local trainers, including Khashkhuu Naranjargal, Head of Globe International Center, Mashlai Bolormaa, Secretary General of the National Committee on Gender Equality and Tumurbaatar Ayushjav, Media Programme Coordinator contributed to the training.

IV. Project activities

4.1. The UNESCO Publication “Gender-Sensitive Indicators for Media”

The UNESCO publication “Gender-Sensitive Indicators for Media” was translated into Mongolian language. Online and printed versions are available. It has been printed at the Free Press Foundation printing enterprise in 200 copies and distributed among media community, NGOs and public bodies.

It is a guide for mainstreaming gender in media organizations, as well as tool for journalists, media organizations, NGO’s concerned on media and gender issues. The selected indicators are used for GSIM piloting in Mongolian media organizations.



<http://unesdoc.unesco.org/images/0021/002178/217831mgt.pdf>

<http://globeinter.org.mn/images/upld/Genderbookast2014.pdf>

4.2. Inception Seminar

The Inception Seminar was organized by the Globe International Center in cooperation with the NCGE and CMJ on April 29, 2014 at the Meeting Hall of the Government Building XI. The Seminar was attended by CSO’s such as Mongolian Website Association, Press Institute, IRIM Research Center, MONES, Mongolian Men’s Association, Association ARULAR for Kazakh Women, Public Council on Nature and Environment, LGBT Centre, Mongolian Men for

Development, Association for Supporting Mongolian Women's Labor, Youth Watch on Policy, and covered by the MM Agency, TV9, Channel 2 and gogo.mn website. The Seminar participants gained knowledge on UNESCO GSIM. They expressed their willingness to cooperate in the piloting process.



During the Seminar Mrs.M.Bolormaa, Secretary General of the National Gender Committee introduced the Mongolian Government Policy on Gender Equality

Kh.Naranjargal introduced the speech of Andrea Cairola, IC Adviser, UNESCO, Beijing Office "Self-regulation best practices and GSIM principles". T.Ayushjav, GIC Media Programme Coordinator introduced the UNESCO Gender Sensitive Indicators for Media. Kh.Batkhisig, Secretary General, CMJ took speech on the theme "Enhancing role of Media Council of the National Gender Committee in Promotion of Gender Equality"



Annex 1: Inception Seminar programme

Annex 2: List of participants

Annex 3: Invitation and poster

4.3. Consultative Meeting

In the framework of the project Globe International Center organized on June 27, 2014 consultative meeting “Gender Sensitive Indicators for Media”. The consultative meeting attended more than 40 stakeholders, including NCGE, CMJ, CSOs such as MONFEMNET, National Center against Violence, Center for Human Rights and Development, Youth Watch for Policy, Princess Center, Union Arular for Kazakh Women, Mongolian Men for Development, LGBT Centre, Press Institute, Environment and Civil Council, journalism school professors from Otgontenger University, University of Education, Institute of Radio and Television and University of the Humanities, Research Center IRIM, journalists and media representatives from capital city and Uvurkhangai, Govisumber, Dornod, Bulgan, Bayan-Ulgii, Khuvsgul, Darkhan-Uul, Zavkhan, Govi-Altai, Orkhon, Selenge, Khovd, Arkhangai aimags.

Mr.B.Galaarid, President of the CMJ introduced the aims, targets and application of the UNESCO GSIM and pointed the importance of gender issues in the Mongolian media. He expressed his gratitude to the donor organization and initiators.



M.Bolormaa, Secretary General, NCGE



Participants

Mrs.M.Bolormaa, Secretary General, NCGE introduced about the Gender Equality Policy in Mongolia. She introduced about the Government’s mid-term strategy on gender equality to be implemented until 2016. For the first time, the Government allocated 52 mln.MNT for implementation of the gender equality policy. Even the international and human rights organizations carry out the activities for the capacity building for journalists on gender issues, the latter are under the control of their editors and owners. Therefore, Media Council was established near the Committee on Gender Equality, which involved newspaper, television and website associations (CMJ and Globe International). The aim of the Media Council is to increase gender sensitivity of the media organizations, especially at the decision making level and to build capacity of journalists on the related issues.

Ms.Bolormaa noted that the media is powerful tool, and approached to the participants highlighting, that all of their speeches words are being transmitted directly to the people, without any changes and people accept it as true and accurate information, so they should be highly responsible. According her observation, in the society the journalists in most cases are running after sensational news and covering issues formally, from their own perspective. So, the journalists have to start changes with themselves.

According to the CMJ survey, female employment rate in the media is 65 per cent, and women students of journalism university make up over 80 per cent, noted Mr.Galaarid.

Ms.Naranjargal pointed, the gender equality is the harmony, it is the issue of the sustainable development, and it is the issue of integration of the voices of women and men for the development. She introduced about the GSIM indicators and how to work in groups with them, and how to tailor them to the Mongolian media.

The participants were broken out into 5 groups. Their task was to discuss the UNESCO GSIM categories and indicators, and discuss the adaptation to the Mongolian media. Moderators were Group 1 - B.Khishigsaikhan, Governance Programme Manager, OSF; Group 2 - Ts.Otgontungalag, Head of Employment and Social Policy Department, Trade Union of Mongolia; Group 3 - Kh.Naranjargal, President of Globe International Center; Group 4 - Kh.Narantsetseg, Programme Coordinator, Globe International Center and Group 5 - S.Battsetseg, Media and Public Affairs Specialist, National Committee on Gender Equality.



Group 3 discussion



Group discussions

Group 1 discussed Category A: Gender balance at decision making levels in Media Organizations and Category A: Media organizations promote ethical codes/editorial policies in favor of gender equality in media content;

Group 2 - Category A: Gender Equality in work and working conditions;

Group 3 - Category A: Gender Equality in unions, associations, clubs and organizations of journalists, other media professionals and media self-regulatory bodies

Group 4 - Category A: Gender balance in education and training

Group 5 - Category B: Gender Portrayal in Media Content

All 5 Groups wrapped up the discussion within their groups and shared to the participants. Most repeated idea was to change the indicators which pointed 'particularly female representation' with 'both gender', as women representation prevailed in the universities and media at all.

According to the Group representatives, all of the UNESCO GSIM indicators correspond to the Mongolian media environment, some changes have to be made to some indicators. GSIM indicators are crucial issues in Mongolia and very important to be piloted. It should be made some agreements in the terminology that are new in Mongolia and have holistic understanding on them. As of the means of verification, there are no surveys and research works; there is deficiency in the means of verification at all, so there is a need to conduct survey on related issues.



Group 1 discussion



Group 3 discussion

As of the strategy to pilot the GSIM, it was discussed within the 5 groups, if the pre-assessment is needed, how to select the media organizations, if their commitment should be considered, what is the role of the CSOs and the National Committee on Gender Equality.

All groups except group 4 consider, the pre-assessment is required. The participants selected the following media outlets to pilot the GSIM: Mongolian National Broadcaster, TV5, TV9, ETV, Mongol News, Zuunii Medee newspaper, Association of Mongolian Journalists, news.mn portal.

The participants agreed to select TVs that are national and public, newspapers that are daily and have a big number of subscribers, and news portal that have most visitors.

The participants consider, piloting the GSIM is the way to increasing the reputation of the media organisations, influence on becoming an international standard media and will reach new level in policy and management.

The methodology is required to be developed for the involvement of the CSOs in the pilot process.

Committee on Gender Equality is required to develop methodology, provide with guidelines and handbooks, coordinate the piloting process with the CSOs and evaluate the performance.

The Group 5 raised the following issues on the strategy.

1. To deliver to the GSIM and the recommendations to the media organizations prior piloting.
2. To inform the public constantly on the process in the piloted media outlets.

CSOs are required to consult and advise on media content and provide with the related documents. NCGE is required to raise fund for the piloting process, lobby at the legislation level and involve the media organizations widely to the piloting process.



Ts.Otgontungalag, Group 2 moderator



Kh.Naranjargal, Group 3 moderator

All the groups agreed, the commitment of the media organizations should be considered. However, the National Public Radio and Television (NPRT) ought to pilot the GSIM first of all as it is publicly funded and use publicly owned wave. According to the Law on Gender Equality, the NPRT should ensure the gender equality within the organization.

Finally, it was agreed to develop the methodology and strategy prior the pilot, conduct advocacy for the commitment of the media organizations, publish and inform on the GSIM and its importance and start the pilot in early September for the 6-month period. Organizers consider the consultative meeting was very important and fruitful.

*Annex 4: Consultative Meeting Programme
Annex 5: List of participants
Annex 6: Instruction for moderators
Annex 7: Evaluation Form template*

4.4. Strategy Plan for piloting the UNESCO's GSIM

The Strategy plan was developed by Consultative Meeting participants and finalized by GIC. According to the plan, the commitment of media organizations to conduct piloting should be considered. The piloting will be conducted in publicly funded Mongolian National Broadcaster, private TV station UBS and CMJ.

- Conduct a pre-assessment and monitoring according to the GSIM;
- Organize capacity building workshops on gender issues and develop recommendations for achieving greater gender equality;
- Include gender issues in policy and other documents. To revise policy and update informal practices to written codes and policies.

Pre-assessment, monitoring and piloting will be conducted according to the following indicators from UNESCO's GSIM:

1. Gender balance at the decision-making level;
2. Gender equality in work and working conditions;
3. Gender equality in journalists' association;
4. Media organizations promote ethical codes/editorial policies in favor of gender equality in media content;
5. Gender analysis in news & current affairs content.

4.5. Assessments on gender sensitivity in MNB, UBS and CMJ using GSIM

4.5.1. Pre-assessment using the GSIM

Two gender experts from the NCGE Amgalan Terbish and Onon Byambasuren conducted pre-assessment survey in three media organizations using the UNESCO's GSIM from December 2014 to February 2015.

MNPRT, UBS, a private TV and CMJ were selected as GSIM Piloting organizations by the participants of the Consultative Meeting held on June 27, 2014.

Pre-assessments were made in MNPRT and UBS TV according to the following indicators of the UNESCO's GSIM:

- Gender balance at the decision-making level;
- Gender equality in work and working conditions;
- Media organizations promote ethical codes/editorial policies in favor of gender equality in media content;
- Gender analysis in news & current affairs content.

And in the CMJ assessment was conducted according to the indicator "Gender equality in journalists' association".

Prior the assessments, official letters sent from GIC and NCGE to both TVs, and officials at decision making levels agreed to be assessed and committed to conduct piloting on GSIM. The main responsible officials who provided experts with related documents and information were: MNB's specialist on trainings Ts. Bolormaa, MNB's human resource officer A.Gerelzul, UBS TV's chief in editor O.Gereltsetseg, Head of Human Resource Department, legal adviser J.Otgonbayar, President of CMJ B.Galaarid and CMJ Manager Ch.Ulemjkhuu.

It is worth to note that the above mentioned officials held positive approach on gender issues, gender mainstreaming and gender equality policy. They actively cooperated in the assessment process.

According to the pre-assessment report at three media organizations:

- Women prevailed at all level of the MNB except National Council. UBS Board has more men than women, but in the Administrative Board are more women. Other staff includes more males than females.
- Men prevailed at decision making level in the CMJ. However, membership and voting presence records show gender balance.
- Actions to meet the indicators and performance reporting must be supported by decision makers. Their commitment is needed to take such actions. Another issue is staff members' busy schedule and non interest to reporting, planning, and paper works etc.
- Gender responsive budget must be approved by the National Council and General Director's Office of MNB and Board Members of UBS.
- Job announcements have been made in a transparent method at both TVs. However, due to scarcity of job applicants who meet requirements for main production, management/heads of divisions together with human resource officers approaching to professional organizations/universities for recruitments.
- Trade Union of MNB can actively engage in including provisions on equal treatment for women and men to collective agreements.
- There is no need to take specific actions to increase percentage of women producing news subjects, as women prevailed in this sector. It is applicable to increase men presence.
- Currently there is no gender officer or desk to assess gender equality in the workplace at both TVs. However other officers, human resource or legal officers can combine this position with their main occupation.
- Equal conditions of employment and benefits, including pension schemes are provided in accordance with the Labor Law.
- Currently there is no gender responsive budget and equal opportunity policy in all assessed organizations. It is hard to take actions for ensuring these indicators.

- Maternity/paternity and parental leave, childcare and other facilities are being implemented in accordance with the Labor Law. Specific clauses or policy on this issue could bring barrier for women recruitment.
- Indicators on increasing women participation must be changed to “both gender” according to the Law on Promotion of Gender Equality.
- Gender-sensitive code of ethics should be properly explained by gender experts for all staff members.
- All organizations human resource policy does not discriminate by gender. It is based on merit, performance, knowledge and experience
- Men portrayal heavily prevailed in news & current affairs content of both TVs.
- CMJ does not implement a system of monitoring and evaluation of the presence and participation of women in decision making.
- It is quite difficult for CMJ to organize trainings on leadership for women, implement quota systems for representation of women in decision making and take actions to increase women presence in leadership.
- CMJ does not organize awareness-raising on gender equality in the workplace and awareness-raising sessions on gender equality. However, it is possible to initiate the issue at decision-making level and implement such actions.
- CMJ does not produce statements on cases regarding gender equality issues and gender-based violence. The organization does not advise and support their members in cases of gender inequality in the workplace, providing or pointing them to mechanisms of defense against discrimination or legal challenge.
- CMJ works together with National Committee on Gender Equality and supports actions taken by the NCGE. Both organizations organize periodical trainings/workshops for media professionals and journalists on gender issues.
- Principles and professional values include gender-sensitivity in general, but the organization does not promote them among members.

Gender portrayal assessments according Category B1.

Gender portrayal in news & current affairs have been made on media coverages of MNB news and current affairs programme, namely Tsagiin Khurd (Time wheel) during February 2 to 6, 2015 and in news & current affairs programming City News of UBS TV from 6th to 9th of February, 2015.

The assessments were made on local and foreign news coverage. Local news cover politics, economics, and business issues, foreign news covers politics, economics as well as war and conflict. The MNB assessment results show that men portrayal prevailed in news & current affairs content made up 81%, while women has 19%. While UBS assessment shows prevalence of men in all news coverage, i.e. 80 per cent of information sources were men.

4.5.2. Post assessment on gender analysis in news & current affairs content

Gender portrayal post assessments have been made on news programme Tsagiin Khurd of MNB and UBS TV's City News programme from June 8 to June 15, 2015. The assessments were conducted by GIC staff including Kh.Narantsetseg, T.Ayushjav, Ch.Enkhbayar and B.Onon.

Post assessments report show that men portrayal still prevailed in content, but in comparison to the pre-assessment results, women portrayal arises from 19 percent to 35 per cent, and men portrayal decreased from 81% to 65% in MNB news programming, while in UBS City News programme, women portrayal arises from 20 % to 39%.

On June 10, 2015 MNB news programme Tsagiin Khurd covered from multi-stakeholders discussion on News Draft Law on Domestic Violence, and related professionals were interviewed regarding the Draft Law and domestic violence issues.

On June 11, 2015 it was reported about women's achievements. Businesswoman heading small- to-medium enterprise has been interviewed and shared her success story.

During Parliamentary Session it was discussed about old-age pension policy reform. Number of MPs expressed their opinion to keep same age for retirement of men and women. (Currently, retirement age of 55 for women is five years lower than for men.)

D.Demberel, MP stated "It is right principle that women work until age of 60. Women are discriminated in a such way, 50 years old women having four children and 55 years old women having three children have been retired. This action should be ended."

4.6. Trainings for media professionals on gender issues

Globe International Center organized trainings for media professionals and staff of Mongolian National Public Radio and Television (MNPRT) and Ulaanbaatar Broadcasting System (UBS) Television on March 31 and April 2, 2015. The trainings were focused on gender issues and GSIM and organized at TV stations' premises.

More than 80 media professionals, managers, technicians and other staff from MNRT and UBS attended the trainings. The trainings aimed to build capacity of TV staff providing knowledge on policy on gender equality in Mongolia, gender sensitive journalism and UNESCO's GSIM.

Two local trainers, including Khashkhuu Naranjargal, Head of Globe International Center, Mashlai Bolormaa, Secretary General of the National Committee on Gender Equality and GIC staff Tumurbaatar Ayushjav, Media Programme Coordinator contributed to the training.

Ms.M.Bolormaa introduced the participants with Policy on Gender Equality in Mongolia

M.Bolormaa introduced about the activities of NCGE. The organization is headed by the PM. Recently due to economic crisis the organization was about to be closed down. However, authorities could not take such action due to the valid Law on Protection of Gender Equality. Now the NCGE operates under the Ministry of Population, Development and Social Protection. The Law is effective since 2011 and regulates gender issues in each sector and guarantees gender equality. It has six charters and 27 provisions. The Law explains definitions related to gender issues, such as gender equality, equal opportunity, discrimination, sexual harassment etc. It has provisions on ensuring gender equality in labour, family, education, civil service and politic regulations. Representation quota for any gender has been regulated by the law. (40% and 60%)



Training at MNB



Training at UBS

M. Bolormaa noted, gender issue considered as an inter-sector issue. The survey report on comparative wages of women and men for work of equal value shows gap of 10 per cent. Decision makers consider gender issue as women issue. But it is a both gender issue, it is an issue of girls and boys.

She advised, media professionals should be highly gender sensitive as they cover all aspects of society which is based on human rights, on the rights of men and women. NCGE trains journalists and media professionals as per sector/subjects. However, decision makers at media organizations should consider gender issues as human rights issue. Consequently, media productions, gender portrayal and workers' labour conditions would be gender sensitive.

Bolormaa said "Gender equality Law implementation requires a long period by constantly working with public approach and attitude. In 2013 the Government adopted mid-term strategy plan of action for the Law implementation. We have been cooperating with the media organizations to implement the strategy plan. Media Council was established near the NCGE".

Kh.Naranjargal shared with her knowledge and experience on gender sensitive journalism. She introduced the participants with main principles of gender sensitivity. She focused on importance of gender equality, gender balance and gender equity and introduced definitions of main gender terminology.

The participants gained knowledge on definition of gender, its history as well as gender stereotyping, how media reflected main issues related to women and discrimination and violation based on gender. She explained about gender development, gender portrayal and gender mainstreaming issues. She also introduced reports on women portrayal in newspapers conducted few years ago by gender based organizations. The participants gained knowledge on revealing indirect discrimination and gender blindness. Kh.Naranjargal focused on role of the media covering gender related issues.

She noted, women portrayal analyses have been made on newspaper publications, but men portrayal analysis has been never made. She considered, it is linked with the idea in the society that gender issues are considered as women issues.

Naranjargal assumed, men voices prevailed in the society because decision making positions are mostly occupied by them. She advised participants, there are many other persons worth to be interviewed. So why should you always follow decision makers? Women journalists and professionals prevailed in media organizations and they often deliver men voices approaching issues from women perspective.

"Decision makers are mostly men, thus their portrayal prevailed in media. In media outlets are more women journalists and media professionals, so women perspective and attitude prevailed in programming" she noted.

T.Ayushjav, GIC Media Programme Coordinator introduced the UNESCO's GSIM and pre- assessment results.

V. Publicity

- The Inception Seminar and gender-sensitivity issues in media were covered by the following media outlets: MM Agency of the Mongolian National Broadcaster, TV9, Channel 2 and Daily News newspaper.

- Donors and partners logos appeared on the press releases in Mongolian and English, event programme, printed and online invitations, posters and other printed materials produced by the project.
- Online publications:

<http://globeinter.org.mn/?cmd=Record&menuid=417> <http://gender.gov.mn/mn/725.html>
<http://www.mass.mn/n/2035>
<http://www.info.mn/news/49079.htm>
<https://www.facebook.com/gender.gov.mn/posts/632394403505547> <http://top.mn/3yn5>
<http://www.24tsag.mn/content/55018.shtml> <http://www.shuud.mn/mobileView/?p=349345>
http://www.mglradio.com/main/index.php?mid=mongoliannews&page=57&document_srl=953550 <http://arслан.mn/social/news/2175.shtml>
<http://longrunco.org/feed/11/225000/%D1%8E%D0%BD%D0%B5%D1%81%D0%BA%D0%BE-%D0%B3%D0%B8%D0%B9%D0%BD-%D0%B1%D1%8D%D1%8D%D0%B6%D0%B8%D0%BD-%D0%B4%D1%8D%D1%85-%D1%82%D3%A9%D0%BB%D3%A9%D3%A9%D0%BB%D3%A9%D0%B3%D1%87%D0%B8%D0%B9%D0%BD-%D0%B3%D0%B0%D0%B7%D0%B0%D1%80%2C--%D0%B6%D0%B5%D0%BD%D0%B4%D1%8D%D1%80%D0%B8%D0%B9%D0%BD-%D2%AF%D0%BD%D0%B4%D1%8D%D1%81%D0%BD%D0%B8%D0%B9-%D1%85%D0%BE%D1%80%D0%BE%D0%BE%2C---%D0%B3%D0%BB%D0%BE%D0%B1-%D0%B8%D0%BD%D1%82%D0%B5%D1%80%D0%BD%D1%8D%D1%88%D0%BD%D0%BB-%D1%82%D3%A9%D0%B2%2C--%D0%BC%D0%BE%D0%BD%D0%B3%D0%BE%D0%BB.html>
https://www.facebook.com/GlobeInternational/media_set?set=a.696967970376219.1073741833.100001890660680&type=3

VI. Project Evaluation

The main indicator for the project is availability of comprehensive media assessment report with recommendations.

6.1. Performance Evaluation

Planned Activity	Indicators	Results	Activities Scheduled
1. Translation, printing and dissemination of the UNESCO publication "Gender-Sensitive Indicators for Media"	Availability of online and printed versions	http://globeinter.org.mn/images/upld/Genderbookast2014.pdf http://unesdoc.unesco.org/images/0021/002178/2178	As planned

2. Inception Seminar	Participants' list, seminar agenda, invitations distributed	Raised awareness of participants on gender sensitivity in media, the GSIM and media-self- regulations through the Inception Seminar held on April 29, 2014. Raised awareness of public on above issues through the media outlets covering from the seminar.	April 29, 2014
3. Consultative Meeting	Participants' list, meeting agenda, meeting evaluation, instruction for moderators and strategy plan.	Raised awareness of participants on gender sensitivity in media operations and media content, on the GSIM and media- self- regulations. Availability of strategy plan for piloting the GSIM and media self-regulations.	June 27, 2014
4. Pre-assessment in the selected media organizations	Pre-assessment reports of MNPRT, UBS TV and CMJ and recommendations for each organizations	Availability of reports of each organizations Availability of recommendations for each organizations	December 2014 – February 2015
5. Post assessment on gender portrayal in news programming	Post-assessment report		June 8- June 15, 2015
6. Trainings on gender issues for media organizations	Training Agenda Presentations Photos Audio records	Increased awareness on gender issues, gender sensitive journalism, gender policy in Mongolia, UNESCO's GSIM and pre-assessment reports	March 30, 2015 and April 2, 2015

6.2. Consultative Meeting Evaluation

In order to get feedback for consultative meeting results and GSIM piloting, evaluation form distributed to participants and 20 completed forms were received. According to the evaluation results, 65% of the respondents said that overall organization of the consultative meeting was excellent and 35% said it was good. Half of the participants said accommodation and meals were good and half of them consider it was excellent. Concerning technique and method, 60% of respondents said it was good, 7 or 35% said it was excellent and one person considers it as satisfactory. Moderators' skills were evaluated as excellent by 60% of the participants and as good by 40%.

In accordance with evaluation results, most of the participants gained good understanding on UNESCO's GSIM and fully supported the Piloting in media organizations. They expressed in a following way:

- I have obtained certain understanding on GSIM. I will introduce them to my co-workers and decision-makers.
- I've acquired some ideas for our organization to implement them.
- I've got comprehensive information. We will ask workers about the possibility to pilot the GSIM in our organization.
- It was very useful for us. It is possible to pilot GSIM at our organization.
- I've got clear understanding on GSIM and have a commitment to pilot it.
- I am committed to pilot GSIM. However we lack of experience, survey and knowledge on legal environment. So we need to prepare for this operation.
- I think, Erdenet Times newspaper and ETV Channel of Orkhon aimag ensure gender equality. Further we will ensure gender balance in media content.
- I've got certain understanding. Further I will read out for better understanding and will disseminate via newspaper and TV channel for the public.
- In the result of the meeting we've got better understanding on GSIM. It is important to inform public through the media.
- It was important meeting to raise the willingness of media outlets to pilot GSIM.
- I've strengthened the understanding on gender equality issues in media. Further I will follow the principles on gender equality in my daily activities.
- Internationally recognized GSIM are new understanding in Mongolian media that are not adapted yet. It is possible to apply them.
- I have commitment to apply the GSIM in our media outlet.
- I came to conclusion that we were stereotyped.

The participants expressed their additional suggests in a following manner:

- To clarify the distinction between rural and capital city's media in order to apply the GSIM.
- To provide the guidance through not only the CSOs, but through other sector, legal entities and public bodies.
- To include gender mainstreaming in the curricula of journalism schools and universities.
- To do the process evaluation among the workers of piloting organizations.
- To introduce GSIM widely to remote area's media organizations and stakeholders.
- To conduct training for media workers on gender issues
- To conduct advocacy among decision-makers
- To involve other NGOs for external monitoring
- To cooperate with gender experts working at local branches of NCGE
- To consider national tradition and values in applying the GSIM.
- To eliminate stereotypes first of all
- To cooperate with local media organizations
- To introduce to public properly and to adapt the GSIM in each region effectively
- To inform transparent on piloting process

The process of the piloting faced the following main problems:

- No policies on gender equality and equal opportunities exist in the piloted organizations and it needs strong commitment and efforts to make it a culture. All three organizations lack human and financial resources to implement gender policies.
- Regarding the news content, presence of men prevails in the news. Considering the national context, it would take a long time to make culture of gender balanced reporting, especially in the country where men dominate in decision making levels of the entire government structures.
- The MNB passed through several challenges. In winter of 2014, the Mongolian Parliament cut the budget of the MNB to 50 percent which was serious insufficiency to fulfill its duties to serve the public with quality and diverse programming. In December 2014, the Parliament appointed the new members of the MNB governing body - National Board and a speech of the

Parliament Speaker, Mr. Z. Enkhbold was found offensive towards the MNB staff, they protested forming into a Temporary Committee and finally, the Speaker had to apologize for his speech. However, it resulted in resignation of the Director General and launching a criminal defamation case against the Director General by the Speaker which continues until now. The National Board has appointed a new Director General, Oyundari Tsagaan, a former General Secretary of the ruling Democratic Party. As a former television journalist and a former director of the public television, she is believed to take actions for needed reform and she was positively accepted by the staff. She faces new challenges to seek ways to handle the budget decrease through taking decision to significantly cut the staff number by the National Council decision and to raise the lacking funding. However, the new managerial staff is supportive to the project.

- The above mentioned re-structuring and budget decrease of the Secretariat, the NCGE has not provided the promised financial support to complete some of activities planned for piloting, for example, translation manuals needed for developing gender policies and raising awareness on needs of the relevant policies, etc.
- The above problem also makes the CMJ's work on gender equality. CMJ's main revenue is membership fee which equals 2,000 MNT (1 USD) per a months and it is not sufficient to sustain its office and pay for the staffs. In order to intensify their gender equality works. It is hard for the organization to monitor of media content to gauge gender sensitivity and respect for diversity in media practice because of lack of the financial resources. CMJ needs to raise the funds specially, for activities such equal opportunities in the workplace and other issues as gender-based discrimination and violence. It also needs to raise awareness within its structures.