

IREX
Kosovo Independent Media Program
(CA no. 167-A-01-00107-00)

Quarterly Report
April 1, 2003 – June 30, 2003

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 has maintained 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

This quarter the Kosovo Independent Media Program (KIMP) focused on assessing the equipment needs of independent television stations KTV and RTV21, releasing a television audience survey and developing association activities. Concurrently, IREX continued to assist television stations KTV and RTV21 to improve their business and programming strategies as part of an agreement between the two national stations and USAID/OSI/IREX as a result of a meeting in Budapest in January.

Training over the course of the quarter focused on news research, radio archiving, photojournalism, business reporting and documentary production. IREX also contracted a training consultant to assess IREX training programs in order to increase their impact.

Additional activities included the examination of a regional TV network, the organization of a marketing seminar, and participation in discussions on the draft law on access to public documents.

HIGHLIGHTS:

- **Association of Professional Journalists of Kosovo Holds First Convention.** Attended by 130 journalists, the convention provided the official platform for the association to confirm its recently-appointed executive director, elect a new council, and debate a code of ethics.
- **Photojournalism Workshop Emphasizes Visual Reporting.** Four photographers from Pristina's print media attended a three-day workshop that sought to underscore the role of photojournalism in the newsgathering process, promote the practice of news-driven photo reportage, and encourage photographers to view themselves as journalists with cameras.
- **Broadcasters Association Holds Successful Marketing Seminar.** A total of 32 marketing representatives, reflecting some 80% of the association's members, attended the 2-day event, which sought to improve the understanding of marketing concepts and offer a forum for participants to share common challenges.
- **Kosovo Radio Stations Receive Training in News Archiving.** IREX senior media advisor Rich McClear visited six radio stations throughout Kosovo – Radio Vicianium

(Vushtrri), Radio Tema (Ferizaj), Radio Prizren (Prizren), Radio Helix (Prizren), Radio Peja (Peja), and Radio Plus (Pristina) – to train twenty-six journalists in creating, maintaining and using radio news archives.

- **Audience Survey Results Indicate Increasing Viewership of National Television Stations KTV and RTV 21.** The results of an IREX-sponsored survey, conducted by the Helen Harrison and Company of London and released in June, reveal that independent stations KTV and RTV 21 attracted 41.8% of viewers watching television in Kosovo during a sample week, compared to 40.8% attracted by public station RTK.
- **IREX and APJK Attend First Public Hearing on Draft Law on Access to Public Documents.** Following discussion by the Kosovo government, a parliamentary commission conducted the first public hearing on a draft law on Access to Public Documents. IREX Media Law Manager Filloreta Bytyçi, and Association of Professional Journalists (APJK) representative and *Zeri* journalist Berat Buzhala, attended the hearing as members of a working group that had been convened to review the draft and present its views.

II. MEDIA ENVIRONMENT

In April, the Government of Kosovo discussed the process of transferring powers from the United Nations Interim Administration Mission in Kosovo (UNMIK) to the Government of Kosovo. Kosovo Prime Minister Bajram Rexhepi told the media that this process would be incomplete if UNMIK chief, Special Representative of the Secretary General (SRSG) Michael Steiner, continued to block some of the laws approved by Parliament, which Rexhepi called critical to the work of the government. The PM admitted, however, that many institutions do not possess sufficient human resources to take over 100% of the duties, due to low salaries that do not attract the required level of experts.

Following a meeting with the head of the Democratic Party of Kosovo (PDK), Hashim Thaci, SRSG Steiner declared his support of Thaci's idea of a limited moratorium on the resolution of Kosovo's final status, calling it compatible with the line of "standards before status." Many Albanian political parties and minority non-Serbian parties, however, appeared to oppose the moratorium. A survey conducted in late spring by the news agency KosovaLive also indicated that over 70 percent of Kosovars reject the idea of a moratorium on resolving Kosovo's final status, primarily because most do not know exactly what a moratorium is or what it entails. The President of Kosovo also rejected the idea of a moratorium, calling it politically irresponsible. Parliament Speaker Nexhat Daci said that he would comment on the proposal after a moratorium is introduced, while PM Bajram Rexhepi said that the executive would comply with any platform determined by Parliament.

By early June, Kosovo institutions had not received an official invitation from either the European Union (EU) or UNMIK to participate in the EU summit to be held in Thessaloniki later in the month. Kosovo officials had said, however, that they would attend the summit to promote Kosovo integration into the EU. Following a meeting between representatives of Kosovo's governing institutions and international representatives, the EU High Representative for the Common Foreign and Security Policy, Javier Solana, supported Kosovo's participation in the Thessaloniki Summit. SRSG Michael Steiner, Kosovo President Ibrahim Rugova, PM Bajram Rexhepi and Inter-ministerial Coordinator for Return Milorad Todorovic represented Kosovo at the summit.

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

In continuation of a series begun in the previous quarter, in April IREX consultant Janina Hrebickova completed a number of hands-on training sessions in news research for reporters at RTK, KTV, RTV21, TV Prizren, TV Syri, TV Dukagjini and TV Liria. Hrebickova joined journalists in their studios for an intensive course of skills development. The course focused on the principles of research – what is research, why is it crucial, and how is it conducted – as well as approaches towards breaking news and longer features, visual research, and communication between journalists and cameramen. Hrebickova's recommendations for developments in this area include encouraging reporters to suggest their own ideas for stories, increasing the preparation process before reporters go out to the field, instituting a review process of finished products, and offering audiences a constructive, future-oriented perspective.

In April, USAID Cognizant Technical Officer Mike Michener, IREX Chief of Party Keith Hayes, and IREX Media Advisor Behar Zogjani visited TV Prizreni in Prizren to meet with the chairman of a new regional television network, Mifail Bytyci. The five-station consortia, which calls itself the Union of Regional TV Stations, has already begun to exchange programs and make additional arrangements with television stations in Albania. Hayes also visited TV Liria in Ferizaj to assess progress and examine standards of the station's presentation and journalism. Both were considered impressive given the financial and other constraints experienced by regional stations. Zogjani visited the other three regional network stations, along with personnel from the Kosovo Terrestrial Telecommunications Network (KTTN), to determine technical needs, assess news standards, and examine business practices. Separately, Zogjani and KTTN met with the principals of a new radio network to investigate their needs and how their project can be taken forward.

Hayes and Zogjani also visited Serbian TV station DTV in Shillovo, near Gjilani, whose output was considered impressive for its size.

Over the course of the quarter, Zogjani maintained efforts to coordinate training and related issues with donors involved in media support, especially the OSCE. In May, consultant Delina Fico began work with IREX for a three-month assignment to research, collate and coordinate IREX training activities. Among her accomplishments, Fico reviewed the training needs of KIMP and developed a blueprint of training activities for the remaining 18 months of the program. She also worked with key IREX partners such as national television stations KTV and RTV21 on specific training needs and how to fulfill them, as well as helped develop training programs with the KosovoLive news agency, the Association of Professional Journalists of Kosovo (APJK), and the broadcasters' association AMPEK. Particular focus was given to workshops on Freedom of Information, media legislation, and women's issues.

Over the month of May, IREX Senior Media Advisor Rich McClear visited six radio stations throughout Kosovo – Radio Vicianium (Vushtrri), Radio Tema (Ferizaj), Radio Prizren (Prizren), Radio Helix (Prizren), Radio Peja (Peja), and Radio Plus (Pristina) – to train twenty-six journalists in creating, maintaining and using radio news archives. In addition to practical skills in organization and access, McClear demonstrated how the integration of archival material can add depth to an otherwise simple story. McClear also met with station managers to discuss further issues of interest, ranging from news agendas and music programming to investigative reporting and access to information. The discussions highlighted a continuing interest in and need for training and related materials in a number of areas, such as the legal boundaries of journalism and the technical aspects of one-person operations.

Also in May, IREX consultant Graham Addicott conducted on-site training seminars at national and regional TV stations, focusing on the process of documentary production from initial ideas

and budgeting to filming, cutting and post-production. The trainings revealed that many stations have approached documentary production as extended features or news items, which have often been long interviews interspersed with a few pictures, or more artistic productions better suited to festivals than broadcast viewing. Addicott also encountered program makers who tended to view documentary production as an area that concerns only directors, and possibly cameraman, instead of recognizing that a successful process requires a far wider skills base (e.g. location, sound, etc.) than either local news or current affairs. IREX also met with the OSCE, the German Office, and the Institute for War and Peace Reporting to initiate an IREX plan to establish a long-term documentary training program.

IREX selected candidates for a training program on business reporting with the London bureau of the Dow Jones wire service. Dow Jones has offered the five-day hands-on training for four Kosovo journalists during the upcoming month of July. The program would combine experience at CNBC with a focus on demonstrating the journalistic practices, work ethic, newsroom systems and experience of top business/ financial reporters. The initiative builds on the success of IREX's three business reporting seminars, which featured Don Jones senior editor Adam Najberg. IREX placed announcements for candidates in five daily papers in Kosovo and chose four journalists from among the large number of applications received.

1.2 Independent Media Provide Comprehensive News and Public Affairs Coverage

In April, USAID's Mike Michener and IREX COP Keith Hayes reviewed the activities and editorial content of Bosnian-language magazine *Alem*, before approving a subgrant request for support. After an in-depth meeting, both USAID and IREX were satisfied that the magazine's editorial independence was not affected by political influence. Later in the quarter, IREX reviewed an agreement with KosovaLive to support subscriptions for designated radio stations to take the new rip and read radio service developed by IREX for KosovaLive.

Also in April, IREX staff donated their time to assisting the editorial staff of the Kosovo Protection Force in improving their newspaper writing skills. KPC provides a non-political educational supplement to leading daily *Koha Ditore* about its community activities.

In May, four photographers from Pristina's print media attended a three-day workshop that sought to underscore the role of photojournalism in the newsgathering process, promote the practice of news-driven photo reportage, and encourage photographers to view themselves as journalists with cameras. Attendees studied a variety of award-winning, internationally and regionally produced photo stories, with an emphasis on how to identify local, community-based events or personalities that would form the basis of visually interesting, newsworthy photo stories. A full day of discussions and examples followed with the attendees' choice of topics for the next day's assignment. Additional tutorials provided the opportunity for participants to plan and share story ideas, which included profiles of vendors at Pristina's central fruit and vegetable market and the city's battle with trash collection and litter.

With funding from the C.S. Mott Foundation, *Koha Ditore* journalist Blerim Xhemalji began a two-month assignment in June reporting from the International Criminal Tribunal for the former Yugoslavia (ICTY) in The Hague. IREX's support to Xhemalji forms part of a regional project that provides financial, logistic, and technical assistance to journalists from Bosnia, Croatia, Kosovo, Serbia and Montenegro to enable them to cover the tribunal's events, decisions, and implications firsthand.

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

IREX engineering consultant Peter Williams visited national television stations KTV and RTV 21 to examine and assess the needs and suitability of their equipment. Williams also met

with engineers at the stations to assist with technical maintenance and advise on technical concerns. His expertise helped KTV to draft a coordinated technical plan for the purchase of equipment and parts that will contribute to the station's continuing development. TV21 had no immediate equipment requirements at the time of Williams' visit.

IREX worked on a number of subgrants, including one to *Zeri* newspaper, one of the leading two dailies in Kosovo, for a set of computers to improve the publication's functional and technical output. A small grant for backup power facilities was also approved for Radio Alba. Senior Media Advisor Matt Shelley reviewed the business and equipment needs of KosovoLive to ensure its leading role as a disseminator of fair and impartial news is maintained.

Intermediate Result 1 – Results

- Reporters at RTK, KTV, RTV21, TV Prizren, TV Syri, TV Dukagiini and TV Liria received hands-on training in news research.
- Twenty-six journalists at six radio stations received training in creating, maintaining and using radio news archives.
- National and regional TV stations received on-site training on documentary television production.
- Four candidates were selected for a five-day training program on business reporting to be held at the London bureau of the Dow Jones wire service in July.
- Four photographers attended a three-day workshop on photojournalism.
- Subgrants for *Zeri* newspaper, *Alm* magazine, and radio station Alba were completed.

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

IREX Media Law and Associations Manager Filloreta Bytyci continued to advise the broadcasters' association AMPEK over the course of the quarter. The association has passed the critical start-up stage, and with subgrant support its directorate is establishing a solid base for providing assistance to its members. Among its activities, the association undertook the defense of member radio stations threatened with eviction, organized a round table discussion on the future of radio in the Gjilani district and provided input into development of legislation on an Independent Media Commission. AMPEK's directorate also completed a strategic plan of future activities and has submitted it to the AMPEK board and IREX for comment.

In addition, IREX worked AMPEK to organize a marketing seminar, held May 26-27, that focused on research analysis and sales skills and techniques. A total of 32 marketing representatives, reflecting some 80% of the association's members, attended the 2-day event, which sought to improve the understanding of marketing concepts and offer a forum for participants to share common challenges. The interactive workshop included question-and-answer sessions, concrete examples, informed discussions, and printed materials for use as future resources. Participants rated the workshop highly, calling for similar seminars addressing the use of market research and the opportunity for further practice.

2.2 Transmission System Effectively Managed by Non-Partisan Kosovar NGO

IREX continued to work with the management of KTTN on a major subgrant request for the network. KTTN Administration and Development Manager Ridvan Jusufi and IREX COP Keith Hayes also met to discuss a fees scale, which has been discussed by the KTTN board. A resolution on both rates and payment by users is expected shortly. IREX also worked with KTTN

to resolve a dispute with the Kosovo phone company PTK, which is building an unauthorized tower on a KTTN site at Kaqanik. Hayes and Jusufi spoke with the local UNMIK administrator, who expressed support for KTTN's position.

2.3 Publishers Association Represents the Interests of Independent Media Outlets

Publishers have demonstrated resistance to the formation of a publishers' association. However, IREX continues to meet with publishers individually to listen to their concerns. Both the broadcasters' association AMPEK and the journalists' association APJK arose from a similar beginning and it is hoped that publishers may follow suit in the future. IREX thus reports no activities in the development of a publishers association this quarter.

2.4 Journalists Association Provides Journalism Training

The Association of Professional Journalists of Kosovo (APJK) held its first convention on April 25. Attended by 130 journalists, the convention provided the official platform for the association to confirm its recently-appointed executive director, Baton Haxhiu, elect a new council with Naser Miftari as its head, and debate a code of ethics. The association also took the opportunity to call for the speedy enactment of the law on access to official documents. IREX provided financial support for the convention, and contributed to ensuring that all its resolutions and activities were legal to and in conformity with the association's constitution.

Over the course of the quarter, IREX also assisted the association in developing its strategic plan, which would include a training of trainers program, an examination of professional standards and the "mapping" of members and their needs throughout Kosovo.

Intermediate Result 2 – Results

- Thirty-two marketing representatives attended a two-day marketing seminar on research analysis and sales skills and techniques.
- APJK held its first convention.

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 Media Law Manager Filloreta Bytyci worked to resolve a dispute between radio station Radio Gjilani, a former municipal broadcaster, and the local municipality over the ownership of the station's equipment. A court had ordered the seizure of the station's equipment, some of which had been donated by IREX. Bytyci met with the municipality's lawyer, the court's president, and the station's executive director, as well as acted to protect the IREX equipment. Bytyci's involvement included a debate among all parties about the future of radio in the region. Radio Gjilani has since received its equipment in return and has resumed broadcasting.

IREX Media Advisor Behar Zogjani met with representatives of the regional television network to discuss concerns over copyrights. Bytyci held initial talks with the office of the Temporary Media Commissioner, who is considering regulation on this matter.

3.2 Media Licensing is Fair and Apolitical

Following discussion by the Kosovo government, a parliamentary commission conducted the first public hearing on a draft law on access to public documents. Media Law Manager Filloreta Bytyçi, and Association of Journalists (APJK) representative and *Zeri* journalist Berat Buzhala, attended the hearing as members of a working group that had been convened to review the draft and present its views. In preparation for the hearing, Bytyçi met with the board of APJK to assist the association in developing further comments and finalizing its presentation before the commission. Both organizations expressed concern about article 2 of the draft, asserting that all bodies and offices specified by Kosovo's Constitutional Framework should be included under the institutions and other government authorities that are subject to the law. This would encompass institutions specifically named in the framework, such as the Central Election Commission, the Kosovo Judicial and Prosecutorial Council, the Office of the Auditor-General, the Independent Media Commission, and the Board of the Public Broadcaster, as well as bodies that were later created under the framework, such as the Kosovo Trust Agency. At the hearing, Bytyçi also delivered a speech on the importance of the accessibility of information to freedom of the media, highlighting in particular the media's role in informing citizens and serving as a watchdog.

Bytyçi also continued to monitor the development of regulations for an Independent Media Commission. The broadcasters' association AMPEK sought assistance from IREX on how to effectively lobby on this issue.

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

There was no activity in this area in this quarter.

Intermediate Result 3 – Results

- IREX helped resolve a dispute between radio station Radio Gjilani and the local municipality over ownership of the station's equipment.
- IREX and APJK attended the first public hearing on a draft law on Access to Public Documents.

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

4.1 Independent Media Utilize Strategic Business Plans

IREX continued the implementation of a January agreement between IREX, USAID, and the Open Society Institute concerning support to the two national TV stations. An IREX business consultant appointed to assist KTV management assessed the station's progress against the goals set out in the business plan and helped make adjustments. TV21 rejected nominees for a similar advisor and a search continued. A marketing expert was assigned to both national TV stations and plans developed for the two stations.

Independent auditors KPMG conducted an audit of both TV stations and presented a financial and management report to assist donors, business advisors and the stations themselves in becoming more sustainable.

4.2 Independent Media Utilize Market Research

IREX continued with the implementation of a television audience survey. Initial results were revealed following analysis by Helen Harrison and Company in London. The survey showed that for the first time the two independent national TV stations gained more of a total audience than the public broadcaster RTK. The detailed results were later provided to the stations and then

made public through a press conference. The media was favorable in comment and the survey was accepted as being truly independent. The two TV stations accepted that the results would help them in seeking advertising and scheduling programs.

Among its findings, the survey revealed that KTV and RTV 21 attracted 41.8% of viewers watching television in Kosovo during a sample week, compared to 40.8% attracted by public station RTK. While RTK received the majority of audience overall, KTV enjoyed higher audiences during the early evening and RTV 21 performed well later at night. The survey also revealed that KTV was most popular with men and sports enthusiasts while RTV 21 was most popular with women and music fans. News was the most popular program for all three channels. Other findings from the survey showed that average daily viewing was highest on Sunday, at 3.5 hours, followed by Saturday at 3.35 hours and 2.72 hours for weekday viewing. The heaviest TV viewers were young people (16-24) and adults over 55 who watched television an average of 3.1 hours per week, followed by adults 35-44 at 2.9 hours per week and adults 25-34, 2.7 hours a week. Adults 45-54 watched the least amount of TV, at 2.5 hours a week. The survey, conducted via face-to-face interviews with residents throughout Kosovo, questioned respondents on matters such as viewing habits, favorite programs and the quality of television reception. A similar survey will be repeated in July, with results expected in September.

IR 4.3 Female Media Managers Achieve Parity in Professional Opportunities

IREX sponsored a discussion on balancing professional and private life as part of its Woman's Business and Media Lunch series. More than thirty women attended the discussion, which featured guest speakers Angela Cady from the Ministry of Education, Sazana Capriqi from the Kosovo Gender Studies Center, Sheryl Campbell, from the Kosovo Foundation for Open Society, and IREX audience survey consultant Helen Harrison. Separately, IREX Media Manager Filloreta Bytyçi and consultant Delina Fico also met with Leslie Harnish, wife of the Chief of Mission of the US Office Pristina Reno Harnish and president of the Woman's Business and Media Lunch Club, to discuss and develop future plans for the coming year.

IR 4.4 Entertainment Programming Attracts Audience and Increases Revenue

There was no request for entertainment programs in the period although discussion took place as to the suitability of some programs based on audience survey results and monitoring by IREX TV experts.

IR 4.5 Local and Regional Radio Develop Marketing and Programming Networks

IREX undertook efforts to determine how a television network might benefit the TV sector generally and how it would work technically in relation to production and news. Several meetings were held and the results are awaiting approval of a new KIMP work plan.

Intermediate Result 4 – Results

- IREX business consultant assessed the progress of KTV.
- Marketing plans were developed for KTV and RTV 21.
- KPMG completed an audit of KTV and RTV 21.
- Audience survey results indicated increasing viewership of KTV and RTV 21.
- Thirty participants attended Woman's Business and Media discussion on balancing professional and private life.

IV. ADMINISTRATIVE AND OTHER ISSUES

- Negotiations continued with UNMIK concerning information on IREX's beneficial status.
- Matt Shelley began work with IREX as Senior Media Advisor.
- Media Advisor Behar Zogjani left IREX to assume a post in Iraq.
- IREX/DC Program Officer Cara Stern visited the Pristina office.
- IREX/Kosovo worked with IREX/DC on drafting a new work plan for KIMP.