



Globe International, NGO

Cooperation with Media to Raise Public Awareness on ASM Issues

FINAL REPORT



Ulaanbaatar

2012

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Cooperation with Media to Raise Public Awareness on ASM Issues

Final report

I. Project Introduction

Globe International, NGO completed the project “Cooperation with Media to Raise Public Awareness on ASM Issues” to facilitate the implementation of the awareness development activities on ASM through media. SAM hired Globe International, a media development NGO to render the specific tasks outlined in the contract for a period June 2012 through October 2012. The project is a part of larger public raising activities of the SDC’s Sustainable Artisanal Mining Project which is envisaged that accurate public information on ASM will stimulate a positive understanding and influence appropriate policy debates to continuously improve the situation of ASM in Mongolia. The specific project was aimed to encourage debate, raise awareness on current status and challenges of artisanal small scale mining, to enhance understanding on ASM amongst the Mongolian public.

II. Project Outcomes

The SAM project’s public awareness development component is expected to have the following three outcomes:

- Increased awareness and knowledge amongst the Mongolian public on ASM issues
- Public disposition towards ASM policy improved
- Contributed to public recognition and acceptance of ASM as a formal subsector contributing to Mongolia’s economic development

In order to contribute to the above expected outcomes, this project focused on three main topics:

- Who are the artisanal and small scale miners and their contribution to the economy
- SSMs guarantee of rights and legal framework
- ASM in the future

The project has produced a total of 32 media materials focusing on the specific components of each topic. Media productions published and aired by in total, 14 media outlets that included 6 local newspapers, four national dailies and four national television channels. The media productions were developed in various journalism genres such as article, interview, television news stories and discussions. The list of media productions including the content produced and names of participants is available in English. ***Please see Annexes 4.2 and 4.3***

PROJECT OUTPUTS

Themes	Media type	Frequency of topic coverage
Topic 1: Who are the artisanal and small scale miners and their contribution to the economy		
From “Ninja miners” to SSMs. Current situation	Newspaper and TV (discussions, articles, interviews8 news)	TV- 3 times, newspaper- 9 times
Work place created by SSMs and their extracted gold	Newspaper and TV (article, interview, discussion, talk shows)	Newspapers-5, TV-2
Topic 2: SSMs guarantee of rights and legal framework		
Could ASM legal framework solve issues comprehensively	Newspaper and TV(article, discussions, TV news, documentary)	TV-6, newspaper- 6
Untimely high income tax	Newspaper and TV(article, interview, discussions, talk shows)	TV-6, newspaper-9
ASM environment and human rights, future of children of ASMs	Newspaper and TV(articles and documentary, TV news)	TV-2, newspaper-4
One day of SSMs/Do they receive basic social service?	Newspaper and TV(articles, interview, talk show)	TV-2, newspapers-3
Mercury-free processing plant and SSMs	Newspaper and TV (discussions and talks shows)	TV-3, newspapers-2
Topic 3: ASM in the future		
Will ASM fade away? The ASM trends in the world and Mongolia What should we do for development of responsible mining?/at level of decision makers, local government, SSMs/	Newspaper and TV (talk shows, discussion, articles)	TV-3, newspapers-8

Messages delivered

The main messages delivered through project-involved media outlets can be grouped into the three categories: current issues/problems, ideas of its solutions and good practices.

Messages on current issues and problems faced by the ASMs:

- 1) Contribution of the artisanal miners to the economy is not calculated

Artisanal miners extract 0,5 tones of gold in year, but it is not delivered through Mongol Bank, so it does not included to the total amount of gold extracted at national level. Today, there is no government regulation to resolve it.

- 2) Legal and regulatory framework is available, but it is not implemented in the practice.

Some local authorities ignore the rules and laws and they do not give a support to the artisanal miners

- 3) The land allocation is still a big problem for the artisanal miners

The Government Order No 72 regulates the land allocation procedure. In accordance with it, the artisanal miners formed into the partnerships shall be provided with the lands. Unfortunately, no mining companies are interested and the local authorities do not support it and soum and district governors do not take proper actions towards land allocation.

- 4) Safety of the artisanal miners is still a problem.

If there is a local support, the artisanal miners will be organized and pay more attention to the reduction of the accidents and causalities.

- 5) Commitment of the local authorities is still low

Three-part agreement between the governor, company and head of the partnership is not implemented in the practice. It is responsibility of the local authorities to reinforce the dialogues with the mining companies, but in the reality there is a very few local officials working for the citizens

- 6) Income tax is not affordable

In accordance with the Law on Taxation provides a provision of amount of income tax to be paid by the self-employed people of whose incomes are difficult to define. The monthly income tax for the artisanal miners is 53 000 MNT which is too high.

- 7) Statistics on the artisanal miners is not correct.

The local authorities hide the real number of the artisanal miners working in their aimags and soums because the Ministry of Finance obliges the aimag and soums to generate their own incomes to contribute to the public budget. The central government commission is based on the statistical data provided by the aimags and soums. The income taxes paid by the artisanal miners are a part of this public budget of the aimags and soums.

8) Process of providing permission for the artisanal mining is very slow

Ministry of Environment and Tourism is still not providing the environmental impact assessment conclusion to the Bornuur plant of Tuve aimag mercury-free processing technology. The same plants of Mandal, Selenge and Bayan Ovoo, Bayankhongor also cannot get the permissions

9) Social insurance is a problem

Majority of the artisanal miners have a less opportunity to be enrolled in social insurances and receive medical services. Nowadays, there are people of all ages among artisanal miners: minority, youth and elderly.

10) Human rights of the artisanal miners are often violated

Children of artisanal miners are often dropped out of school. Small children work in small-scale mining hardly. According to the social and economy baseline survey conducted in Uyanga soum of Ovorkhangai aimag, there are 109 working children at soum level, among them 56 children dropped out of school and 67 of them work in small-scale mining.

The artisanal miners have a poor access to the public service. There is a lack of information on the existing laws, rules and public documents including the social welfare services etc.

Messages on ideas of the solutions of the current problems

- 1) An opportunity to be involved to the social insurance and pay the income taxes will be offered , if the land allocation process is facilitate
- 2) Establish a mechanism of calculating the real contribution of the artisanal miners to the country's economy
- 3) The Mongolian government should develop its policy to regulate the SSM
- 4) SSM needs prevention and emergency services in case of disaster.
- 5) Issues on using explosion and toxic substances must be regulated by the
- 6) Conduct permanent trainings and provide regularly information on good practices of occupational safety. Related parties operating at provinces need to be involved at the trainings on artisanal mining's occupational safety and sanitation. Third, the capacity building of those organizations which provide artisanal miners with trainings and advertising on preventing from negative effects caused by not following occupational safety, must strengthen. Fourth, the council on occupational safety and sanitation of artisanal miners should be created. Further, even the project will end, the advocacy on reaching a consensus at policy level needs to be conducted in order to ensure continuing these activities sustainable.
- 7) Big mining companies should be aware that artisanal miners should have their own places. Law regulating this issue need to be enacted. The artisanal miners pay for their children's tuition fees. They don't demand the working places from the government. Since the government is not able to provide other working places, the land allocation should be properly regulated
- 8) Decision making should be a privilege of the local administration. It would be easier if it is bagh governor makes the decision, not soum administration. Then the bagh

citizens will benefit. All these issues need government's control and regulation, indeed.

- 9) It is better to support artisanal miners as human beings unless to talk on tax or land issues. In places having 2000 or 3000 artisanal miners, there should be a structure of the social services. Kindergarten and schools have to be built for their children. Showers should be available. Medical examination has to be carried regularly. Among the SAMs many pregnant women or families with many children and provide working places by themselves and are struggling for their lives. Therefore, they have to be provided with living condition as far as possible.
- 10) Focus on the implementation of the existing law and regulations and make the local governors more aware of it
- 11) Enabling better legal and regulatory environment is a path towards safety, environmental, social and local community improvements of the SAM

Messages on the good practices of SSMS

1. Illegal processing is reducing where artisanal miners organized
2. Partnerships affiliated to the NGO "Ekh Oron-Khamtyn Khuch" started rehabilitation and they planted 100 trees in the first stage.
3. SAM project found a way to involve the artisanal miners to the bank loans. They have the agreements with the local banks to place 50-60 millions of MNT. In the case, of the artisanal miners paid their social insurances and income taxes, they would be able to get the loan to buy the equipments needed for their works.
4. Bayarmaa, a head of the NGO "Enkh Munkh Ergekh Kholboo" tells that every artisanal miner gets a monthly salary amounted an average 450-500 thousands of MNT. Everybody is enrolled in social insurance. They processed 1572.3 grams of gold and first time we delivered our gold to the Mongol Bank. Net income an equal 89 mln. MNT equally shared between 50 members. They paid 12 cая mln. of MNT income tax to the government. The most important is we are safe. We are able to migrate our risks. WE have signed a three-part agreement with the company Mon Dulaan Trade. "Altan Dornod Mongol" company is implementing the project on the occupational training and the men are involved to the trainings on repairing and operating the equipments and women to the trainings on cooking and sewing.
5. Partnerships and NGOs established the rescue groups and provide safety. Partnerships of Zaamar plant, Tuv aimag are the best.
6. The artisanal miners from the aimags Bayankhongor, Uvurkhangai, Dornogovi, Dundgovi, Khentii and Tuv, where they dominate, are involved to the trainings.
7. Around 1390 of the artisanal miners are enrolled in the social insurances more than 2300 enrolled in health insurances. It means 25 percent of the artisanal miners enrolled in social insurance schemes.
8. Ch.Boldbaatar Soum governor of Khuld, Dundgovi aimag: In total 13 partnerships with 118 persons work. Around 500 persons out of 1100 inhabitants are artisanal miners. The taxation plan is 33 mln. MNT and 27 mln. and 849 thousands already paid by August 2012. 1,848, 000 MNT pad as mineral resource tax. 70% of it goes to the government budget, 20% - to the aimag and 10%- to the soums budget. We have developed the list of 49 small and medium businesses at soum level. Each partnership has decided to run 1-2 plants and now, there are 18 SMEs.
9. Examples of the SAM project successes. Since the SAM project started around 5000 persons have become the artisanal miners. They work in 20 soums with official permissions. They are enrolled in social insurances and pay taxes. 10.1 ha of mined

land was rehabilitated. The National Statistical Office has started counting the artisanal miners. We will have an official database soon. .

Please see Annexes No 5 and 6 for the copies of the media productions

PROJECT INPUT

- Kh. Narantesetseg, Globe International staff coordinated the project activities
- In total 17 journalists including reporters (14) and cameramen (3) contributed to the project
- In total 55 representatives of the main stakeholders in SSM sector. The number does not include the same person who was interviewed two or three times.

The information sources used by the journalists include:

- 32 Artisanal miners /Leaders of community groups such as partnerships and NGOs
- 3 representatives of the SAM Project /National Director
- 8 Soum and Bagh governors
- 7 government representatives
- 3 representatives of National NGO/Trade Union
- 2 from the private mining companies

III. Project Strategy/Actions

Strategy

The main strategic focus areas of the awareness raising activities were:

- To promote debate on ACM issues in Mongolia
- To promote solutions to resolving current challenges
- To stimulate a positive understanding amongst public policy makers on ASM
- To stimulate, at all levels, analytical and pro-active thinking on ACM challenges and opportunities in order to foster positive actions/decisions

The timeframe and political events were the important factors to render the tasks of the contract. In order to make the information activities more constructive, the project carried out it in two phases:

Phase 1: June 11 - June 26, 2012 (Two weeks)

It was a Parliamentary election period and the main purpose was to retain an attention of the candidates of the 2012 Parliamentary elections to the current situation and issues of ASM. The strategy was to work with the local newspapers which were intensively used by the political parties for their advertising. In order to provide the multiple-effect, it was supported the local publications by the national media involving the MM News Agency of

the public television and four dailies. The local and daily newspapers were published in circulations bigger than ordinary period.

At the stage 1, in order to retain an attention of the candidates of the 2012 Parliamentary elections to the current situation of SSMs, we published 12 articles in 6 local newspapers operating in 6 aimags where ASMs exist and it supported by 6 materials published in three national daily newspapers.

Four series of news stories produced from the Tsagaan Tsahirtyn Gold Mining and aired by Tsagiin Khurd, prime time newscast of the public TV of the MNB. News stories covered the topics:

- Who is artisanal miner? It focused on the responsible small mining, safety and social welfare issues of the artisanal miners, benefits of the organized SSM and need for the proper legislation
- Mercury-free processing plant. Introduction of the mercury-free technology is successful in processing, but the Ministry is slow in carrying out the environmental impact assessment
- Partnerships. It is needed for the organized SSMs and it will allow to get state support and bank loans. In Bayankhongor aimag, there are 40 partnerships and they efficiently cooperate with the local administrations
- SSM and legal framework. Implementation of the law is not sufficient. Companies do not want the ASMs to use their lands. ASMs avoid paying the taxes because it is too high. Social insurance is also not affordable to the artisanal miners.

Phase 2: August 30- October 12, 2012 (Three weeks)

It was a period of formation of the new government and its restructuring was taken place. Many of the new comers in the government were not properly aware and well informed on ASM issues. It was difficult to engage the high level decision makers, so we invited the middle- level public officials involving the representatives of the Mining Ministry, General Social Insurance Authority, Ministry of Environment and Green Development, Mineral Resource Authority, General Statistical Authority. In this phase we involved television to reinforce the debates on television.

During this period, 9 media materials were published by four daily newspapers. Regarding the television the three most watchable current affairs programs Tsag Ue, Uzel bodol (Public TV) Toimchiin Hotolbor (Eagle TV) and Nuudel Shiidel(Mongol TV) of three national television channels have been selected in accordance with the Quarterly Media Consumers' Study of the Press Institute of Mongolia. Two news stories aired by Eagle TV and TV9 channel produced and twenty-minute documentary titled "From "Ninja" Life to Brighter Life in Huld soum of Dornogovi aimag and aired on 27 September 2012.

Two news stories produced from Bayankhongor aimag by the news crew of Eagle TV and aired by the prime time news on September 25, 2012. It covered the issues:

- There are no sufficient work places in the provinces. So vocational trainings are crucial need.
- Significance of partnerships. It helps to reduce the risks and provide safety. In 2011, the legal regulation created.

Actions:

- i) Globe International developed the detailed work plan in consultation with the SAM project and the media representatives. *Annex No 3*
- ii) As far as newspaper journalists are not well aware of ASM issues, it was agreed to work with a team of Ulaanbaatar journalists from “Ulaanbaatar Sonin” NGO who are previously educated, so Globe International had signed the contract with N.Sarangerel, head of the NGO and paid for the spaces of the local and national newspapers. *Annex No 1*
- iii) During the project period the three television crew from the most popular television channels worked in Bayankhongor and Dundgobi aimags and produced six news stories and 20-minute program titled “ From “Ninja” Life to Brighter Life”. Please see the list of journalists and TV crews. *Annex No 2*

IV. Constraints/Problems

- The ministers and other decision makers of the ministries have refused being interviewed because 1) they are new in the government that formed after the 2012 Parliamentary election, 2) the government was re-structured and policies of the new ministries were not clear and 3) new leaders were not aware of the issues.
- Tariffs for the production and airing of the television programs are very high and the budget was not sufficient to pay for it. It was agreed to pay honorariums for the journalists, but GI financial rule does not allow paying the big amounts in cash. So the honorariums amounted 3,500,000 MNT to be paid for B.Oyunchimeg, MNB (2 mln.), A.Burneebaatar, Mongol TV (one mln.) and M.Bujinlham, Eagle TV (500,000 MNT) was transferred to the account of the NGO “Ulaanbaatar Sonin” in agreement with the SDC SAM financial officer Otgonsuren. Please see the tariffs of the paid materials. *Annex No 8*
- Payments for the television productions were very high, so the planned budget did not allow to produce and air any radio programs.

V. Conclusion/Recommendations

The present project achieved its aim to contribute to facilitate the implementation of the awareness development activities on ASM through media. All the three main topics: Who are the artisanal and small scale miners and their contribution to the economy, SSMs guarantee of rights and legal framework and ASM in the future have been covered by the media involved to the project. However, it is still need to continue the public awareness activities and use the media for it. In order to produce more impact in the society, we recommend:

- To analyze the impact of the media outputs and define the proper indicators to measure it
- To develop the information and communication strategy including the traditional and new media and other means of information distribution and by involving the representatives of the media, PR experts and marketers.
- As a part of the IC strategy, develop the structured messages and contextualized information to be delivered through media and other means of information distribution
- Use new media for the public awareness campaigning
- Train the journalists, particularly the local journalists. if the local journalists are informed and educated on the SAM issues, the impact of the local advocacy will be better provided. News reporters and current affairs' journalists of the national mainstream media should be educated. It is important to build awareness of larger group of journalists instead of working with a few informed journalists
- Seek ways of awareness building of the media leaders/editors and producers to make the media campaigns more effective
- As a part of the IC strategy, conduct the information seeking patterns of the artisanal miners and seek tools to provide the voices of the artisanal miners. Community media can be such a tool.
- To effectively use the current media market analysis for the media campaigning

VI. Annexes

Annex 1. Contracts signed with the journalists

Annex 2. List of journalists

Annex 3. Plan for September

Annex 4.1-4.3. List of the media materials in Mongolian and English

Annex 5. Copies of the newspaper publications

Annex 6. DVDs/copies of the TV news and programs

- “Tsag Ue and Uzel Bodol”, MNB
- “from “Ninja” life to Brighter Life”, TV9
- Toimchiin Hutulbur, Eagle TV
- 3 mini DVDs on coverage from Bayankhongor’s Bayan Ovoo soum, Tsagaan Tsahirt, gold mining

Annex 7. Soft files of newspaper publications

Annex 8. Tariffs for the paid materials of newspapers and TV stations

Annex 9. Financial report

Report by Kh.Narantsetseg, GI project coordinator

12/10/2012, Ulaanbaatar

ХАМТРАН АЖИЛЛАХ ГЭРЭЭ

2012 оны 06-р сарын 11-ний өдөр

№ 12

Улаанбаатар хот

Нэг талаас захиалагч гэх "Глоб Интернэшнл" төрийн бус байгууллагыг төлөөлөн Х.Наранцэцэг /цаашид А тал гэнэ/ нөгөө талаас "Улаанбаатарын сонин" ТББ-ын сэтгүүлчдийн багийг төлөөлөн Н.Сарангэрэл /цаашид Б тал гэнэ/ бид дараахь нөхцөлөөр энэхүү гэрээг байгуулав.

Нэг. Нийтлэг үндэслэл

1.1. Гэрээний талууд "Бичил уурхай, бичил уурхайчин, өнөөгийн байдал, тулгамдсан асуудал, шийдэх гарц боломж" олон нийтэд зориулсан мэдээлэл, сурталчилгааны ажлын төлөвлөгөө боловсруулах, төвийн болон орон нутгийн сонин, телевизүүдээр нийтлэл, нэвтрүүлэг бичих, нэвтрүүлэх ажлыг хамтран гүйцэтгэнэ.

1.2. Энэхүү гэрээг 2012 оны 06-р сарын 11-ний өдрөөс 09-р сарын 30-ныг дуустал хугацаанд байгуулав.

Гурав. Талуудын эрх, үүрэг

Энэхүү гэрээний 1.1.-д заасан чиглэл хэлбэрийн хамтын ажиллагаатай холбоотой үйл ажиллагааг дараахь журмаар удирдан явуулна. Үүнд:

3.1. Хамтын ажиллагааны удирдлагыг хэрэгжүүлж буй А тал дараах эрх, үүрэгтэй.

3.1.1. Б талын гэрээт ажилтай шаардлага, хяналт тавих эрхтэй.

3.1.2. А тал телевизийн 3 нэвтрүүлгийн сэдэв, агуулга боловсруулах, нэвтрүүлэг цацах ТВ-тэй тохирох, нэвтрүүлгийг эфирийн сүлжээнд оруулах цаг авах

3.1.3. Б талын гэрээт ажлын хөлсийг гэрээнд заасан хугацаанд олгох

3.1.4. Энэ гэрээгээр Б талын хариуцан гүйцэтгэх ажлын хөлс нийт 11 900000 төгрөг /арван нэгэн сая есөн зуун мянган төгрөг/ байна. Үүний 50%-ийг төлөвлөгөөний дагуу 2012 оны 6 дугаар сарын бүх нийтлэл сонинд гарсаны дараа, 40%-ийг 8, 9-р сарын төлөвлөгөө боловсруулж өгсөний дараа, 10%-ийг гэрээт ажил дууссаны дараа гэрээний гүйцэтгэлийг дүгнэж Б талын Худалдаа хөгжлийн банк дахь 499 134 368 тоот дансанд шилжүүлнэ.

3.1.5 Телевизийн нэвтрүүлгийн төлбөрийг гурван нэвтрүүлэг эфирээр цацагдсаны дараа шилжүүлнэ.

3.2. Б тал гэрээгээр хүлээсэн үүргийн дагуу дараах ажлыг хариуцан гүйцэтгэнэ. Үүнд:

3.2.1. Мэдээлэл, сурталчилгааны ажлын төлөвлөгөө, сэдэв, агуулга боловсруулах

3.2.2. "Өдрийн шуудан", "Зууны мэдээ", "Өдрийн сонин", "Өнөөдөр" сонин, орон

нутгийн 8 сонинд нийт 20 нийтлэл, сурвалжлага, ярилцлага бичиж, нийтлүүлэх

3.2.3. Телевизийн 3 нэвтрүүлэг бэлтгэх

Тав. Гэрээ цуцлах, дуусгавар болгох

5.1. Захиалгат нийтлэлүүд хэвлэгдсэн сонинууд, нийтлэлүүдийг файлаар, телевизийн нэвтрүүлгүүдийг DVD-д хуулан А талд хүлээлгэж өгснөөр гэрээт ажил дуусгавар болсонд тооцно.

5.2. Талуудын аль нэг нь гэрээгээр хүлээсэн үүргээ зөрчвөл нөгөө талын санаачлагаар гэрээг хугацаанаас нь өмнө цуцалж болно.

Зургаа. Бусад

6.1. Энэхүү гэрээнд заагдаагүй зарим зүйлийг Монгол улсын хууль тогтоомжийн зохих заалтын дагуу шийдвэрлэнэ.

6.2. Гэрээлэгч талуудын хооронд үл тохиролцох маргаан гарч, хэлэлцээ, тохиролцооны журмаар шийдвэрлэж чадахгүйд хүрвэл шүүхэд хандана.

Талуудын хаяг

А тал:

Хаяг: Чингэлтэй дүүрэг, 6-р хороо
Дипломат 95 цогцолбор, 5-59 тоот
Утас: 976-11-324627,
Факс: 976-11-324764
Цахилгаан шуудангийн хаяг:
globenews@globeinter.org.mn
Банкны харилцах дансны дугаар:
ХХБ 804 салбар, 4041381027



Гарын үсэг:

/Х.Наранцэцэг/

(Тамга тэмдэг)

Б тал:

Хаяг: Чингэлтэй дүүрэг, Дорнын говь" ХХК-ны
байр, 4 давхарт 402 тоот
Утас/факс: 310486
Цахилгаан шуудангийн хаяг:
g_saraa@yahoo.com
Банкны харилцах дансны дугаар:
ХХБ, 499 134 368



Гарын үсэг:

/Н.Сарангэрэл/

(Тамга тэмдэг)

Сэтгүүлчдийн нэр

№	ХМХ-ийн нэр	Сэтгүүлчийн нэр	Утасны дугаар	Имэйл хаяг
1.	“Зууны мэдээ” сонин	Д.Отгонбаяр, эрхлэгч	91111717	otgonbayar930@yahoo.com
2.	“Зууны мэдээ” сонин	Б.Солонго	88700906	solo_b18@yahoo.com
3.	“Өдрийн шуудан” сонин	Н.Сарангэрэл, орлогч эрхлэгч	91915340	g_saraa@yahoo.com
4.	“Өдрийн шуудан” сонин	Л.Оюунгэрэл	98116663	Gerel_zm@yahoo.com
5.	Улаанбаатар сонин	Ц.Галбадрах	88111315	galaahan21@yahoo.com
6.	“Өнөөдөр” сонин	Л.Ганчимэг	88099260	chimeg_0907@yahoo.com
7.	“Өдрийн сонин”	Ц.Баасансүрэн	91997902	Baasansuren_ts@yahoo.com
8.	ТВ 9 телевиз	М.Бүжинлхам	91004373	bujeedido@yahoo.com
9.	ТВ 9 телевиз	Ч.Анхбаяр, зураглаач	-	
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