



# ОРОЛЦЪЕ ТӨЛӨӨЛЪЕ



# NEWS FOR EQUALITY



# NEWS FOR EQUALITY

## Background

A century ago, the Mongolian People's Republic became the first Asian country to guarantee equal rights for men and women with the first constitution, including the right to vote and be elected. Following the peaceful democratic revolution of 1990, Mongolia built a modern democracy with a multi-party system. The democratization process and the 1992 constitution reaffirmed male and female citizens' equal rights to civil and political activities. Today, women make up more than half of the Mongolian population and are more engaged in voting. Yet, they remain underrepresented in political decision-making. Just 17 percent of the country's members of parliament are women, falling below the Asian average of 20 percent and the international average of 25.5 percent.

Women are also underrepresented in political news. A recent study by the Media Council of Mongolia found that only 1 out of 10 sources of political news coverage in newspapers and online news sites are women. According to Globe International's TV monitoring of the 2020 parliamentary election, the Mongolian National Broadcaster provided 81 percent

of its airtime to male candidates and 19 percent to women. Other private broadcasters did even worse, with some stations spending 90 percent of their time on male candidates.

Moreover, sexism and stereotypes dominate political reporting on women, questioning whether they are good wives and mothers and paying obsessive attention to their physical appearance.

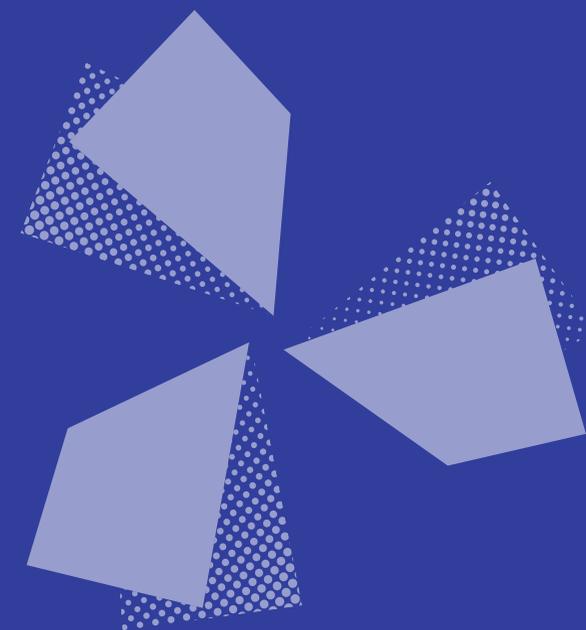
The lack of women's representation in political news coverage is global. According to a 2020 study by the Global Media Monitoring Project, only 18 percent of government officials, politicians, ministers, and spokespersons appearing in news media are women. On the other hand, 68 percent of those who were shown as homemakers or parents were women.

To eliminate gender bias in political news coverage, the Media Council of Mongolia teams up with the Unlimited Media Group to support journalists and newsrooms to implement gender-sensitive reporting by building News for Equality coalition. It works with the Promoting Gender Equality in Public Decision-Making project support, funded by KOICA and implemented by UNDP.

## Our Goal

The News for Equality coalition aims to create a friendly environment for gender-sensitive and ethical journalists and editors to improve their knowledge and skills, exchange experiences, and lead the industry. The union supports better diversity and equity in news media because we believe quality, inclusive journalism can earn the public's trust. The coalition encourages and supports the initiatives of its members to produce quality journalism to break gender bias and alert society to the gender gap in political decision-making. We do this by:

- Building a dynamic community, prioritizing each member's wants and needs;
- Equipping journalists and editors with the skills and strategies to embrace diversity and equality;
- Collaborating with journalism trainers to prepare the young generation of journalism students to practice gender-sensitive news production;
- Inspiring and supporting newsrooms in Mongolia to identify and adapt best practices to increase women's voices in political news and other male-dominated industries.



# OUR MAIN ACTIVITIES

## TRAINING AND CAPACITY-BUILDING

### TRAINING WORKSHOPS

We provide a wide range of face-to-face and online training workshops for journalists, editors, and journalism students to support gender-sensitive news reporting. In one year, the Media Council of Mongolia organized training workshops and events, engaging more than 500 journalists and expanding News for Equality coalition with 250 active members.

### NEWSROOM CAPACITY-BUILDING PROGRAM

We provide a total of 12 hours of newsroom training for media organizations. In addition to journalists and editors, the training involves all participants in the creative work of journalism, including directors, reporters, anchors, videographers, and photographers. During the training, editorial guidelines, a source database, a source monitoring form, and information on how to use them effectively are provided. In 2022, we have chosen ten newsrooms based on their initiatives and successfully implemented the capacity-building program.

### Newsroom Mentorship Program

Based on the active participation and initiative during the capacity-building program, we have selected five newsrooms to implement Newsroom Mentorship Program. The mentorship program is implemented for two months in each newsroom. During the program, independent mentors who are recognized in the industry work closely

with the newsroom to inspire and equip journalists and editors with the skills and strategies to embrace diversity and equality in everyday content. Mentors also have a weekly meeting with journalists of the newsroom to help them develop story ideas to break gender bias, observe their working methods and provide editorial assistance.

## COMMUNITY BUILDING ACTIVITIES

### Roundtable Meetings

In cooperation with the Parliament Reporters' Association, we organize roundtable meetings or discussions with political journalists, editors, social researchers, and experts on political and gender issues.

### “She says”

We launched a “She says” bilateral meeting to support and increase women’s voices in male-dominated industries such as politics, mining, and the economy.

### “The Story of My Story”

The open meeting aims to promote journalism that breaks gender bias. During the meeting, News for Equality coalition members share behind-the-scenes stories of their work with other reporters.

### Gender Quiz

We organize Gender Quiz to involve journalists in the activities of the News for Equality coalition and provide political and gender awareness in an innovative and fun way.

# TIMELINE

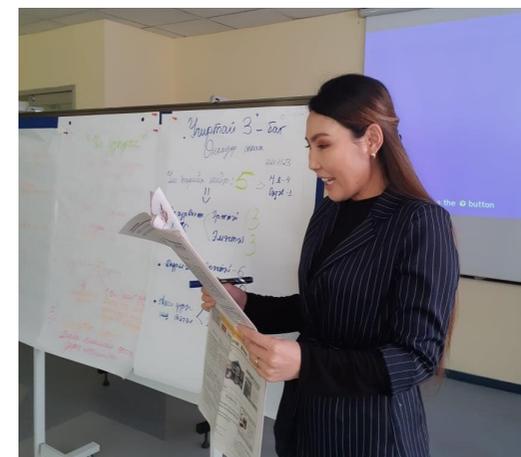
OCTOBER 2021

### BASELINE STUDY:

We found that only 1 out of 10 sources of political news are women.

Developing two days training curriculum for journalists and journalism students on “Gender Equality in Political News.”

PILOT TRAINING 1



LAUNCHING NEWS FOR EQUALITY COALITION



NOVEMBER 2021

Advisory meetings with gender experts and journalism teachers on training curriculum “Gender Equality in Political News.”

PILOT TRAINING 2



DECEMBER 2021

TRAINING OF TRAINERS ON "GENDER EQUALITY IN POLITICAL NEWS"

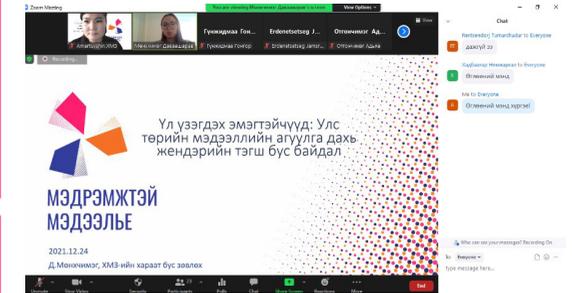
MEETING WITH PARLIAMENT REPORTERS



"HATE SPEECH AGAINST WOMEN POLITICIANS" WORKSHOP FOR JOURNALISTS



WEBINAR FOR LOCAL JOURNALISTS



TRAINING FOR JOURNALISM STUDENTS



NEWSROOM FIELD VISIT TO PARLIAMENT TV



COMMUNICATION CAPACITY BUILDING WORKSHOP FOR WOMEN POLITICIANS



WORKSHOP FOR ETHICAL COMMITTEE MEMBERS OF THE MEDIA COUNCIL OF MONGOLIA



WORKSHOP FOR EDITORS



JANUARY 2022

Training for local journalists



TRAINING FOR LOCAL JOURNALISTS IN DORNOGOVI AIMAG



**THE MEDIA COUNCIL OF MONGOLIA  
BECOMES AN OFFICIAL PARTNER OF  
THE BBC 50:50 PROJECT**

МЭДРЭМЖТЭЙ  
МЭДЭЭЛЬЕ

Энхцэгийн  
**ЭНЭРЭЛ**

Төрийн төв хэвлэл "Ардын эрх сонин"-д оюутан байхаасаа эхлэн ажиллаж эхэлсэн. "Эдийн сонин"-ын эхний дугаараас нь эхлэн 39 жил тасралтгүй ажиллаж байгаад сүүлийн жилүүдэд чөлөөт сэтгүүлээр ажиллаж байна. Вазабат нийтлэлчдийн клубын гишүүн, ХМЗ-ийн сонин, сайтын хорооны гишүүн. Сэтгүүл зүй, бизнесийн удирдлагын магистр, сэтгүүлчийн докторант. Женцэрийн хорооны элч сэтгүүлч.

"Мэдрэмжтэй мэдээлэл" сэтгүүлчийн тэтгэлэгт хөтөлбөрийн ментор

**NEWSROOM FIELD  
VISIT TO URUG.MN**



**LAUNCHING FELLOWSHIP  
PROGRAM FOR JOURNALISTS**



**FEBRUARY 2022**

Fellowship program continues with webinars & story grants



Т. Намуунболор  
Чөлөөт сэтгүүлч

УИХ-ын эмэгтэй гишүүд гэр бүлийн хүчирхийлэлд анхаарахгүй байна гэдэг. Энэ нь зөвхөн эмэгтэйчүүд буруутай, эмэгтэй улстөрчид л шийдэх ёстой асуудал мэт ойлгуулаад байна. Үүний оронд УИХ-ын гишүүд гэр бүлийн хүчирхийлэлд анхаарахгүй байна гэж мэдээлье!

**PRESS CONFERENCE ON "POLITICAL  
PARTIES AND EQUAL OPPORTUNITIES"**



**MARCH 2022**

Fellowship program closing ceremony: Journalists produced 15 grant stories on "Gender gap in politics"



**APRIL 2022**

Workshop with university journalism teachers



**SHE SAYS #1 BUDGET:  
LAUNCHING PRESS MEETING  
FOR WOMEN EXPERTS TO TALK  
ON MALE-DOMINATED TOPICS**



**TRAINING FOR PARLIAMENT  
JOURNALISTS**



**TRAINING FOR JOURNALISM  
STUDENTS**

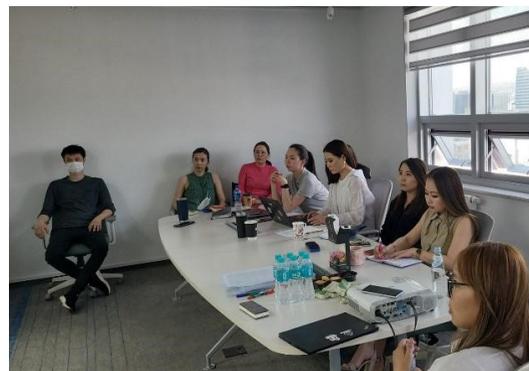


MAY 2022

Newsroom capacity building program: P3, Mongolian National Radio



NEWSROOM CAPACITY BUILDING PROGRAM: GOGO.MN



MAY 2022

Newsroom capacity building program: P3, Mongolian National Radio



HACKATHON: DEVELOPING SHARE DATABASE OF AROUND 500 WOMEN EXPERTS ON VARIOUS MALE-DOMINATED INDUSTRIES



NEWSROOM CAPACITY BUILDING PROGRAM: "MALCHIN" TV



NEWSROOM CAPACITY BUILDING PROGRAM: "ZUUNII MEDEE" NEWSPAPER



JULY 2022

GoGo.mn launches its "Balance" initiative to increase women's voices "Zuunii Medee" launches new series of stories "Breaking gender bias" and "Promoting women's leadership"

OFF-THE-RECORD MEETING WITH JOURNALISTS



AUGUST 2022

Local Newsroom capacity building program: Erdenet Times



JUNE 2022

Launching Newsroom Mentorship Programs with GoGo.mn and "Zuunii Medee" newspaper

SHE SAYS #2 TOURISM & INVESTMENT



THE STORY OF MY STORY #3



**SEPTEMBER 2022**

Newsroom capacity building program: Khurd agency, Mongolian National Radio



**SHE SAYS #3 AGRICULTURE AND GREEN DEVELOPMENT**



**LOCAL NEWSROOM CAPACITY BUILDING PROGRAM: ARKHANGAI MEDIA GROUP**



**LAUNCHING NEWSROOM MENTORSHIP PROGRAMS WITH ARKHANGAI MEDIA GROUP AND MONGOLIAN NATIONAL RADIO**  
**THE STORY OF MY STORY #4**



**BBC 50:50: ROUNDTABLE MEETING FOR EDITORS**

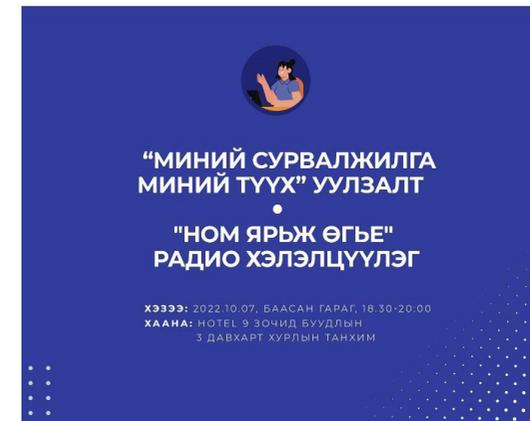


**OCTOBER 2022**

Training for news photographers and videographers



**THE STORY OF MY STORY #5**



**NOVEMBER 2022**

Newsroom capacity building program: "Mongoliin Medee", Mongolian National Broadcaster



**WORKSHOP FOR JOURNALISM STUDENTS "LET'S BE COOL BY ELIMINATING GENDER BIAS"**



**NEWSROOM CAPACITY BUILDING PROGRAM: "UGLUU", MONGOLIAN NATIONAL BROADCASTER**





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