



**RADIO TELEVISION OF KOSOVA**

# **2003 ANNUAL REPORT**

**Prishtina, 2004**

## CONTENT

FOREWORD OF RTK BOARD CHAIRWOMEN .....	3
RTK BOARD OF DIRECTORS .....	3
FOREWORD BY THE DIRECTOR GENERAL .....	4
INTRODUCTION .....	6
OBJECTIVES FOR 2003 .....	6
PUBLIC BROADCAST FEE .....	7
TELEVISION .....	9
NEWS .....	11
INFORMATION PROGRAM .....	11
ETHNIC COMMUNITIES .....	13
MORNING PROGRAM .....	14
CULTURE AND EDUCATIONAL PROGRAM .....	15
ENTERTAINMENT AND MUSICAL PROGRAM .....	16
NEW YEAR PROGRAM .....	17
VIEWING RATINGS .....	17
AWARDS .....	19
WWW.RTKLIVE.COM .....	19
OPERATIONS AND TECHNICS .....	21
RECAP OF OPERATIONAL-TECHNICAL ACTIVITIY .....	22
INFORMATION PROGRAMS .....	23
SUBTITLING UNIT .....	23
RADIO .....	24
NEWS AND INFORMATION PROGRAMS .....	24
SPECIAL PROGRAM ITEMS .....	25
ETHNIC COMMUNITES .....	26
AWARDS .....	26
THE INTERNET PAGES OF BLUE SKY AND RADIO KOSOVA .....	26
CREDIBILITY AND LISTENERSHIP .....	27
RTK JOINT SERVICES .....	28
ADMINISTRATION .....	28
PROCUREMENT .....	29
FINANCES .....	30
DONORS .....	31
FINANCIAL OUTLOOK .....	31

## FOREWORD OF RTK BOARD CHAIRWOMEN

### **RTK BOARD OF DIRECTORS**

RTK is composed of two bodies: The Board of Directors and Broadcast Operations. The RTK Board is composed of nine members of which three are internationals and six locals residents of Kosova... representing a wide specter of civil and multiethnic society.

The RTK Board Members are appointed by the Special Representative of Secretary General on recommendation by the Deputy Special Representative of Secretary General on Institution Building – (UNMIK/Reg/2001/13).

Honorable,

With this report we are fulfilling another obligation for better informing Kosova's citizens. The year 2003 was full of positive developments and various challenges for the implementation of the mandate pursuant to the Regulation on Establishing RTK as a non-profit institution of public broadcast services.

To be independent and impartial by reflecting the integrity and moderation in presenting current affairs, support cultural development and cultural diversity in Kosova; offer all ethnic communities the ability to express themselves in their language: these are the basic principles upon which RTK has carried out its policies during the past year too.

RTK sees a role also in establishing space for dialogue among citizens of Kosova, and between them and the world. In this direction there is much to be done yet.

With such a vision we hope to work with the support of all citizens in order to develop RTK to a true public institution for all Kosovars.

Vjosa Dobruna,

Chairperson of RTK Board

## FOREWORD BY THE DIRECTOR GENERAL

Throughout the year under review we have witnessed the affirmation of the maxim that a true public broadcaster has only one firm ally, the public. The signing of the public broadcast fee contract and the program reforms in both television and the two radios testify eloquently to our belief in that message.

Our goal has always been to rely on, and be accountable only to Kosova's citizens, while being committed to meeting the needs and demands of all social segments. Towards that end, Radio Television of Kosova (RTK) invested a lot of energy and professionalism for the better part of the year in the negotiations for the drafting of the contract agreement with the Energy Corporation of Kosova (KEK). I wish to thank the KEK management, the Independent Media Commissioner, OSCE, UNMIK, and Kosova's institutions for their support in finalizing the agreement between KEK and RTK. Special thanks go to USAID, for investing considerably in the software program--a good basis for RTK as well--and for its support and encouragement during the negotiations between RTK and KEK.

Despite social difficulties and numerous serious burdens, which still characterize the energy sector, the public broadcast fee contract was signed and began to be implemented in the second year of RTK's Kosovar management. It is a milestone that deserves recognition and support by the donor community that appreciates the role and the importance of a good public broadcaster for Kosova in the present and in the future. Indeed the continued support of the Swiss government to bring modern technology to our radios and, additionally this year, programming variety to TV, illustrates this point clearly. Thanks to that effort, in September 2003, RTK started airing the Roma language program, making it the fifth lingua 'spoken' in RTK. With this program, RTK completes the multi-ethnic and multi-linguistic tableau of Kosova's society, as an adequate illustration of our mission for social integration, which in turn promotes democratic values.

Looking at it from the program standpoint, RTK has refrained from airing programs and TV series of dubious qualities, while being fully-aware of the potential 'risk' of a temporary drop in viewing ratings. RTK has offered quality programs despite the risk of viewing 'oscillations', because it believes that in the long run the public broadcaster refines the taste of the viewers. The well-received changes in the radio schedules and the intensive preparations for a 24 hour TV program were tailored with that goal in mind.

Once again, this year continued to be challenging in terms of searching for a more fitting model of media legislation, which for RTK often means a not so easy engagement to emulate the best European tradition of public broadcasting.

As a public broadcaster, RTK has now advanced to the point where it dares to rely mostly on public money. This very new 'phase' of emancipation raises the

civil awareness about the essence and the distinctive features of the public service broadcaster.

I am certain that with your support, RTK will continue to be a good public service broadcaster for all the citizens, and a professional and independent broadcaster of Kosova and for Kosova.

Agim Zatriqi

## INTRODUCTION

2003 was a year of further challenges and achievements of Radio Television of Kosova in its developing as the only public broadcaster in Kosova. Raising its prestige, credibility, viewing and listening ratings of the TV and its two radios respectively, RTK has made programming breakthroughs and expanded its audience in Kosova and abroad. Standing by its mission of an independent public service broadcaster, RTK has offered programs appealing to all, including ethnic communities and various segments of Kosovar society.

During 2003 Radio Television of Kosova has confirmed its irreplaceable role of the independent public broadcaster of Kosova and its key role in informing the Kosova public. It has taken its place as a reformed influential broadcaster gaining the respect of the public in Kosova and in the region.

### **OBJECTIVES FOR 2003**

The main RTK's goals for 2003 have been generally met in their entirety:

- maintain RTK's independent editorial policy, and encourage a balanced and impartial editorial policy;
- focus on high quality programs of informative, educational and entertainment contents;
- prepare for starting a 24-hour program schedule on Television;
- strengthen the RTK identity as a public broadcaster through its program diversity and quality;
- launch a new edition of news bulletin 'INFO' in the afternoon hours in addition to the extended bulletins at 19:30 and 23:00;
- extend and strengthen programming for ethnic communities with the launching of a weekly program in the fifth language – the Roma, on Television, and airing of the program in the Bosnian language on Radio;
- employ additional journalists for each news program in the respective languages and identifying possible program exchanges with other TV stations sharing similar values with RTK;
- concentrate on training based on values of journalism and editing, administration of studio based programs and training at middle management level;
- develop the sport's department, planning for the weekend afternoon sport program, etc.
- develop and strengthen the music department,
- update and modernize the web page.

Radio Television of Kosova began to operate in 1999 as an emergent broadcast operation based on a Memorandum of Understanding between the OSCE and European Broadcasting Union (EBU). In 2001, the UNMIK Regulation 2001/13 established RTK as the public service broadcaster of Kosova. RTK is comprised of Television of Kosova broadcasting on terrestrial and satellite, and two radios - Radio Kosova and Radio Blue Sky. Television and both radios have more information on their respective web pages.

## **PUBLIC BROADCAST FEE**

The Radio Television of Kosova is the youngest public service broadcaster in Europe. Thanks to the support of the international and Kosova institutions, Kosovars have their own independent public radio-television.

As a public service broadcaster, Radio Television of Kosova (RTK) is part of democratization and one of the most important institutions of Kosova. As such RTK helps the expression of political pluralism, ethnic, language, cultural, and religious diversity, and further promotion of local production and social integration generally.

RTK was established pursuant to UNMIK Regulation 2001/13 as the Public Broadcaster of Kosova.

This legal act, among other issues regulates RTK's financing question, as a legal entity. Chapter IV determines the sources of funding for RTK. Apart from additional sources, the Article 11.2 of this act states that RTK's funding is also generated through a collection of a service fee:

"11.2- RTK is funded by the income generated by the service fee. Details of a service fee for the public broadcaster programs, including the collection of income generated by the service fee, will be determined on an administrative order which will be issued by the Special Representative of the Secretary General."

Starting from this, on 3 June 2003, the Special Representative of the Secretary General signed the Administrative Order 2003/12 establishing that "each home, business, enterprise or other institution" makes a monthly payment of 3.5 Euro to ensure the independent financing for the public television and radio of Kosova – 'Radio Television of Kosova'.

This legal requirement is in line with the European ways of financing of a public broadcaster, which offers the citizens of Kosova an important service of news, cultural and entertainment programming.

Working groups of both RTK and KEK came to an understanding in the following months of negotiations to implement the Administrative Order on the RTK service fee collection through the invoices of the Kosova Energy Corporation. The United States Agency for International Development (USAID) provided the necessary software to compute the RTK fee on the KEK invoices. Meanwhile, throughout the negotiation process, the Office of the Temporary Media Commissioner and representatives of the Kosovar Agency of Understanding supported RTK and KEK.

Following many months of negotiations, on 18 November 2003 a contract was signed between RTK and KEK, according to which KEK would collect the public broadcaster fee as a service to RTK beginning with the November 2003 invoices.

Based on the Administrative Order 2003/12, only those families appearing on the public assistance roster of the Ministry of Labor and Social Welfare are exempt from the collection of the fee.

Since RTK, and both commercial networks, KTV and RTV 21, are served by the same network namely Kosova Terrestrial Transmission Network (KTTN), an internationally financed organization for the distribution of their program signals, work is being done for a full coverage of all areas in Kosova not receiving a terrestrial signal. The RTK Radio programs already cover the entire Kosova.

The license fee enables the meeting of many tasks charged upon the public broadcaster; it sets a direct connection between the broadcaster and the citizens and it makes possible for the broadcaster to report directly to citizens for its performance. Through the license fee, citizens will be able to watch high quality programs on the public broadcaster, impartial news programs, advanced educational programs, all-compassing cultural programs and attractive entertainment programs.

Meanwhile, the support by Kosova's citizens of the license fee would help RTK as a public service broadcaster not to rely on Kosova's consolidated budget in the future.

The public Radio Television, as a non-profit institution, invests this income on the program improvement and extension, as well as in increasing the operational-technical quality of broadcasting. All the income generated by the license fee will be used to guarantee the continued stable functioning and long-term development planning of the public broadcaster.

The financing of RTK through the license fee is vital for its further operation as a sound and suitable public service broadcaster for all. It does not exclude nor reduce the need and the right of RTK to have access to other financial sources, conform to the combined model of funding, which is based on the best European traditions.

## TELEVISION

During 2003, Television of Kosova reached a new level of satisfactory meeting its objectives and obligations of a respectable public broadcaster.

An uncontested argument of these achievements is the fact that all the independent public polls and surveys maintain that RTK has the media leading position in Kosova.

In the realm of the informative programs, it is worth-pointing out the RTK media campaign entitled 'RES PUBLICA'. Its primary intention was to inform and raise public awareness about the importance of maintaining and cultivating a public service broadcaster and its editorial independence. The wide campaign was carried out through extremely interesting and heated debates. These debates and all its promotion spots aimed at promoting the concept of a public service and the distinctions of a public vis-à-vis a state broadcaster. To a considerable degree this aim has been reached.

The impacts of the debates were apparent. The findings of the survey by the Center for Human Studies 'Gani Bobi' showed that over 50% of the persons surveyed know that RTK is a public medium.

A successful launching of the Education Program, an additional news edition (INFO), an increase in the number of children's programs, an evident improvement of entertainment, musical and comedy programs, as well as the acquired programs (movies, series, musical programs, important international events in all the fields...) are some of the highpoints of Television of Kosova for the year 2003.

It needs to be mentioned the increase in the quality and quantity of sports programs and broadcasts in the second part of 2003.

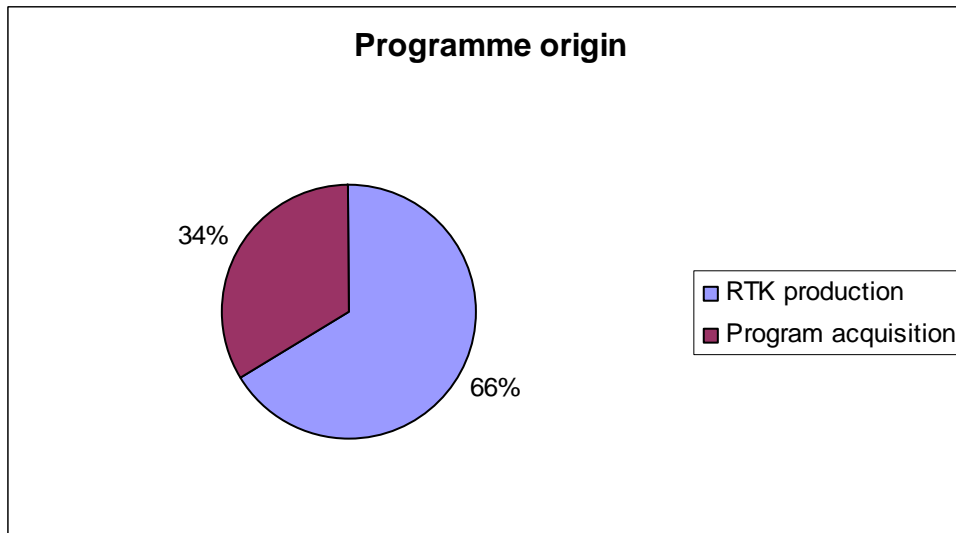
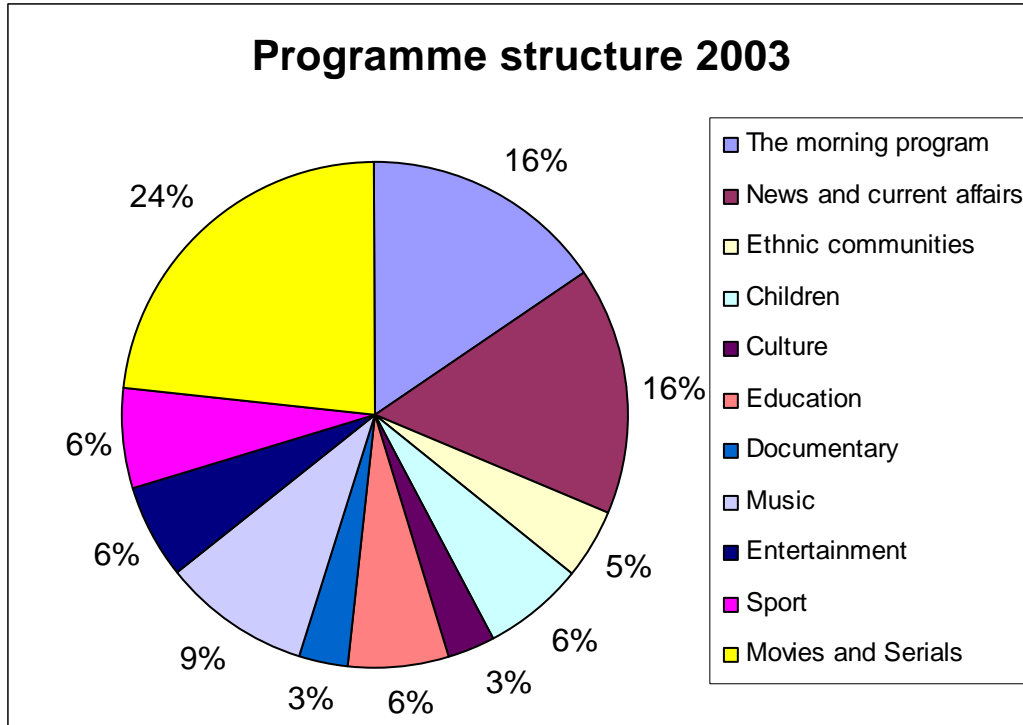
Launching of a weekly magazine in the Roma language, YEKHIPE, is another step towards meeting RTK obligations in developing programming for ethnic communities. The Roma language is the fifth language in which Television of Kosova broadcasts its program.

Program cooperation between the Television of Kosova and OSCE, UNMIK, KFOR, and domestic institutions has been satisfactory. In addition, Television of Kosova has regularly broadcast all announcements of public interest issued by the above-mentioned institutions. Furthermore, programs such 'Dosja e krimet' (The Crime Files) and 'Ekonomia e re' (New Economy) were successfully carried out in cooperation with UNMIK TV.

During this year, RTK continued to broadcast live all the Kosova Assembly sessions.

An EBU – RTK contract, signed in January 2003, was of special importance to RTK, as it enabled RTK to have access to extraordinary quality programs at good cost per program hour, in addition to multiple and quality support in all the fields of activities, including a great number of educational and children programs.

Transmitted TV program structure as well as the origin of programmes is presented in the following diagrams.



The founding of an RTK review orchestra 'BIG BAND' was an important project of the year.

Throughout 2003, Television of Kosova has worked intensively carrying out all the preparations for a successful launch of the new 24-hour program schedule by the beginning of 2004. All of these features combined make RTK the best quality channel; the most watched and trusted TV in Kosova.

## **NEWS**

There has been a particular quality and quantity increase in the news editions of Television of Kosova.

The news are produced by a young generation of journalists based on modern-day professional journalism.

On April 7, 2003 a new daily news edition INFO was launched. This edition made a head start at the 16:00 slot.

A number of researches on the viewer-ship and credibility of TVK carried out by various agencies during 2003, such as IREX, "Index Kosova" and "Gani Bobi", show highest ratings and credibility of the TVK news, especially of its main news edition at 19:30 compared to the two other country-wide televisions. The results of these researches show a high quality performance, great engagement and dedication to the professional norms by the newsroom staff. They prove also that TVK News is not only the most important product, but also the most successful of our media house.

In addition, the media community has recognized the quality of our reporters with the annual award for TV investigative journalism. For the second time in a row, the Association of Professional Journalists of Kosova granted that award to our journalist Fatos Bytyçi and to the Television Kosova.

The evening news edition at 23:00, BLIC, has continued to maintain its level of fairness in preparing and presenting the daily news.

Unlike the previous year, during 2003, an editorial staff composed of three editors managed the newsroom, and directed the main news edition, while in other news editions several editors have shared the editorial responsibility.

Generally, moving from the passive journalism concept and into an active coverage of events, as the main priority for journalists and editors, has been met to a fair degree.

Promoting active journalism is a permanent aim of the editorial and management staff of TVK.

Budget limitations of RTK restricted the number of reporters in the newsroom and did not allow for considerable needed additions. In turn this has affected the overall editorial and managerial aims for a specialized newsroom staff.

## **INFORMATION PROGRAM**

The Information Program remains one of the most important complementary segments to the Newsroom as it allows room for extensive and in-depth information. The Information Program aims at covering current issues by presenting a variety of opinions in the handling of numerous political, social and economic issues.

With the intention of fully informing its viewers on the political affairs in the country, Television of Kosova carried out live all the sessions of the Kosova Assembly in both the terrestrial and satellite networks with its own budget. Apart from the news

stories, special editions of 20-30 minutes were also prepared from the Assembly sessions.

The Information Program of RTK pays particular attention to the international current affairs related to Kosova, and as a result sessions of the UN Security Council, presenting the reports on the situation in Kosova, were also carried out live with the RTK budget.

In an effort to have the best coverage of the current issues aside from the regular weekly informative programs and topic debates, the vast segment of Informative programs includes a talk show on contemporary affairs '**Aktualitete**' not on the regular schedule as well as additional special editions.

Regular weekly informative programs continue to be central. Their structure and format are designed to fit the various needs of the audience for comprehensive information on the current issues.

The live debate '**Drejtperdrejt**' has featured numerous personalities arguing the sharp problems of the Kosovar reality. Participants included noted political and public figures of Kosova, intellectuals, analysts, journalists, representatives of the civil society, involved in discussing a variety of topics from opposing points of views.

**'Pro et Contra'** deals with controversial matters and delicate current problems.

The '**Interview of the Week**' had the most prominent figures – such as the leaders of Kosovar institutions, political party representatives and most notable representatives of the public life.

The programs on economy, an important part of Kosova's life, are part of the information segment, with alternating weekly programs such as '**Ekonomia dhe biznesi**', '**Bilanc plus**', and '**Ekonomia e re**' (produced by UNMIK). In this context, the issues of the agro-business development are the scope of the weekly program '**Bujku**'.

Promoting tolerance in interethnic relations in Kosova continues to be an important part of our mission as public television. Stimulating the general opinion around those issues became the platform of '**TOLERANCE AND COEXISTENCE**' broadcast, in alteration with '**STEPS**'. While the first reaffirmed interethnic tolerance from the standpoint and perspectives of various communities in Kosova, the latter dealt with Human Rights issues in general, emphasizing in particular endangered parts of the population.

The Albanian diaspora was not left out of the informative programs of Television of Kosova. '**Our voice**' is specifically designed for the diaspora.

The issues, the achievements and the challenges of the Kosova Protection Corps (KPC) were highlighted in the biweekly program '**Protecting Kosova**'.

The cooperation of RTK with other regional televisions in a Deutsche Welle Project '**Periscope**' continued through 2003.

The Information Program of Television of Kosova carried out live coverage of numerous particular events, such as: several commemorative meetings of events and memorial gatherings honoring public figures; religious ceremonies of Bajram and Christmas; and an all-day news and entertainment program on the 28 November Flag Day with the participation of numerous guests.

The second half of 2003 marked a positive turn in both quality and quantity of the sports programs.

As a result of a growing interest for the sports among the viewers, the Television of Kosova added a large time to sports. It is now a Kosovar television with the largest coverage of the sports events. The Sports Department was careful in including in its program the biggest local and international events.

Alongside an abundant live coverage of sports events, the Television of Kosova was determined to increase the number of its sports programs, overcoming the previous year's weaknesses and evident lack of follow-up analytical sports programs. Due to the great attraction and popularity of the Kosovar basketball with the audience, Television of Kosova launched a new basketball program '**Time Out**'. A refreshing addition in another celebrated sport has been brought by a 30-minute program on the international football such as the **Spanish Football and European Football shows**.

The 2003 novelty in the TVK Sports program was the broadcasting of the powerful and most attractive basketball league in the world - NBA.

Surely, Television of Kosova covered local sport events such as the basketball championship and the Kosova Cup, games of BC 'Universiteti' in international women's competition, the Volleyball Championship. In 2003, TVK covered the tennis matches of the local tournament (Dielli OPEN).

Some of the international sport broadcasts include: the games of Albania representative team, the English Premier League, the entire boxing matches of Luan Krasniqi and others international matches, the Athletics World Championship and Golden Athletics League.

## **ETHNIC COMMUNITIES**

The main stated program objectives set by the ethnic communities' desks for the year 2003 were met. With the intention of further integrating the ethnic communities in the Television of Kosova, in September 2003, launched the program in the Roma language **YEKHIPE**. In its first cycle of broadcast this project is made possible with the support of the Swiss Office in Prishtina. The project began in June with a three-month training period for the staff for the Roma language desk, whereas the broadcasting began in September. **YEKHIPE** is a weekly program of 20 minutes, broadcasting every Thursday. RTK has committed to continue airing the program with its own budget after the one-year period.

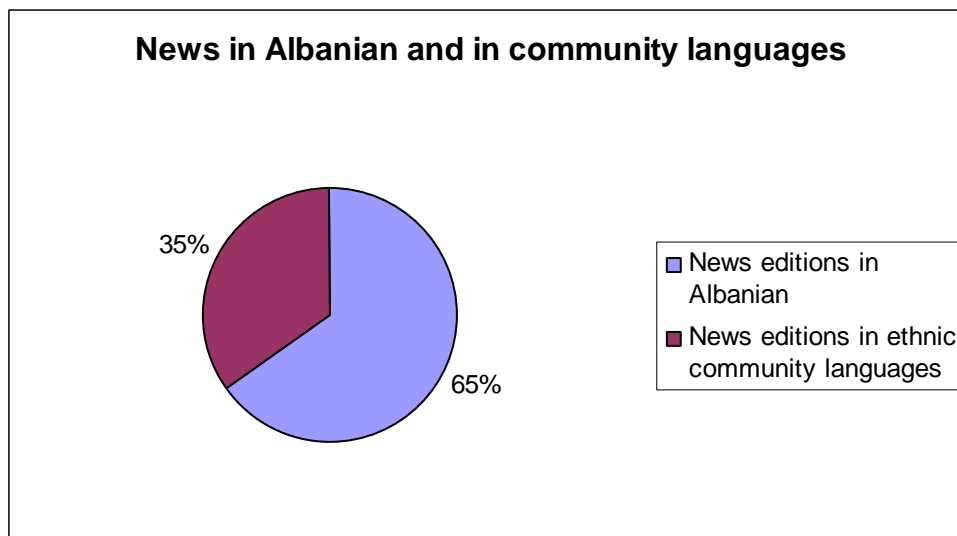
The Serb, Bosnian and Turkish language Desks prepared and broadcast the news programs 5 times a week, each running for 10 minutes. Additionally the ethnic desks run their respective weekly magazines: NEDELJNI KOLAZ, MOSTOVI and MOZAIK, lasting 45 minutes each.

The quality of the programs in the community languages was evidently higher this year. A restructure of the camera crew has enabled work in the field. The Serb language desks increased its work in the field as a result of an improvement of the security situation in Kosova. The number of journalists in the Serbian, Turkish and Bosnian desks, and the local correspondents increased.

In 2003 a very ambitious project for the production of children's programs in the community languages was in the pipelines. The project anticipates the production of five weekly programs for children. It has already been submitted to possible donors. The broadcast of this project is expected for the year 2004, depending on the donors.

For the first time in 2003, RTK appointed a special executive producer for the communities programs. This decision resulted in a higher level of work and a more efficient coordination.

RTK continues its efforts to reach its goal of broadcasting 15% of its programs in the community languages. The percentage of news in the community languages compared to other news has already reached 35% (see the following diagram!).



In this context, a second channel for RTK would considerably facilitate reaching that goal.

### **MORNING PROGRAM**

The morning program continues to be an important program component of Television of Kosova.

Being a live daily program makes it an important information segment of the day, in meeting the public's daily information needs. **Good Morning Kosova** has an appealing format containing various entertainment features which appeal to the wide audiences. In the year 2003, it has been improved with a considerable advancement of its visual component (set alteration, opening headlines and introduction of new coming-ups). Naturally, the basic concept structure as an information-entertainment program has been preserved.

Based on the surveys conducted by specialized international and Kosovar associations, the Morning Program is among the most watched programs of TVK, and compared to the respective programs of the competition it has a far greater viewing ratings. This appreciation by the audience is a reflection of the frequent updates on current affairs and fast response to the issues of interest for the viewers on the Morning Program.

### **CULTURE AND EDUCATIONAL PROGRAM**

The Culture, Artistic, Documentary, Educational and Children Program with wide program contents met its program anticipation in full. A wide specter of new programs that were launched in 2003 has only strengthened this segment's comprehensive nature and focus on the very important issues for the public broadcaster, such as culture and art.

A considerable advancement was evidenced in the content of its quality documentary programs. Documentaries, such as: **Somewhere in Kosova**, and **Paradox**, with their unconventional content and visual components have contributed greatly in meeting the aimed television quality of this program segment. The documentary **Ethnics**, also with an attractive concept succeeded to bring to the viewers much of the Albanian ethnos, artisans, craftsmanship, and traditional creativity. Other highlights in the documentary category, either self-produced or in co-production are **Loti (Tear)**, **Kufijtë e Kosovës (Kosova's Borders)** (both shown and well-received in the Human Rights Film Festival), feature stories honoring the heroes and the freedom martyrs. A number of documentary programs such as **Colors of Life** have already become popular with the wide audience.

In this category, **outside the frames** documentary film in co-production with the **Passing Bridges** was highly acclaimed and has already attracted foreign donors for a possible regional project.

A new art program **Avenue** was launched in 2003. With its format **Avenue** has filled the needs of the alternative artistic community in Kosova and the world. The already regular culture shows such as: **Cult, Dialogue Plus, Pro Arte, Family, TV Drama, and Theater on the Screen** provide for a full coverage of culture, art, and literature in Kosova and beyond.

RTK has produced a number of special projects, such as: the live 7-hour broadcast from Prizren on the 125<sup>th</sup> anniversary of the Albanian League of Prizren, an all-day program on Flag Day (in cooperation with other program departments of TVK), a 3-hour special live broadcast from the ABC Prishtina movie theater with the Albanian director Vladimir Prifti discussing his work on documentaries, etc.

RTK's schedule has an already consolidated educational program. In the first quarter it was some in-house production and some acquired. In the September – December quarter, with the exception of two programs – one in German and one in the Italian language – all the programs were produced by RTK. Such programs as: **Interactive Physics, Arts, Literature, Applied Informatics, Medic, Botanic Class**, and a few others 'scored' well with the viewers. Currently we cover educational areas dealing with language and culture, literature and arts, information technology and computers, sciences and medical field, civil education, foreign languages courses, etc. All these program items broadcast daily, Monday to Friday, running a full-hour each, starting at 10.05am.

The children's programs have almost tripled, with primarily domestic production, and also with the acquired programs and some RTK post-productions. From the two original programs of the previous year ('Fjolla' and 'The magic box'), the new children's programs broadcasts include: "I do know, do you?" "Meeting the Author", "Children's Quiz "1, 2, 3, start", and two bi-weekly programs "Children Singing".

### **ENTERTAINMENT AND MUSICAL PROGRAM**

As a public broadcaster, Television of Kosova pays particular attention to the entertaining programs. This segment should fill varied needs of the general audience in Kosova, from the classical, light and folk music. Television of Kosova has made considerable extensions in the inclusion of various musical genres.

The year 2003 marked a qualitative increase in the number of broadcasts and production of entertainment programs. An attractive program **Multimedia** was launched with a combination of education and entertainment bits that turned out to be very appealing.

A new style of RTK musical programs was introduced with **RTK Live & Unplugged** which quite pleased the admirers of the pop-rock, especially those who admire 'unplugged' music. The Television of Kosova broadcasts of concerts by some of the stars of the world's pop-rock stage: Lenny Kravitz, Mariah Carey, Erykah Badu, Bjork, Depeche Mode, Bon Jovi, Prince, and David Bowie. To be sure, Television of Kosova broadcast the major musical events around the world such as: the Vienna Philharmonic New Year Concert, the Oscar Award Night, Eurovision Song Contest, BAFTA, "Young European Dancers", etc.

Additionally, RTK carried the live broadcasts of various concerts and recitals of the Kosova Philharmonics, and the light and popular music shows such as the already traditional concert organized by RTK – the 4<sup>th</sup> of July Concert in the center of Prishtina, '**Hello America**'.

RTK as a public broadcaster offered a number of exquisite classical music programs by some of the world's best performers and by national musicians, whereas **Popular rhythms** and **Gurra** fill the increasing demands for good and quality folk music.

Undoubtedly one of the greatest 'hits' of TVK was the first local TV sitcom after the war, **Familja Moderne** (Modern Family). It ranked among the most watched shows in Kosova, if not the number one watched sitcom. The proof of its high ratings is that 31 episodes were broadcast and replayed on Night Program through the summer 2003. A second season of the sitcom began to air in November 2003.

The films and TV series included the best American series which aired at the 21:00 time slot, followed by a movie in the late evening hours. Television of Kosova ran the winner of many awards by the American film industry, the Sex and the City series, the highly acclaimed **Crime Scene Investigation (C.S.I.)** and **JAG series**. The Television of Kosova has refrained from broadcasting cheap Latin American series or other programs of uncertain value.

**NEW YEAR PROGRAM**

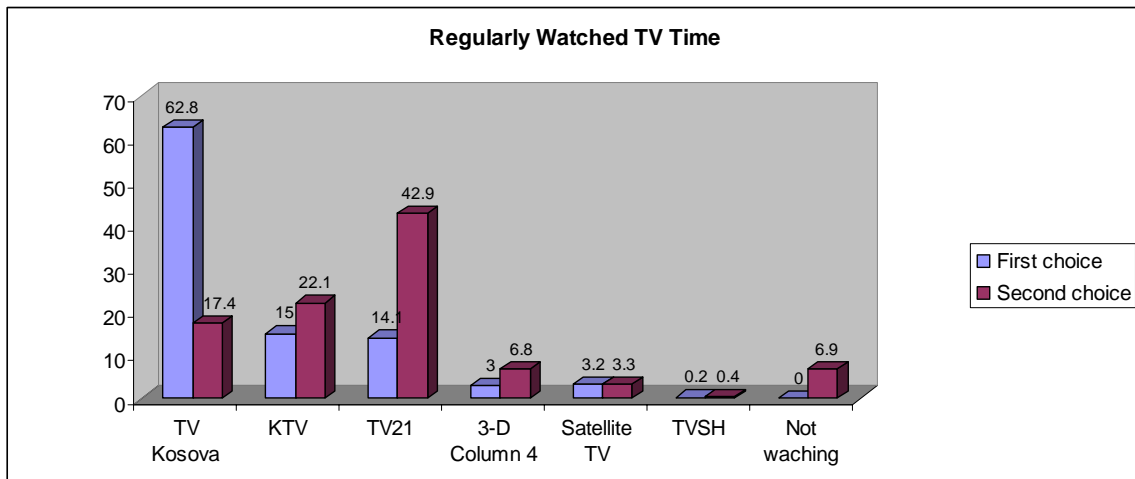
RTK broadcast programs with almost no reruns and with no intermission through the three-day holiday of the New Year.

Both the quantity and the quality of production were satisfactory. The whole 2004 New Year Program was designed based on a concept which enabled a better functioning of all the program editions, for example certain adjustments were introduced in the Morning Program, to fit the holiday spirit with various guests, songs and special items. The children programs with acquired feature movies kept the young audience interested and made the holidays more enjoyable for them. The most popular episodes of the celebrated sitcom **Modern Family**, followed by musical spots of the best Kosovar singers, selected on the highest professional criteria, and three-night movie marathon, the traditional Vienna concert, and entertainment and musical programs in the Serbian, Turkish, and Bosnian languages made for a good and appealing variety of the New Year program.

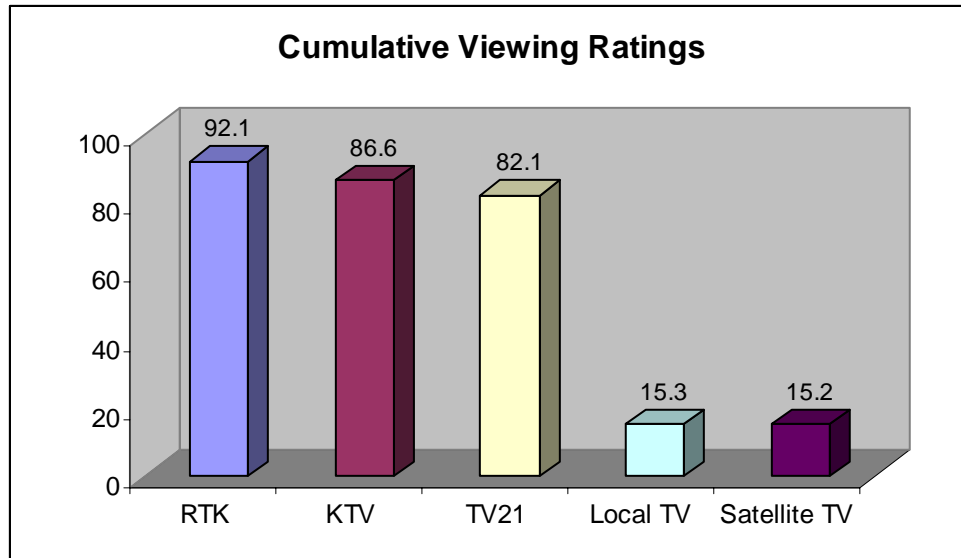
**VIEWING RATINGS**

The findings of the survey conducted by the Center for Humanitarian Studies “Gabi Bobi” show that RTK is watched by 95.0% of responders.

In the *regularly watched TV Time* category (the first choice plus a second choice) **TV Kosova** leads with 80.2 %.



With reference to the general viewing ratings, **TV of Kosova** ranks first with 95.1 %. In the morning, **TV of Kosova** rates much higher in comparison to other televisions. It is watched by 92 % of the general audience.



The survey finds that the information programs of TVK are convincingly more watched and liked than the respective programs of other televisions.

The TVK information programs, according to the first choice ratings, are watched by 59.6 % of respondents.

The cumulative results of watching the information programs (first choice plus a second choice) show the evident leading position of **TV Kosova** (88.9%) compared to **KTV** (53.5 %) and **TV 21** (43.2 %).

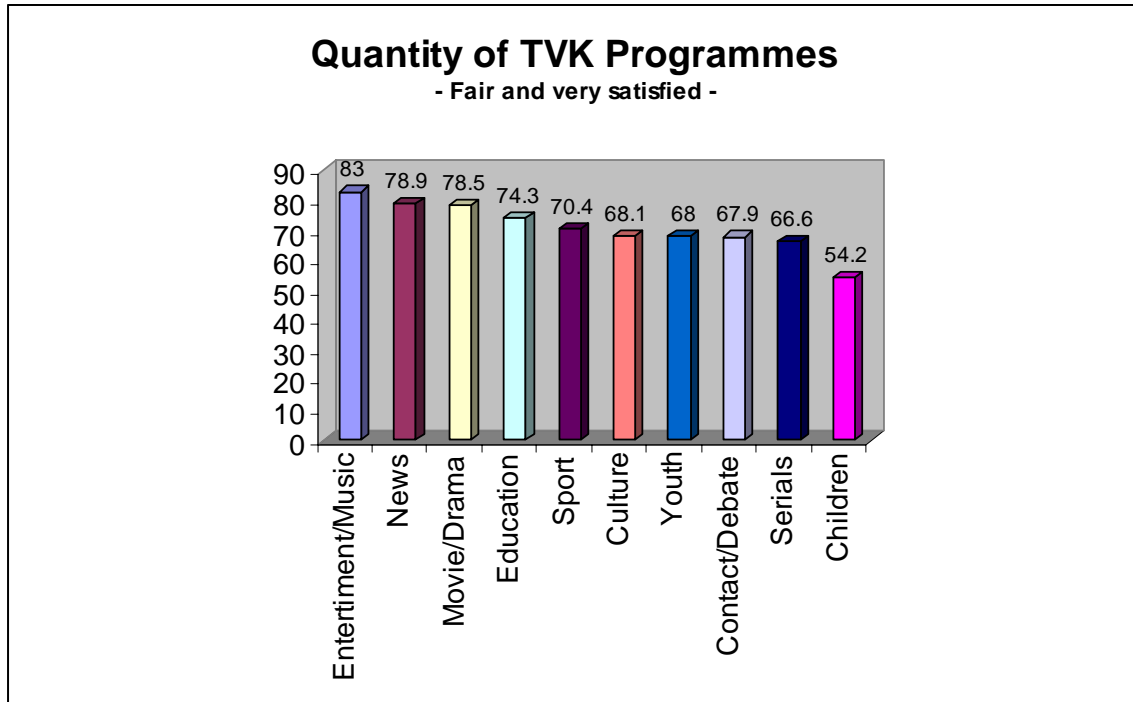
**Television of Kosova** is a leader also as far as delivering rapid, complete, and objective information to the viewers.

In all of these categories, the information program of **TV Kosova** has been evaluated as the most professional.

As regards *promptness*, **TV of Kosova** fares well with 80.2%, as for *completeness*, **TV of Kosova** is evaluated to have the most complete stories by 76.0% of the respondents, as for objectivity **TV of Kosova** has a percentage of 73.0 %.

Respondents ranked well some of the RTK programs.

The **Entertainment/Musical Program** made the grade with 66.6 %, followed by **Information Program** with 65.0%, the **Film category** with 56.2%, **Sport** with 55.1 %, **Educational Program** with 53.6%, and **Talk/Debate Programs** with 53.2%, and **Youth Program** with 52.6%, and **Culture/Artistic Program** with 52.1%, and **Serial Program** with 52.0%, and **Children's Program** with 41.6%.



### AWARDS

- The Annual Awards for TV investigative journalism was presented to the journalist Fatos Bytyçi by the Association of Kosova's Professional Journalists.
- TV Documentary of the Year Award was presented to the documentary **Somewhere in Kosova** by the Association of Kosova's Professional Journalists

### WWW.RTKLIVE.COM

In the first part of 2003 through October, the page contained general information on the RTK, daily news, high quality video news, and information items on RTK programs. It also conducted surveys on the most controversial issues in Kosova and RTK.

From the technical aspect, the page had only a server with sufficient capacity. The most watched programs of the period were **Ditari i stupcave** (comedy acts), and the first local TV sitcom **Familja moderne**.

From January 2003 to 28 July 2003 the page had **1.248.452** visitors, or, for one working year the RTK web page had a total of **2,355,297** visitors with **29,912,279** pages viewed.

Generally in this period, the web-page had 36 surveys and 43 comment topics on various issues in Kosova and the world. The news items are refreshed frequently, depending on the story's dynamics. Apart from the video news, such as the **Morning News, Info**, other communities news **Vesti, Vijesti, Haber, Main News** and **Blic**, were made available in video formats, along with shows such as **Ditari i stupcave**,

**Familja moderne, Meselation, Frekuenca e Quzës, Paradox**, and all the special reports, important interviews, etc.

The **rtklive** page has two links with both our radios: **Radio Kosova** and **Blue Sky** where visitors have direct access. Furthermore, the web-page has contributed to several live programs with questions for the studio guests.

As of October 2003 the RTK Internet page has been redesigned and restructured. It has been enhanced with new items to make it more attractive. It is frequently visited by the Albanian Diaspora, which considers it to be an important window on the events in Kosova.

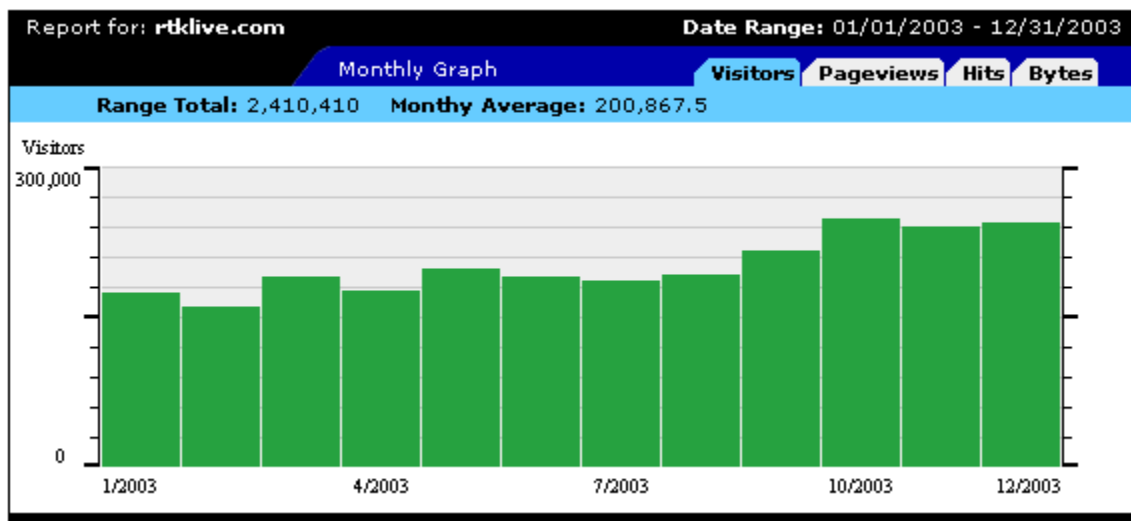
The main page contains a news link of information, program, interactive, archive, and the item 'on us'. Aside it, there is **Informatory** which brings updates on theater shows, cinema, and airport. Across from it there is a navigation of the news, video news corner, press review, program schedule, weather forecast, etc.

The daily news is updated reflecting the needs. The speed download is the highest. The interactive pages contain items that attract the attention of the visitors. "You ask..." has been a hit from the very start. Its first guest was Mr. Adem Demaci, whom the visitors of the page sent over 350 questions. The second guest was then Chief Administrator of Kosova, Harri Holkeri, who got a great number of questions.

Additionally, the Internet page forum is among the most visited sites. The Forum has many members who raise various issues for discussion beginning with politics, sports and the latest on the world of informatics.

Other attractive sites are the daily quote, daily cartoon, chat rooms, practical tips, cuisine, opinions, readers' letters, weekly horoscope, curiosities, etc.

The general number of visitors for 2003 was **2,410,410**. The monthly average number of visitors is **200.867.5** with a total of **300.000** pages viewed.



In the last months of the year, the web-page has had an enormous increase of visitors.

In 2003 an additional journalist joined the website staff. The launching of video programs was made possible through the technical advancement and extension of technical capacity with three servers.

Ambitions for turning the Internet page in one of the most visited sites do not end here. The goal is to increase the technical capacities and to refresh the page with new links and items.

### **OPERATIONS AND TECHNICS**

During 2003 certain important advancements have been made in the Operations and Technical unit of RTK:

- **Increasing the reliability of electro-energetic systems**, by connecting the RTK energy system to the No.3 central station of the city electricity network. This resulted in a considerable reduction of fuel costs and in a prolongation of the auxiliary electric equipment life (UPS, generators, etc.)
- **Increasing capacities for a self-production program**, this has been done with the opening of a depot for the needs of a provisory studio used for recording the sitcom "Familja Moderne".
- **Activation of a RTK Service Center (SC) in cooperation with UNDP** was completed thanks to a donation by the Japanese Government.
- **An increase of graphic design capacities** was made possible by installing a powerful graphic station based on the technologies of the firm "Matrox",
- **Computerization of the emitting process** through a video-server that represents the first step towards full computerization of the news programs.
- **Implementation of data in basketball games broadcasts** considerably increased the level of broadcasting the game with high-level designs and technique.
- **"Wireless" Camera** has become part of the broadcast arsenal from the field.

All of these advancements have been accomplished with minimum investments, which were practically compensated for by the savings of the fuel costs, maintenance of energy equipment, considerable increase of work efficiency in the production of the sitcom "Familja Moderne". Meanwhile, the improvements have taken off the load of production capacities for the RTK programs, which comprise quite a percentage of the in-house output.

**RECAP OF OPERATIONAL-TECHNICAL ACTIVITY**

The chart below presents the operational-technical schedule of operation in 2003.

*Number of recordings and live broadcasts in both studio and OB van per month*

	DESCRIPTION	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL RECORDED PROGRAM IN HOURS
1	Both studios / Recording	65	68	95	86	69	70	59	52	75	82	67	79	867
2	Both studios / Live	15	18	26	47	41	41	32	40	47	43	46	46	442
3	OB van / Recording	0	1	3	5	6	7	4	6	3	10	9	25	79
4	OB van / Live	4	8	16	14	13	19	8	2	13	13	16	11	137

*Production output according to months in program hours*

	DESCRIPTION	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL HOURS
1	Both studios / Recording	85.0	82.0	95.0	112	116	112	79.4	62.3	54.0	94.0	96.3	86.3	1181.3
2	Both studios / Live	13.2	19.3	26.0	24.2	30.0	23.2	21.1	14.3	21.0	26.4	22.1	35.2	299.5
3	OB van / Recording	0.0	4.0	3.0	8.0	14.0	18.0	24.0	12.0	20.0	13.0	33.0	32.0	343.0
4	OB van / Live	13.0	18.0	16.0	42.0	38.0	33.0	49.0	23.0	6.0	40.0	35.3	41.0	384.3

**INFORMATION PROGRAMS**

*Overall output in programming hours*

	DESCRIPTION	Jan.-Dec. /Hours transmitted
1	Morning program	912.5
2	INFO	70.15
3	News in community languages	172.3
4	Main news	182.5
4	BLIC	92.25
	<b>TOTAL</b>	<b>1429.7</b>

**SUBTITLING UNIT**

*Overall output in programming hours per year*

	DESCRIPTION	Duration / min	Jan. - Dec./ Subtitled material	TOTAL / HOURS
1	Movies	94' - 120'	295	529.30
2	Cartoons	120'	3	3.00
3	Serials	50'	368	307.00
4	Documentary	50'	92	77.00
5	Documentary sport	30'	48	24.00
6	Catalogue	60'	22	22.00
7	Musicales	60'	2	2.00
8	Promo	5'	1	0.05
	<b>TOTAL</b>		<b>831</b>	<b>964.35</b>

## RADIO

Radio Kosova and Radio Blue Sky are vital parts of RTK as a public broadcaster. Both are built on the principles of a public broadcaster offering their audiences fair and balanced news, education and entertainment programs. Still they have different approaches and complimentary styles of appealing to a wider audience. Radio Kosova attracts an audience at 25-years of age and above, while Blue Sky Radio targets younger age groups. Such profiling of targeted audience proved successful and practical in attracting groups of different ages throughout Kosova. The listening and credibility ratings for radios have been high based on the audience polls done by various organizations such as Index Kosova and Center for Humanistic Studies Gani Bobi. In addition, on 5 September 2003, the survey by provider live365 of radio streaming, placed Radio Kosova in the category of world radios at **first place of most listened radios on the Internet** (with 48.863 listened hours in the last 30 ddays) among 2700 worldwide radios.

There has been an improvement in operating between the two radios in the year 2003, while preserving the independent nature of each radio and the primary structure of two separate 'newsrooms'. This was done through coordinating the efforts of chief editors, which is an on-going aim. Some level of coordination with the TVK news editors was already in place in the form of morning consultations of respective editors in charge. A similar cooperation with TVK has worked in cases of breaking news and extended in the daily coverage of events and particularly in the news exchanges. By the end of 2003, Radio Kosova developed a project for a two-hour project in the Bosnian language, and technical back up was set up. The job advertising for the position of one editor and one journalist for the Bosnian language program was publicized by the beginning of 2004. With this, Radio Kosova meets its obligations as a public broadcaster as the Bosnian-language becomes the fourth language in which Radio Kosova transmits its programs.

In addition, in June 2003 a number of substantially suitable changes were introduced in the program schedule of Radio Kosova.

Radio Kosova and Radio Blue Sky carried 195 live broadcasts in 2003, proving that the two radios were very much dedicated in a fast and efficient coverage of numerous events.

### **NEWS AND INFORMATION PROGRAMS**

The information desks of both Radio Kosova and Radio Blue Sky have an intensive cooperation on a daily basis: joint editorial consultations each morning, and exchanges of materials through a local network. There is also a joint gathering and processing of the news. The program structure of both radios enables having news editions at every half-hour on one of the two radio stations.

Using a joint network of correspondents of both inside and outside the country enabled the information programs of RTK-Radios to have more quality and efficiency in the coverage of the main events from the field.

Radio Kosova started with a new program schedule on 9 June 2003. Alongside the programs, there were novelties in the information programs as well. Thus, the daily schedule contains a total of **15 news editions** with duration of a total of 130 minutes or 2 hours and 10 minutes respectively. Radio Kosova transmits three central news editions: **Daily Events** - 30 minutes, **Diary** - 30 minutes and **Daily Chronicle** - 10 minutes, in addition to 12 news editions of 5 minutes each.

The new features in the news program schedule are as follows:

- The news update has improved significantly, journalists working in the field are the first to bring in the news with sound recordings parts and then prepare an extended report;
- 5-minute news editions on main events contain sound parts, statements and parts of interviews;
- The main news editions have become dynamic; they include the latest news from both Kosova and the world, as well as radio audio reports, which are well prepared despite the lack of technical equipment for the journalists.
- Specialization of the journalists on certain topics has started, after overcoming the shortage of journalistic staff.
- Coordination has advanced between the two newsrooms of both Radio Kosova and Radio Blue Sky.

These issues are relevant to the increase of the quality of information on Radio Kosova and the improvement of the overall program.

## **SPECIAL PROGRAM ITEMS**

### **Radio Kosova**

Radio Kosova is thus serving a wide audience with a variety of programs being part of the daily life of the audience in the entire Kosova, Albanian-inhabited areas, and the Diaspora. The leading 'segments' are the news editions, and based on the surveys conducted, also the sport's program of Radio Kosova as one of the most listened to, followed by musical programs, talk and night programs.

### **Radio Blue Sky**

One of the attractive points of Radio Blue Sky has been the broadcast of radio reportages from the daily life of Kosovar population. Within these programs there were documentaries from various fields of life produced by our journalists. Other programs have dealt with attractive topics for the young, such as the report 'on the protection from HIV/AIDS', a report on "Homosexuals and their acceptance/rejection by the Kosovar society", a report on the life of the Ashkali and Roma, and a feature report on the environment.

Naturally, remaining loyal to its auditor, Radio Blue Sky broadcast numerous important events for the young: the MTV Award Ceremony for Great Britain "BRITISH AWARDS", the great MTV event such as the MOBO Awards for music in cooperation with the British Council.

With the purpose of building up the distinct identity of Radio Blue Sky, and bringing in general refinements, the Radio prepared fresh 'jingles' for the information programs. These jingles were prepared by our own technical staff and with the software programs of the Radio.

### **ETHNIC COMMUNITIES**

Radio Kosova and Radio Blue Sky as parts of the public broadcaster are committed to the social integration of other ethnic communities in Kosova. Both these radios broadcast programs in the Serbian and Turkish languages, and at the end of 2003 developed a project on launching a new Bosnian language program to start at the beginning of 2004.

An extension of the Serbian language program was designed for the Blue Sky adding 30 minutes to the existing broadcast of one hour and a half, from 14:00 to 15:30. The implementation began by 9 June 2003, and now we have 2 hours of daily radio program starting at 14:00 through 16:00. The business plan anticipated hiring of an additional staff for the Serbian language program. There is at least one vacancy for one more journalist at the Serbian language news desk.

The Turkish language program previously airing at 20:30 moved up to 17:00. Also since June the Turkish language program on Radio Blue Sky starts at 16:00 through 17:00, while Radio Kosova broadcasts at 17:00 through 18:00. The schedule changes have attracted more listeners to the program of the Turkish community in Kosova.

### **AWARDS**

A feature report on the environment on Radio Blue Sky, by Vaide Morina, won the first Prize as the best radio program of the year of the Ministry of Environment.

The Serb-language desk journalist Ana Maria Repic of Blue Sky was awarded the Kosova's Association of Journalists prize for courage in journalism in 2003.

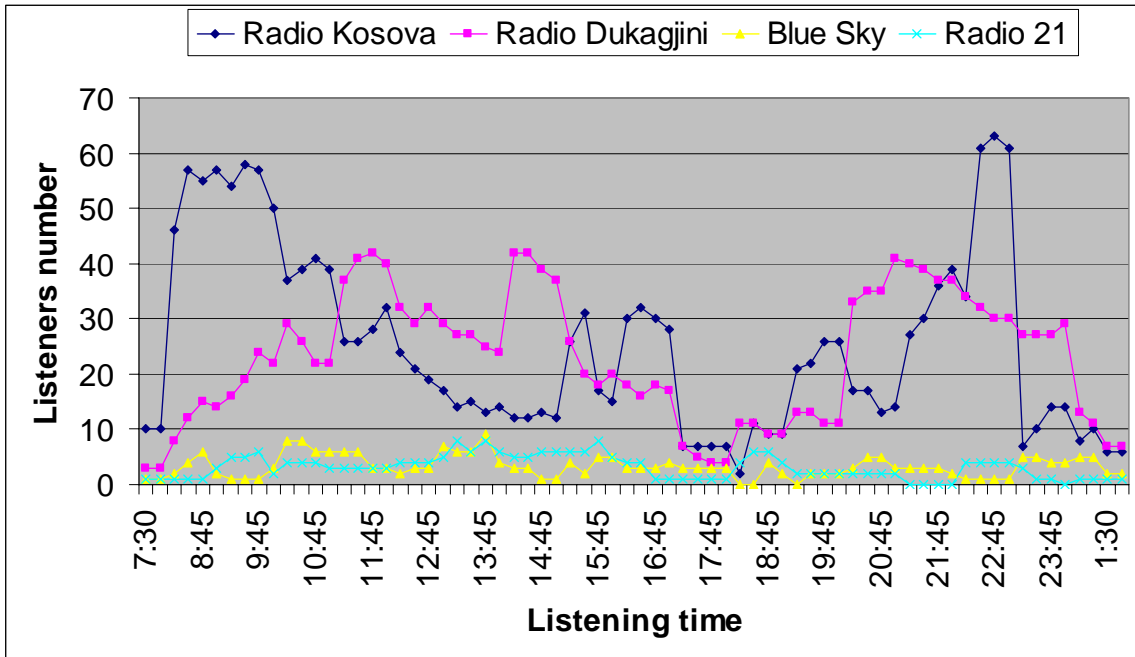
### **THE INTERNET PAGES OF BLUE SKY AND RADIO KOSOVA**

The Internet pages of both Radio Blue Sky and Radio Kosova were revised to accommodate a faster update of the news. The Blue Sky page was redesigned and encrypted with possibilities for posting the news every minute. Visual solutions of the page, its contents and easy access turned it into one of the most attractive radio web pages in Kosova in general. Efforts to improve the Radio Kosova web page have continued. An additional journalist has joined the team in the editing, posting, and refreshing of the news for both radios. In the meantime, the web pages team of both radios with that of Television is working on improving their coordinated operation.

The surveys of September 5, 2003 by provider live365 of radio streaming, ranked Radio Kosova at **first place of most listened radios in the Internet** in the world radios category (with 48.863 listened hours in the last 30 ddays) and 9<sup>th</sup> place in the all broadcasters category. Provider Live365.com includes over 2700 worldwide radios.

**CREDIBILITY AND LISTENERSHIP**

In June 2003, the Center for Human Studies 'Gani Bobi' presented the findings of a thorough survey with the Kosovar audience on the listener ship and credibility of Kosova's radios. The findings show that Radio Kosova is the most trusted radio in Kosova, and also the most listened radio. Meanwhile, Radio Blue Sky stands as third among the most listened radios in Kosova. See the chart below designed by the 'Gani Bobi' Center to show the varied listening hours of Kosovar radios.



## RTK JOINT SERVICES

### ADMINISTRATION

RTK is a public service broadcaster, which applies a transparent and fair employment policy, demanding high quality norms and professional skills.

The process of searching, selecting and recruiting aims first of all at harmonizing the human potentials with the program needs development and operational strategies of the organization, by making full use of the potentials and continued advancement.

The RTK policy is also, aimed at a rational management of the budget, favoring free-lance contracts for assignments that do not require a full-time position. Furthermore, the employment contracts for the creative program staff are also done on specific projects. Job vacancies will be filled by the most qualified and talented candidates.

RTK is specially committed to continued training of its staff on all levels in line with the priorities set by the business plan, requiring the most appropriate candidate for a specific training and providing there is need for training. Training schedule is flexible depending on the needs while keeping in mind that RTK is still in its development stage.

At the beginning of the year the Office of Administration drafted the Regulation on Labor Relations at RTK which was approved by the RTK Board. The RTK Regulation is in line with the Essential Labor Law in Kosova, and sets the levels or the categories for a full one year contract and freelance contracts.

The Regulation sets the working hours for the full-term employment contracts, the way of payment, vacation, such as the regular 18-day annual leave, special holidays and medical leave days. It includes the rules of behavior and disciplinary actions for the employees.

In addition, at the beginning of the year a medical doctor was contracted for the regular RTK staff on a work-day schedule from 08:00-16:00.

Since the start of 2003 the terms of the freelance contracts for RTK associates previously set for a full year, are reduced to one to three month terms contracts with the possibility for renewal.

A six-month evaluation form for the RTK employees has been redesigned into a new form of employee's performance.

The full-term staff at RTK at the end of 2003 was 343, with 237 at RTK-Television, and 106 at RTK-Radio. The RTK Administration Office has only three staff members, including the Director of Administration.

RTK as an equal opportunity employer has female staff at every level. In 2003, some 94 or 27.48 % female staff was employed on regular contracts, with 62 or 26.27% worked for TV and 32 or 30.018% in Radio Kosova and Radio Blue Sky respectively. The average age of the RTK staff, in both TV and Radios is 34.20. In Television alone the average is 32 and in both radios 38.4 years.

In its selection procedure, and depending from the conditions and criteria required based on RTK employment policies, RTK has employed and continue to employ a considerable number of former workers of former Radio Television of Prishtina or their family members.

RTK has signed a considerable number of contracts on production with individuals and various companies. In this group is included the service contract with Energy Corporation of Kosova (KEK), which is undoubtedly the most significant contract for RTK.

## **PROCUREMENT**

The RTK procurement office was set up on 2 January 2003 based on recommendations by the Public Procurement Regulatory Unit.

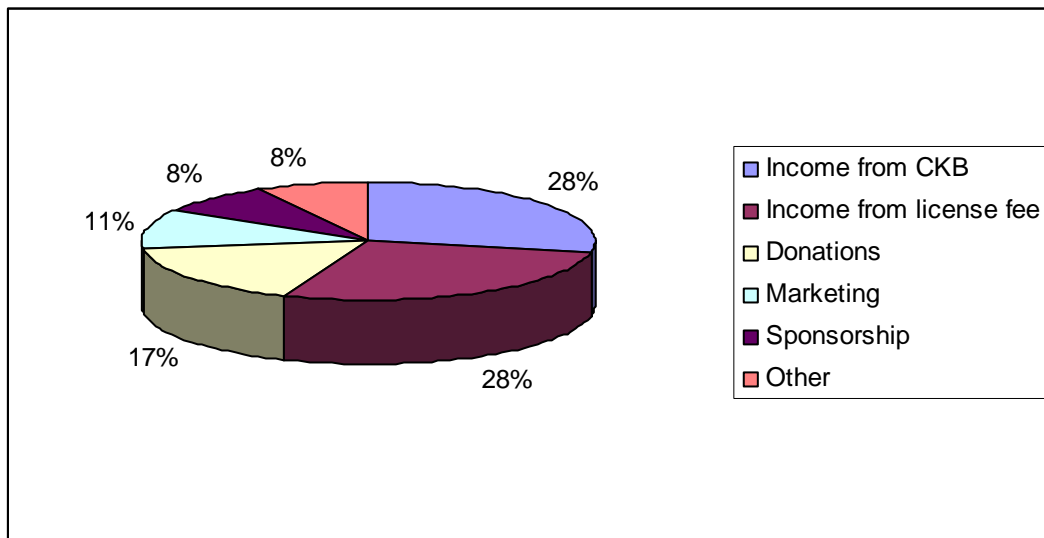
A procurement officer for RTK-Radios was also hired.

The RTK procurement office is managed by the Procurement Manager. The office operates on the basis of the Administrative Financial Instruction No.2/1999, pursuant to Paragraph 1 of UNMIK Regulation 1999/16.

During this year the entire procurement procedure have been applied from the first planning of procurement to the completion of contracts, implementing standard documents approved by the Regulatory Unit.

## FINANCES

The primary funding of the RTK in 2003 came from the Kosova Consolidated Budget or 28% of the overall income respectively; the license fee portion expected to be collected in 2004 and which makes up nearly 28% of the general income; marketing revenues composing 17% of overall budget; donations standing at 11%, income from sponsors at 8% and other revenues making up 8% of overall income of RTK for 2003.



The public broadcast fee was invoiced on the KEK bills beginning on 1 November 2003. The collection rate estimates are expected in February 2004 when the first installment collected from the license fee is expected.

RTK believes that the primary income, although not the only source, should come from the license fee, as one of the usual ways of financing a public broadcaster. An international Task Force Group in their official report states that RTK should apply the model of a mixed funding, a necessary model especially in the small countries economically not viable to support sufficiently the public broadcaster.

However RTK considers that once the collection of the license fee will bring in the necessary operating revenue, certain limitations could be put in place regarding advertising on the terrestrial network, which has been the case with a number of countries.

## **DONORS**

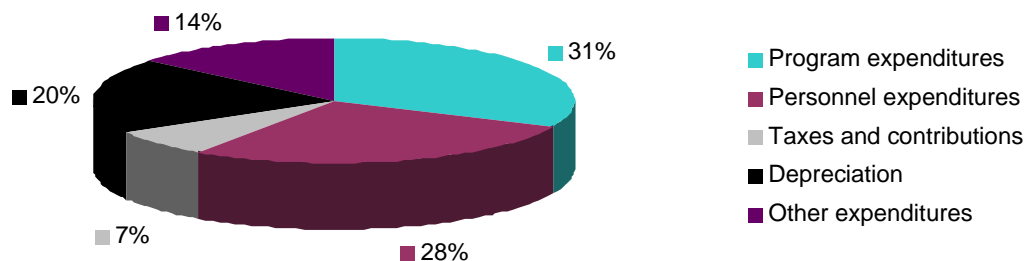
RTK is grateful for the important support in 2003 by the European Agency for Reconstruction (EAR) and the Swiss Agency for Development and Cooperation (SDC).

## **FINANCIAL OUTLOOK**

The RTK Board of Directors approved the 2003 Business Plan in January 2003. It was then presented to the donors.

RTK stands by its policy of careful control of costs and aims at offering services of greater value. The RTK Financial Service (two radios and Television) employs a total of 4 persons, including the Financial Director.

RTK has established a procurement office with a staff of three professionals who observe in full accordance with the law and strictly implement the procurement procedures. Accounting is managed conform the international standards and in line with the respective regulations in power. The RTK Finance Department apart from the financial annual report issues also quarterly reports, which are regularly analyzed by the RTK Management and Board of Directors. There are written financial policies and strict cost control procedures. No expense can be made without prior written approval by at least two authorized senior staff.



Payment of salaries for the regular staff, freelance contractors and honorariums are electronically deposited in the bank accounts along with other transactions. Cash payments are applied only in special necessary cases. Per Diem expenses for official trips in and out of the country conform to the particular Regulation quota for each state and city.

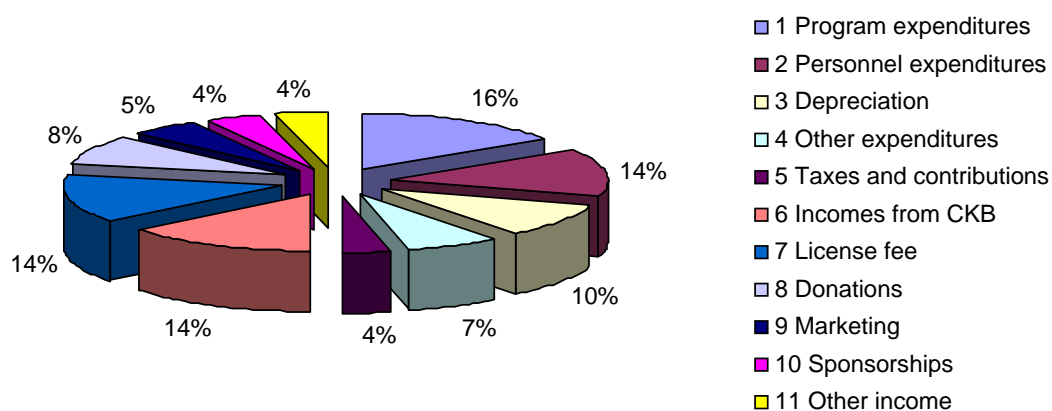
## RTK - 2003 Annual Report

Indeed, committed to its financial transparency, RTK was audited by the international auditing company Delloite & Touché for the year 2002. The auditing report was presented in the RTK web page. Also copies of the report were sent to the donors and all relevant national and international factors.

Following a RTK Management decision a tender was put up for selecting an international company that would do the auditing of RTK finances for the years 2002, 2003 and 2004 in accordance with the international standards.

### RTK PLS sheet, on date Dec 31, 2003

No.	EXPENDITURES	EURO	INCOME	EURO
1	Program expenditures	2,184,486.55	CKB	2,000,000.00
2	Personnel expenditures	1,913,771.74	License fee	1,929,140.00
3	Depreciation	1,352,504.78	Donations	1,160,784.82
4	Other expenditures	965,406.25	Marketing	742,584.12
5	Taxes & Contributions	491,620.77	Sponsorships	568,690.94
6			Other	526,793.21
	<b>Total Expenditures</b>	<b>6,907,790.09</b>	<b>Total income</b>	<b>6,927,993.09</b>



**RTK Balance sheet, on Dec. 31, 2003**

Nr.	ACTIVE	EURO	PASIVE	EURO
1	Fixed assets	5,637,600.93	Capital	8,265,646.17
2	Short-term debit	2,728,283.28	Short-term credit	424,550.77
3	Cash	344,515.73	Balance	20,203.00
	<b>Total active</b>	<b>8,710,399.94</b>	<b>Total passive</b>	<b>8,710,399.94</b>

