



## **Evaluation result of the media campaigns**

### **Summary on the media campaigns**

The project conducted two rapid monthly media campaigns in collaboration with eight aimag's media outlets with a goal to raise awareness of the target communities on the Law on FOI and right to information and to promote transparency and integrity of the local government through open public discussion in 2013 and 2014.

Basing on baseline survey and consumer's assessment of the Press Institute, the project selected a media outlets which will include to the media campaigns.

To the first media campaign included 2 TV stations, 1 radio station and 1 newspaper at national level; and 2 TV stations, 1 radio station and 4 newspapers at local level and they produced at total 25 items including news, interviews, reportages and disseminated a video materials 92 times and audio materials 30 times during the media campaigns.

To the second media campaign included 2 TV stations, 1 radio station and 4 newspapers at local level and they produced at total 22 items including news, interviews, reportages and disseminated a video materials 71 times and audio materials 30 times during this time.

## **Evaluation**

Throughout the media campaigns an evaluation was made at three phases . The media campaign evaluated through a phone survey which was conducted among 120 local citizens at total (72 from aimag center and 48 from soum center). See Table 1

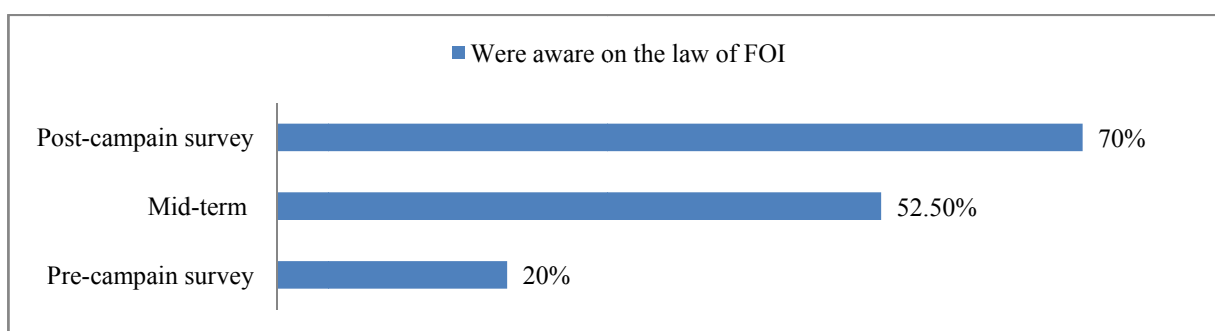
### Evaluation time :

1. Pre evaluation /before the media campaign 07 -11 October 2013
2. Post evaluation / after the first media campaign 12-23 October 2014
3. Post evaluation /after the second media campaign 15-30 January 2015

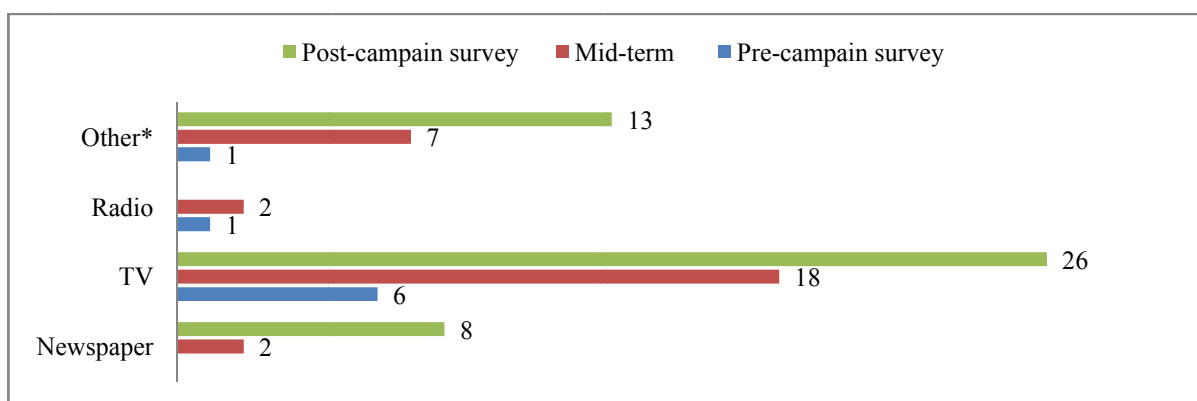
Table 1. Number of evaluation survey participants

№	Aimag	Soum	Pre-campaign survey	Mid- term		Post-campaign survey
			soum/ number	soum/ number	Aimag center/ number	Aimag center/ number
1	Sukhbaatar	Munkhkhaan	2		4	5
2	Sukhbaatar	Asgat	2			
3	Sukhbaatar	Naran	2			
4	Sukhbaatar	Sukhbaatar	2			
5	Sukhbaatar	Erdenetsagaan		1		
6	Uvurkhangai	Khujirt	2		3	5
7	Uvurkhangai	Kharkhorin	2			
8	Uvurkhangai	Taragt		2		
9	Bulgan	Bugat	2		5	5
10	Bulgan	Orkhon	2			
11	Arkhangai	Ulziit	2		5	5
12	Arkhangai	Battsengel	2			
13	Khovd	Altai	2		5	5
14	Uvs	Zuungovi	2	2	2	5
15	Uvs	Tes	2	1		
16	Khuvsgul	Tsagaannuur	2		4	5
17	Khuvsgul	Ulaan-Uul	2			
18	Khuvsgul	Tsagaan-Uul	2			
19	Khuvsgul	Khatgal		1		5
20	Bayan-Ulgii	Buyant	2		4	
21	Bayan-Ulgii	Tolbo	2			
22	Bayan-Ulgii	Ulaankhus	2			
23	Bayan-Ulgii	Bayannuur	2	1		
Total			40	8	32	40
Total			120			

By the pre- evaluation survey 20 % of local citizens know they have a right to access to information and were aware on the FOI law and it increased to 52.5% after the first media campaign as well as it increased to 70% following the second media campaign or it means that, number of informed local citizens increased by 50% on the result of two media campaigns conducted by the project.



Regarding to survey which clarified a citizen's information source revealed that, most of the local citizens were aware on FOI law and right to access public information using a broadcast media especially TV channels.



*Other sources \*Through unternet , print media / handbooks, manuals etc/ information desk, public officials, individuals, trainings etc.*

By the post evaluation, information on FOI law were disseminated to more 600 people through informed one and at total 1568 local citizens increased their awareness on right to access public information and on FOI law.