

IREX
Kosovo Independent Media Program
(CA no. 167-A-01-00107-00)
Quarterly Report
April 1, 2002 – June 30, 2002

IREX submits this quarterly report in accordance with the requirement of the Kosovo Independent Media Program (CA no. 167-A-01-00107-00). IREX feels the report provides sufficient detail to allow USAID to adequately monitor the program or ask follow-up questions. IREX/DC and field staff have also been in close contact throughout the quarter on program implementation. IREX welcomes USAID comments and questions on the report, directed to Tadd Eakin, Senior Program Officer (teakin@irex.org).

I. SUMMARY

The Kosovo Independent Media Program (KIMP) this quarter focused on improving professional journalism, particularly in the area of investigative reporting, association development, and helping television stations improve their business and programming strategies.

IREX conducted many training sessions for television, radio, and print journalists in investigative reporting, and business/economic reporting. During an IREX held event entitled "Week of Investigative Journalism," five winners of the first KIMP small grants competition in investigative journalism were announced. The small grants of up to \$2,500 were awarded to five journalists and media organizations for special projects in investigative reporting. The business and economic reporting sessions became rather popular as journalists sought to improve their skills in anticipation of covering new privatization regulations for Kosovo.

IREX Senior Media Advisor, David Bellin, continued to work to assess and improve Koha Vision's and RTV-21's business plans. Bellin also continued work with KosovaLive News Agency on their business strategies and possibilities to expand their product.

IREX continued its work in association development this quarter. Since the Federation of Journalists in Kosovo (FJK) was established last quarter, IREX sought the skills of consultant Michael Jempson and new IREX Senior Media Advisor, Timothy Kenny to help define their future and purpose. IREX also worked with AMPEK, the broadcasters association, and struck up relations with the Association of Economic Journalists (AEJ).

HIGHLIGHTS:

- IREX dedicates a week to investigative reporting, holding seminars and workshops that place investigative journalism at the forefront of discussion amongst media organizations.
- Five winners of the IREX Investigative Journalism Small Grants Competition are selected and will receive up to \$2,500 per project to complete and publish investigative reports.
- Kosovar journalist, Fatmire Terdevci, is selected as winner of an IREX-sponsored small grants competition to help combat corruption through writing an investigative report.
- Approximately fifty journalists receive training on business and economics reporting.
- Television stations RTV-21 and Koha Vision receive a grant to purchase decoders that would unscramble B-92's digital satellite signal of the ICTY.
- AMPEK and the FJK receive tailored association development consultation from IREX Senior Media Advisor, Tim Kenny, and IREX consultant, Michael Jempson.
- KTTN improves their financial tracking methods and devises a plan for increased independence from IREX.

- The AEJ meets with IREX consultant, Michael Jempson, and agrees on future collaboration with IREX.
- IREX continues to monitor OSCE, regulations, and plans to create an IMC.
- IREX continues to monitor RTK to determine its future revenue sources and financial structure.
- IREX provides consultation for Gani Bobi and proceeds with scrutiny before recommending an operational subgrant.
- IREX organizes a series of workshops and seminars on business planning over one week in May.
- RTV-21 and Koha Vision continue to benefit from IREX consulting on management and programming strategy.
- IREX begins process of contracting a survey company to conduct small sample size and low-cost television audience surveys.

II. MEDIA ENVIRONMENT

Throughout this quarter, the International Criminal Tribunal for the former Yugoslavia (ICTY) has received a considerable amount of press. Many Kosovars were attentive to the trial as television stations aired the testimonies of the chairman of the Koha Media Group, Veton Surroi, and the President of Kosovo, Ibrahim Rugova. Though the Milosevic's trial was popular in Kosovo this quarter, interest from the general audience is expected to wane as less Kosovars are requested to testify.

Other stories of interest, which dominated the headlines, include the aftershocks of an earthquake with its epicenter near Skopje, which cost at least one life and injured a number of people in Kosovo villages, namely Gjilan.

During the month of April, riots among the Serb population in Mitrovica were well covered in the news. The months of May and June saw sporadic demonstrations in Pristina and the Macedonian border towns over the United Nation's decision to support a realignment of the border between Serbia and Macedonia.

The political and economic environments of Kosovo remain stagnant. There is no precise plan for the future of Kosovo's political status, allowing for continued debate amongst politicians and the international community. The Kosovar economy remains poor with a small market for media outlets to find advertising sales possibilities. Future plans for privatization of various Kosovar companies have sparked an interest among journalists to learn economic and business reporting skills.

III. PROGRAM ACTIVITIES

IREX reports on its activities according to the workplan approved by USAID.

INTERMEDIATE RESULT 1: Journalists Provide Citizens with Objective, Balanced, and Fact-Based Information

1.1 Journalists Follow Accepted and Recognized Professional Standards

IREX has been formulating a proper strategy for assistance in radio by analyzing the detailed reports from IREX consultants Richard and Susan McClear. Since the arrival of IREX Senior Media Advisor, Tim Kenny, more attention has been given to evaluating the needs of particular radio stations.

Some considerable headway has been made with KosovoLive with plans for a television service, a translation service for television, embracing Serb translation for the newswires. It continues to move towards sustainability.

Since IREX's relocation in Pristina last quarter, IREX recognized that there is space in the new house suitable to set-up a Press Club. The Press Club would not necessarily duplicate or replace other training centers or journalists' meeting venues (such as Hani restaurant) but would host a modest media library and provide space for future IREX-led training events.

1.2 Independent Media Provide Comprehensive News and Public Affairs Coverage

Workplan activities this reporting period focused heavily on investigative reporting. IREX held a "Week of Investigative Journalism" event from April 22 through April 26 at the Grand Hotel in Pristina. IREX organized a seminar and workshop on investigative journalism led by consultant Anthony Howson with the assistance of IREX staff. The week was dedicated to bringing the topic of investigative journalism to the forefront of media-development discussions. Topics addressed at the seminar included the need for quality investigative reports in Kosovo, the process of investigating a story, the media's responsibility to create government and corporate transparency, and Kosovar news items that merit investigation (i.e. environmental aggression, public health problems, and the public opinion of Kosovo's postal and electric service organizations). Guest speakers included Ethem Ceku, minister of the Department for Environment and Space Planning; Sadik Restelica, director of the Institute for Protection of Nature and the Environment; Leme Xhema, director of PTK; and Rexhep Hoti, advisor to the Prime Minister of Kosovo.

At the investigative journalism event, five winners of the Investigative Journalism Small Grants Competition were announced. These winners of an open competition for small grants in support of projects in investigative journalism applied for up to \$2,500 to support their investigative journalism projects. Kosovar and media organizations were eligible to apply. The winners of the competition were: Driton Pllana and Ilir Mirena (Koha Vision); Fatmire Terdevci (Koha Ditore Daily); Zijadin Gashi (Zeri Weekly); Biroll Urcan, Fitim Shala and Driton Pllana (Koha Vision); and Blerim Shala with his team (Zeri Daily). Topics the special projects will tackle include Kosovo's pollution problem, the smuggling of fuel through illegal pipelines between Kosovo and Montenegro, the lack of financial transparency in Kosovo's ineffective electric company, the seemingly arbitrary billing practices of Kosovo's post and telecommunication company, and privatization and other financial issues that surround its process. In addition to the awards, the winners will also participate in additional training sessions and will receive consulting services from IREX. The investigative journalism small grants are intended to help reporters find stories that are not presented via press releases or news conferences. IREX hopes these small grants will foster more instances of investigative and enterprise reporting, and will place importance on the media's role as a watchdog.

Kosovar journalist, Fatmire Terdevci from *Koha Ditore*, was selected a winner of the 2002 Anti-Corruption Fellowship Program sponsored by IREX under the ProMedia II-Regional cooperative agreement. Terdevci proposed to publish an investigative piece on corruption and smuggling practices within Kosovo's police force.

More than 50 participants, mostly reporters from print and electronic media outlets in Kosovo, attended a two-day workshop and seminar on business reporting organized by IREX on May 28 and 29. Heading the seminar was IREX consultant Andrew Clayton. The Minister of Trade and the head of the European Union's privatization team were included as panelists. Also sharing their experiences in business reporting were a senior editor of Dow Jones News Wires and a former BBC Money Programme and Financial Times TV news editor. This seminar coincided with a rise in interest from local journalists to report on the new privatization regulations and procedures in Kosovo. The presence of a Dow Jones News Wires representative yielded in the invitation of a Kosovar journalist to participate in free additional training at Dow Jones in London.

The seminar also instigated a series of investigative reports to determine whether a stock exchange was viable in Kosovo.

1.3 Facilities and Equipment for Gathering, Producing, and Distributing News are Modern and Efficient

IREX Senior Media Advisor, David Bellin, has been working closely with television station managers from RTV-21 and Koha Vision to evaluate the need for additional equipment. Transferring the current satellite transmission system from the USAID/IREX-owned vehicle to an indoors facility has been discussed as a possibility for a future equipment grant. IREX has requested business reports relating to the joint purchase of a new satellite delivery system from both television stations. The equipment would cost approximately USD 300,000. Moving the transmission system from the van to indoor facilities would prevent damage due to weathering and vandalism. The current equipment used is also antiquated and vulnerable to malfunction from wear and age. The system has already suffered a part malfunction during this quarter. Satellite signal has not been lost as the transmitter is working with a backup part. IREX is investigating the best manner in which to repair this problem.

IREX has received equipment grant requests from two regional television stations. These are being carefully considered and an IREX decision whether to support these grants will be made in the next reporting period.

USAID has approved a grant to RTV-21 and Koha Vision for purchase of decoders in order to unscramble the digital satellite signal from B-92 Television of the ICTY. Currently, the feed is transmitted without encoding, making B-92 vulnerable to potential pirating. All television stations legally transmitting the feed should be able to unscramble an encoded feed with the receipt of the decoders during the next reporting period.

Two large orders for digital editing, studio, and OB van equipment granted under the ProMedia II/Kosovo Cooperative Agreement (valued at \$200,000 each) have been delivered to RTV-21 and are expected to be delivered to Koha Vision by mid-July. IREX will conduct an inspection of the equipment along with the television stations before proceeding with the final payment to the equipment vendor, ProMotions. This final transaction is scheduled to be completed by late July or early August. These grants will allow RTV-21 and Koha Vision to better compete with RTK and improve the production quality of news and public affairs. Having a working OB van will allow the stations to broadcast from various locations province-wide.

Intermediate Result 1 – Results

- IREX dedicates a week to investigative reporting, holding seminars and workshops that place investigative journalism at the forefront of discussion amongst media organizations.
- Five winners of the IREX Investigative Journalism Small Grants Competition are selected and will receive up to \$2,500 per project to complete and publish investigative reports.
- Kosovar journalist, Fatmire Terdevci, is selected as winner of an IREX-sponsored small grants competition to help combat corruption through writing an investigative report.
- Approximately fifty journalists receive training on business and economics reporting.
- Television stations RTV-21 and Koha Vision receive a grant to purchase decoders that would unscramble B-92's digital satellite signal of the ICTY.

INTERMEDIATE RESULT 2: Supporting Institutions Function in the Professional Interests of Independent Media

2.1 Broadcasters Association (AMPEK) Provides Training to and Representation for Independent Broadcasters

In April, IREX brought in consultant Michael Jempson to work with the Broadcasters Association (AMPEK) and the newly formed Federation of Journalists in Kosovo (FJK). Jempson holds many association development skills as founder and director of PressWise, a United Kingdom-based organization that helps international media by providing advice, information, research, and training. During his stay through May, Jempson helped inspect and review the constitutions of AMPEK and the FJK. He also helped provide sound legal frameworks for these associations with the help of IREX's Media Law Advisor, Filloreta Bytyci. Jempson additionally advised on membership services and association activities, assisted associations in setting government relations policies, and taught lobbying activities, skills, and techniques.

Jempson's consultation in association development coincided with the arrival of new IREX Senior Media Advisor, Timothy Kenny. Since arrival on April 1, Kenny has been very involved with association development and also worked closely with Jempson on the same topic.

2.2 Transmission System Effectively Managed by Non-Partisan Kosovar NGO

KTTN has made strides with tracking their own finances during this reporting period. The appointment of an accountant, Leonard Maloku, was crucial for KTTN to commence tracking their expenditures and projecting their budgets on their own account, and independent of IREX's financial tracking system. Maloku has received appropriate guidance from KTTN manager, Ridvan Jusufi, and has benefited from the support of IREX staff and consultants, which include Vallery Hayes and Julian Davies.

In June, IREX Program Officer, Ruben Doboyn, was sent to Pristina from Washington, DC to complete a variety of programmatic and administrative tasks. Doboyn work with Jusufi and Maloku on a strategy for divorcing KTTN from IREX. It was agreed that KTTN should apply for two subgrants: The first will cover all operational, equipment, and training costs of KTTN for a two-month period which coincides with the end of KIMP's Workplan year. The second subgrant will provide operational, equipment, and training support for 12 months, coinciding with KIMP's second Workplan year. Divorcing KTTN's financial practices from IREX's and treating KTTN as a subgrantee are important steps towards making KTTN a sustainable and autonomous indigenous NGO.

2.3 Publishers Association Represents the Interests of Independent Media Outlets

Currently no formal publishers association exists in Kosovo. Print media currently competes to offer printing services and have been engaged in competitive struggles for competent staff. In order to focus resources and as indicated in the Cooperative Agreement, IREX will readdress this activity in year two of the project. IREX thus reports no activities in the development of a publishers association this quarter.

2.4 Journalists Association Provides Journalism Training

IREX consultant, Michael Jempson, and IREX Senior Media Advisor, Timothy Kenny, worked closely with the Federation of Journalists in Kosovo (FJK) during this reporting period. In addition to the assistance described above in IR 2.1, Jempson provided guidance to the FJK on press freedom issues. He provided the FJK with valuable recommendations on maximizing safety for journalists under threat. He also recommended the FJK start a poster campaign related to threats to journalists, which would additionally serve as a public relations campaign to increase membership and stimulate member-involvement with the association

Jempson also met with members of the Association of Economic Journalists (AEJ) who are seeking support for their efforts to increase the number of specialists in economic and financial reporting and enhance their skills. The AEJ and IREX have agreed that participation in IREX-

planned roundtables on economic reporting would be beneficial to AEJ in developing skills and increasing the profile of the association.

Intermediate Result 2 – Results

- AMPEK and the FJK receive tailored association development consultation from IREX Senior Media Advisor, Tim Kenny, and IREX consultant, Michael Jempson.
- KTTN improves their financial tracking methods and devises a plan for increased independence from IREX.
- The AEJ meets with IREX consultant, Michael Jempson, and agrees on future collaboration with IREX.

INTERMEDIATE RESULT 3: The Legal and Regulatory Framework Supports Free Speech and Access to Public Information

3.1 Legal Framework Protects the Right to Gather, Produce, and Disseminate News

IREX has no activities to report during this period regarding the right of access to information. In year two, IREX intends to develop a handbook on journalists' rights to have information. IREX will also work to assist local organizations in developing a draft law that would provide access to documents, open meetings, and equal access for independent and state/public media.

3.2 Media Licensing is Fair and Apolitical

IREX continues to closely monitor the progress of the United Nations Mission in Kosovo (UNMIK) draft regulations released in January that would establish the creation of an Independent Media Commission (IMC) before they are adopted. IREX continues to urge that the OSCE not unfairly favor RTK over private independent stations, particularly in the issue of allowing Radio Television Kosova to sell advertising in addition to its public revenue.

3.3 Indigenous Non-Governmental Institutions Represent Rights of Media Outlets and Journalists

IREX has been working with local media monitoring organization Gani Bobi Center for Humanistic Studies in efforts to make them operate in a viable and sustainable manner. IREX is proceeding cautiously before recommending them as a subgrantee, consulting also with co-donors such as Press Now. IREX has thus requested a business plan and cash flow forecast from the organization so the subgrant proposal can be more carefully considered.

IREX has also provided support to local associations during this reporting period, namely AMPEK and the new Federation of Journalists. (Please refer to IR 2 above for more information.)

Intermediate Result 3 – Results

- IREX continues to monitor OSCE, regulations, and plans to create an IMC.
- IREX continues to monitor the OSCE and the TMC's investigation of RTK to determine its future revenue sources and financial structure.
- IREX provides consultation for Gani Bobi and proceeds with scrutiny before recommending an operational subgrant.

INTERMEDIATE RESULT 4: Publishers and Station Managers Manage Media Outlets as Efficient, Profit-Seeking Businesses

4.1 Independent Media Utilize Strategic Business Plans

In addition to providing private consultation to various organizations that have submitted project proposals on drafting business plans, IREX organized a series of workshops and seminars on business planning over one week in May. IREX received positive feedback and requests for additional sessions.

IREX Senior Media Advisor, David Belin, continued to provide strategic management advice to RTV-21 and Koha Vision.

4.2 Independent Media Utilize Market Research

After IREX Senior Media Advisor, David Bellin, investigated the need for a low-cost and small-sample-size television audience survey. In May, IREX proceeded to issue requests for proposals from companies who would administer the research. By June, IREX began the selection process and by next reporting period, an organization will be chosen to proceed with such a survey. A low-cost survey, small-sample-size audience survey would permit television stations to increase frequency of surveys in the future, thus making it more useful to advertisers and ensuring additional advertising sales. By better gauging their audiences, stations will also be able to make better programming decisions in the future.

IR 4.3 Female Media Managers Achieve Parity in Professional Opportunities

IREX reports no activities this period that address female media managers achieving parity in media. IREX plans on starting this activity in the third quarter of the program. As with many sectors of Kosovo society, existing obstacles prevent the full equality of women in the media. However, given the large number of female journalists, editors, and business staff, there is reason to believe that women can achieve relative parity in media.

IR 4.4 Entertainment Programming Attracts Audience and Increases Revenue

IREX Senior Media Advisor, David Bellin, has been consulting frequently with television stations to provide them with more coherent program schedules that are attractive to advertisers and audiences. Included in this strategy is the attempt to establish identities for each station. Koha Vision has revamped their early evening programming and has created a magazine-type news program that has been well received. RTV-21 is considering producing their own soap opera – an idea that was met with approval from Bellin.

Program acquisition has re-started this reporting period as Koha Vision has an approved subgrant to purchase the World Championships in volleyball and basketball. Appropriate movies and other sports events are being reviewed for purchase by both television stations.

IREX feels that entertainment programming is important in order to keep the private television stations competitive with RTK and to enable them to attract an audience, leading them to better advertising sales and increased revenues. Also, if programmed properly, an increased audience from entertainment may yield larger audiences for news and public affairs programming

IR 4.5 Local and Regional Radio Develop Marketing and Programming Networks

IREX reports no activities towards creating a radio network this quarter. IREX intends to start marketing efforts sometime in the Summer of 2002 before establishing links between stations (via KTTN links on KTTN towers) in the Fall of 2002. These links will allow stations to share news and entertainment programming. IREX would in turn assist the network in developing marketing materials that would allow "one-stop shopping" for advertisers who wish to reach a province-wide

audience. The network can guarantee ad placement on members' stations. This will allow local radio to expand its ad base beyond its local market

Intermediate Result 4 – Results

- IREX organizes a series of workshops and seminars on business planning over one week in May.
- RTV-21 and Koha Vision continue to benefit from IREX consulting on management and programming strategy.
- IREX begins process of contracting a survey company to conduct small sample size and low-cost television audience surveys.

IV. ADMINISTRATIVE AND OTHER ISSUES

A. Staff Issues

- On April 1, Filloreta Bytyci joined IREX/Pristina as Media Law Advisor. Bytyci has a long history of with drafting media law and has already been an asset to KIMP's legal activities.
- On April 1, Timothy Kenny joined IREX/Pristina as Senior Media Advisor for journalism. Kenny brings to IREX years of experience in administering media development programs and joins the organization from the Freedom Forum.

B. Travel and Conferences

- IREX Chief of Party, Keith Hayes, and IREX Senior Media Advisor, David Bellin, visited the offices of the Open Society Institute in Budapest for an in depth meeting on cooperation for funding, training and project work as well as a review of progress with various clients.
- In April, IREX Chief of Party, Keith Hayes joined the Chiefs of Party of IREX/Podgorica and IREX/Belgrade, Joachim Raffelberg and Samuel Compton, in a meeting in Budva, Montenegro to discuss program issues that span across the regions of Serbia, Kosovo, and Montenegro.
- In June, IREX Program Officer, Ruben Doboin, traveled to Kosovo to strategize KTTNs divorce from IREX and initiate status as a subgrantee. Doboin completed other administrative tasks at the IREX/Pristina office and met with representatives from various media outlets and organizations IREX has supported.
- In June, IREX/Pristina Chief of Party Keith Hayes, Senior Media Advisor David Bellin, Media Law Advisor Filloreta Bytyci, IREX/Washington, DC Program Officer Ruben Doboin, and Senior Program Officer Tadd Eakin traveled to Silivri, Turkey and joined representatives from other IREX media programs from Washington, DC and respective field offices, as well as representatives of donor organizations, to attend the 2002 ProMedia Partners Conference.