



Kosov@-Program 2002

INTERETHNIC BRIDGES PEACE BUILDING BY MINORITY MEDIA

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Zusammenfassung (German language summary)

Das Jahresprogramm Kosov@ 2002 der Medienhilfe konzentriert sich auf die ungelöste Minderheitenfrage in der Region.

Mit vier Programmteilen werden

- A) die Produktionskosten von Radiostationen in Minderheitensprachen mitgetragen,
- B) Minderheitenprogramme in albanische Radiostationen finanziell ermöglicht,
- C) Radiostationen und Medienschaffende albanischer Sprache und von Minderheitengruppen zu gemeinsamen Trainings und für gemeinsame Produktionen zusammengebracht, sowie
- D) der Nachrichtendienst Kosova Live zum Anbieter auch in serbischer Sprache ausgebaut und den Minderheitenmedien zugänglich gemacht.

Minderheitenmedien und Minderheitenprogramme helfen den bedrohten Bevölkerungsgruppen, ihren Platz in der neuen Gesellschaft zu finden, sich mit der Realität der Region und den Perspektiven des Landes auseinander zu setzen und für sich selber eine Zukunft zu finden.

Spezielle Aufmerksamkeit wird dabei nicht nur auf die serbische Minderheit im Kosov@ gerichtet, sondern auch auf die bosnische und die türkische Bevölkerungsgruppe, die starke Roma-Minderheit und die in der Region Dragash starke Minderheit der Goraner.

Das Engagement der Schweiz im Bereich Minderheitenmedien knüpft an die Erfahrung der viersprachigen Schweiz und an die föderale politische Kultur an. Die Medienhilfe ist seit zehn Jahren in diesem Bereich aktiv und arbeitet schon seit 1994 im Kosov@.

Die Programme der Medienhilfe werden in Zusammenarbeit und in engem Austausch mit internationalen Organisationen vor Ort durchgeführt. Die gute Vernetzung der Medienhilfe und ihre langjährige Erfahrung in diesem Bereich garantieren für eine professionelle und qualifizierte Abwicklung der hier vorgestellten Projekte.

Medien sind als Mittel der Friedensförderung und zum Aufbau inter-ethnischer Toleranz weltweit anerkannt. Sie garantieren, dass alle Teile der Bevölkerung eine Stimme haben, dass sie diese erheben können und dass sie auch gehört wird. Demokratie als Lernprozess der Meinungsvielfalt lebt von Medienfreiheit und Medienvielfalt. Medien und Programme in Minderheitensprachen sind der Gradmesser gesellschaftlicher Toleranz und der Demokratisierung. Mit einem unserem Jahresprogramm 2002 wollen wir einen konkreten Beitrag leisten zum Aufbau eines demokratischen Kosov@, in dem alle Bevölkerungsgruppen ihre Stimme und damit ihre Heimat haben.

0 PRESENTATION OF ORGANISATION

Medienhilfe was founded in 1992 as a Swiss non-governmental and non-profit organization, with the aim to support the independent media and freedom of press in the area of the former Yugoslavia. Medienhilfe has established permanent contacts and co-operation with a number of independent media organizations in the area. Over 60 media organizations have been supported, among them 4 networks composed of a number of particular media or infrastructure projects used by more media.

Fields of our activities include the following:

- a) *Direct support to independent media organizations in the area of the former Yugoslavia*, which includes Croatia, Bosnia-Herzegovina (both the Federation of B-H and Serb Republic), Serbia, Montenegro, Kosov@ and Macedonia.
- b) *Research and analytical work*: reports and analyses of media issues in the region as well as a position and a role of media in a broader social context; action research on specific issues related media; reports and analyses of alternative sector (NGOs).
- c) *Strategy and policy papers and counseling on media issues in SEE* for governmental (Swiss, German, Irish) and inter-governmental (EU, Stability Pact) structures as well as for Swiss NGOs.
- d) *Public activities*: a) Bulleting (quarterly); b) Website with a variety of information in regard to media in the region; c) Organizing special meetings with prominent media and NGO representatives from the area and representatives of the Swiss authorities; d) Organizing public events with media and NGO representatives from the area of the former Yugoslavia.

Our criteria to choose grantees are as follows:

1. Media who are not owned or controlled by a state or para-state structures;
2. Media whose editorial policy is not controlled or influenced by any political party;
3. Media whose coverage complies with professional criteria and journalist ethics;
4. Media who have engaged against nationalism and have promoted dialogue, understanding and peaceful cohabitation of people with different ethnic and religious background;
5. Media who have been promoting civil society and democratic values;

Medienhilfe is *member of a closer media donors group*, which includes: Open Society Institute (offices in Brussels and Budapest, as well as national offices in the area of the former Yugoslavia), Swedish Helsinki Committee, Press Now, Norwegian People's Aid, IREX ProMedia and Media Development Loan Fund (Prague).

Medienhilfe is *member of the Media Task Force of the Stability Pact*. In 2000 as member of the pool of the implementing organizations for realization of the emergency support package for independent media in Serbia initiated by the Stability Pact we implemented the funds made available by EDA PA IIIb and the Irish Ministry of Foreign Affairs.

Medienhilfe is *member of the expert team who drafted a strategy and policy paper for the EC support program for independent media in SEE* in the next 6 years. The team included representatives of NGOs, governments (e.g. USA and Denmark), private foundation (OSI), Stability Pact and EC. Our contribution consisted of designing strategies for two among several defined priority fields: 1. minority media and 2. (co-)productions. *The paper served as the basis for designing a strategy paper for support in media field of the Stability Pact, adopted at the meeting of the Media Task Force in Brussels on October 10.*

1 INFORMATION ON PROJECT

1.1 Title

INTERETHNIC BRIDGES - PEACE BUILDING BY MINORITY MEDIA

1.2 Country

Federal Republic of Yugoslavia / Kosov@

1.3 Time frame

Fiscal budget year 2002, program realisation from March to December 2002, reporting deadline by end of March 2003

1.4 Programme components

- a) Support for radio stations in minority languages (Annex A);
- b) Support for radio programs in minority languages in Albanian language stations (Annex B)
- c) Project for Cross-ethnic Radio Programming in Kosova/o (CerpiK) (Annex C)
- d) Kosova Live Subscription for minority media (Annex D)

1.5 Brief description

The program presented here as an annual support program for independent media in Kosov@ has a strong focus on minority media and on cross-ethnic reporting. With the two components of support, the process of ethnic integration of Kosov@ shall be strengthened and the media as tools and means for inter-ethnic communication shall be empowered.

- The support for radio stations in minority languages (Annex A) provides funding for operational costs to media that are crucial for the respective community. As there is still no market perspectives for these media, minorities depend on outside funding to have access to information in their mother tongue and therewith to feel strengthened in their role as citizens in the given setting.
- The support for programs in minority languages in Albanian language radio stations (Annex B) provides funding for these specific productions in Bosnian, Serbian, Roma and Gorani. As these minorities in some areas do not have a radio station in their own language, these programs at Albanian language stations are the only source of information this part of population has access to. Beside supporting directly the access to information for the minority, the support also strengthens the Albanian language stations in their readiness to provide service in minority languages and therewith stresses the importance of interethnic co-habitation also with the Albanian population.
- The project for cross-ethnic radio programming in Kosov@ CerpiK (Annex C) was elaborated together with Medienhilfe's partner-organisation INTERNEWS Kosova. The project foresees training provided to radio journalists from all ethnic radio stations together as well as programming support for cross-ethnic productions. The journalists shall elaborate a weekly program on overall interest for all parts of the Kosov@ society in each of the languages involved. The project aims at establishing inter-ethnic co-operation among radio stations and journalists all over Kosov@ and providing all stations with programs of added value of inter-ethnic understanding and tolerance. OSCE Kosovo Media Department showed high interest to support this project.
- The project for Kosova Live-subscriptions for minority media (Annex D) shall provide the news service to stations not able to pay for the service due to the difficult market situation. The project on the one side directly helps these minority media to get access to news and information from the region, but also has a direct impact on Kosova Live by increasing their incomes and strengthening their readiness to provide the service in minority languages (for the time being only Serbian).

2 BACKGROUND AND CONTEXT

2.1 General situation in Kosov@

Conflicts - latent or manifested - among majority and minority ethnic groups remain one of the key threats for peace and stability in SEE, in particular in the area of the former Yugoslavia. With the mid- and long-term perspective of Kosov@ still highly disputed between political forces, establishing of a tolerant multi-ethnic and multi-cultural society in Kosov@ is prominently placed on the agenda of the international community's efforts. However, the situation on the ground is at the moment far from this targeted ideal, in particular regarding Serb and Roma communities. Social and political integration of minorities, their active participation in building of democratic institutions and development of democratic political culture belong to major tasks. They have to be rooted in on local level and thus represent a part of community-building processes.

A comprehensive rational, political and integrative approach to minority issues is one of important aspects in peace-building and conflict prevention in the area. Even if the importance of a minority may depend on the percentage of population, also small minorities constitute an integrated part of the social and political system with equal rights to participate in all social and political affairs. Public awareness about minorities and minority related issues in a given social and political system is the best way both to assert public pressure for respect of minority rights and to prevent minority issues become a matter of conflicts or even crisis and wars. The support to media of ethnic and national minorities provides minorities their own professional media channels to address the issues of politics and society as a inherent part of comprehensive community-building, democratic institution-building and long-term conflict prevention. The mutual understanding has to build up on understanding of own identities, culture, challenges and issues related to the surrounding majority community to facilitate participation and integration.

2.2 Media situation in Kosov@

The media situation in Kosov@ is still very much a post-war and post-socialist setting. Regulation of frequencies and licenses is still done by the international community. Also the key media in the region, Radio and Television Kosovo RTK, is still heavily depending on international funding. While the transformation of the former state media to Public Broadcast Media is slowly under way with lots of difficulties, the private media struggle mainly with an almost non-existing market, hardly providing any income from advertisement or sales. Most of private media therefore also have to rely on international funding, covering part of operational costs, technical investments and specific production.

The quality of media in Kosov@ does still by far not reach the quantity. While some outstanding Albanian language media like *Radio and TV 21*, *Koha Television*, *Koha Ditore* or *Zeri* as dailies and the *Zeri* weekly dominate the national media field, there is also some good local media in Albanian language developing lately. There is however a very high number of low-quality and low-cost radio stations distorting the weak market and low-quality print – all too often radical nationalist – heating up the political temper.

The international community invested big energy and funding in building up public broadcast services including the minority languages. Recent media research however shows that these media are not accepted by the minority population. The first big research being done in Kosovo late 2001 shows for example a zero rating for Radio Blue Sky (Second Channel Radio Kosova) during the hours of Serbian and of Turkish broadcast. Vulnerable minorities do not trust these international media, but relay on their own, local radio and TV stations.

Local media in minority languages whose editorial policy are independent from any of local centres of political power and is in compliance with basic principles and standards of professional journalism play essentially important role. They provide citizens information needed for their participation in decision-making processes, enable broader public debate about problems and proposals for their solutions, offer civil society groups possibility to address broader public, influence establishing of critical autonomous

public. Independent local media who have such coverage and present in a manner that provides communication flow across the existing ethnic divisions is of a key importance.

The local minority media however work under very unfavourable economic conditions with an almost non-existing market for advertising. For the time being there is no market viability possible for these media outlets. Additionally they suffer extremely limited human resources in order to successfully play their role. Basically, three scenarios are possible on the longer run:

1. return of displaced and refugee minority population and therewith slow recovery of markets;
2. status quo with ethnic minorities in enclaves of social and economic hardship, allowing minority media hardly any financial perspectives to get independent from outside funding;
3. further deepening of ethnic divide with minority population leaving the area and the media therefore not only deprived of market, but also of audience.

For the time being, the perspective of a multi-ethnic co-habitation in Kosov@ is not only the international policy, but also the clearly expressed will of the media here included. Support to these radio stations is therefore not only substantial for their survival, but also for fulfilling the political aims of the international politics.

2.3 Guidelines and partner criteria

The programme elements included in this application are chosen applying the following guidelines:

- As almost all minority media operate in quite poor conditions, projects aimed at improving skills and resources are very much needed.
- Production capacities of minority media should be strengthened, especially those referring to production of a following programming:
 - Current affairs and other information programming in minority languages, with a specific focus on the minority community;
 - Education programs on identity issues and specific problems of the minority community;
 - Background programming on social, political and cultural issues with an integrative approach towards community participation.
- Joint projects of minority and majority media are especially important for facilitating inter-ethnic and inter-cultural dialogue.
- Multi-ethnic /multi-lingual media projects represent the best practises of cross-cultural communication and as such should be given priority and special encouragement.

The application comprises of selected broadcast media in Kosov@ who play important role in these specific aspects of peace-building and conflict-prevention processes. Radio stations are specially important, as they can reach a broad audience with relatively small technical and financial efforts. The radio stations included in this programme are selected based on the following criteria:

- Media in areas with openly manifested conflicts, mainly of ethnic character;
- Media in minority languages, as well as multi-ethnic and multi-lingual media;
- Media projects promoting civil society values and social diversity;

3 OBJECTIVES

3.1 General impact

- To strengthen media in minority languages and thus to contribute to better fulfillment of one of the basic human rights of minority population in Kosov@ – access to accurate information in their own mother tongue;
- To contribute to establishing better conditions for public discussion on minority rights and thus rise general public awareness regarding this issue as well as rising a level of openness, understanding and tolerance among various ethnic and national groups within a society;
- To improve the public knowledge and awareness in regard to minority rights and thus contributing to improvement of standards and practices in this field;
- To (re)-establish and strengthen the cross-cultural communication as one of a basic precondition for existence and functioning of a multi-ethnic society;
- To use community program of local independent media outlets in minority languages in order to improve social integration of respective minorities;

3.2 Detailed objectives

- To support minority radio stations in their operational costs and strengthen their operational capacities;
- To provide media that play important role within their respective ethnic communities with programming in minority languages, which can enable them to improve quantity and quality of their program;
- To contribute to covering production costs of information program, particularly focusing on media in minority languages;
- To provide funding for program cooperation between media of ethnic minority and those of ethnic majority;

3.3 Anticipated results

- Minority media who will be granted support to the operational budgets (mainly minority media) will be able to:
 - network with stations of other ethnic background and strengthen therewith their position in the given social and political setting;
 - produce higher quality of information and education program through co-operation with other stations, which they at present can not do;
 - exchange information and reports with other media on a daily basis, including media in majority languages and thus contribute to better awareness of majority population regarding minority issues and stimulate inter-ethnic dialogue;
 - reach a higher audience within their respective community trough better radio quality;
- Bearing in mind that a good-quality of information and education coverage is quite costly and many media, in particular those in minority languages and in crisis areas can not provide own finances for their realization, we will enable the grantees to:
 - maintain present level of information and education coverage;
 - further improve this coverage (introducing new broadcasts; more in-depth and investigative journalism);
- Projects related to program cooperation across ethnic lines should:
 - make problems of all communities in Kosov@ a more prominent public issue and thus improve currently predominately negatively stereotyped image of minorities and facilitate integration into society;
 - inform Albanian population in Kosov@ about problems and difficulties ethnic minorities currently face;
 - provide minority communities in Kosov@ stand-points on current social issues within Albanian community;

4 STRUCTURES OF COOPERATION

Medienhilfe cooperates directly with the local media outlets to be granted. Even in periods when we do not have grants being realised we have permanent contact with the partners and regularly receive from them information on important developments (be it positive or negative) effecting their work, periodical progress reports, plans and projects for further development, etc. We provide them all other kind of support apart from funding: consulting, moral encouragement, assessment of their projects, inputs for their long-term plans, suggestions for solution of difficulties, contacts to other donors and alike. This cooperation becomes more intensive and strictly structured based on contract obligations for a period when concrete projects that we support are being realised.

Being a part of closer donors group, Medienhilfe is coordinating its support with other donors, making sure there is no double-funding of projects. Besides, papers on projects' visits and evaluation as well as analyses of various issues related to media are regularly exchanged with the Swedish Helsinki Committee SHC's media program. Regarding media in Kosov@, we closely cooperate with INTERNEWS, IREX ProMedia, the Kosova Foundation for an Open Society KFOS and the Open Society Institute – Network Media Program (Budapest) as well as with the OSCE mission, Media Affairs Department: joint visits to our partners during project travels to Kosov@; exchange of assessments and reports; update information on media situation; exchange of projects and joint funding, etc. These organisations with field-offices also provide intelligence on specific requests.

5 PROCEDURE

The projects supported within this country programme will be realised during the **year 2002**. Final project evaluation will be carried out and the final report, including finances, will be submitted till the end of **March 2003**.

Project realisation is carried out in compliance with obligations defined in the contracts with the granted local media organisations and the international partner organisations. The grantees are obliged to send regular narrative progress reports and financial reports and submit final evaluation report after completing the project. Any change of contractual obligations in project realisation which is not previously agreed, causes consequences in stopping further support. Medienhilfe performs project monitoring and evaluation, based on procedure and criteria elaborated in the chapter 7 of this application (evaluation).

7 EVALUATION

Continued project monitoring and evaluation make an important part of the project realization. Final evaluation report is made available after a project completion. Accordingly, reports related to the grants requested within this application will be provided **latest till March 31, 2003**.

Monitoring activities to be implemented are as follows:

- Regular project visits by the *Medienhilfe* country director and program in charge;
- Reviewing a content of the grantees' production through media monitoring and direct production copies;
- Detailed reviewing of the bookkeeping and financial reports of the grantees in order to check whether the grants are properly used;
- Adjusting the grantees budgets in cases of major unexpected changes.

Project **evaluation** is also continuously carried out and comprises the following:

- Regular narrative and financial progress reports as well as final evaluation report from the grantees (self-evaluation);
- In-depth discussions with journalists and editors, editor-in-chief, and management;
- Exchange of monitoring and evaluation results with other donors supporting the grantees;
- Providing in-depth analyses of media situation as well as of general social and political situation and assessment of the project in that context;
- Compiling narrative progress reports as well as a final evaluation report.

Criteria for evaluation include the following:

- Number of stations taking part in the program and stations announcing interest for next round;
- The extent to which the grantees manage to maintain the same or further improve an amount of in-house information and current affairs production in their overall program;
- Trends in a level of quality of in-house production;
- Trends in activities related to program exchange and cooperation (number of joint projects, scope of joint activities, etc.);
- Type of editorial concept (changes in program scheme, new broadcasts);
- Level of self-supportiveness (management results, marketing income);
- Social impacts (audience share, information source for other media, production resource for other media, resonance in public discussion of issues opened by media, etc.)

8 PROJECT CONCLUSION

After realisation and evaluation of projects granted, *Medienhilfe* will estimate need for continuation of support to the grantees. Next phases of support, containing precise elaboration of a type, purpose and level of support, will be delivered together with a final evaluation report.
