

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

Quarterly Report
January 1, 2004 – March 31, 2004

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 Jill Jarvi, Senior Program Officer (jjarvi@irex.org).

I. SUMMARY

This quarter the Kosovo Independent Media Program (KIMP) focused on offering marketing advice, conducting business and news production training, releasing the fourth television audience survey, and assisting media association activities. 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 and USAID/OSI/IREX as a result of a meeting in Budapest in January 2003.

HIGHLIGHTS:

- **IREX and Media Associations Hold Workshop on Implementing Freedom of Information Law.** IREX, in cooperation with the Association of Independent Broadcast Media in Kosovo (AMPEK) and the Association of Journalists in Kosovo (APJK) organized a one-day workshop on January 27, entitled "Kosovo's Law on Access to Official Documents: Towards Implementation and Posing Fresh Challenges." The workshop was attended by more than 30 journalists, editors, and media managers, NGO leaders who work on Freedom of Information (FOI) and democratization issues, and MPs from the Parliament.
- **APJK Hosts 2003 Kosovo Journalism Awards.** On January 25 the Association of Journalists in Kosovo (APJK) hosted the 2003 Journalism Awards for Kosovo. Winners were announced in several categories including: Kosovar journalist of the year, best investigative article of the year, best economic article of the year, best radio journalism, best TV investigative journalism, best documentary, best camera, best photography, best correspondent of the year, a human rights award, a special award for debate promotion, a career award, and a post-mortem award. APJK also presented awards for examples unprofessional journalism. Not surprisingly, the announcement of the latter awards caused considerable debate among the media community.
- **Forth Quarterly Viewer Survey Rates RTV 21 as Number One Television Station in Kosovo.** IREX research consultant Helen Harrison released the results of the fourth TV ratings survey. The results are based on the survey she conducted in January 2004 on television viewing for the three national TV channels (KTV, RTK and RTV 21). According to this latest survey, TV21 has emerged as the market leader thanks to a very popular evening program schedule. The large increase in RTV 21 viewers came largely at the expense of public station RTK which was the market leader in all previous surveys.

Harrison's London-based firm is an internationally recognized company specializing in media market research.

- **Broadcast Working Group Launches Draft Process of New Code of Ethics.** The Association of Independent Broadcast Media in Kosovo (AMPEK) has formed a working group to develop the very first draft Code of Ethics. Journalist Violeta Oroshi, freelance researcher Dukagjin Gorani and IREX's Manager of Media Law and Associations, Filloreta Bytyçi, which form part of this group, developed a draft code which was well received by the other members of the working group. This draft Code of Ethics will entail general principles such as the journalists' and publishers' duty to defend the principles of freedom of information; the media outlets' obligation to observe international standards of civility and respect for ethnic, cultural and religious diversity; and a call for transparency in matters of media ownership and management.
- **IREX Continues Seminar Series on Business Reporting.** Held February 4-5, 2004, this fifth IREX-organized seminar on Business Reporting offered a mixture of press conferences, open debates, and workshops all focused on the most current and pressing economic issues in Kosovo. The seminars concentrated on such topics as: the prospects and concerns of the economy in Kosovo; how to get privatization back on track; transparency and accountability in the public sector; Kosovo and the outside world; etc. Speakers at the different sessions included Dale Pfeiffer, Head of Mission for USAID in Kosovo, Ali Jakupi, Minister of Trade and Industry and Deputy Chairman of the KTA, Mr. Nikolaus Lambsdorff, Head of UNMIK Pillar IV; IREX consultant Andrew Clayton; Randy Walerius, *Dow Jones News Wires*; and Ibrahim Rexhepi, *Koha Ditore* editor on economy amongst many others. The seminar concluded with a useful session on essential financial skills for journalists. Over 70 journalists from electronic and print media attended making this the largest media seminar yet in Kosovo. Reports and special programs, done by RTV 21, were broadcast in three national TV stations as well as in all dailies and Kosovo wide radio stations.
- **IREX Provides Training in News and Current Affairs Reporting to Six Regional TV Stations.** IREX consultant Janina Hrebickova spent twelve days consulting on how to produce effective news reports and short feature stories at six regional television stations. The training was attended by well over 68 reporters, cameramen and editors. Recognizing that all six stations share similar problem issues, Hrebickova began instructing them in who the stations' viewers are so they can produce more target news stories; setting up a consistent news agenda; brainstorming for news ideas; differentiating between opinions, rumors and facts; double-checking their facts to prevent reporting false or invalid facts; researching and planning a story; concentrating on events concerning citizens rather than the politicians and authorities; and proper camera operation. Improvement of all these skills will allow the participating stations to overcome their at times unprofessional approach to news reporting, which is caused by such notorious difficulties as securing sufficient vehicles and equipment, and dealing with uncooperative local authorities.
- **IREX Consultant Completes Quarterly Visit to RTV 21 and KTV.** IREX consultant Graeme Moreland completed his quarterly visits to KTV and RTV 21. They constitute a continuation of his work on helping both stations develop professional marketing and sales departments. At KTV Moreland stressed the need for hiring additional sales people and preparing them for professional development and training in television sales. Moreland also emphasized his call for proper break structures during programming and the necessity for finding adequate sponsorship for expensive sports programming. In the case of RTV 21, on the other hand, he established that the station now has a more appealing product and that the new schedule will increase their competitive position. Although there are still areas in which RTV 21 needs improvement they do seem determined to improve at least in terms of their competitive position and in increasing

revenue generation. Moreland recommended targeted support in these areas to maintain the development momentum.

II. BACKGROUND

March 2004 was a challenging month for IREX Kosovo. It started on a very positive note as IREX-supported RTV 21 became the top rated television station in Kosovo. The dramatic turn came at the expense of public broadcaster RTK, which dropped to number two.

The early part of the month was marked by a changing of the guard, as Matt Shelley took over from Keith Hayes as Chief of Party. The Senior Media Adviser position will not immediately be filled. Manager of Media law and Associations, Filloreta Bytyçi, resigned her position to take a post with the Prime Ministers office. Filloreta spent much of her final month at IREX working with the national TV stations and the TMC to oppose a proposed new law on Cinematography that threatened the station's financial well-being and freedom of expression.

Jill Jarvi from IREX DC was in the office the first week of March and a great deal of effort was invested in USAID's request for a no-cost extension for the KIMP program, through the end of 2004. Firm budget figures were established and a proposal for the extension was presented to USAID at months end.

Routine work halted in mid-March when several days of violent riots in Kosovo, sparked by the drowning of three Albanian children near Mitrovica, resulted in up to 30 deaths, hundreds of injuries and millions of dollars in property damage. International institutions accused the media of fanning the flames of ethnic hatred by reporting the children died because they were chased by a Serb-owned dog into a river. The exact circumstances of the tragedy were still largely unknown at this period's end.

The riots were followed by weeks of discussion about the media coverage and speculation about possible sanctions from the Temporary Media Commissioner. IREX prepared for a seminar, "Media Under Fire," scheduled for April 6, which was designed to examine the coverage and accusations that the media contributed to the violence.

IREX participated in a number of USAID meetings in which the causes for the riots were discussed and future program changes, to address them, were discussed. IREX staff monitored media reporting of the riots and provided reports to IREX DC, USAID and OSI.

While it was not possible to see every report on the incidents, it became apparent that most criticism of the coverage focused on the night of the drowning. Reporting on the riots was, for the most part, fairly straightforward event coverage although there were mistakes in reporting and presentation. In later post mortem discussions there appeared to be general consensus that the stations had been fairly responsible and restrained and had included many appeals for calm from local government officials.

The TMC made it clear, early on, that he was most concerned about RTK coverage of the drowning, particularly the live interview with a fairly strident activist from Mitrovica. At the end of March, the TMC was still collecting and reviewing tape coverage of the events of March 16-18.

There was internal strife as well, as police recommended that a KTTN employee be prosecuted for theft. IREX, working with USAID, initiated a financial and administrative investigation, assisted by IREX Belgrade Media Adviser Les Robinson.

During the month of February, Kosovo Parliament Speaker, Nexhat Daci made it clear to the Temporary Media Commissioner (TMC), Robert Gillette, that he is in favor of passing the Law on Media as soon as possible. However, some political leaders expressed that this should happen

after the elections scheduled for this year. "There is some view among some political leaders that it is perhaps best to wait until later. They have a legitimate point of view. We are not going to push anyone. This is for the political leadership of Kosovo to decide," he said after the meeting with Parliament Speaker Nexhat Daci. Meantime, Gillette announced that the work about turning the TMC into IMC has already been finished. According to him, the only thing that must be changed is the logo.

Finally, in a different development in January, newspaper distributors in the town of Ferizaj reported that the number of papers sold has decreased in comparison to the increase in population. "1,150 dailies are sold in a day in Ferizaj," distribution coordinator Sami Krosa said. The survey conducted during two weeks of December in Ferizaj shows that *Bota Sot* leads with an average of 335 sold copies, *Zeri* with 257, then *Koha Ditore* with 261, *Kosova Sot* with 160 and *Epoka e Re* with 148. According to statistical data, Ferizaj municipality numbered 87,000 residents in 1971, while current estimates point to a doubling of that number.

III. PROGRAM ACTIVITIES

PROGRAM ACTIVITY – 1. TRAINING

IREX TV Media Advisor, Blerim Krasniqi, interviewed 6 regional TV stations that IREX cooperates with on a regular basis, concerning the coverage of the March 17-18 events. All of the stations had special programs during the week of the riots and they had crews reporting from the streets. Except for slight camera damage reported by TV Dukagjini, where the cameraman was also threatened by the protesters, the stations didn't have any major problems, though this was the first time for most of the crews to report on such a hostile situation. It is also worth mention that the stations constantly aired statements of the political leaders, and the leaders of the international institutions, which focused on appeals to calm down the situation. During the conversation that Krasniqi had with the heads of the stations, they also mentioned the "visits" of the police to get footage from the stations for investigation purposes.

1.1 Radio Training

No activities this period.

1.2 Television Training

IREX/Kosovo staff worked extensively on preparations for a "Media Under Fire" seminar. Reporters, cameramen, photographers, and representatives from local and international institutions were contacted and interviewed to participate as panelists in the seminar. The training was held on April 8, with participants from television, radio and print media.

In March IREX/Kosovo organized a camerawork training led by Bardh Krasniqi, a local trainer specializing in TV news production. Krasniqi primarily concentrates on camerawork, but he also trains the participants in picture editing, and works with the reporters to improve their packages. The training began on March 15, but due to the demonstrations in Kosovo it was stopped and postponed for a later date.

Another training in News and Current Affairs was held in February. IREX provided twelve days of training to six regional television stations on how to prepare news and short feature stories. A total of 68 reporters, cameramen, and editors were thus trained in news production. The trainer, management and editors together discussed the planning, layout and the preparation on how to

do a news bulletin or informative program that is balanced, correct, factual and visually attractive to the viewers. The trainer went on to spend time with the reporters, cameramen and editors to explain the theoretical principles behind news and feature stories production. A handout compilation of those principles prepared by the trainer was given to the production staff. The trainer also went into the field together with the crew/s to produce stories, and to implement the theory that was taught the previous day. The trainer accompanied and advised the crews from the idea to the postproduction stages.

The training was very well received by the participants and the improvements were visible immediately. The participants and the managers of the stations expressed their appreciation for the training, and they are looking forward for more training organized by IREX. The training was conducted by IREX consultant Janina Hrebickova from the Czech Republic.

Also in February, IREX field staff Behar Zogiani, Training Coordinator, and Blerim Krasniqi, TV Advisor), visited TV Festina in Ferizaj to assess the work and the capabilities of the station. TV Festina is the only regional station in Kosovo that IREX is cooperating with that does not produce news. TV Festina produces 3-4 minutes feature stories that are placed in a magazine program that runs daily. The station has very poor technical capabilities; most of the staff is inexperienced but very willing to learn new skills. The station is situated in a small space and the working conditions are rather bad. Marketing is the only source of revenue for the station, and it is managed by the station's director. Blerim Krasniqi provided half day of training to the non-linear editor and to the graphics designer.

Back in January, IREX field staff Zogiani and Krasniqi also visited TV Prizren and TV Vali in Gjilani to assess their staffing and equipment capabilities and to inquire about their training needs. Both stations said that in addition to journalism training, they also require help in camera operation and editing. This was especially true of TV Vali, which purchased two BETACAM cameras and editing units.

1.3 Print Training

Print reporter Syzana Bytyçi, from the daily *Koha Ditore*, was selected to go to The Hague in March to cover events at the International Crimes Tribunal for the former Yugoslavia. She will replace fellow colleague Gazmend Sylja who continued to produce reports throughout the month of February. She will be staying there March through May, 2004. *Koha Ditore* remains the only Kosovar print media outlet that covers events at the ICTY on a regular basis. Both journalists receive financial assistance from IREX as part of an award from the Charles Stewart Mott Foundation to expand regional coverage of the ICTY.

The equipment donated to weekly magazine *Java* was delivered in February 2004.

The month of January was used to organize a Business Reporting Seminar, which will be conducted by Andrew Clayton, ex-editor of Financial Times TV. (See activity 2.2, below)

PROGRAM ACTIVITY – 2. GENERAL NEWS TRAINING

2.1 Enterprise and Investigative Reporting

No activities this period.

2.2 Economics and Business Training

The long-planned Business Reporting Seminar was held at the beginning of February 2004. This was the fifth seminar of a series that IREX had organized during the last two years. The format and general approach of the seminars has been refined so they offer a mix of press conferences, open debates and workshops. As usual, the seminar was focused on the most current economic issues that affect Kosovo. Many leading representatives from Kosovo government and international bodies participated and provided their contributions on discussing important issues such as: The prospects and concerns of Kosovo economy; how to get privatization back on track; transparency and accountability in the public sector; Kosovo and the outside world; the Kosovo budget- using resources effectively; the suspension of the privatization in Kosovo etc.

The keynote speaker for the first day was Dale Pfeiffer, Head of Mission for USAID in Kosovo. Pfeiffer declined to talk about privatization on the grounds that the situation is too delicate for him to be able to say anything productive. Questions were asked about it, but in general he insisted that there were other, more important economic issues for Kosovo to tackle. The session on privatization was led by Dr. Ali Jakupi, Minister of Trade and Industry and Deputy Chairman of the KTA, who stated that the breakdown in relations between UNMIK and the local KTA members were caused by Marie Fucci's failure to consult, and her failure to carry board members with her in her decision to change the KTA's operating regulations. IREX followed that with a session with Kosovo's new Auditor General, the former holder of that office in Sweden, Inga-Britt Ahlenius. Ahlenius's office is a key component in the fight against corruption in Kosovo and therefore a good contact for business journalists.

The seminar was concluded with an extremely useful session on essential financial skills for journalists. The seminar has been conducted by Andrew Clayton, ex-editor of Financial Time TV, Randy Walerius, Dow Jones News Wires and Ibrahim Rexhepi, Koha Ditore editor on economy and it was organized by Emine Berisha, General Manager Media. Over 70 journalists from electronic and print media attended the seminar, which is the largest number of journalists to attend a media seminar organized in Kosovo. Reports and special programs (RTV 21) were broadcast in three national TV stations, as well as in all dailies and Kosovo wide radio stations.

2.3 Women's Issues

No activities this period.

2.4 Minority Media

No activities this period.

PROGRAM ACTIVITY – 3. KTTN

3.1 Operations and Equipment

A criminal investigation by Kosovo Police Services concluded with a recommendation for prosecution of KTTN employee, Hysen Gashi. Gashi was immediately suspended from his position as Director of Security. Gashi and an employee of a Pristina fuel company have been accused of conspiring to charge KTTN for fuel that was never delivered. Police have indicated that no other KTTN employees are believed to have been involved in the scheme.

The theft was reported by other KTTN employees. Although the employees suggested there might have been additional theft or misuse of funds the police found no evidence to support the accusations. IREX, working with USAID, appointed Belgrade office media adviser Les Robinson to do an initial financial and management review of KTTN. Robinson was expected to report his initial findings and make recommendations in early April. In addition, IREX was planning to order a full financial and management audit of KTTN. Chief of Party Matt Shelley is approving all

procurement and financial transactions at KTTN, pending completion of Robinson's report and the audit.

Also in March, four KTTN employees attended the CeBIT 2004 broadcast equipment fair in Hannover, Germany. The group, led by Director of Administration, Ridvan Jusufi, met with vendors and engineers about potential future development of the KTTN transmission system.

Separately, IREX COP, Keith Hayes, worked closely with KTTN's technical consultant for a week, also introducing him to USAID. Hayes furthermore chaired a KTTN Board meeting at USAID and had two meetings with TMC about KTTN on licensing and frequency matters.

3.2 Professional and Technical Training

IREX field staff Krasniqi had several meetings with RTK reporter Fatos Bytyçi, concerning the translation and publishing of the REUTERS booklet "Making Television News". The booklet covers all segments of TV news production, and it will be very important for Kosovar journalists and those involved in TV news production. Funds for publication of the manual, in Albanian, are included in the proposed no-cost extension under review by USAID.

PROGRAM ACTIVITY – 4. MEDIA SUPPORT

4.1 Television and Radio Technical Assistance

Additional activities will not be funded under this workplan.

The equipment donated to Radio Peja was delivered in February 2004. Radio Vala Rinore project is with IREX DC.

Progress meetings for KTV and RTV 21 were conducted in January with representatives of the stations, USAID, OSI and IREX. Substantial progress was noted, particularly in the business management, sales and program planning and production areas. Representatives of USAID and OSI both expressed a high level of satisfaction with progress of the two national independent stations since the July progress meeting.

4.2 Support to Television

Sales and marketing recommendations were provided by IREX consultant Graeme Moreland. The recommendations were reviewed with the directors of KTV and RTV 21 and preparations were made for Graeme's follow-up visit in April. Moreland completed his quarterly visits to RTV 21 and KTV in February. Moreland continued his early work, focused on helping each station develop professional sales and marketing departments. Moreland expressed concern that KTV has made little if any progress on hiring additional sales people and preparing them for professional development and training in television sales. Moreland was also critical of KTV for a lack of progress in establishing proper break structures during programming and for a lack of success in finding adequate sponsorship for expensive sports programming. All three issues had been addressed in earlier visits to the station. Moreland's recommendations for his April visit addressed these issues. He also called on KTV to provide space for Marketing Director Gazmend Deva in the KTV building and to complete reassignment of Durime from accounting to sales, provided she has an adequate replacement. Specifically, Moreland recommended that KTV complete all hiring of sales staff in preparation of his April visit, so that training of the new staff can begin.

Moreland expressed satisfaction with the development of RTV 21's sales and marketing department which now numbers four people. He has repeated for a long time his recommendation (and a standing recommendation from IREX Kosovo staff) that a full time marketing director be appointed. Eugen Saracini has the unreasonable burden of acting as both news and marketing director.

In a separate session, Moreland spent one day with the Joint Industry Committee. Members are advertising agencies and the national TV stations. In previous meetings and discussions with TV sales staff members and management and with the agencies, both sides expressed concern that their counterparts were not working in an effective or professional manner. Moreland spent the morning with the agency representatives, who complained of poor treatment by the stations. They accused the TV station management of providing little or no strategic or demographic guidance for advertising clients, giving little reliable information on advertising rates and, in general, not establishing a professional relationship with the agencies. Moreland made recommendations on how to improve relations with the stations and he lead a discussion on basics of TV sales. In the afternoon Moreland met again with the agencies and they were joined by the sales staff of both RTV 21 and KTV. Moreland moderated a spirited discussion on how both sides needed to work together for their mutual benefit. There was unanimous agreement that all the agencies in Kosovo and Skopje need to participate in industry discussions and there was also agreement that a formal Joint Industry Committee needs to be established as soon as possible.

The riots of March 16-18 provided many opportunities to meet with the stations about news coverage, public criticism of the coverage and the possibility of legal sanctions by the TMC. The riots brought sales activity to a standstill and exacerbated an already very tenuous financial situation at RTV 21.

Back in January, KTV and RTV 21 business adviser, Andrew Clayton, visited Kosovo to assist both national TV stations prepare business plans for 2004.

IR 4.3 Development of Supporting Institutions

Both AMPEK and APJK announced in January a grant for hiring a lawyer that is approved by Kosova Foundation for Open Society (KFOS). The APJK engaged a lawyer and launched its operation on 5 January 2004. Assistance will be given primarily to the protection of journalists' rights, whereas AMPEK will engage a lawyer on a case by case basis.

IR 4.3.1 APJK

Activities in March included IREX's participation in an APJK roundtable discussion on journalist safety. Conducted before the riots, the roundtable was in response to an attack on an RTK reporter during a protest in Pristina. Following that roundtable, planning was started on an IREX seminar on reporter safety and responsibility and an initial meeting on the event was conducted with BBC Correspondent Jacky Rowland.

On January 25, APJK announced the winners of the 2003 journalism awards in a ceremony organized at the Grand Hotel. The winning categories were: Kosovar journalist of the year; best investigative article of the year; best economic article of the year; best radio journalism; best TV investigative journalism; a special award for debate promotion; a career award; best documentary; a post-mortem award; best camera; best photography; best correspondent of the year; and a human rights award.

IR 4.3.2 AMPEK

During March, AMPEK organized several joint meetings with representatives from TMC, TV21, KTV, RTK and IREX to discuss the draft Law on Cinematography. TMC, OSCE and OSCE representative participated in the meeting of Parliamentary Commission on Culture where they expressed their opinion about this draft law. It was agreed among the members of the Commission and media representatives that more detailed comments on the draft will be developed by media representatives and submitted to the commission. This draft law came to the media community's attention too late. The drafting of the law appeared flawed. The media was not included in the process, although the law affects financially on media outlets. Meanwhile, TMC, OSCE and IREX addressed a letter to the chair of the parliamentary commission on culture to express their concerns about the draft law. IREX in the letter pointed out that the draft law proposes special taxes which represent a serious threat to these stations, already under severe economic pressure. Beyond those very practical issues, it is a concern that the draft law is an infringement on the station's rights to freedom of expression and independence. The draft law will have far reaching consequences for broadcasters, independent producers and the general public. The concern is that it has not been adequately discussed and not all those who may be affected have had an opportunity to comment.

A joint statement of Kosovo media organizations was submitted to the commission where general comments and conclusions on the draft law on cinematography were provided. Also provided were specific recommendations for amendment of the draft law to the extent that it touches on the interests of television broadcasting in Kosovo and the authorities and jurisdiction of the Temporary Media Commissioner and the future Independent Media Commission.

During the last meeting , again organized by AMPEK and representatives from TMC, TV21, KTV, RTK and IREX, it was decided that the next step would be to go public with stories about the issue, in order to stop the adoption of the law by the Assembly.

In other meetings organized during the months of March and February, TMC and OSCE have initiated cooperation with print media, journalist's associations and international organizations to encourage development of a voluntary system of self-regulation such as a Press Council.

In another development, a smaller group of members of the working group (Violeta Oroshi journalists, Dukagjin Gorani freelance researcher and Filloreta Bytyçi IREX) was formed to develop the very first draft code of ethics, that was be discussed and commented in the regular meeting. Other group members accepted the draft code very well and it was said that the draft developed very professionally. General principles of this draft Code of Ethics foresee that: 1) it is the duty of journalists and publishers to respect the needs of citizens for timely and relevant information. Journalists and publishers shall defend the principles of freedom of information, the right of fair comment and critical journalism; 2) The press in Kosovo shall observe international standards of civility and respect for the ethnic, cultural and religious diversity; 3) journalists and editors shall not, deliberately or by inadvertence, encourage discrimination and intolerance; 4) journalists shall not act as representative of public opinion. Media cannot replace the specific functions of the public authorities or institutions; 5) the critical observation of the implementation of political and economic power shall be among the main obligations of the press; 6) journalism is based on the media, within which a distinction shall be made between publishers, proprietors and journalists; and 7) News organizations shall demonstrate transparency in matters of media ownership and management, enabling citizens to ascertain clearly the identity of proprietors and the extent of their economic interest in the media.

A meeting for further consideration of the Draft Code of Ethics was postponed because of the riots.

IR 4.4 KosovaLive News Agency

Efforts continued during the month of March to help KosovaLive make its operation more attractive to present and future clients. The agency was encouraged to do a small survey of radio clients, to determine the level of interest in an audio service. IREX completed the questionnaire and the KosovaLive marketing director completed the survey in March. Most stations that participated in the survey would welcome addition of an audio service.

IREX field staff Emine Berisha prepared a Subgrant request, with the assistance of KTTN's IT expert Driton Hapciu, for new equipment needed, in part to help support the addition of new services and to address security problems. The Subgrant was not submitted, pending USAID approval of the no-cost extension budget.

Plans for other elements of the initiative, including a trip for KosovaLive management to the Press Association and Dow Jones to London, have been completed. A radio trainer candidate has also been interviewed. These initiatives are interrelated and rely on budget approval from USAID.

In February Azra Krasniqi has been working to sell advertising space on the KosovaLive website. Chief Editor Kelmend Hapciu has been encouraged to meet with his clients, to determine their satisfaction with the KosovaLive product and to gauge their interest in additional products. These may include an audio service for radio stations and a picture service for newspapers. Then Senior Media Adviser Matt Shelley met with Hapciu and Krasniqi to again encourage this client feedback. They agreed to conduct a survey of their subscribers. Shelley wrote the questionnaire, Hapciu translated it into Albanian and it was distributed to radio stations first. At Hapciu's request IREX contacted all the stations and requested their cooperation. No results of the survey were available at the writing of this report. Hapciu has also agreed in principle to a trip to London, to visit the PA Press and Dow Jones wire services. Both have agreed to host KosovaLive and to discuss how the agencies operate and to provide advice on the development of new KosovaLive products, how they can be marketed and distributed through the website.

Also concerning KosovaLive, national TV business adviser Andrew Clayton has agreed to help the agency develop a business plan and to serve as a business adviser for KosovaLive if money can be found in remaining KIMP funds.

Finally, IREX Senior Media Advisor Matt Shelley worked with KosovaLive during January on their hiring of a new marketing director. Azra Krasniqi was selected as the new Director of Marketing and Development. Her first action will be to meet with potential website advertisers and subscription clients to boost awareness of the website and generate revenue. Ms. Krasniqi will also play a role in developing a plan to create new products for news agency KosovaLive in order that new revenue sources may be found.

IR 4.5 Efficient Business Management

The business plans for both RTV 21 and KTV were completed, with the assistance of business consultant Andrew Clayton. (See activities 4.1 and 4.2, above)

IR 4.6 Market Research

The results of the fourth (and last scheduled) quarterly survey of Kosovar television viewers were released in March (completed in February and conducted during January 2004). IREX consultant Helen Harrison reported that RTV 21 had overtaken public broadcaster RTK as the number one rated television station in Kosovo. RTV 21 gained the distinction largely on the strength of a new evening program line-up that features popular TV drama series. IREX Media Advisor Blerim Krasniqi monitored Prism Research interviewers for the audience survey due in March in two towns – Kaçanik and Ferizaj. He concluded the interviews are being done in very professional and unbiased way.

Harrison met with both stations to analyze the data and to make recommendations about future schedule changes. She also presented the findings to a news conference at IREX and met with members of the Joint Industry Committee (national TV stations and advertising agencies). All but one local agency attended the briefing which also attracted agencies from Skopje.

The JIC was told that IREX will attempt to find funding so that the surveys can continue.

Harrison, at the request of IREX, submitted two proposals: one for additional survey work and the other for consulting members of the local JIC so that the organization can be established on a more formal basis.

PROGRAM ACTIVITY – 5. LEGAL AND REGULATORY FRAMEWORK

IR 5.0 Legal and Regulatory Framework

IREX's Media Law Advisor, Filloreta Bytyçi, recommended during March that Professor Gjylieta Mushkolaj develop a Q&A brochure on FOI for journalists. Journalist Berat Buzhala (*Koha Ditore*), Faik Hoti (*Zer*) will draft the brochure. Their work will be supervised and reviewed by Professor Mushkolaj.

IREX, in cooperation with APJK and AMPEK, organized on January 27 a workshop entitled "Kosovo's Law on Access to Official Documents: towards implementation and posing fresh challenges". IREX consultant David Goldberg facilitated the workshop. The main goals of the workshop were to: promote the implementation of the right to information in Kosovo; foster understanding of the Kosovo's Law on Access to Official; explain the legal requirements of the law to facilitate its usage; and initiate the process of developing a brochure for journalists wishing to use the law. The main topics discussed were: FOI – from a journalist's perspective; Kosovo's Law on Access to Information; access to information: the European framework; and the relation of FOI legislation, media and journalists in Kosovo's context.

The outcome of the workshop was the initiative of creating a brochure on how and why to use the FOI law, and how to create a FOI e-mail list for journalists. A group of several journalists from APJK will continue the work to complete these tasks. IREX's Media Law Advisor Bytyçi and consultant Goldberg spent a considerable time working on the plan for future projects related to media law for the period from February through June 2004.

IV. ADMINISTRATIVE AND OTHER ISSUES

The immediate focus in March was on establishment of firm budget information and development of a no-cost extension proposal requested by USAID. A discussion paper was submitted to USAID on March 31 and a proposal will be developed after USAID comments are received.

USAID hired an assessment team to study the status of media in Kosovo. Several meetings were held at IREX and a number of documents on the KIMP program and specific activities were provided to the assessment team. USAID indicated the team's final report would be made available to IREX.

In light of budget figures provided by IREX/DC, it became clear that many activities specified in the work plan could not be funded if available money was used to extend the program through the end of the year. Important initiatives, such as business and sales consulting and quarterly surveys were included in the no-cost proposal but other activities will apparently not be funded. IREX Chief of Party, Matt Shelley, met with staff on several occasions to brief them on planning for the rest of the year and to make them aware that some job descriptions and duties may have to change, based on the final no-cost extension agreement. In particular it may be necessary for

media advisers to forge closer relationships with media clients, to determine their needs, assist in staff training and support their development. It is hoped the USAID assessment report will allow IREX to target perceived weaknesses, in order to better serve the media and to assist IREX in developing strategy for the next Kosovo media program.

Many administrative activities in March were in response to the riots. These included: participation in USAID meetings and planning sessions to explore the causes for violence and possible program changes to address them; participation in several meetings and a focus group with the TMC on media performance before and during the riots; monitoring media reporting, with assistance of local staff, and reporting to USAID, IREX/DC and OSI; regular meetings with directors of RTV 21 and KTV regarding news coverage of the riots and associated stories; meetings with NDI to help them understand media operations and establish strategy for getting coverage of stories outside typical protocol events; and development of training strategies, for USAID, that will help address weaknesses in television news coverage.

On February 26, IREX field staff Behar Zogiani organized an interview for Keith Hayes at "Radio Peja". In a one hour live-interview, Hayes explained IREX's activities and achievements in Kosovo, and the level of professionalism in journalism in Kosovo. Hayes also gave speeches at the Joint Industry Committee, and the business reporting and Freedom of Information seminars.

The last day Keith Hayes as IREX's Chief of Party was February 29. He was succeeded by Matt Shelley, formerly Senior Media Advisor, on March 1, 2004.

IREX's annual MSI panel was held on January 8, 2004, in the IREX Conference room with five panelists and six other participants representing media and institutions that deal with media in Kosovo. The results from the panel showed that there is improvement in media outlets compared with previous years, but a lot of work remains to be done to reach acceptable professional standards. Panelists highlighted business reporting as a sector that had showed immense improvement. A detailed report prepared by the media consultant Ms. Evliana Berani, was sent to IREX/DC.

Subaward Overview

The table below summarizes the Subawards, totaling USD 755,531, awarded during the first quarter of 2004.

Subgrant	Recipient	Amount
FY04-KTTN-04 <i>Operational Costs</i>	KTTN	\$95,955
FY04-JAVA-01 <i>Equipment</i>	Radio Java	\$11,389
FY04-PEJA-01 <i>Equipment</i>	Radio Peja	\$6,689
FY04-RTV21-03 <i>Equipment</i>	RTV 21	\$288,923
FY04-KTV-02 <i>Equipment</i>	KTV	\$337,000
FY04-APJK-01 <i>Operational Costs</i>	APJK	\$15,575
Total		\$755,531