

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

Quarterly Report
October 1, 2003 – December 31, 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 Jill Jarvi, Senior Program Officer (jjarvi@irex.org).

I. SUMMARY

This quarter the Kosovo Independent Media Program (KIMP) focused on offering marketing advice, conducting gender and minority training, releasing a third 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:

- **Kosovar and Serbian Journalists Meet in Pristina to Discuss Future Cooperation.** The Association of Professional Journalists of Kosovo (APJK) and the Independent Association of Journalists of Serbia (NUNS) jointly organized the first Pristina meeting of Serbian and Albanian journalists in a step towards bridging communication between the two professional communities. The meeting brought together approximately 10 Serbian journalists from Belgrade and Niš and 10 Kosovar journalists and editors to discuss issues such as hate speech in the media. Though discussions reflected disagreements over media coverage of past events in Kosovo and uncertainties regarding the media's role in determining Kosovo's future, the journalists ultimately acknowledged the need for continued dialogue among themselves. A second meeting, part of a journalist exchange program of the German foundation Friedrich Ebert Stiftung, was held in Belgrade in November.
- **Associations Work to Inform Kosovars about the Budget Process.** With IREX assistance, the Association of Independent Broadcast Media in Kosovo (AMPEK), the Association of Journalists in Kosovo (APJK), and the Ministry of Economy and Finance organized a training seminar on Kosovo's consolidated budget for business and economic reporters. The consolidated budget for Kosovo is financed from taxes, fees and user charges and is divided into three areas: general government, municipalities, and public enterprises. It strives to promote stability, strengthen domestic revenue, and ensure sustainability, while attempting to meet targets set by the international community. The budget training seminar -- lead by Stephen Leeds, Budget Policy and Development Advisor with USAID's Economic Reconstruction Project-Ministry of Finance and Economy; Agim Krasniqi, director of the Kosovo consolidated budget; and Ibrahim Rexhepi, editor of the newspaper Koha Ditore -- provided information to help journalists

understand the budget planning and development process and enable them to report accurately on it in order to inform Kosovars. Issues addressed in the seminar included who controls the Kosovo consolidated budget, how much money is allocated for the budget, and why Kosovo has a budget surplus.

- **New KTTN Site to Provide Additional 120,000 Citizens with National TV Signal.** The Kosovo Terrestrial Telecommunications Network (KTTN) completed infrastructure construction at its new Koliq site, 24 km north of Prishtina. The 27-meter tower now awaits the installation of broadcasting equipment. From this new site, KTTN will cover an area populated by more than 120,000 Kosovars with national television signals. The site also holds potential for future income generation, as KTTN increases the number of its commercial clients; the network has recently signed new contracts with the Kosovo Police Service and another private company for leasing tower space and housing equipment at the transmission sites.
- **Third Quarterly Viewer Survey Shows Increased Numbers for RTV 21.** IREX research consultant Helen Harrison conducted her third quarterly viewer survey in Pristina for stations RTV 21 and Koha Vision (KTV). Her results showed that while average weekly viewing for KTV decreased 4.1%, viewing for RTV 21 increased by 4.5% during the period of October through December 2003. Harrison presented her research and did an analysis of the results for both stations; IREX later released the results and a general analysis of the survey to a wider audience.
- **IREX Supported Journalist Publishes a Piece in Dow Jones.** On November 18, 2003, Kosovo journalist Syzana Bytyçi published her first story on the internationally renowned Dow Jones News Wire (DJNW). The piece focused on the possibility of Monaco telecom losing its mobile phone license in Kosovo. Bytyçi's success is due in large part to the week she spent in the Dow Jones' London newsroom this past summer on an IREX-implemented training program. Two of the four journalists who participated in the program are now part-time correspondents for DJNW.

II. BACKGROUND

Prime Minister Bajram Rexhepi refused to attend the launch of dialogue talks between Prishtina and Belgrade without the express approval by the Kosovar parliament. Special Representative of the Secretary General (SRSG) of the United Nations, Harri Holkeri, had earlier extended invitations to the leaders of the institutions of both Kosovo and Serbia-Montenegro to participate in such confidence-building talks. Instead, a Kosovo delegation comprising President Ibrahim Rugova, Head of Parliament Nexhat Daci, and SRSG Holkeri, came together with a Serbian delegation in Vienna on October 14, 2003. The Serb delegation was represented by Prime Minister Zoran Živković, his deputy Nebojša Čović and the Minister on Minorities, Rasim Lajić.

Holkeri informed the Kosovo institution leaders about his report to the United Nations Security Council (UNSC) and the possibility of the Constitutional Framework supplementation. Shortly after a meeting between Daci and Holkeri, contradictory statements emerged. Daci maintained that the United Nations Mission in Kosovo (UNMIK) supported amending the Constitutional Framework, which the following day was denied by an UNMIK spokesperson. The Kosovo Working Group on Alteration and Supplementation of the Legal Framework declared that if the Constitutional Framework is to be altered, it would be a step towards resolving the Kosovo's final status.

Discussing the issue of parallel state structures in Kosovo, President of the Kosovo Assembly, Nexhat Daci, declared that the parliament would not promulgate any law on decentralization as long as the parallel structures continue to exist. Daci made these comments after meeting a delegation of the Council of Europe (CoE) Decentralization Unit, run by Carlo Civiletti, who proposed to Daci some recommendations for decentralization. Oliver Ivanović, Kosovo Serb representative at the Parliament Presidency, said that the parallel structures in local governance will stop functioning only when there is no reason for their existence. He considers that only the decentralization process would create enough space for the elimination of parallel structures. UNMIK reiterated their position that parallel structures should not exist in Kosovo, but should be replaced with UNMIK structures. Regardless of the UNMIK statements, Serb parallel structures continue functioning in the northern part of Kosovo and in all Serb enclaves.

The Kosovo Government established five working groups on implementation of the standards set by the international community in order to accelerate the definition of Kosovo's final status. The five working groups will work on: democratization, rule of law, economic and property issues, minority rights, and refugee return and dialogue. Kosovo Prime Minister Rexhepi said that UNMIK has no justification for not transferring the competences to the Kosovo institutions, stating that the transfer of competences should occur simultaneously with the fulfillment of the standards, and any failure of this transfer would block the process of achieving the standards set by international community.

The Ministry of Education, Science and Technology announced in a press conference that the College of Journalism Faik Konica, Academy of Fine Arts, and the College Tempulli are among the unlicensed schools operating this year.

III. PROGRAM ACTIVITIES

Beginning this quarter, IREX will report on its activities according to the most recently submitted workplan to USAID.

PROGRAM ACTIVITY – 1. TRAINING

1.1 Radio Training (IR 1.1 – Journalists Follow Accepted and Recognized Professional Standards)

From December 1-5, 2003, IREX Senior Media Advisor Rich McClear provided on-site training on "How to do Radio Reporting" to journalists from five regional radio stations (Radio Contact, Radio Llapi, Radio Drenica, Radio Plus and Radio Report). A total of 33 radio journalists received instruction. The on-site training covered such issues as determining the elements of a good story; making a plan to cover a story, including budgeting time and resources; tailoring stories to listeners' interests; editing to ensure the listeners understand the story; and separating fact from opinion in stories. At the end of each seminar, McClear pin-pointed specific problems each individual station faces in its radio reports and made suggestions as to how to rectify these problems. McClear also recommended specific topics for further training.

1.2 Television Training (IR 1.1 – Journalists Follow Accepted and Recognized Professional Standards)

IREX/TV Media Advisor Blerim Krasniqi and IREX consultant Graham Addicott conducted a three-day documentary production training seminar in late October. Participants were taught about the process of producing a documentary and how to develop co-productions with western television companies in the future. An important part of the training consisted of project proposal and budget writing techniques for broadcasters. Journalists from two national and five regional television stations participated in the training. This was in follow-up to a previous documentary training session and was provided in conjunction with IREX efforts to develop a long term documentary production course in cooperation with OSCE, Press Now and other donors.

IREX organized a two-day training session on December 7 and 8 for 12 journalists from print media, national television stations and news agencies. Held at the IREX office and conducted by IREX consultant Colin McIntyre, the workshop on environmental reporting took a practical hands-on approach by using the government's report on the environment and interviewing an advisor to the government, the mayor of one of the most polluted villages in Kosovo and a manager of the power plant accused of polluting it. By taking a real-life situation that involves a heavily polluted village, villagers who want to move away, and the management of a power plant that refuses to pay for the villagers' relocation, McIntyre was able to actively engage the journalists in the training and increase their interest in this important environmental story. By the end of the training session the journalists had gained the confidence and reporting skills that enabled them to ask the mayor and power plant manager tough questions. Their stories, which were subsequently presented on various TV stations and published in several newspapers, also demonstrated their new skills and the success of the training.

For a week in November, Krasniqi assisted RTV21 staff with improving their video editing skills. In addition to editing news packages for the station, Krasniqi also worked on improving the station's journalists' visual and audio package production.

1.3 Print Training (IR 1.1 – Journalists Follow Accepted and Recognized Professional Standards)

In early December, IREX staff Zogiani and Krasniqi produced a story on the Environment Workshop organized by IREX (see above, IR 1.2 – Television Training). The seven-minute story covered both the workshop and the environment problems in Kosovo, especially some villages near Obiliq power plant. The story has been done in both English and Albanian, and copies will be distributed to local TV stations.

PROGRAM ACTIVITY – 2. GENERAL NEWS TRAINING

2.1 Enterprise and Investigative Reporting

Led by IREX trainers Bill Wigmore and Graham Addicott, a two-day seminar on investigative reporting was held October 17-18. Journalists from more than 40 media outlets from around Kosovo attended this seminar. Despite the delay of some of the training material (demonstration tapes, etc.) at the airport, the seminar received very positive feedback from its participants. Following the general part of the training, Wigmore conducted one-on-one sessions with the local TV journalists and went out on stories with them. Wigmore also provided sound advice on how to overcome closed doors and barriers of silence.

2.2 Economics and Business Training

No activity this period.

2.3 Women's Issues

During November 7-8, 2003, IREX/Kosovo organized a seminar entitled "Why Gender Matters." More than 40 journalists from both electronic and print media outlets, as well as representatives from Kosovo women's NGOs, attended the seminar. Key topics discussed during the seminar included the visibility of women in media reports and the poor reporting on women's issues in general. During the seminar, participants were able to discuss with representatives from Albanian and Serb women's NGOs the difficulties women face with stereotypes and prejudices about their gender. The seminar was conducted by Leslie Abdela, Xheraldina Vula and Florie Macula, and received broad coverage by the Kosovo media.

2.4 Minority Media

Also in November, IRES/Kosovo organized a seminar on minority reporting. During the two-day seminar approximately 40 journalists met with representatives from minority groups to discuss various issues such as stereotyping, prejudice, discrimination, low-quality reporting on minorities, etc. The seminar was conducted by Leslie Abdela and Nadira Vllasi. The guest speakers came from different minority communities and other social groups (Turks, Serbs, Bosniaks, Roma, disabled people, gays and lesbians, etc.). Reports on the seminar appeared in most of Kosovo's electronic and printed media outlets, which also included interviews with the panelists and the trainers.

In December, IRES/Kosovo received a project request for evaluation from Radio Omega 3, a radio station from Prizren that broadcasts in the Bosnian language. DTV from Silovo also submitted an application for a small grant, which is currently being reviewed by IRES as well.

PROGRAM ACTIVITY – 3. KTTN

3.1 Operations and Equipment

KTTN finished the construction of the shelter building at its new transmission site – “Koliq,” 24 km north of Prishtina – completing the infrastructure for the site. Engineers previously mounted the 27 meter high tower and fenced in the site. However, the appropriate broadcasting equipment has not been ordered yet, because of KTTN's current financial situation. From this new site, KTTN will be able to provide national TV signals to an area populated by more than 120,000 Kosovars, thus making site attractive for commercial purposes as well.

KTTN has increased the number of its commercial clients, signing new contracts with the Kosovo Police Service and another private company for leasing tower space and housing equipment at several sites.

KTTN management had several meetings with USAID representatives during October 2003. USAID promised it will support KTTN in its efforts to introduce the user fee for the broadcasters beginning January 1, 2004. In addition, USAID will assist KTTN in defining the use of the land where the KTTN sites are located. Furthermore, Hayes met with several visitors from technical consultancies throughout October and November in relation to the further development of KTTN, followed by a meeting with David Black in December.

During the quarter IRES brought in a British business expert to assess all financial, commercial, and business aspects of KTTN. The consultancy was very constructive and a number of useful meetings were held in an effort to determine the best way of restructuring, reshaping and reorganizing KTTN in the future.

3.2 Professional and Technical Training

No activity this period.

PROGRAM ACTIVITY – 4. MEDIA SUPPORT

4.1 Television and Radio Technical Assistance

Additional activities will not be funded under this workplan.

4.2 Support to Television

Matt Shelley accompanied four Kosovar senior TV editors to an NBC affiliate in Spokane, Washington, during the week of October 27-31. KTV Director Leke Zherka, KTV News Director Menduh Hysa, RTV 21 Director of Information and Marketing Eugen Saracini, and RTV 21 editor Antigona Baxhaku met with all station managers and directors from the station. They worked side-by-side with fellow news reporters, producers, and editors, and also participated in discussions about sales and promotions, traffic, program scheduling, engineering and overall station management.

This visit was in response to a request made in the OSI/USAID review of the two private Kosovo TV stations. The review called for overseas training to reinforce some of the specialist work that has been offered over the past nine months in trying to bring business skills to these two broadcasters. Improving the final product has been the most difficult part of this plan and the one to which the station management has been most resistant.

As a combined result of continuous on-site training that IREX provided to RTV 21 and the trip to Spokane, USA, the station has made substantial and significant changes in its program schedule. The station is now producing "flash" news reports on the hour, 24 hours a day. The main news has been moved from 7:15 to 6:30PM and has been expanded to a half hour. New sets and graphics have been developed for all the news and information programs. The flash news elements, two to three minutes each, are very fast-paced headline services which feature a high story count and accompanying video. The main news now features two presenters, a new break structure (three breaks), proper teases before the breaks, a more extensive weather segment, an on-set sports presentation and, increasingly, more dynamic interaction between the presenters. RTV 21 has also made substantial changes in its evening program schedule. The primary changes are the addition of popular entertainment programs at 7:00 (to counteract RTK's strong news program) and through the evening until the 10:00 news.

KTV has also made changes in its news programs. While the KTV premises problem continues to limit what the station can do in terms of presentation, there have been changes editorially. Station News Director Menduh Hysah is focusing his staff on producing fewer stories that are tied to political press conferences and similar events. The station is making an effort to do more live reporting and include journalists reporting from the set. KTV has also agreed to participate in future journalist training by Senior Media Adviser Matt Shelley.

IREX business consultant Andrew Clayton paid his quarterly visits to both KTV and RTV 21. Clayton reported that KTV has already exceeded projected revenue for the year. Sales results are comparable with those of RTV 21, although they are below the more optimistic 2003 projections by the management. Clayton also confirmed earlier concerns about RTV 21's cash flow situation, particularly for November and December.

RTV 21 has initiated production of a locally-produced serial. The 21-episode series is based on true stories taken from Kosovo court records. Primary shooting was conducted on a set constructed in the basement of the Grand Hotel. RTV 21 plans to broadcast the first program during New Year's programming.

In November, IREX staff established contact with TV Prizren regarding IREX's donation of used computers. Four computers from Zeri and one used computer from IREX will be given to the station. IREX's Technical Media Advisor, Bini Rama, is conducting the final maintenance before the equipment handover.

IREX rejected the sub grant request for a documentary that was submitted by Ramazan Ajdini, an Albanian-American filmmaker. The amount and the nature of the grant neither fit IREX's mandate nor its work plan. However, Ajdini may reapply when the Documentary School Project begins to operate (TBD).

IREX and KTTN were intensively involved in the development of a project with RTV Mitrovica. The media outlet submitted a subgrant request early in the year 2003, but failed to return with additional information that was requested by IREX and KTTN, thus bringing the further development of the project proposal to a halt. The owner of RTV Mitrovica still hasn't fulfilled his obligations toward KTTN in that he never officially applied for a space in KTTN antennas. IREX staff will continue to develop the project as soon as the both KTTN and RTV Mitrovica agree on the conditions. KTTN has reduced the fee to 16%, and has also offered to maintain the transmitter at the same price. A detailed report about RTV Mitrovica was previously submitted to USAID.

The RTK sub grant request for the teletext service was rejected, because it didn't fulfill the IREX criteria for assistance. In the letter that was sent to the RTK management, IREX expressed its readiness to assist with training for RTK staff.

Upon request of RTV 21, IREX repaired and returned a Satellite News Gathering (SNG) vehicle to operating condition that was needed for the production of New Year's Eve programming in Skopje. The vehicle had been parked and used as a fixed uplink for two years. IREX staff was able to provide technical assistance and overseas mechanical repairs in order to return the SNG vehicle to remote broadcast service.

IR 4.3 Development of Supporting Institutions

IREX's Media Law Advisor, both AMPEK and APJK associations, and representatives from OSCE, Internews and UNHCHR-Finnish Human Rights Programme, met with the Temporary Media Commission (TMC) on its request to discuss an issue related to Radio Gjilani. Radio Gjilani is in dispute with the municipality and other potential radio operators about who should run the station. A proposal for time share has been made with a second operator having certain hours of the day for broadcasting on the same frequency as Radio Gjilani. IREX has both a supervisory and advisory role to AMPEK. During the past few weeks all the parties noted above have expressed an active interest in helping to resolve the situation and most of them have spoken with one or more of the principals involved, as well as to the TMC. The TMC is also working with all three parties to find common ground and propose an acceptable solution.

The purpose of the meeting was to coordinate all efforts in a unified approach or strategy. If the parties in the dispute understand that the intention of the donors/external organizations is to be united behind a common approach, each party may be more willing than they are now to make necessary compromises. An outline of a proposed solution has been developed and circulated for thoughts and comments (available upon request).

APJK and AMPEK are also working on a campaign to decrease taxes for all media in Kosovo. They continue to gather information related to this issue, especially VAT. After meeting with the EU Pillar Fiscal Affairs Office, both associations were advised to develop a background paper that should also be sent to Ministry of Economy and Finance and to UNMIK's fourth pillar Economic Reconstruction. As a result, AMPEK and APJK wrote a letter to support the idea of a reduction to the Ministry of Economy and Finance and to the Parliamentary Media Commission. The associations also asked for a meeting with these institutions.

The Ministry of Education denied a license to the Faik Konica School of Journalism. Despite renewed efforts to assist the journalism school to remain in existence; this decision was accepted in the media community with a variety of reactions. IREX's Chief of Party and Media Law Advisor spent considerable time assessing the situation and visited the Ministry of Education on a fact finding mission. The Ministry expressed gratitude that IREX had decided to find the government's reasoning before expressing opinions. Officials said IREX was the only organization to do this while others had expressed opinions publicly without asking for facts.

APJK and AMPEK also addressed an open letter to the Temporary Media Commissioner about “three problems that need solutions: UNMIK, respectively OSCE and Kosovo Government transparency toward Media about the law on the ICM (Independent Commission for Media); very high VAT percentage that Kosovar media pay; and unacceptable codes of conduct for Media, especially clause 3.2.”

The APJK also reacted and expressed their indignation regarding the latest decision of the UNMIK, UNMIK Police, KFOR and OSCE in the region of Mitrovica. It foresees collective measures against Albanian journalists and correspondents of the media in that region, attempting to avoid misinterpretations/falsifications that come as a consequence of the press conference coverage of the above mentioned bodies from certain local journalists. They urged the regional administration of UNMIK, UNMIK police, KFOR and OSCE to resign from such collective measures and asked for individual responsibilities through the local media, journalists, and correspondents either through the Ethics Code or through the regulations and other legal forms, which are in power in Kosovo.

On December 11, IREX, AMPEK and APJK, in cooperation with the Ministry of Economy and Finance, organized a training seminar on Kosovo’s Consolidated Budget. The training seminar’s goal was to assist local journalists in better understanding the budget process correctly, so that they can report on it accurately and help inform Kosovo’s people about the budget process and allow them to make well-informed decisions. The training seminar addressed several issues related to Kosovo’s Consolidated Budget such as: who controls the Kosovo Consolidated Budget; how is money allocated for the Kosovo Consolidated Budget; budget as an indicator of economic development of a country; why Kosovo has a budget surplus; and the relation between central and local budget, etc. The seminar was led by Stephen Leeds, Budget Policy and Development Advisor within USAID’s Economic Reconstruction Project-Ministry of Finance and Economy, Mr. Agim Krasniqi, Director of Kosovo’s Consolidated Budget, and Mr. Ibrahim Rexhepi, editor at *Koha Ditore*.

IR 4.3.1 APJK

The Association of Professional Journalists of Kosovo (APJK) and the Independent Association of Journalists of Serbia (NUNS) organized the first meeting between Serbian and Albanian journalists in Pristina on October 20. This meeting precedes a similar meeting to be held in Belgrade, which will last from November 16 through November 18, 2003. Both meetings are part of the Friedrich Ebert Foundation’s Journalist Exchange Program.

IR 4.3.2 AMPEK

During mid-November IREX and AMPEK organized an advanced two-day training workshop on marketing. Main topics of the training workshop covered advanced marketing techniques, client relations and sales psychology. This was a follow-on training program to a seminar conducted back in May 2003. A total of 28 marketing representatives from different media outlets around Kosovo participated in the workshop. Virtually every AMPEK member was represented in the workshop.

IR 4.4 KosovaLive News Agency

In October Matt Shelley met with the management of KosovaLive to discuss the possible expansion of KosovaLive’s products to include both photos and audio clips. If KosovaLive is to be deemed essential by its customers, it must offer services which are consistent with their needs. These changes may also provide news sources of revenue. Once these products are identified it will be possible to determine the technical capacity and distribution needs of KosovaLive. Dutch

NGO Press Now is considering the possibility of providing marketing support for this project and plans to meet IREX management (date TBD) to discuss how best to coordinate efforts.

KosovaLive is exploring the possibility of recruiting a Director of Marketing and Development. After review of its management structure, KosovaLive developed a job description for the new position. The position was advertised and interviews with finalists are scheduled for January.

IR 4.5 Efficient Business Management

Matt Shelley met with Kosovo Business Services (KBS) regarding accountancy training that was provided to the two national TV stations, KTV and RTV21, in September 2003. KBS reported very satisfactory performance by the participating staff members from RTV 21 and KTV. The KBS November report indicated that neither station has been able to fully implement the training, due to a lack of software (RTV 21) and staff (KTV). KBS trainer Astrit Musa has developed recommendations for both stations to fully implement the accounting concepts.

Sales and promotion consultant Graeme Moreland devoted one week each to consultancy work at both KTV and RTV 21. Moreland's work followed release of the second viewer survey and scheduling consultancy of Helen Harrison in September 2003. Moreland assessed the sales and promotion efforts at both stations and developed specific recommendations for improvement. Using the latest survey results he also worked with directors and managers on strategic scheduling, sales and promotion initiatives that had begun in November.

Over a period of two weeks in November, Moreland worked with marketing, promotions and scheduling staff at both national TV stations. The focus of his training centered on convincing both stations to schedule programs and sell commercial time on a strategic basis, i.e., using the IREX-funded viewer surveys as a planning and marketing tool. Moreland established that RTV 21 has been very aggressive in its schedule changes, sales and promotional efforts. Recommendations were developed and Moreland will return in February 2004 to follow-up. KTV has made no substantial changes to its programming schedule in the wake of the latest viewer survey results. No significant changes were made in the sales and promotions area, either. The station has agreed to have a major restructuring of its marketing department in place by the end of January.

IR 4.6 Market Research

The third quarterly television viewer survey was conducted the last week of October through the first of November. The field research was again conducted by Prism Research; the completed questionnaires were delivered to the research firm Helen Harrison and Company in London for tabulation. IREX's Media Advisor for TV, Blerim Krasniqi, monitored the interviewing procedures of the Prism Research Company. Reports on the survey results were developed for the TV stations and advertising agencies in Kosovo.

The results of the third quarterly viewer survey were then presented in Pristina in December by research consultant Helen Harrison. The survey results showed an increase in average weekly viewing for RTV 21 of 4.5% and a decrease of 4.1% for KTV. Harrison presented the research and did analysis of results for both stations. The results were presented in a news conference at IREX. The survey methodology and results were also presented in a meeting of the Joint Industry Committee (JIC). Harrison explained that since funding will expire after the fourth survey, conducted this month, it will be up to the JIC to provide funding for future research.

PROGRAM ACTIVITY – 5. LEGAL AND REGULATORY FRAMEWORK

IR 5.0 Legal and Regulatory Framework

There was no activity on the Law on Access to Official Documents. The Assembly has approved the legislation and some of the proposed amendments to the Law on Official Documents, whereas the signing procedure from SRSG has not been done yet. Meanwhile, IREX's Media Law Advisor Bytyci and the professional media associations are in contact and negotiating with consultant David Goldberg (The Campaign for Freedom of Information in Scotland) to develop projects related to freedom of information (FOI), freedom of expression (FOE) and media law training for lawyers in Kosovo.

Following a lobbying campaign regarding Independent Media Commission (IMC) regulation, AMPEK approached the Association of Commercial Broadcasters based in Belgium for their opinion about the draft IMC regulation. The local Kosovo agency IMC is scheduled to replace the TMC as soon as all regulations are agreed upon. This association developed and sent to AMPEK comments with reference to the compatibility of the proposed legislation in Kosovo compared to European Union (EU) norms. AMPEK's Executive Director, Ardita Zejnullahu, has circulated this document to the most important institutions in Kosovo that are dealing with this issue (Government of Kosovo, OSCE, UNMIK, CoE, US Office, USAID, TMC and Ombudsperson).

IREX provided funding to enable Naile Selimaj, the TMC's Licensing Officer, to attend an international conference of the European Platform for Regulatory Authorities (EPRA) in Cyprus from October 21-26, 2003, in support of her professional development as the agency's principal licensing officer. The principle benefit of Selimaj's participation in the conference was to enable her to establish a working relationship with her counterparts in other relevant European countries. This external contact will be valuable to the future IMC as it develops a new, legal process for soliciting and evaluating license applications.

The TMC is building up and developing staff as the permanent broadcast regulator in Kosovo. To this end, TMC has recently been accepted as the 49th full member of the European Platform for Regulatory Authorities, an association that -- as the name implies -- links regulators all over Europe.

In November the SRSG signed and promulgated the Law on Access to Official Documents, also known as the freedom of information (FOI) law. IREX's media law advisor and the media associations secured the services of David Goldberg as a consultant to develop projects related to this law. Goldberg is scheduled to arrive at the end of January 2004 to conduct the first workshop on this subject. The goal of the workshop will be to explain the promulgated Law on Access to Official Documents to local journalists and to try to develop a manual for its usage. Meetings were also held with the National Democratic Institute (NDI) and other NGOs who participated in the working group that reviewed the law in order to discuss and coordinate future FOI activities.

IREX staff Keith Hayes and Filloreta Bytyci, AMPEK and APJK reviewed and commented on a proposed TMC statement on broadcasting policy. This action is part of the TMC's efforts to allow for public scrutiny of its policies thus providing interested experts and organizations a chance to comment on TMC policy proposals before they are enacted. The mentioned draft policy proposes to allow limited exceptions to the current moratorium on new broadcast licenses: (1) For "underserved" areas that have no local media or for other reasons no media in the area are capable of, or willing to, cover community news and issues; and (2) For serious proposals for multi-ethnic broadcasting.

IREX/Kosovo's view is that although exceptions to a moratorium on new licenses might be justified as stated in the document, concerns remain. IREX/Kosovo generally agrees with the basic premise of maintaining the moratorium on granting further licenses and believes that it should stay in force until the IMC is established. IREX/Kosovo's concern about relaxing the regulation is twofold: 1) Donor funds are diminishing for media, and as noted, advertising revenue is unable to sustain present licensees who depend upon advertising; and 2) IREX experienced

difficulties in dealing with local radio stations where municipalities have been or have tried to be involved. It is IREX/Kosovo's opinion that any such involvement would require a dedicated monitoring unit.

The latest draft version of the IMC Law was discussed again within the working group on December 11. AMPEK's President and Executive Director participated in the meeting and represented the interests of independent broadcast media. The submission of comments on the last version of the IMC law was developed and submitted to all members of the working group that day. The document was developed with the assistance from Kurt Wimmer of the international law firm Covington & Burling and Ross Biggam of the Association of Commercial Television in Europe (ACTE).

IV. ADMINISTRATIVE AND OTHER ISSUES

In October, Keith Hayes, IREX Chief of Party, traveled to IREX's home office in Washington, DC, for a week of consultation and advice on key projects. Hayes also traveled, together with Lena Ukella (Head of Administration), to Vilnius, Lithuania, to attend the 2003 annual ProMedia Partners' Conference.

Behar Zogiani, formerly IREX's local TV media advisor, returned to Kosovo in November 2003, and rejoined IREX/Kosovo staff as the new Training Coordinator. Zogiani worked on preparations for the Media Sustainability Index (MSI) panel that will take place in January 2004. Eleven panel participants have been identified; they are regarded as the most professional people in Kosovo media.

Gazmend Sylja, a journalist with *Koha Ditore*, has been selected to report until mid-March 2004 from The Hague as part of IREX's project with the Mott Foundation.

Subaward Overview

The table below summarizes the Subawards, totaling USD 189,695, awarded during the fourth quarter of 2003.

Recipient	Project	Amount (USD)
KTTN	Operational costs and equipment	95,955
RTV 21	New Year's Eve programming	87,011
RTV 21	Accounting software	6,729