

ZORIG FOUNDATION

ADVANCING DEMOCRACY



“TODAY OR ... IT MAY BE TOO LATE”

competition on anti-corruption theme among journalists, artists and media people

Final report on the implementation of the project supported by PTF

First of all we would like to thank Partnership for Transparency Fund for the generous support given for our project: “Today Or ... It May Be Too Late.” Due to the enthusiasm of the participants, exposure in the media, and discussion generated at all levels of society, we strongly believe that the project was a complete success bringing the issue of anti-corruption into the forefront.

After receiving project funding we accomplished following:

1. Preparation for the contest

- As a first step we developed an action plan and started implementation of the project.
- Met with administrators and journalists from newspapers, radio and TV, as well as, artists of the Mongolian Artists Union. We exchanged views and heard their opinion.
- This helped us to draft the contest rules.
- At the every organization mentioned above we conducted seminars on the issue of corruption. Also in course of one month we held briefing seminars at the Zorig Foundation for freelance writers and anyone else who wanted to participate in the contest.
- According to the project plan, from February 21 through March 21, 2002 we published contest guidelines and rules in daily newspapers and aired information on radio and TV. We negotiated with media people and put free advertising on FM radio stations and in non-daily newspapers. We used all possible ways to reach people with the contest announcement. In addition, we utilized the Zorig Foundations information board and its web page.

- To attract people’s attention to the contest, in co-operation with the daily newspaper “Onoodor” (Today) and Central Mongolian Radio we organized roundtable discussions about corruption. We held a letter writing contest “Youth Rejects Corruption” among school children. More than 100 children from cities and the countryside participated in the contest. About 80% of the participants gave particular examples of abuse and admitted that corruption exists in their environment and that it affects their lives both directly and indirectly. Some children described corruption as a “weed” or “deadly epidemic” or “dark cloud”.
- In the preparation phase we selected contest judges.

Judges of the essay contest:

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| 1. B.Ligden | Deputy editor of the newspaper Zuuny Medee (Century News) |
| 2. D.Lamjav | Staff member of the State Great Hural (Parliament) Secretariat, journalist |
| 3. Ya.Baatar | Dean at the “Tugeemel” School of Journalism, journalist |

Judges of the poster contest:

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|------------------|---|
| 1. L.Bold | Head of the Mongolian Artists Union, sculptor, painter |
| 2. Ch.Enkhjin | Member of the Mongolian Artists Union, free lance |
| 3. Ch.Narmandakh | Director of the School of Design of the Culture and Arts University |

Judges of the Radio programs and ads contest:

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|---------------|---|
| 1. A.Avirmed | Deputy Head of the Channel 25 TV |
| 2. Ya.Baatar | Dean at the “Tugeemel” School of Journalism, journalist |
| 3. B.Enkhtuya | Deputy Director of the Central Mongolian Radio |

Judges of the TV programs and ads contest:

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| 1. D.Davaasuren | Director of the studio “Soyol Erdene”, Mongolian National Television, journalist |
| 2. H.Naranjargal | Head of the NGO “Globe International”, journalist |
| 3. Yu.Erdenetuya | Lecturer of the Journalism Faculty of the Mongolian State University, journalist |

Selected judges are well known people who oppose corruption and actively fight against it.

2. Contest evaluation

- We received 411 entries from about 450 people. The majority of participants were freelance writers, students, youth, and children. Entrees included:
 - 166 posters
 - 170 essays
 - 20 TV programs and advertisements
 - 55 Radio programs and advertisements

Judges evaluated the works for 15 days.

- Every entry was given a code number and this way judges couldn't know who was the author of a given work. We sought the most fair and blind test for contest evaluation. As a result, the participants perceived the evaluation as fair, just, and open; or in other words, not corrupt.
- The Award ceremony was organized as an open event. It took place at the Exhibition Hall of the Mongolian Artists Union on April 10, 2002. A total of 166 contest posters were exhibited for the public. The winning TV programs and advertisements were shown to more than 500 viewers who visited the exhibition during the week exposure.
- The Awards giving ceremony was attended by the Board Members of the Zorig Foundation, all contest judges, various heads of the diplomatic missions, representatives of the international organizations (UNDP, USAID, IRI), members of political parties, the contest participants and the media.
- Mongolian Artists Union strongly supported our project and kindly gave us space to exhibit their Exhibition Hall free of charge.
- The Awards ceremony was widely publicized in the media.

3. Publicizing of works submitted for the contest

- Award winning TV and Radio programs and advertisements were broadcast free of charge for a one week period on Mongolian National Television, Channel 25 TV, Central Mongolian Radio and various FM radio stations. Programs and advertisements will be shown again on Channel 25 TV in July 2002.
- Mongolian radio has also agreed to announce and read out the best three essays.
- Award winning essays were published in the daily newspaper "Onoodor" (Today). Award winning essays and posters were published in the weekly newspaper "Mongol Times." In total this was done twenty times.

- The best five posters were printed and 1600 copies and given to NGOs and sent to the provinces. A large number of posters were given to the State Minister O.Enkhtuvshin, Head of the Government Administration and Head of the Government “Good Governance” program. We requested Mr. Enkhtuvshin to distribute and place posters in the Government ministries, agencies and offices.
- The best essays and poster are currently publicized on the Zorig Foundation information board located on the main street and on the Foundation’s web page.
- The Zorig Foundation’s desire is to compile, publish and disseminate a book consisting of selected essays and posters from the contest in order to educate youth and children, government employees. We strongly believe that by doing this we will be able to educate people on negative consequences of corruption. The National Anti-Corruption Program which was submitted two years ago to the State Great Hural (Parliament) has still not been approved. Until this anti-corruption competition, there were no books or any other publications issued in Mongolia about anti-corruption. Due to the success of the competition on anti-corruption, the Foundation is seriously considering preparing books with titled “Can We Crack Down On Corruption?” and “100 Questions and Answers About Corruption?” We will seek funding for this.
- The competition also has provided a data base on anti-corruption.

4. Comments and Conclusion

- When evaluating the competition, the Zorig Foundation introduced special prizes in some categories and funded them through the Foundation itself. This was done separate from the project. Special prize winner’s works were of high professionalism and presented a new vision.
- The anti-corruption works contest “Today or ... it may be too late” was timely, because it took place right before the opening of the Spring session of the Mongolian Parliament which has delaying for two years a passage of the National Anti-Corruption Program. We can assume that as a result of our action above legislation is on the agenda of the Parliament Spring session.
- The contest was widely publicized in the media and reached a wide range of people. We are glad that many citizens including contest participants – journalists and artists, freelance writers, youth and children learned about the issue of corruption and its damage to society.
- A survey conducted in June of this year by the Mongolian Chamber of Commerce and Industry revealed that corruption exists in Mongolia, especially in the government and among government employees (statistics were given province by province). 71.2% of respondents told that NGOs should do more to fight corruption.