

Annex D

Crisis related production support (interethnic / cross-border / minority)

1. Background

The outbreak of armed clashes in spring 2001 made the ethnic divide between the Macedonian majority and the Albanian minority obvious. For years, the conflict was growing with the economic situation declining and the political forces polarizing. The war against Serbia 1999 finally pushed things forward, as a socially and politically marginalized part of the Albanian population found itself in the position of a loser. While their situation seemed acceptable earlier with the Kosov@-Albanians suffering harder destiny and the situation slowly improving in Macedonia, after the war the Albanians in Kosov@ seemed to have achieved all their wishes while the situation in Macedonia declined further.

The weakness of the political system and the radicalization of forces outside the control of the main ethnic parties polarized the country and let it fall to the brink of a civil war. The international intervention stopped the warfare, but was not able yet to lead the country out of the crisis and to re-establish truly inter-ethnic communication. The society in Macedonia is deeply divided in the two main ethnic blocs with the Roma population as third largest part of the society once more in the sandwich between the two blocs, vulnerable for manipulation from both sides.

While the inter-ethnic division is based on a deep gap of lack of communication and understanding, the intra-ethnic clashes polarize the population along political options based on the ethnic mistrust and hatred. Projects to address the lack of understanding in the population about the situation and problems, the every day life and cultural habits, the worries for the future and the suffering of the past are essential for mutual understanding. Only if the neighbor of different ethnic background will be accepted as a human being with similar fate and as a citizen with equal rights, Macedonia will have a future as a country of all its ethnic groups.

2. Productions selected

- To address the issue of ethnic divide, a range of specific productions was selected according to the following criteria:
- Cross-border productions involving different countries and nations involved in the conflict
- Inter-ethnic productions done in co-operation between stations of different language and ethnic background
- Minority production strengthening the Roma population in their sandwich-position
- Conflict related productions bridging the ethnic divide by presenting the victims and perpetrators on all sides.

Short presentation of all productions selected:

2.1. Differences bind us together (TV TERA, Bitola)

Applicant: Trading radio diffusion company TV Studio TERA Ltd. Bitola

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Resume of the project: Affirmation of the multi-ethnic landscape in the south-west region of the Republic of Macedonia, north-west part of the Republic of Greece and the south-west part of the Republic of Albania. The project is planned in 3 parts. 6 broadcasts (2 from each country) in which the national minority will be presented in detail. (Macedonians, Albanians, Vlachs, Turks, Romas...) that live in this wider area, their rights, the opportunity to learn their native language and their activities in the cultural field. The non-governmental organizations that work in this region will also be mentioned, as well as the political climate that existed at the time of the filming, the implementation of the democratic processes, the ideas for life in togetherness and mutual toleration, via life stories of the population that lived on the same ground for centuries. Delicate issues

will also be subject of discussion: Traditional resolving of the conflicts, religious confession, the right to vote, possibility to participate in the local or state government, education of women, the perspectives of the multi ethnic society...

Goals of the project: Presentation of the authentic situation, with visual facts of the past, stressing the affirmation of the idea for development of the open society, which in fact is the point of this project. TV TERA and the other stations involved in the project will try to realize the intention through video-signature in sociological and cultural events, as well as the democratic methods for revival and stimulating the multi ethnic identity, for which this region is well known.

Phase of preparation: Forming a crew for realization of the project, collecting materials, contacts with experts, establishing cooperation with the non-governmental sector in the region, with the community structures, selection of locations, preparations of the script for the project, technical preparations (TV crew). This phase would last 2 months.

Phase of filming: Filming on location on the field, that would last 3 months.

Phase of postproduction: Editing of the filmed materials, and complete shaping. This phase is planned to last 2 months.

Phase of broadcasting: Promotion of the project, broadcasting it on TERA television, and passing on the rights for broadcasting to other independent TV stations from the region and all others that show interest. The opportunity for participation in TV festivals that treat the multi-ethnic moment in the TV production.

Groups that will benefit from the project: All participants in the project and their wider communities and naturally the TV viewers, regardless of age, sex, nationality, religious confession, political determination...

Duration of the project: Without the phase of promotion of the final project and its broadcasting, the project will last 7 months.

Results and effects of the project: This project will be a first attempt of its kind in this region, meaning that it is unique in its idea in promoting the ideas for togetherness, toleration and development of the open society. We consider that the actual importance of multi-ethnic aspects in the stability in this region is bringing up the issue of the necessity of public discussion of the problems. If this part is a successful start in the intentions to be a Media initiator of peace, mutual understanding and toleration, then it is more than certain that this project will have a long-term effect and possibility for its continuing. In that sense, the concept of TERA television is confirmed as to be a burden-free media from the crises that had taken over this region, and evidently has taken its toll in the media as well, especially in their professionalism.

Small digression: We are familiar with the dynamics of the crises in the 90s, as a foundation for secret resolving of the Balkan crises, including Republic of Macedonia as its last link, in which the media have the main role of abuse. Before the official start of the political and war crises in Macedonia, there were several phases of media abuse. At the beginning it was a battle against the independent media, with stopping the tendencies for independence in the public sphere-problem, which we encounter even today from time to time. The second phase was the struggle for the media, and that means that the most significant media can be controlled with a big probability the influence of the media to be misused among the ruling and opposition parties' subtle control that most often is connected with the financial factor, which is the biggest problem in independent journalism. In this context we must mention the third phase as well, which unfortunately is preparation of the media for war – a fact that was obvious in Croatia, Bosnia and Kosovo... In this context the media are saturated of the media's production of the type "Balkan syndrome" that means historization of the politics and politicization of the history. It would not be an exaggeration if we conclude that the media preparations indirectly lead to or accelerate the future "cannonball" exchange of information. And finally the last phase which in fact is the media's struggle that is characterized with hyper-production of national mythology, warming up the ethnic prejudices and stereotypes, lustily preaching of the interethnic intolerance and hatred. All of the above named phases happened or are happening in these parts as well. This project will practically be an attempt to prevent the culmination of these assumptions or half-truths in all of the three regions, stressing the interest for affirmation of the values, preservation of the traditions, continuous building of mutual trust and understanding, tolerance and will for living in togetherness. These principles will be the main pillar in the realization of this project.

2.2. Villages (TV ART, Tetovo)

Applicant: ART Television

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Resume of the project: Due to the fighting in Tetovo, respectively in the rural places of this area, the station could not cover them with documentaries and information. After the signing of Peace agreement in Ohrid, and especially handing over the weapons, withdrawal and disbanding of the UÇK, the TV was given the opportunity to shoot documentaries about the rural areas that were involved in the fighting. Villages in the mountains of Tetovo inhabited with ethnic Albanians: Gajre, Shipkovica, Selca, Brodec, Veshalla,

- Villages near Tetovo that were involved in the fightings: Poroj, Xhepçishte
- Villages with mixed population: Neproshten, Tearc, Shemshovo, Nerashte
- Villages with ethnic Macedonians: Vratnica, Staro selo

Overall 12 rural villages that gravitate from Tetovo.

Description of the project: Weekly documentary programs – feuilleton of 30 minutes, with the inhabitants of the villages from rural areas around Tetovo that were involved in the fighting from the very beginning of the war.

- How they lived through the war
- What the inhabitants of this area come up with during and after the war
- How they can implement coexistence in daily life
- The influence of the war in strengthening and distroy of the inter- confidence
- Prediction of their future and way of coexistence
- Political influence and peace agreement. What are their expectations from these important occasions?

Aim of the project: Feuilleton documentary records of these places after the war (The horror of the war). The project is concerned with the impact of the peace process over the population that is directly involved in the war.

Target group: Inhabitants from the surrounding villages of Tetovo involved in the war (Macedonians and Albanians). Since there has been some speculations in different media, the project is possible to eliminate some dilemma. Indirect communication of the ethnicity through the media (the programs should be titled into two languages).

2.3. Co-habitation (TV Shutel, Skopje)

Applicant: TD “TV Sutel” DOOEL – Skopje

Person in charge of the project: Meri Veljanoska.

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Resume of the project: Due to the fighting in Tetovo, respectively in the rural places of this area, the station

Brief Summary: Ever since the proclamation of its independence and sovereignty, the Republic of Macedonia has been building as a democratic, civil and multi-ethnic society. The cultural, religious and political diversity of its population has been shown as an abundance from all the aspects of life, but also as a specific handicap due to the consequences that are likely to emerge out of such diversity. Various views and opinions on the multi-ethnic relations within the country with all the advantages and disadvantages resulting therefrom have been conveyed to the public and the media for the last 10 years. The emerging problems encompass almost every sphere of social life tending to grow into a sort of unavoidable evil with no way out, according to some analysts. The diversity in the approaches prevailing with the majority political subjects in the state creates a situation that cannot make the ordinary citizens indifferent. However, their opinion on how to find relevant solutions to the problems differ in many ways from the officially political one.

The justification of this "public debate" project is imposed by the need that future generations living in the Republic of Macedonia foster good inter-ethnic relations irrespective of the political ideas presented at a specific time.

Objectives: Inter-ethnic tolerance and understanding among ethnic groups.

- The main objective of the project is to restore the trust and raise the conscience of the citizens between Macedonians, Albanians, Romans, Serbs, Turks, Vlachs, Bosnians and other, for co-habitation without prejudices.
- The objective of the television project will be seen in the way of presentation of the facts and arguments on the several years of the political and ethnic constellation of living and working together in the Republic of Macedonia between Macedonians, Albanians, Romans, Serbs, Turks, Vlachs, Bosnians and other. Our aim is to make a sort of a distinction of the affairs viewed by common people irrespective of their religious, political and national beliefs and by official political activists whose addressing and actions are likely to create intolerance and tensions in the inter-ethnic relations. We wish to promote the communication among the ethnic groups and overcome stereotypes and prejudices existing towards other ethnic groups (Macedonians, Albanians, Romans, Serbs, Turks, Vlachs, Bosnians and other).

Personas included in this public debate and time realization:

Political party leaders:

- Mr. Imer Imeri (Political leader of the Party of Democratic Prosperity of the Albanians) political represent in the Parliament of Republic of Macedonia (an interview recorded in Tetovo).
- Mr. Erdogan Sarach (President of the Democratic Party of the Turks) non-Parliamentary Party (an interview recorded in Gostivar).
- Mr. Nezdeta Nustafa (President of the United Romani Party) Major of "Suto Orizari" (where 90% of the population are Roma) non-Parliamentary Party (an interview recorded in Skopje).
- Mr. Dragisha Miletik (President of the Democratic Party of the Serbs) non-Parliamentary Party (an interview recorded in Skopje).
- Mr. Mitko Kostov (President of the Party of the Vlachs) non-Parliamentary Party (an interview recorded in Krushevo).
- Mr. Vasil Tupurkovski (President of the Democratic Alternative) Parliamentary Party (an interview recorded in Skopje).
- Strasho Angelkovski (President of "MAAK" - Unique Macedonian Option) non-Parliamentary Party (an interview recorded in Skopje).

Professors and Intellectuals

- Mr. Svetomir Shkarik, Professor for constitutional rights on Juridical Facultate in Skopje (an interview recorded in Skopje).
- Mr. Ljubomir Frchkovski, Professor for International Law, on the Juridical Facultate in Skopje (one of the creator on the Macedonian Constitution, ex Minister of Foreign Affairs) - an interview recorded in Skopje.
- Mr. Savo Klimovski, Professor for constitutional rights on Juridical Facultate in Skopje (an interview recorded in Skopje).
- Mr. Ferid Muhik, Professor on Philosophic Facultate in Skopje (an interview recorded in Skopje).
- Mr. Ljubomir Cuculovski, Professor on Philosophic Facultate in Skopje (an interview recorded in Skopje).
- Mr. Hisen Ramadani, Politician (an interview recorded in Skopje).
- Mr. Kiril Temkov, Professor on Political Ethic on Philosophic Facultate in Skopje (an interview recorded in Skopje).
- Mr. Vladimir Milchin, Open Society Institute (an interview recorded in Skopje).
- Mr. Vladimir Ortakovski, Professor on Ethnical Issues (an interview recorded in Skopje).

Regular citizens

- Regular citizens are included in this debate, included in the conversation with the guests (Politicians and Intellectuals) - an interviews will be recorded in Skopje, Tetovo, Gostivar and Krushevo.

Time Realization: Time realization will take 4 public debates. Each debate will be 45 minutes long, between the Professors, Intellectuals, Political Party Leaders and the citizens.

Main target groups: Minorities in the Republic of Macedonia (Albanians, Turks, Romanies, Serbs, Vlachs) and their relations with the majority group – Macedonians. Number of persons: 80

Proposed evaluation methodology: The first phase will be polling among citizens of various ethnic origins in order to find out what is their opinion about living and working together in the Republic of Macedonia. Interviews will then follow with analysts and experts competent on the issue. Comparison of the attitudes received. Upon completion of the funding, the activities will continue by mutual exchange of information on Internet site concerning the impact of the project, thus helping the citizens in their approaches and establishing a lasting cooperation beneficial for the community itself.

2.4. Golden Wheel (TV BTR, Skopje)

Applicant: TV BTR Nacional

Person in charge of the project: Zoran Dimov.

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Resume of the project: The Roma Film Festival Golden Wheel is a project that gains two main activities. The first one - the festival itself at which different films produced by Roma producers, as well as production about the Roma produced by non-Roma producers will be presented, and the second one is a Donor Conference for the Roma media. The project will be realized during 4 days in October 2002.

The Roma population is one of the poorest nationalities in almost every country they live in and this doesn't exclude the Romani media. But regardless of the bad economic situation that most of the Romani media are into, all of them are trying hard to make a difference, to work as much as they can in order to make improvement for the Roma population in general. Most of the Roma media do not have professional TV equipment due to their bad economic situation, but the work that they are doing can keep up with the biggest film producers.

While the Roma TV stations, and the Roma producers are producing films about themselves, the Roma population have been an interesting subject for the non-Roma producers since ever. So, beside the films about the Roma produced by the Roma themselves, there are a lot of films treating the Roma issue produced by non-Roma producers.

Therefore, in order to present the Roma production as well as the non-Roma production about the Roma, we plan to organize a film festival entitled as Roma Film Festival Golden Wheel - at which different films treating the Roma issue will be presented. The festival will be a good opportunity to evaluate the production of the Roma producers as well as to compare the Roma production with the production about the Roma produced by non-Roma producers.

The presented films at the festival will give a picture about how the Roma see themselves as well as how the non-Roma see the Roma in the films. This will point on the differences as well as on the similarities of the opinions between the Roma and non-Roma producers related with the Roma population. This will be a good starting point for making step forward for transcending the prejudices and the ethnical tensions present against the Roma population.

The Donor Conference, which will be organized as part of the festival, will give a clear picture for the donors attending the conference about the situation of the Roma media. The donors will have a chance to talk with the Roma media representatives, to get to know the problems that the Roma media are faced with, to see their work and to get a complete picture about their situation, thus they will be able to make their future donations to the media for their most important needs.

Main goal of the project: The main goal of the project is to present the work of the Roma filmmakers as well as the production of the non-Roma producers about the Roma. The goal is to evaluate the level of the quality of the Roma producers, as well as to compare the Roma production with the production of the non-Roma producers about the Roma. The project aims to encourage cooperation between the Roma and the non-Roma producers.

Project objectives

- to promote the Roma production;
- to draw the attention of the international audience on the Roma production and the production about the Roma;
- to initiate professional connections and cooperation between the Roma and non-Roma producers;
- to find solutions for the problems that the Roma media are faced with during their everyday work
- to discuss and explore possibilities for funding education initiatives for media professionals who work in Roma media
- to discuss and explore possibilities for funding the Roma media thus the technical equipment that the Roma media are using could be improved

Activities of the project:

The project will be realized during 4 days in October 2002, in Skopje the capital of Macedonia.

The Festival Golden Wheel will be a good opportunity for the producers to exchange opinions and ideas, as well as for establishing cooperation between them. Considering the fact that Roma and non-Roma TV stations and producers will participate at the festival the festival will be a good opportunity to make a parallel of the levels on which the development of the different media is.

Additionally, there will be lectures and workshops as part of the festival during which the Roma and non-Roma producers will present and discuss the situation of the media that they represent, as well as the working conditions and the problems that the media are faced with. During these workshops the producers present at the festival will be able to comment the films/programs presented at the festival and to exchange opinions about the work that they have seen.

The competition screenings will be in the morning, while the workshops will be organized in the afternoons of the festival days. The festival will last for three days and during one day the donor conference will be organized.

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

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

4. Results expected and criteria for evaluation (Logframe)

<i>Activity</i>	<i>Result expected</i>	<i>Criteria for evaluation</i>
Contribution to production costs of minority programs	Financing of the program 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@
