

Grant Recipient: Munkhmandakh Myagmar

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Final activity report

During the first half of the fellowship year I worked part time on the IPF project, as agreed with the International OSI Policy Fellowships (IPF). In this time between February – August my work has been mainly devoted to investigations on the research subject and systematizing of materials found.

The information gathering consisted of applied investigations and theoretical research.

The applied form of research aimed first of all at finding information on the social and political environment of media development in Mongolia and approaches to transform the broadcasting system in Mongolia during the last 10 years. The information and materials collected during this time originate from primary sources (meetings / interviews with politicians, researchers and heads of media institutions) as well as from secondary sources (legal regulations, authorized documents, bills, press clippings etc.). Of great importance hereby were meetings with Ts. Enkhbat, the director of the National Mongolian TV, Kh. Naranjargal, the former director of Mongol TV and one of initiators of public service broadcasting concept in Mongolia as well as representatives of both state run and public service local electronic media. On the base of information gathered the framework for the policy analysis could be outlined as well as certain issues for supplementary detailed investigations identified.

The theoretical part of investigations intended to pinpoint existing findings on public service broadcasting in advanced nations and materials about experiences of transition countries. On account of the enormous multitude of publications about public service broadcasting in English and German speech area the research was narrowed down to certain topics related to problem issues in Mongolia:

- concept of public service broadcasting
- financing of public service broadcasting,
- controlling mechanisms of public service broadcasting,
- programming restrictions for commercial broadcasts etc.

On the basis of this work the initial research proposal has been examined as well as facts and materials for comparative analysis obtained.

After I had done the groundwork for the analytical part of the research during the first half of the fellowship year, I began to compose the research paper. Parallel to this supplementary investigations aimed to expose particular questions have been done. This additional research work during the second half of the fellowship year mainly comprised interviews with experts: media researchers, managers and some politicians. Unfortunately, not all interviews were as fruitful as expected, such as interviews with the head of the financial department of the Mongolian National Television or with the Parliament member G.Turtogtokh . Nevertheless they have shown at least, that political or other interests do play a certain role in the pushing off the establishment of public service broadcasting in Mongolia. Of interest was the meeting with the founder of the first private TV station in Mongolia, "RGB", U.Ragchaasuren. Further meetings with Yu. Erdenetuya, head of research department of the Mongolian Parliament, Sh.Unentugs, member of public broadcasting law working group at the Ministry of Justice and Interior did not provide much new information, but gave an impression about the state of debate on the issue. In addition, it was necessary to examine theoretical findings again to back up impressions and arguments from interviews. Thus, e.g. financing aspects and programming limitations for commercial broadcasts, comprehensive broadcasting acts in other countries with respect to provisions concerning commercials etc. have been studied supplementary.

Beyond those investigations my work within the frame of the project included creating and regularly updating a fellow webpage. Since I had put there some information and links related to my research topic such as reports on media situation in Mongolia, some broadcasting acts, addresses of media research organizations in addition to my draft research and policy papers, I received quite lot of responds and requests. People from other countries (Australia, Belgium, Spain, and Germany) but also Mongolia asked for certain information, not always related to the topic of research. The main interest was about Mongolia in general and media situation in Mongolia in specific. Even though I was not able to answer all questions in detail I was trying to send a satisfactory reply as far as my capacities allowed.

Activities during the second half of the fellowship year included some arrangements aimed at dissemination of the first results of the research work. Thanks to the financial support of IPF I participated in the international conference "Media and Communication Research in the Age of Globalization" in Sydney in September 2001, where I presented a paper on the state of broadcast media in Mongolia during the transition period. During the conference I learned important aspects and problems of media research in developing countries and become a member of the International Association of Media Research in Developing Countries.

Furthermore part of my research paper has been published in the brochure "Public broadcasting" under the title "The concept of public service broadcasting in draft laws on public broadcasting in Mongolia". The brochure was published by the Mongolian NGO "GLOBE INTERNATIONAL" and include among others chapters such as " The role and functions of public service broadcasting" by Werner Ramhors (EBU), "Public service broadcasts. A comparative analysis" by Toby Mendel, "The past and present of television in Mongolia" by Yu. Erdenetuya.

In addition, I gave a lecture on "Broadcasting system in Mongolia and global trends" for diploma course students of the Press Institute of Mongolia in November 2001. During a seminar on "Local media and Access to Information in Rural Areas" organized by the Press Institute in cooperation with the Danish School of Journalism I chaired a working group discussion on legal aspects of local media in rural areas with respect to local broadcast media. Those lectures and sessions with media workers made me especially aware of the necessity to spread the very basic idea of public service media since lack of knowledge and experiences restrain them from the appropriate assessment of their situation and respective action to influence the policy making in the broadcasting area.

During the last months of the fellowship year I established contact with the UNDP "Good governance" project, within the frame of which series of arrangements on media policy have been planned. Among others, a round table with politicians, lawyers and media managers on "Public Broadcasting Act in Mongolia" will be organized by the project in April, during which I will present a paper on the importance and necessity of a comprehensive broadcasting law in Mongolia. Last but not least, during the fellowship year I participated in all 4 seminars for IPF fellows in Budapest. During the seminars I got not only new ideas and a better understanding of all about public policy and research, but I also got new friends and contacts which I hope will be helpful for the upcoming years.

To sup up, the fellowship year was an especially useful, fruitful and interesting year for me. At this occasion I would like thank the IFP and its staff, first of all Pamela Kilpadi, Mladen Momshilovich, Olena Sydorenko and Merrill Oats, as well as my mentors, Gordana Jankovich (OSI), P.E. Nielsen (Prof., Danish School of Journalism in Aarhus, Denmark), Ts. Enkhbat, (President of the Mongolian National Television) for their kind assistance and sincere readiness to help.