

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

**Quarterly Report**  
**July 1, 2004 – September 30, 2004**

IREX submits this quarterly report in accordance with the requirements 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 maintained close contact throughout the quarter on program implementation. IREX welcomes USAID comments and questions on the report, directed to Jill Jarvi, Senior Program Officer ([jjarvi@irex.org](mailto:jjarvi@irex.org)).

## **I. SUMMARY**

This quarter the Kosovo Independent Media Program (KIMP) focused on offering sales and marketing advice to the national TV stations, conducting a safety training seminar for journalists, releasing the results and analysis of the fifth television audience survey, and assisting KTTN in resolving several operational issues. Concurrently, IREX continued to work with national television stations KTV and RTV 21 to improve their business and programming strategies as part of an agreement between the two stations, USAID/IREX and the Open Society Institute (OSI) that resulted from a meeting in Budapest in January 2003.

### **HIGHLIGHTS:**

- **IREX Publishes Training Manual.** With the permission of Reuters, IREX is producing an Albanian-language version of the Reuters Foundation Training Manual for use by Kosovar journalists. The Albanian edition of *Making Television News*, which is scheduled to be published in October 2004, will be distributed to media outlets throughout Kosovo and Albania with the cooperation of the IREX offices in Pristina and Tirana.
- **TV 21 Continues as Market Leader.** Local research firm Index-Kosova conducted a quarterly TV viewer survey in August. The results of the survey were announced in September and showed that IREX-supported TV 21 continues to be the clear market leader with 53.3 percent of viewership.
- **IREX Organizes Safety Workshop for Journalists** Following the March riots, IREX staff recognized the need to train local journalists in safety techniques, as several were roughed up or received threats from hostile crowds. The training was designed not only to prepare the journalists to protect themselves from violence while reporting on assignment from the field, but also to make them aware of and alert to violence directed at them as a result of their profession.

## **II. BACKGROUND**

The beginning of this quarter was marked by broad discussions about UNMIK's performance in governing Kosovo. A recent survey by the United Nations Development Program (UNDP), for example, shows that in the first four months of this year, the number of Kosovars that are dissatisfied with UNMIK has increased by 3.2 percent. On the other hand, 83 percent of the survey participants expressed their satisfaction with KFOR. The survey also reveals that the number of citizens who are dissatisfied with the work of the chief of UNMIK has increased by 10.7 percent.

It comes as no surprise, therefore, that KFOR and UNMIK both rejected the findings of Human Rights Watch (HRW), which claims that these two organizations failed to protect minorities during the March riots in Kosovo. On the contrary, according to Horst Pieper, spokesperson for KFOR, KFOR has succeeded in protecting peace in this conflict-ridden province. While UNMIK shared many of the concerns addressed in HRW's report on the March riots, it argues in a press release that the report's "broad-brush condemnation of UNMIK and KFOR does not show an understanding of the extent of the challenge this violence posed to security forces." In order to assess the real account of the riots, HRW's report calls for a full, independent review of the response of KFOR, UNMIK police and Kosovo Police Service (KPS) to the violence. The report also recommends riot-control training and equipment for KFOR and UNMIK police and a more centralized command structure for KFOR.

In a related event, the European Union (EU) Ambassador to Kosovo Nikolaus Lambsdorff explained in an interview with KosovaLive news agency that the UN Mission in Kosovo would not be replaced before resolving the province's final status. Lambsdorff added that the EU has never discussed the idea of replacing UNMIK with EUMIK.

In response to the Serb minority's threats to boycott the upcoming parliamentary elections, UNMIK and representatives of Albanian political parties issued a statement that such a decision by the Serb minority would damage only them and would not invalidate the elections. Kosovo's Serbs are considering their non-participation at the elections after meeting with government officials in Belgrade. Regional analysts describe this development as a political maneuver by the Serbian side to strengthen their negotiation position when it comes to discussing their participation in the elections. The analysts also remind of a similar situation in the past elections.

The month of August saw some 200 protestors taking to the streets on the international day of missing persons. The protest was eventually disbanded by police force with the justification that the protestors had blocked the streets without permission. Before intervening, police special units ordered the protestors in vain to transfer from the streets over to Pristina's Skenderbeg Boulevard. During the morning intervention, some 100 police officers took a number of protestors into their custody. Kosovo Ombudsman, Marek Antoni Nowicki explained that although the demonstration went beyond the general permission to protest issued by the police, the measures taken by the police were absolutely necessary given the escalating nature of the protest.

Also in August, the European Commission opened its new Liaison Office in Kosovo, which will closely follow the development of Kosovo towards its integration into the EU through the Stabilization and Association Process. The head of this new office, Giorgio

Mamberto, was scheduled to assume his new position in September 2004. His office will work in close cooperation with Fernando Gentilini, the Personal Representative of the EU High Representative, and will liaise with Pillar IV of UNMIK, the European Agency for Reconstruction (EAR), and local representatives of the EU Member States in Pristina to enhance Kosovo's European perspective.

Similarly, the new Chief of Mission of the U.S. Office in Pristina (USOP), Philip Goldberg, arrived in Kosovo as well to assume his new post. Goldberg will head up the US Mission for the next two years. He is the successor of Marcie Ries, who recently completed her mission in Kosovo. According to a USOP press release, Goldberg, a career member of the U.S. Senior Foreign Service, served from January to June 2001 as acting Deputy Assistant Secretary of State for Legislative Affairs. As one of his first actions, Goldberg announced that the US government allocated over 7 million USD to support the process of returning displaced persons and refugees to their Kosovar home; approximately 6.75 million USD of the total will cover return projects, while up to 500,000 USD will go towards supporting the Housing and Property Directorate (HPD).

The month of September was dominated by the ongoing discussion of Serb participation in the October elections. Kosovo's Prime Minister, Bajram Rexhepi, released a public statement in which he invited all citizens of Kosovo, but especially the Serb community, to participate in the upcoming parliamentary elections on October 23. PM Rexhepi also called for peaceful and democratic elections, which are one of the crucial standards laid out by the international community. Representatives of the Democratic League of Kosova (LDK), Democratic Party of Kosova (PDK), and Alliance for the Future of Kosova (AAK) echoed his comments and, in a statement to KosovaLive, called on the local Serbs to understand that their problems can only be solved within the institutions of Kosovo, not through Belgrade.

Despite the request from Belgrade officials to boycott Kosovo's October elections, Gradjanska Inicijativa Srbije – Civic Initiative of Serbia (GIS), which is led by Slavisa Petkovic, announced that it would participate in the elections as the only Serb political party in the election list of 100 political entities running for 100 seats in the Parliament of Kosova. In contrast to this positive development, the head of Serbia's Coordination Center for Kosova (CCK), Nebojsa Covic, stated that Kosovo Serbs have no reason to participate in the fall elections. Covic explained his main concern was the perceived lack of sincerity by the international community, as well as Albanian political institutions, to address this issue of the Serb community in a fair manner.

Following a meeting with Jakup Krasniqi, the Minister of Public Services (MPS), the Chief of the USOP, Philip Goldberg, stated that there is only one decentralization process for Kosovo, which is led from Pristina, and that listening to Belgrade's views does not mean that Belgrade is controlling the process. These comments came only one day after the Contact Group meeting, during which the representatives of the seven most industrialized countries in the world highlighted the need for consulting Belgrade on the decentralization process. On the other hand, the principal advisor to the Prime Minister of Serbia, Predrag Simic said that the government is satisfied with UNMIK chief Soren Petersen's position regarding the participation of the Serb community in the upcoming Kosovo elections. In a phone interview with KosovaLive, Simic made clear that Petersen's letter came after a meeting of the EU Minister in Brussels, who proposed that some parts of Serbia's plan be included in Kosovo's plans for decentralizing its local government.

Not surprisingly, Kosovo's PM Rexhepi responded that his administration would not agree to discuss the decentralization with the government of Serbia, reiterating that Belgrade's plan aims at dividing Kosovo. "The Kosova Government will not change its stance, because we consider that the framework drafted by the working group on decentralization is the fundamental document," said Rexhepi. He concluded by saying that the Kosovar government is not "going to object to the plan...because it is a document of Serbia, but because it aims at territorial division and is completely a political document."

Also during the month of September, Index Kosova presented the results of its media survey that indicate that television remains the main source of information for Kosovars. The private market research company's data is based on interviews conducted at the end of August. More specifically, television leads as the most popular information source with 80 percent, radio follows with 10.4 percent of respondents, while print media remains in third place with 6.4 percent. The three most credible television stations are RTK with 48.6 percent, (a two percent increase as compared to the May survey), followed by TV 21 with 33.2 percent (a two percent decrease as compared to May results), and KTV in third place with 8.6 percent.

Against the backdrop of the above figures, it is interesting to note the launch of the latest Kosovar daily newspaper *Lajm Ekskluziv* on September 30, 2004. Its founders are recruiting experienced journalists and editors away from other key Kosovar media by offering wages that are twice the amount of their current salaries. To date, the top three journalists at the daily *Zëri* have already signed on to work for this new daily newspaper. A similar fate, it appears, is occurring at the daily *Koha Ditore*, which is losing some of its best journalists to ATV Media Company. By acquiring the services of the best Kosovar journalists, the owner of ATV is trying to dominate the media market, which until now was dominated by *Koha Ditore* and *Zëri*.

Unfortunately, September also witnessed some sad events. Fatmire Terdevci, a reporter at *Koha Ditore* known for her investigative reporting, was shot while riding in a vehicle somewhere between the villages of Baince and Domanek in Glllogovc municipality. Terdevci was treated at Pristina Hospital and, according to doctors, will have a full recovery.

Finally, a group of journalists who were not allowed to attend a meeting between the UNMIK chief and internally displaced Serbs at KFOR's military base in Prizren, refused to cover the event even though they waited for two hours for the meeting to begin. The journalists were initially informed that they could not attend the meeting at the request of high KFOR officials. However, some lower-ranking officials maintained that the Serb contingent had made the request. Upset by this decision, the journalists decided not to cover the event and left the military base.

### **III. PROGRAM ACTIVITIES**

#### **PROGRAM ACTIVITY – 1. TRAINING**

##### **1.1 Radio Training**

No activities this period.

## **1.2 Television Training**

During July, at the request of USAID and the NGO World Learning, Matt Shelley developed proposals for 11 potential training programs for TV journalists, editors and cameramen. The proposals have been submitted to USAID and will be reviewed by a selection committee for possible funding. The proposals reflect training recommendations made immediately after the March events.

Throughout the quarter, IREX staff member Behar Zogiani worked on the production of an Albanian-language version of a Reuters Foundation training manual for Kosovar journalists. The book, *Making Television News*, was originally published in English. The Albanian edition will make the information more accessible to a larger number of journalists. In addition to translating the book from English to Albanian, IREX has also contracted an expert media editor who will ensure that not only is the book accurately translated, but that it is also understandable to even beginning journalists who may have little understanding of media jargon. The IREX office in Tirana will contribute funds for half the costs of publication. The book will be completed and published in October.

In September IREX Media Advisor Blerim Krasniqi began monitoring the evening news of RTV21, KTV and RTK. His observations take stock of the story rundown for the early evening news, as well as the type of stories that were produced. The monitoring will assist IREX in identifying whether any of the stations are making efforts to break from the traditional news coverage of state protocol events.

## **1.3 Print Training**

In July, journalist Agron Shala of the daily Kosovar newspaper *Zëri* returned from a two-month stay reporting on the International Criminal Tribunal for the former Yugoslavia's (ICTY) summer activities and trials. As a result of Shala's interesting stories and the positive response of readers, *Zëri* management has now agreed to underwrite some of the costs incurred under this program in order to continue the newspaper's ICTY coverage. Arsim Buxhovi will have the opportunity to travel to The Hague in September for three months (September 29 until December 24), during which he will send reports on the cases currently before the Tribunal, concentrating in particular on the trials that affect the Kosovar people. The Hague Coverage Project, designed as an effort to promote professional reporting and regional reconciliation, is regarded as an especially important and effective program by all IREX offices in the former Yugoslavia.

## **PROGRAM ACTIVITY – 2. GENERAL NEWS TRAINING**

This quarter, IREX identified the need for extensive journalism training in a number of related areas such as law enforcement, the judicial system, and, in the wake of the March events, reporter safety. IREX staff began planning all three fall seminars during the summer.

The safety seminar was conducted September 29 – 30 in Pristina by Centurion Risk Assessment Services and was the first such seminar held in Kosovo. Despite a busy pre-election campaign period an impressive 70 journalists, cameramen and photographers from all Kosovar media participated in the seminar. The goal of the seminar was to train Kosovo media professionals in how to protect their lives when reporting from hostile environments. Seminar trainers Gary Purssey and Paul Hewett were pleased by the active and positive participation, and the media professionals who

attended expressed the desire to have additional training on this topic again in the near future.

### **2.1 Enterprise and Investigative Reporting**

In July, IREX staff paid a visit to the Kosovo Police Service (KPS) School in Vushtrri to discuss the organization of a seminar for journalists. Police trainers indicated a willingness to provide journalists with guidelines on reporting on criminal activity, the management of crime scenes, dangers in areas of civil unrest, and other issues.

Plans for a seminar on court coverage were also initiated during the summer. Journalists in Kosovo do not routinely cover trials and activities of the justice system, and therefore need to gain a better understanding of court procedures and how to access documents. IREX staff met with Daniel Deja of the National Center for State Courts about a joint training seminar on media coverage of the courts. The seminar will be designed to provide journalists with general information about the judicial system and will include the participation of judges, so each side can get a better perspective of the other's needs and wants.

### **2.2 Economics and Business Training**

Under the provisions of the current no-cost extension budget, funds were not available for additional business reporting seminars this quarter.

### **2.3 Women's Issues**

No activities this quarter.

### **2.4 Minority Media**

In July, IREX COP Matt Shelley met with Xenat Mujic, an OSCE representative who is responsible for the establishment and operation of a new Serbian language radio network. Other topics of discussion included overall OSCE assistance to minority stations and opportunities for IREX support of minority stations.

Shelley also traveled to North Mitrovica to meet with Radio Contact Plus director Valentina Cukic, to tour the station's new studios, talk about operations of the new Serbian radio network, and discuss the status of Radio Contact Plus. The station is struggling financially, as always, but the impressive and secure new workspace will assist Radio Contact Plus in continuing its effort to provide multi-ethnic programming in North Mitrovica. A grant request for studio furnishings, which was previously rejected by IREX/USAID, was ultimately provided by OSCE.

## **PROGRAM ACTIVITY – 3. KTTN**

### **3.1 Operations and Equipment**

IREX staff, particularly COP Matt Shelley, devoted substantial time to operational and management issues at KTTN during the quarter. IREX started overseeing KTTN's financial operations by approving monthly requests for cash advances and reconciling previous months' spending with actual receipts. IREX staff also assisted KTTN in negotiations with utility provider KEK, after the company cut power to one of the sites because of unpaid bills. IREX was able to provide emergency funding to retire the debt and help KTTN to work out a system regarding billing procedures and payment. A payment schedule has been agreed on which should prevent any future power cuts for non-payment of bills.

IREX also worked with KTTN staff to finalize a specific plan for improving the security of fuel storage and handling at KTTN broadcast sites. After receiving USAID approval, IREX and KTTN began sealing all diesel tanks at the transmission sites, implemented technical improvements to monitor fuel use, and made administrative changes to ensure reliable handling and accounting of fuel and the funds used to pay for it.

As was reported in the independent consultant report on KTTN, which was sent to USAID on March 2, there are many legal questions regarding KTTN transmission sites. In July, the municipality of Rahovec threatened to remove KTTN equipment due to an unresolved dispute over lease payments for the land. Intervention by the local UNMIK representative at the request of the IREX COP and a later meeting with municipality officials diffused the situation but the matter has remained unresolved.

In their effort to resolve ongoing issues at the Pristina Hill site, KTTN and IREX staff met with the family that claims ownership of the site and a pro bono attorney. IREX's position, that no compensation will be paid without a court ruling on ownership, was emphasized. The family has made a claim for 50,000 USD for back payments and 900 EUR a month for future use. IREX had concerns about possible efforts to block access to the site, so developed alternative access plans and filled the fuel tanks as a precaution.

In addition, an Internet provider started construction on a tower next to the Zatriq site. Operation of its equipment could interfere with broadcast signals, therefore, negotiations with Kujtesa for tower space at KTTN began in July but the issue remains unresolved as well. In a positive development, however, construction on the tower has temporarily ended. Meanwhile, four new transmitters at the Cernusha site near Mitrovica were put into operation, serving Radio Blue Sky, RTK, RTV 21, and Radio Dukagjini.

In a related development, and following a complaint from a Serb enclave that KTTN signals were interfering with RTS transmissions, KTTN Technical Director Fatmire Berisha directed an investigation that confirmed there were no interference problems.

During the July board meeting, KTTN's board members presented a reorganization plan that would transfer assets and operations of KTTN to the three national TV stations. The continued delays in making changes to KTTN's organizational structure and board composition, and addressing the dysfunctional management conditions have created a situation in which the IREX COP has become the de facto manager of KTTN.

### **3.2 Professional and Technical Training**

In September, KTTN Administrator Ridvan Jusufi and the development staff attended the annual International Broadcasting Convention (IBC) in Amsterdam, The Netherlands, to meet with equipment company suppliers and consultants.

## **PROGRAM ACTIVITY – 4. MEDIA SUPPORT**

### **4.1 Television and Radio Technical Assistance**

At the direction of USAID, additional activities for local and regional stations will not be funded under this workplan and IREX denied several pending subgrant applications for assistance. The request for a no-cost extension and associated budget adjustments has limited funding available for additional subgrants for TV and radio stations.

However, IREX did successfully complete an earlier Subgrant project for radio station Vala Rinore with the purchase of computers and related equipment. IREX IT expert Shkumbin Rama assisted the station with the installation of the equipment and the programming of software.

IREX staff member Blerim Krasniqi also met with KTTN IT guru Driton Hapciu to discuss inexpensive solutions for TV stations to develop archive systems for tapes of broadcasts. Hapciu researched a number of software options and will continue to help develop a system that IREX can deliver to the local stations.

#### **4.2 Support to Television**

As part of IREX's efforts to support television in Kosovo, IREX COP Matt Shelley continued discussions on program acquisition with contacts made at the DISCOP convention in June in Budapest, Hungary. Key issues included finding reasonably priced programs that can be licensed exclusively for Kosovo.

The bulk of deliveries from new equipment subgrants for RTV 21 and KTV occurred during the month of August. IREX Technical Media Advisor Shkumbin Rama supervised customs clearance for the equipment, valued at nearly \$600,000, while IREX Media Advisor Blerim Krasniqi assisted in checking the inventory and ensuring that the proper equipment was shipped. Rama also assisted RTV 21 and KTV in obtaining surplus computers from "Save the Children" and making needed repairs.

Shelley also attended the IBC convention in Amsterdam, The Netherlands, in September to meet with equipment providers. Particular attention was paid to newsroom computer systems, which are needed by both national TV stations to improve their operations and improve the effectiveness of any future training.

#### **IR 4.3 Development of Supporting Institution**

Both associations submitted grant application requests for their September-December 2004 operational costs. IREX General Manager for Media, Emine Berisha, began evaluating and processing the applications.

##### **IR 4.3.1 APJK**

No activities this period.

##### **IR 4.3.2 AMPEK**

The Association of Independent Broadcast Media in Kosova (AMPEK) continued to push for action on the issue of police searches and seizures at TV stations throughout the quarter. In an effort to make arrests after the mid-March riots in Kosovo, the police began confiscating tapes from television stations that included coverage shots of demonstrators. While many stations complied and handed over whatever they had when visited by the police, several stations resisted fearing that the public would assume the TV stations were collaborating with police and that unedited tapes may risk the safety of their journalists and/or expose their sources. Despite police intimidation, station TV Men refused to turn over copies of its tapes but could not prevent the police from searching its office and taking 16 tapes of the protests when they returned with a warrant. TV Liria gave police copies of both transmitted and "raw" footage without the benefit of a court warrant. The management of station TV Dukagjini told police they did not wish to be involved in the investigations, however, due to a lack of laws and



regulations the station was forced to surrender copies of its transmitted materials and two of its cameramen were taken to the police station for questioning.

AMPEK concentrated the majority of its efforts in September on the Copyright and Related Rights law which was rapidly pushed through parliament and approved, without the benefit of a public hearing, on September 27. As originally drafted by the European Agency for Reconstruction (EAR), the German firm GTZ, and local experts, this law directly affects the interests of television broadcasting in Kosovo as well as the authorities and responsibilities of the TMC and the future Independent Media Commission. In hopes that it may be amended, as the current content is a serious threat for the media industry, AMPEK approached the Association of Commercial Television-Europe (ACT) to comment on the compatibility of the proposed draft law with European Union norms. The ACT comments on the draft law submitted will be merged with comments and conclusions of the Kosovo working group, which comprises AMPEK, the three national television stations, and the TMC, and sent to the office of the U.N. Special Representative of the Secretary-General (SRSG) in an attempt to stop or delay the promulgation of this law.

#### **IR 4.4 KosovaLive News Agency**

In July, IREX's business consultant Andrew Clayton worked with KosovaLive on a new business plan. His work with the news agency was crucial and resulted in Press Now's (an independent Dutch media organization) decision to further support KosovaLive with an additional operating grant.

In September, IREX COP Matt Shelley and USAID/CTO Tina Grazhdani met with the news agency's editor in chief Kelmend Hapciu to discuss the end of KIMP financial support for KosovaLive. Hapciu appealed for funds for new servers, but USAID made it clear that no additional funds were available. KosovaLive has been successful in obtaining some funding from German donors and anticipates launching the operation of a new business section in October. The news agency continues to experience severe financial problems as income from subscriptions and other donor funds do not cover all of its operating expenses.

#### **IR 4.5 Efficient Business Management**

Business adviser Andrew Clayton traveled to Pristina in July for his quarterly business reviews of KTV and RTV 21. Clayton found that both stations continue to exceed projected sales for this year, although KTV is starting to show the effects of poor ratings. Clayton also projected anticipated revenue for the rest of 2004 and notes that it will probably be on the low side since TV advertising sales are usually higher in the second half of the year. Finally, Clayton looked at station projections for 2005, which he expects to fall short of expectations. A crucial issue for KTV will be the station's ratings and its ability to be competitive. The following are figures related Clayton's findings:

During the quarter, IREX selected Ernst & Young to conduct audits of the two national TV stations. Auditors from Ernst & Young reviewed the stations' financial records required for the audit in August, and returned to Pristina in September to complete their fieldwork. Initial reports from the auditors indicated substantial progress in record keeping and reconciliation processes since last year's financial review by KPMG. However, the lack of some financial data, particularly from the earlier periods of operation of each channel, is making it difficult for the auditors to establish beginning balances for each station. As these are the first comprehensive audits for both stations,

it is expected that they will reveal some weaknesses in the stations' accounting systems. IREX intends to work with both stations to make improvements based on Ernst & Young's final audit report.

#### **IR 4.6 Market Research**

The results of the Index-Kosova viewer survey, which was conducted during the last week of July, were announced in September. The results show TV 21 to continue being the clear market leader. Sales and marketing consultant Graeme Moreland analyzed the data and concluded that extensive Olympic Games coverage on RTK affected the ratings, although RTV 21 suffered only a 5.1 percent drop in audience against what is traditionally very dominant programming (i.e., the Olympics). RTK, in return, benefited with an increase of 23.7 percent. KTV's audience continued to decline, this time by 5.9 percent, thus continuing a trend noted over the four previous quarterly surveys. Moreland explained that the loss of audience is attributable to a lack of compelling summer programming and overall careless scheduling.

TV 21's nightly serials 'CLONE' and 'FOR YOU' continue to dominate prime time with ratings peaking at 34.5, which equates to an audience share of 79 percent, and Kosovo's highest rated weekday news show remains TV 21's "21 Minutes," which is broadcast nightly at 10 p.m. and has a rating of 12.7 (54.3 percent share of viewers).

### **PROGRAM ACTIVITY – 5. LEGAL AND REGULATORY FRAMEWORK**

#### **IR 5.0 Legal and Regulatory Framework**

Throughout the month of July, IREX continued its work on the important issue of search and seizure activities carried out by police at media outlets. IREX COP Shelley had several meetings with the TMC, AMPEK and the national stations on this issue and, as a result, created a set of draft guidelines that would clearly spell out when and how authorities could request published or broadcast material from media outlets. Most importantly, the guidelines will prevent any authority from seeking a search warrant against a news organization except under extremely restrictive circumstances. Shelley followed up in August by meeting with UNMIK Police Spokesman Neeraj Singh to review the draft guidelines on police use of search warrants on news organizations.

### **IV. ADMINISTRATIVE AND OTHER ISSUES**

IREX COP Matt Shelley kicked off this quarter by meeting with *Zëri* editor Blerim Shala to discuss media development needs and the political landscape. Shala, although a professed friend of *Koha Ditore* publisher Veton Surroi, expressed concern that his official entry into politics could threaten the status of KTV and *Koha Ditore* as independent media. Shala explained that *Zëri* is virtually self-sustaining now although he is worried that circulation may drop as people "invest" in "tele-bingo get rich schemes."

In the month of August, Shelley completed two presentations for USAID; one for new Mission Director Ken Yamashita and the new Democracy and Governance Officer Miles Toder, and the other for visiting USAID/Washington staff Ed Dickens. The presentations covered the history of independent media in Kosovo, the USAID/IREX media programs, March events, and the development of journalism in Kosovo. Shelley's presentations were concluded with an IREX-hosted dinner for Dickens, Toder and local journalists.

In his series of meetings this quarter, Shelley also met with RTK Director Agim Zatriqi for a general discussion of TV in Kosovo.

On September 4, Shelley and Sam Compton, IREX's Chief of Party for the ProMedia II program in Serbia, participated in a roundtable discussion on the March events that was held in Skopje, Macedonia. The discussion was organized by the Baltic Media Center and was intended to be an opportunity for media from both Serbia and Kosovo to discuss the events and how they were reported. Unfortunately, media from Kosovo chose not to attend.

Shelley also participated in a meeting, which was called by USAID's Municipal Infrastructure Program Manager Mike Maturo, with officials of the power company KEK to address difficulties with the utilities provider's public image and media coverage. KEK has a number of initiatives in place to increase revenue and improve service. Following this meeting, KEK officials planned to find a qualified public relations representative to help them establish strategies on how to work with media.

Finally, also in September, Shelley met with a representative of Bearing Point who is interested in assisting journalists increase their level of understanding of and the quality of their reports on matters of business and finance. Shelley made a number of recommendations on how Bearing Point and other financial institutions can actively work with journalists to help them better cover these issues.