



**PRESS INSTITUTE OF MONGOLIA**  
**ANNUAL REPORT**  
**2024**



## PRESS INSTITUTE OF MONGOLIA ANNUAL REPORT 2024

In 2024, the Press Institute delivered more than 30 training courses—ranging from short-term workshops to extended programs—while also hosting an equal number of meetings and discussions, and launching two competitions for outstanding works. Altogether, these initiatives engaged over 2,000 participants. In addition, the Institute carried out 11 research projects and published seven books, brochures, and manuals, further contributing to knowledge-sharing and professional development.



## ONE. TRAINING

### 1. **Public Relations Specialist Course:**

A three-month program for public relations specialists covered topics including:

- Government information communication
  - Website and online writing methodologies
  - Content development of social media: Mobile video storytelling, reels, and podcasts
  - Public speaking and effective PowerPoint presentations
  - Crisis communication strategies and tactics for handling negative news during a crisis
  - Media relations and interviewing techniques
  - Organizing effective press conferences; press release composition and structure
  - Corporate social responsibility, organizational PR strategy, and SWOT analysis
- The course concluded with graduation activities and a diploma ceremony

### 2. **Children’s Rights Journalism Training:**

In collaboration with the Japanese Save the Children Fund, a two-day training was organized for 25 participants, focusing on reporting issues related to children’s rights.

### 3. **Media and Information Literacy Workshops:**

Four classroom sessions were held—two for local journalists and two for journalists from Ulaanbaatar—with over 60 participants. These sessions emphasized the importance of media and information literacy for enhancing trust in journalism.

### 4. **Digital Learning Resources:**

The UNESCO-published manual, Media and Information Literacy in Journalism, was translated into Mongolian and published. Based on the manual and the Institute’s training resources, 20 video lessons on MIL were produced and made available online.

### 5. **Election Reporting Workshop:**

A half-day training titled "How to Report on Elections" was organized in collaboration with the General Election Committee. This session, focusing on amendments to the 2024 Parliamentary Election Law, was attended by more than 40 participants.

### 6. **Internal TOT for Training Staff :**



Supported by the United States Agency for International Development (USAID) and IREX, and led by Danish journalist and trainer Lars Moeller, the Press Institute organized an internal capacity-building program to strengthen the teaching methods and instructional skills of its training team.

## 7. Training Modules for Civil Society Organizations

Nine specialized modules on critical information use, content creation, and dissemination were developed to strengthen the capacity of civil society organizations (CSOs). After pilot testing with 15 CSOs, the modules were refined, compiled into a comprehensive manual, and subsequently delivered through two training sessions in Darkhan-Uul and Arkhangai aimags.

## 8. Regional Capacity-Building for Journalists

In collaboration with the Confederation of Mongolian Journalists, regional capacity building programs were organized in Darkhan and Erdenet. Covering investigative journalism, data journalism, public relations, social media, and personal development, the training reached nearly 100 journalists, equipping them with practical tools and new professional skills.

## 9. Investigative Journalism Workshop

A focused workshop was conducted for 12 participants, introducing key methodologies, best practices, and hands-on techniques in investigative journalism to strengthen their reporting capacity.



## 10. Court Reporting Guide

In collaboration with the General Council of the Judiciary, a “Guide to Court Reporting” was developed and introduced to journalists and media personnel through targeted training sessions.

## 11. Mining and Economic Journalism Course

Under the “Student Development Program” project, a three-credit course on mining and economic journalism was created in collaboration with Journalism faculty members of six universities. A two-day internal training session was held with journalism educators to discuss and finalize the course curriculum.

## 12. Media and Information Literacy for Government Officials:

With support from UNESCO’s Media and Information Literacy project, two training sessions were organized for government officials, including members of the Ministry of Education’s curriculum development working group, equipping them with essential knowledge and skills in MIL.

## 13. Freedom of Expression and Media Law Forum:

With support from UNESCO’s Global Media Defense Fund, three training sessions were held to strengthen the understanding of international standards on freedom of expression among members of the Lawyers for Freedom of Expression Network. The initiative concluded with the inaugural Media Law Forum, which brought together more than 100 participants.

## 14. Training on Foreign News Source Analysis:

In collaboration with the Center for Journalism Innovation and Development, two training sessions were held to provide technical and methodological skills for selecting,<sup>3</sup>

translating, and reviewing foreign news sources. These sessions aimed to help journalists identify politically biased content and diversify their information sources. Certificates were awarded to participants, and a volunteer club for foreign news reviewers and journalists was established.

**15. Photoshop Masterclass:**

A hands-on, 14-day Photoshop masterclass was organized to teach the latest version of the software.

**16. Advanced Journalism Course:**

The 14th annual Advanced Journalism Course opened enrollment and commenced with 24 participants.



## TWO. RESEARCH

### 1. "Mongolian Media – Today" 2023 Monitoring Study

Now in its 25th year, this landmark study provides a quantitative assessment of media sector trends. During the first quarter, the team refined the research methodology and questionnaire, developed a detailed work plan, compiled and processed the data, and published the report in both English and Mongolian.

### 2. Chimege Writing System Consumer Study

Research data was compiled to identify usage patterns of the AI based software. The results were summarized and the report submitted to the commissioning organization.

### 3. Tuss App Usage Analysis:

Usage patterns for the Tuss app were analyzed, with findings summarized in a report that was subsequently submitted to the client organization.

### 4. Rapid Assessment on Media and Information Literacy among civil society organizations

An online rapid assessment was conducted to evaluate the knowledge levels and training needs of civil society organizations in relation to MIL. A total of 81 representatives from 79 organizations across all 21 provinces participated. The findings were analyzed, compiled, and presented in a comprehensive report submitted to the funding agency.

### 5. Vibrant Information Barometer Study

Supported by the US Agency for International Development and IREX, this survey examined the Mongolian media and information environment based on Vibrant Information Criteria developed by IREX. Data collection, verification, and integration were carried out; the final report was prepared in English, submitted to IREX, and later translated into Mongolian.



### 6. Environmental Journalism Project Evaluation

In collaboration with Internews and the Earth Journalism Network, a survey was conducted among journalists participating in the Fellowship Program for Environmental Journalists. The evaluation report was sent to the funding organization as part of the final narrative report of the project.

### 7. Content Analysis on Coverage of China

A content analysis methodology was developed and applied to three daily newspapers, one television station, and two websites. The aim was to provide a detailed analysis of

Mongolian media's coverage of news related to China, with the findings summarized in a report.

8. **"Mongolian Media in the Last 10 Years" Compilation**

Using the research database of the Press Institute, the research team compiled an analysis report on quantitative changes in the Mongolian media landscape over the past decade.

9. **MIL Policy Evaluation**

With financial support from UNESCO, the research team conducted a policy study on Media and Information Literacy (MIL) in Mongolia by analyzing policy documents and initiatives aimed at promoting MIL in the country over the past five years. The summarized findings informed recommendations for MIL policy

10. **Industrial Wastewater Pretreatment Campaign Research**

A research methodology was established to support a campaign for industrial wastewater pretreatment, with public communication consultancy services provided by the Press Institute to the Mongolian Millennium Challenge Account.



### THREE. MEETINGS, DISCUSSIONS, AND EVENTS

#### 1. **Children's Rights in Media Discussion**

A multi-stakeholder discussion on media practices regarding children's rights was organized, culminating in an award ceremony for the best work in the "Children's Rights and the Media" competition, in collaboration with the Japan Save the Children Fund.

#### 2. **National Network for Media and Information Literacy Meetings**

The Press Institute facilitated the MIL Network meetings, organizing 16 online meetings (biweekly) and 4 quarterly in-person meetings to exchange ideas and share information.

#### 3. **Media and Audience Evolution Forums**

Two discussions on "Media and Audience Evolution: Challenges and Opportunities for Journalism" were organized, attracting over 50 participants.



#### 4. **National Network of Media Lawyers Coordination**

As part of the project supported by UNESCO's GMDF the Press Institute organized activities to strengthen the National Network of Media Lawyers, developed the network's website, translated and published international legal documents on Freedom of Information standards, and conducted advocacy activities in support of legal reforms for media freedom.

#### 5. **"Child-Journalist" Club Discussion**

In observance of the International Day against the Punishment of Children, the "Child-Journalist" club organized a meeting featuring speakers such as E. Oyuumaa (Child Protection Program Officer, Save the Children), B. Oyuun-Erdene (Doctor and Associate Professor, Ulaanbaatar University), and L. Batbadrakh (Press Institute Researcher).

#### 6. **Environmental Journalists Workshops**

Funded by Internews/Earth Journalism Network, four meetings were held involving environmental reporters and covering Water Resources, the Current Air Environment, Waste Management Solutions, and Desertification and its Consequences in Mongolia.

7. **Earth Day 2024 Celebration**

The Green Planet environmental journalists' club event celebrated “Earth Day 2024” under the theme “Healthy and Safe Mother Earth.” Speakers included B. Ganzorig (Head of the Forestry Department), N. Amgalan-Erdene (Founder and Executive Director, “Ongo Nem” NGO), and Ts. Nyamdulam (Director).

8. **Tsakhur 2024 Award Ceremony & Investigative Journalism Discussion**

Held on May 3, the event celebrated the best work in investigative journalism and featured a discussion titled "Reflecting on Investigative Journalism," with 50 media industry participants.



9. **The State of Media Research in Mongolia**

In celebration of the 25th anniversary of sustainable monitoring research, a discussion was organized to examine current trends, future development needs, and the state of media research.

10. **Assessing the Media and Information Environment Workshop**

A workshop bringing together media researchers and academics was convened to examine international research methodologies and to discuss key criteria for assessing media freedom and the global media landscape.

11. **World Media and Information Literacy Day Campaign**

A social media campaign was launched to promote World Media and Information Literacy Day.

12. **Journalism Student Development Program Meetings**

Funded by Oyu Tolgoi LLC as part of the Mining and Economic Journalism Development Program, three meetings were organized for journalism professors from six universities to discuss the similarities and differences in their economics journalism courses.

13. **Media Coverage of Neighboring Countries Discussion**

In collaboration with the Center for Journalism Innovation and Development, an open meeting was held on “How are the media covering our neighboring countries?” This event brought together foreign news journalists, commentators, and translators to foster cooperation and establish a national network of foreign news professionals.

#### 14. **Media Law Forum**

As part of a project supported by GMDF, the Press Institute hosted Mongolia's first-ever Media Law Forum to discuss international standards on freedom of expression and the legal challenges facing the country's media sector. The event brought together approximately 100 participants, including lawyers, journalists, members of parliament, civil society representatives, and international stakeholders.

#### 15. **VIII Democracy Forum**

The Press Institute, in collaboration with the Konrad Adenauer Foundation and Globe International Center, organized the VIII Democracy Forum under the theme "*Freedom of the Media as a Pillar of Democracy.*" The event featured presentations on the draft revision of the Law on Freedom of the Media, along with discussions on other key issues related to media law and press freedom.



#### 16. **Industrial Wastewater Pretreatment Campaign Kick-Off Event**

The Press Institute organized a kick-off meeting for the public communication consultancy services to be implemented as part of the Mongolian Millennium Challenge Account project on water resources in the capital city. The meeting brought together representatives from government and non-government entities, international organizations, and professional associations to explore collaboration opportunities and strategic communication approaches.

#### 17. **Judiciary-Media Joint Meeting**

The first in a series of joint meetings between the judiciary and media organizations was hosted by the International Legal Development Organization's Resident Representative Office in Mongolia, as part of the "Judicial Cooperation and Transparency 2024-2025" project funded by the European Union.

## FOUR. BEST PRODUCTION COMPETITION

### 1. Children’s Rights and the Media Competition

Under the Japan Save the Children Fund's "Children's Rights in the Media" project, a competition was held to recognize outstanding works on "Children’s Rights and the Media."

### 2. TSAHIUR - 2024 Investigative Journalism Competition

The *TSAHIUR – 2024* competition for the best investigative stories marked its sixth year, continuing its mission to elevate investigative journalism standards in Mongolia. The competition aimed to strengthen journalistic ethics, support investigative journalists, and showcase outstanding investigative reporting.



## FIVE. BOOKS AND PUBLICATIONS

### 1. Mongolian Media Today – 2024 Monitoring Report

An annual report providing a comprehensive overview of the current media landscape.

### 2. A Guide to Child Rights-Sensitive Journalism

Developed as part of a project supported by the Japan Save the Children Fund, this guide offers practical insights into reporting on children’s rights.

### 3. Media and Information Literacy in Journalism

The UNESCO (2019) manual, translated and published in Mongolian, to enhance media literacy among journalists.

### 4. A Guide to Court Reporting: A Handbook for Journalists

A practical resource for journalists covering legal and courtroom proceedings.

### 5. Fundamentals of Media and Information Literacy: Training Curriculum for Civil Society Organizations

Developed under the Asia Foundation’s Mongolian Media and Civil Society Strengthening Project to build capacity in media literacy.

### 6. Mining and Economic Journalism

An elective course curriculum designed for journalism faculties to deepen understanding of mining and economic issues.

### 7. Vibrant Information Barometer – Mongolia 2024

An assessment report on the Mongolian media landscape, produced in collaboration with IREX and the Press Institute.

## SIX. STRENGTHENING THE ONLINE PRESENCE OF THE PRESS INSTITUTE

- **Outstanding Works of the Season**

To highlight exemplary journalistic work, the Press Institute regularly names

Outstanding Journalistic Works of the Season. In 2024, the featured works included:

- **First Quarter:** “Unread Special I GAS EXPLOSION 2024,” published on the Unread website, and “Let’s Demand Accountability from the Owner of the Signature, Which is Valued at Human Life!” published on Time.mn on April 11.
- **Second Quarter:** “Performance Financing is ‘Swallowing’ the Insurance Fund,” published on the Unuudur.mn website.
- **Fourth Quarter:** The program “Geyjedda doen” by A. Uyanga, editor-in-chief of Child.mn.

- **PressPodcast Initiative:**

Starting in January 2024, the Press Institute produced and distributed 12 issues of *PressPodcast*. Featuring in-depth conversations with journalists, journalism educators, and researchers, the series provided valuable insights into the industry, shared professional experiences, and explored critical media issues. By fostering informed discussions, *PressPodcast* contributed to strengthening the credibility and impact of professional journalism.



**PRESS**  
PODCAST

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Г.ЗОЛЖАРГАЛ  
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- **Social Media Team Activities:**

The Institute’s social media team implemented a comprehensive social media plan to promote its training, research, and event initiatives:

- Over 228 items (posters, photos, quotes, and reels)
- Four seasonal highlight posters
- Twelve PressPodcast advertisements
- A series of 50 educational posters
- Three activity video reports (covering the 2023 report, 2024 Q1, and the first half of 2024)
- Six “Behind the Scenes” video segments (released throughout February, March, April, May, August–September, and October 2024)
- One thank-you video for partner organizations

In total, 300 pieces of content were produced and distributed to enhance public engagement and visibility of the Press Institute’s activities.

## SEVEN. OTHER

- **Media Monitoring Services**

The Press Institute regularly provided media monitoring services upon request, utilizing its extensive daily periodicals archive database to support client needs.



