

## Annex A

### Support for radio stations in minority languages

#### 1. Background

Local minority radio stations all over Kosov@ provide the population news and information in their own language. They therewith strengthen the position of the respected minority and protect them against political manipulation by nationalist leaders. Proper information on the situation in the region, on economic, social and political perspectives and options are the basis for integration into the majority society as citizens with all rights and duties.

Local minority stations provide an important public service to the population still living under very harsh condition. Even if security and freedom of movement may have improved in some parts of Kosov@, the members of ethnic minority groups are still mostly not daring to use this new liberties due to a lack of confidence. Strengthening these vulnerable minority communities is a crucial step for integrating the whole society, avoiding further violent confrontation and offering a peaceful perspective to all its citizens.

Minority stations providing this basic public service can not survive without financial support. As the economic, social and political position of the minority as a whole is very weak, the market for these media is almost non existing. For the time being these stations can operate and contribute to improving the situation only when subsidized from outside.

Medienhilfe therefore offers its support and cooperation to well accepted radio stations in minority languages, proven to be of importance to the local community through their rating in market research and having own in-house content programs (news and information) valuable for the minority community. Medienhilfe does not consider support for minority stations that are controlled by political forces and/or broadcast music programs and wishes or only re-broadcast foreign productions in local languages (BBC, VOA, DW...).

#### 2. Stations selected

Bosnian:	Radio Hayat (Vitromirica/Peja)
Serbian:	Radio Contact (Prishtina) ) – Programs also in Albanian and Turkish Radio Contact Plus (Mitrovica) (Program also in Romanes for Roma minority) Radio K (Kosovo Polje) – Programs also in Albanian, Roma program planned Radio Max (Silovo/Gjilan)
Turkish:	Radio Kent FM (Prishtina) Radio Yeni Dönem (Prizren)

Further minority stations may be included in the program. The selection is done according following criteria:

- Percentage of own (in-house) production of news and information programs
- Professional standards of reporting (according to media monitors by OSCE and others).

#### 3. Short information on the stations selected

All stations selected according above criteria are provided with a broadcast license and a frequency by the OSCE.

##### 3.1. Radio HAYAT (Bosniak station on 95,4 MHz, Vitomirica, Region Peja/Pec, West Kosov@)

Founder/Owner: Numan Balic (owner) and Denis Medjedovic (editor), part of the Bosniak Cultural Information Center. Numan Balic is head of the Bosniak Party and Member of Parliament, but he is not involved in the station's operation and programming. External sources confirm that the station does not have any bias and works independently.

The station: The Bosniak language station Radio HAYAT received license and frequency in April 2001 to contribute to the gradual integration of all communities, addressing specifically the 4500 people strong local Bosniak community, but also to the benefit of the Albanian, Serb (1000 estimate), Roma and

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Egyptian (2800 estimate) communities in the Peja district. In the meantime the station developed to an important and is highly ranked at the Bosniak population in this Peja suburb of Vitimirica, but also in the wider area covered (Istok).

Since June 2001, the team of 6 people broadcasts a daily 13 to 21 hours music program with wishes, but little content program yet (flash news only), as the station is very limited to do so due to the technical conditions. There is no direct phone line and no internet / E-Mail-access available. These conditions shall be improved by 2002. The station is also included in the larger networking and training project presented in this program (CerpiK, Annex C).

### **3.2. Radio CONTACT (multiethnic station in Prishtina)**

Founder/Owner: Radio Contact was funded by Mr. Zvonko Tarle and Ms. Snezana Pejcic-Tarle. The registration of license and frequency obtained from the Temporary Media Commission TMC of frequency goes on Ms. Sonja Nikolic. After the war, the operation was revived within the NGO Civic House in autumn 1999. Due to the situation in Kosov@ the station is run now by Mr. Fatmir Sheholli as director.

The station: Radio Contact was established in 1998 in Prishtina, as the first multi-ethnic media in Kosov@. The station currently has staff of 12: 6 Albanians, 2 Turks, 2 Serbs, and Bosniaks and Roma one each; with 60% of female. Radio Contact is member of many regional networks in SEE (ANEM, One World, SEEMO) and has bilateral program cooperation with a number of stations. The core staff received education in conflict resolution in Canada, USA and Denmark as well as journalist training in diversity and conflict reporting. Radio Contact broadcasts in Albanian, Serbian, Bosnian, Turkish and Roma languages. Its program is strongly oriented to strengthening of civil society, with many broadcasts on education for democracy, women and youth issues. The station represents the first indigenous multi-ethnic project in post-war Kosov@. Despite serious security problems (including hand grenade attacks and life dangerous injuries after being shot in the street) and huge financial problems, the station stays dedicate to fulfilment of its mission: tolerant multi-ethnic society in Kosov@.

### **3.3. Radio CONTACT PLUS (Serb minority station in Mitrovica, Northern Kosov@)**

Founder/Owner: Radio Contact Plus was funded by Mr. Zvonko Tarle and Ms. Snezana Pejcic-Tarle. The station is situated in Northern Mitrovica (Serb controlled part) and started its operation in spring 2000, as a branch of Radio Contact. The registration of license and frequency obtained from the Temporary Media Commission TMC of frequency goes on Mr. Nikola Tomic. The station is run now by Ms. Valentina Cukic as director.

The station: According to assessment of OSCE as well as of donors, Radio Contact Plus represents the most professional broadcaster in Kosov@ with program in Serbian language. It has very developed information and education program, producing a several weekly broadcasts for OSCE and other international organisations that are then distributed to other stations for re-broadcasting. Contact Plus is the most listened station in the entire Northern Kosov@, the largest Serb enclave. But, it is listened in Southern part of Mitrovica as well. Because of its high professionalism and promotion of mutual understanding and tolerance, the station has been approached by several local stations in Albanian for program cooperation. The station however lives a very hard life with Serb hardliners in Mitrovica (the "Bridge Watchers") several times physically attacking the station and its staff.

### **3.4. Radio K (multiethnic station in Kosovo Polje / Fush ë Kosovës, Central Kosovo)**

Founder/Owner: Naim Breznica (director), Dejan Jovanovic (editor). Radio K was funded by the NGO Association for Culture and Information. There is an 11 member board of the NGO with the 7 people from the radio.

The station: Radio K is run by a multiethnic team of 7 people with Albanian, Serbian, Turkish, Macedonian and Hungarian background. The station started operating an experimental program on August 29, 2001 and had its real opening on October 10, 2001 with a program 50% in Albanian and 50% in Serbian language, with all programs done by mixed teams. The station operates now only a 100W transmitter, but is allowed to broadcast with 400W according to the TMC-license. The reach-

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out therefore is limited for the moment, till a new transmitter can be provided. Problems are with the power supply and the premise, as they broadcast from the Culture House run by the OSCE. They have access to the station only when OSCE is working, i.e. from 8.30am-7pm, as they were not given a key by the OSCE to enter the house independently. K would have to pay a security guard (600 €/month). The program of Radio K includes some news and information program locally produced and the rebroadcast of Deutsche Welle in Serbian and in Albanian. Radio K would like to start up a contact and a Roma-program but lacks funding, as this would require more people being paid.

### **3.5. Radio MAX (Serb minority station in Silovo, Gjilan district, Eastern Kosovo)**

Founder/Owner: Zoran and Marina Maksimovic

The station: The station was established in 1998 in the village Silovo, municipality Gnjilane. It is the only independent radio station with information and education program in Serbian language in Eastern and Southern part of Kosov@, where the second largest Serbian enclave is. The audience is estimated at 50-100.000, in municipalities Bujanovac, Presevo, Gnjilane, Vitina, Kamenica, Srtpece, Novo Brdo, Gracanica, Urosevac and even Bujanovac and Presevo.

Max has 12 employees, 7 female and 5 male. Journalists were trained on courses organized by OSCE, ANEM Training Centre in Belgrade as well as at journalist schools in Rome and USA. Max has excellent cooperation with OSCE, UNMIK, KFOR and a number of international NGOs, serving as communication channel for passing important information to Serb community in the area. The station has established a good cooperation with local authorities, whose representatives, including mayor, often come as guests to studio. The biggest political parties of Albanians approached the station for broadcasting election jingles containing messages for Serb voters. Max has very successful children and youth broadcasts where kids and teenage of both Albanian and Serb origin participate.

Radio Max was at my last visit beginning of January in the dark as the whole Serb village of Silovo (by Gjilan) was. Since November, the power was cut off except some one or two hours a day – and this with some 15 degrees minus! There was no light, no heating, no life. The official explanation by the Kosovos Electricity Company KEK was, that the Serbs in Silovo do not pay for electricity. But actually nobody in Kosovo pays for.

### **3.6. Radio KENT FM (Turkish station on 92,5 MHz in Prishtina, Central Kosovo)**

Founder/Owner: Engin BEGOLLI

Experience as an audio engineer in the national radio of the Turkey, within the musical production TRT in Istanbul and also six years of work experience as a tone engineer and executive of a musical program in Turkish in Radio Prishtina. After the warfare he has been committed in training of the new staff of RTK and BLUE SKY Radio in reestablishment of this medium time for seven months. About the commercial-artistic activities it can be mentioned: organizing of concerts; managing of club: “GERÇEK”; organizing and carrying out radio dramas in BLUE SKY Radio in cooperation with IOM.

The station: Radio KENT FM received some initial funding in the year 2001 from the Swiss Liaison Office in Prishtina based on a request by the OSCE Media Department. The station started operating in the meantime, playing music only for the moment. The team of journalists and editors is available and will start getting training now as soon as funding is available.

### **3.7. Radio YENI DÖNEM (Turkish station in Prizren, Southern Kosovo)**

Founder/Owner: Mehmet Bütüç, in the same time editor-in-chief and owner of newspaper Yeni Dönem.

The station: Radio Yeni Dönem (“The New Era”) was established in Prizren on April 10, 2001 as a Turkish minority station and got its legal registration on January 29, 2002. Yeni Dönem is also a Turkish language paper, established in November 1999 and run by the same team. The radio station focuses on local and regional news programming and entertainment, covering the wider Prizren area with a potential audience of 500’000 listeners.

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#### 4. Risk and chances of the project (SWOT-Analyse)

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> <li>• Direct contribution to peace building by strengthening minority communities and social empowerment</li> <li>• Radio stations participating with high profile in the respective local ethnic community</li> <li>• Strong local roots of media involved and high ratings</li> <li>• The project makes an important difference in Kosov@ for the minority population</li> <li>• Direct impact on the ability to survive and produce quality broadcast content</li> <li>• Strong contacts and long lasting cooperation of Medienhilfe with project partners</li> </ul>	<ul style="list-style-type: none"> <li>• Weak position of minorities in general</li> <li>• Lack of backing in political and media circles of Kosov@</li> <li>• Questionable economic perspective of the media involved (market viability and sustainability)</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Improve position of ethnic minority population</li> <li>• Increased amount and quality of minority broadcasts</li> <li>• Increased networking among stations involved</li> </ul>	<ul style="list-style-type: none"> <li>• Political clashes and lack of overall perspectives</li> <li>• Further deterioration of minority situation and decrease of minority population</li> <li>• No specific threats on project level</li> </ul>

#### 5. Results expected and criteria for evaluation (Logframe)

Activity	Result expected station / population	Criteria for evaluation
Contribution to operational costs of local minority media	Survival of the station assured	evident
	Increased audience rating	Regular media research
Journalist training provided	Higher content quality	Regular Media monitoring
Management training provided	Improved market position	Bookkeeping review
Technical training provided	Better production	Internal and external evaluation
Networking on program production	Better coverage of topics relevant for all parts of Kosov@ society	Evaluation of production realized by copies of each program
	Better exchange and networking	Self-evaluation by the stations
<i>Results for the audience / the whole population:</i>	Better information about relevant developments in Kosov@	Research with questionnaire might be done by stations
	Improved every day situation	Freedom of movement
	Social integration, political participation	Level of every-day security participation in elections
	Multi-ethnic co-habitation	Return of minorities to Kosov@

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