

# MONITORING OF MEDIA DURING THE ELECTION CAMPAIGN IN KOSOVO (26 OCTOBER - 16 NOVEMBER 2007)



Koha Ditore  
Zëri  
Lajm  
Express  
Info Press  
Epoka e re

Radio Televizioni i Kosovës (RTK)  
Koha Vision (KTV)  
Radio Televizioni 21 (RTV 21)

Radio Kosova  
Radio Dukagjini

# **MEDIA MONITORING DURING THE ELECTION CAMPAIGN IN KOSOVA**

**MONITORING PERIOD:  
(OCTOBER 26 – NOVEMBER 16, 2007)**

Prishtina,  
February 2008

## Media Monitoring (October 26 – November 16)

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Views expressed in this paper do not express those of the donors.

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Contributors: Media monitoring team

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### Summary

The majority of media reports monitored during the elections campaign strived to respect the journalistic code of ethics. This does not mean that they were balanced in terms of the exposure they dedicated to political parties and officials.

Nearly all the media outlets gave most exposure to PDK, and least to LDD. Most of them depicted PDK in positive context, while LDK and AKR lead in coverage with negative context. In most cases the media favored Hashim Thaçi and Veton Surroi, presenting them positively, while Fatmir Sejdiu and Behgjet Pacolli were presented in more negative light than other officials.

Most media outlets did not show any significant bias in the coverage of political parties. Some of them failed to be objective when reporting on the campaign, and continued their partisan support for a political party. The code of ethics was predominantly respected, whilst the language used during reporting was generally carefully chosen.

The language used by media in covering political parties' campaigns was rather mild. Most media carried were generally balanced in their reporting, with a tilt towards 'their' sympathy. In general, media reports in Kosovo during elections have contributed to a democratic environment where the majority of them have provided or tried to provide equal space for officials and main political parties and trying to present them in a neutral way.

Some of the print media (*Lajm*, *InfoPress*) showed several cases of imbalanced journalism giving strong priority to specific political parties. Their language about other parties was generally correct and not meant to induce hatred toward rival political parties – more so to glorify specific officials of parties that they supported.

Some of the other media have supported a specific political party when exchanging accusations with another political party (*Koha Ditore* \ *KTV* toward Surroi) while some other media have defended politicians who were accused presenting them as innocent vis-a-vis accusations (*Lajm* toward Pacolli).

In most instances, these cases bring into doubt the financial and political independence of media, especially with *Lajm* and *InfoPress* which have expressed clear dependence toward specific political parties. This dependence has resulted with imbalanced reporting for all political parties.

During the campaign there has been a series of events which have marked main turning points and reactions by political parties: increase of pensions by the government, interview of Pacolli in Voice of America, the usage of official cars during the campaign, etc.

Electronic media have shown overall maturity, with better inter-party balance and higher than average exposure of minority political parties, especially the public channels. Some newspapers had the highest gender representation with both in news editions as well as in debates.

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### **Introduction**

This report outlines results of media monitoring during the electoral campaign from October 26 to November 16, 2007. The monitoring of media was implemented as part of the project for elections monitoring by NGOs coalition “Democracy in Action – Elections 2007”.

The first part lists the media which were monitored and explains the methodology used. The main body of the report has been dedicated to individual analyses about each medium separately. The final section compares media outlets with respect to the space offered to political parties, leaders, female candidates, etc.

### **Monitored media**

The monitoring has covered three national televisions, six daily newspapers, and two radios with national frequency.

#### Electronic media:

RTK – Radio Television of Kosovo

KTV – Private television with national coverage

RTV 21 – Private television with national coverage

Radio Kosova – Public radio station with national coverage

Radio Dukagjini – Private radio station with national coverage

Televisions and radios were monitored during peak times:

From 07:00 a.m. - 09:30 a.m. – covered the latest news on the campaign of political parties and political parties officials invited as guests in television programs.

From 05:00 p.m. - 11:00 p.m. – covered news editions, including debates with party officials.

#### Daily newspapers:

Koha Ditore, Zëri, Lajm, Express, InfoPress, and Epoka e re.

The media has been analyzed measuring:

- a) journalistic presentation of political party candidates (presentation);
- b) the context in which electoral activities were portrayed (context);
- c) time/space given to political parties and political officials (space/time);
- d) reporting on the activities of minority political parties; and
- e) coverage of women campaigning.

The monitored media outlets were chosen based national coverage criteria, selling, readability, watching/listening levels, and influence. Due to a limited budget it was impossible to monitor all national-level daily newspapers or radio stations.

## The Methodology

Composed of 10 monitors, the team for media monitoring observed media during the election campaign in order to evaluate:

- If fair exposure was provided by the media to candidates and political parties;
- If political parties and candidates were presented in a neutral and balanced manner; and
- If it was possible for the public to be properly informed through the media in order to make a decision in the election day.

The content of media programs – news, reports, editorials and columns, debates, clips, political parties' advertisements – was evaluated measuring:

- time\space which was dedicated for political parties and candidates;
- the context in which they were represented;
- presentation for political parties and candidates and replies\remarks given to them by any other subject.

Whereas the quantity measures the space dedicated to a political subject or individual, two other categories measure depictions in terms of quality, estimating them as positive, negative or neutral.

### Quantitative method: Media Space

The quantitative method measures the time (broadcast media) or the space (written media), presented in seconds or cm<sup>2</sup> respectively. Space here means the time or square centimeters in which a political party or political party official is mentioned, has spoken, cited or presented on TV screen.

### Qualitative Method: The Context and Presentation

The measuring of time quantity dedicated to a political entity is insufficient to evaluate whether reporting was balanced. A political entity can be given ample space, but this exposure can be mainly negative. In this way, the monitoring has measured also the quality of the exposure, expressed as negative or positive. Analyzing the context and the mode of presentation, media monitoring has evaluated if the media reporting has a bias pro or against political parties or political officials.

Context is the bias of information from the context of the event not being influenced expressively by the journalist. The context can be positive, negative or a neutral one.

Presentation means the influence of journalist or media in the way how a piece of information is presented. This category evaluates the language used by the media\journalist toward a political party of political party officials. The analysis has made a difference whether the information was used in a comment or news analysis, or if the news has been intertwined with a comment, the lack of certain information or similar substandard journalistic practices. Journalistic presentation has been categorized as positive, negative or neutral.

Data is presented mainly visually, but sometimes less important data have been summed up in the text. Being the first product of its kind by “Democracy in Action” it could not compare the results with those of previous elections.

## Koha Ditore

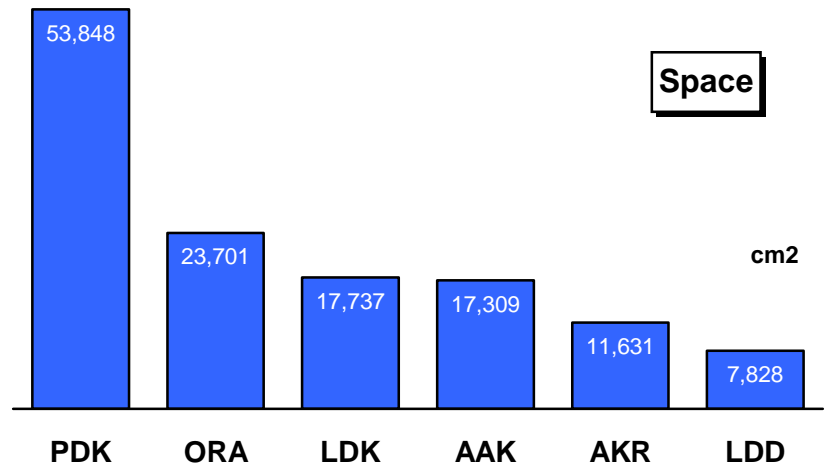
<u>Introduction</u>	Daily newspaper, property of media group 'Koha'. It has close relationship with the head of ORA, who has owned the newspaper prior to establishing the party.
<u>Overall evaluation</u>	<p><i>Koha Ditore</i> has generally had balanced reporting of the campaign of political parties with a tendency to support ORA officials. <i>Koha Ditore</i> has represented in a negative context the president of AKR, Behgjet Pacolli, and parties like LDK and AAK.</p> <p>PDK has enjoyed most exposure in <i>Koha Ditore</i>, followed by ORA. LDK ranked third in terms of space, but first in negative presentation and context.</p>
<u>Pro</u>	ORA, PDK
<u>Against</u>	Governing coalition (LDK, AAK) and AKR
<u>Neutral</u>	LDD
<u>Small Parties</u>	Satisfactory and balanced space.
<u>Minorities</u>	Satisfactory space and neutral presentation.
<u>Gender Balance</u>	Gender balance of coverage in <i>Koha Ditore</i> has been average compared with other printed medias. Female candidates of ORA dominated, whereas reporting about candidates of other parties has been balanced.
<u>Individual Focus</u>	Hashim Thaçi, Behgjet Pacolli and Veton Surroi have enjoyed most of the attention of <i>Koha Ditore</i> in terms of space as well as positive presentation. Journalists' presentation has been more positive for Veton Surroi and Hashim Thaçi while negative for Behgjet Pacolli.



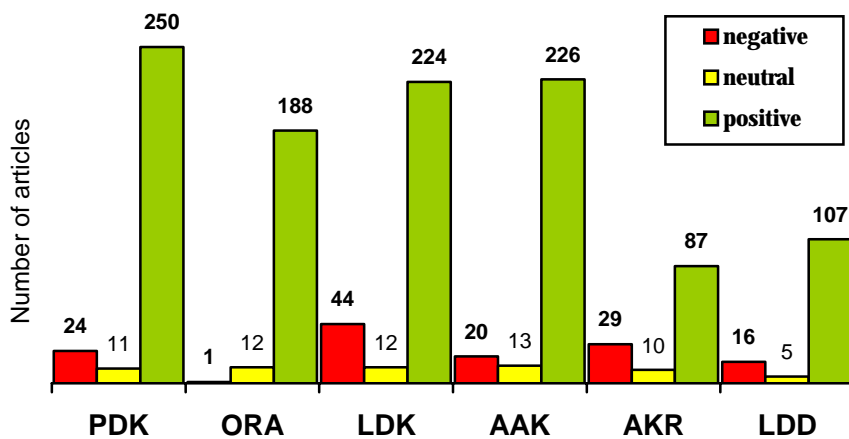
Main political parties

PDK has enjoyed the greatest space in. Least space was given to LDD.

**Space**



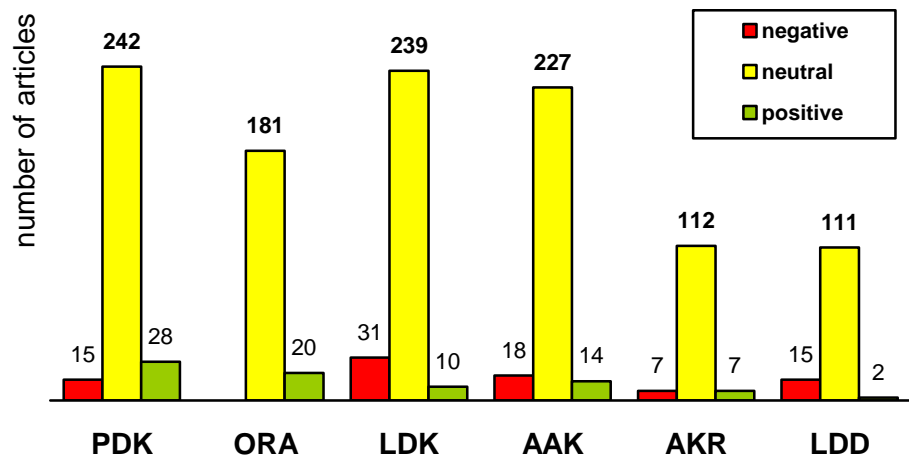
**Context**



PDK was mentioned in the most positive context in *Koha Ditore*, while LDK was mentioned in the most negative context.

**Presentation**

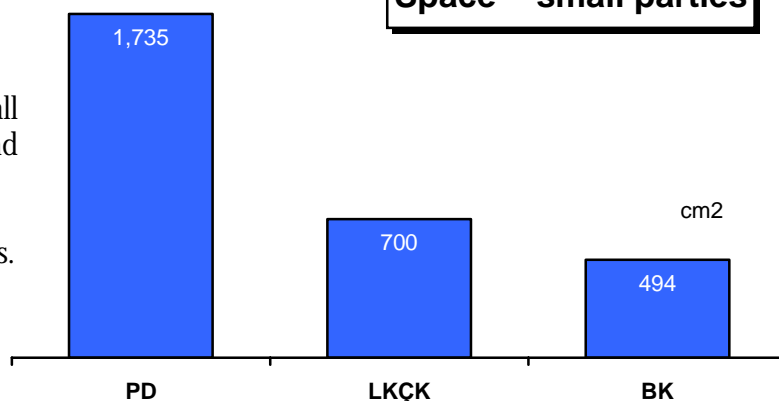
Journalists presented PDK and ORA more. The most negative journalistic presentation went to LDK. ORA was the only subject which was not presented negatively.



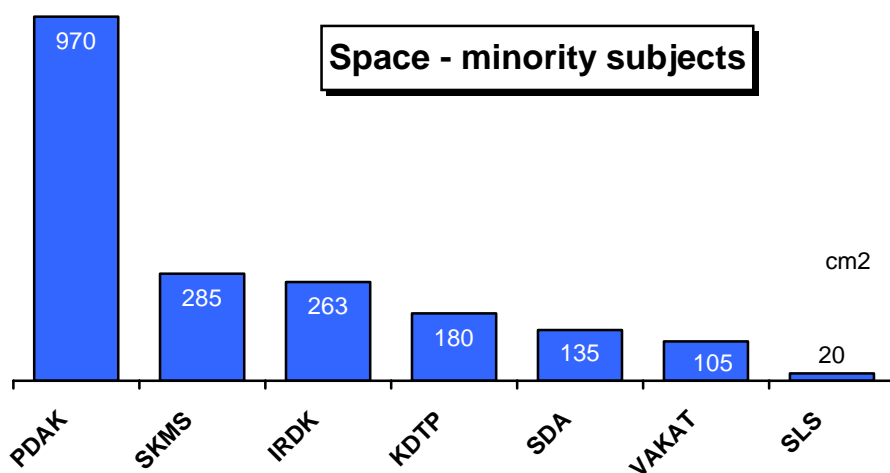
Other political parties

*Koha Ditore* has presented small political parties in a balanced and neutral manner. This newspaper did not show bias or negative language for any of the small parties.

**Space - small parties**



**Space - minority subjects**

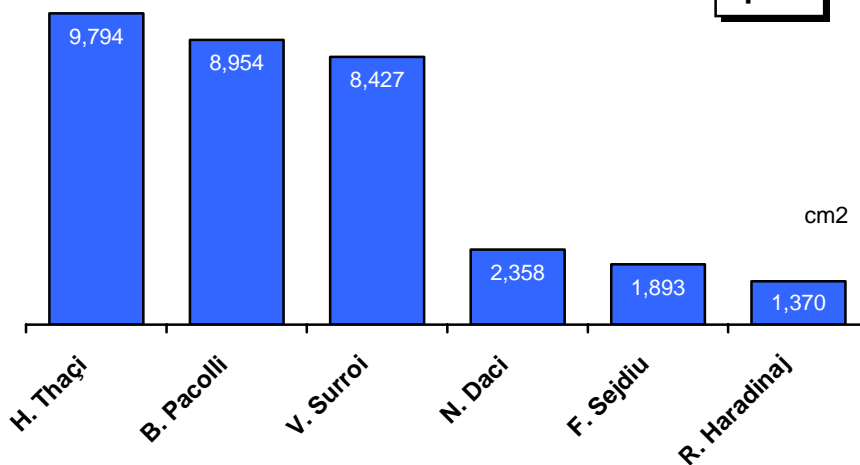


The largest space of minority political parties in *Koha Ditore* was given to PDAK which was also presented most positively. Minority political parties were mainly covered in a balanced and neutral manner.

The main leaders

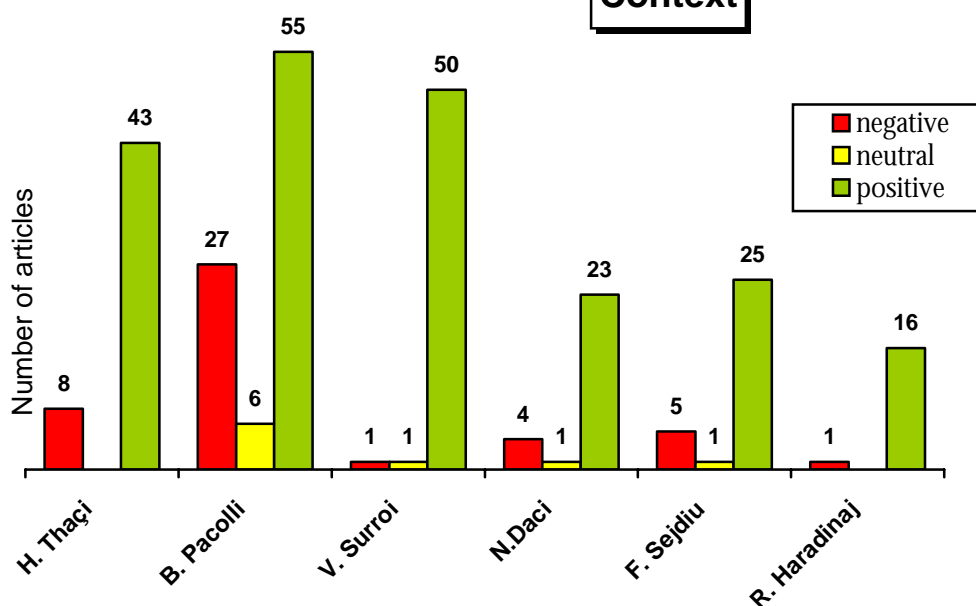
Most of the space in *Koha Ditore* was shared between Hashim Thaçi, Behgjet Pacolli and Veton Surroi. Least exposure was dedicated to Fatmir Sejdiu and Ramush Haradinaj.

**Space**

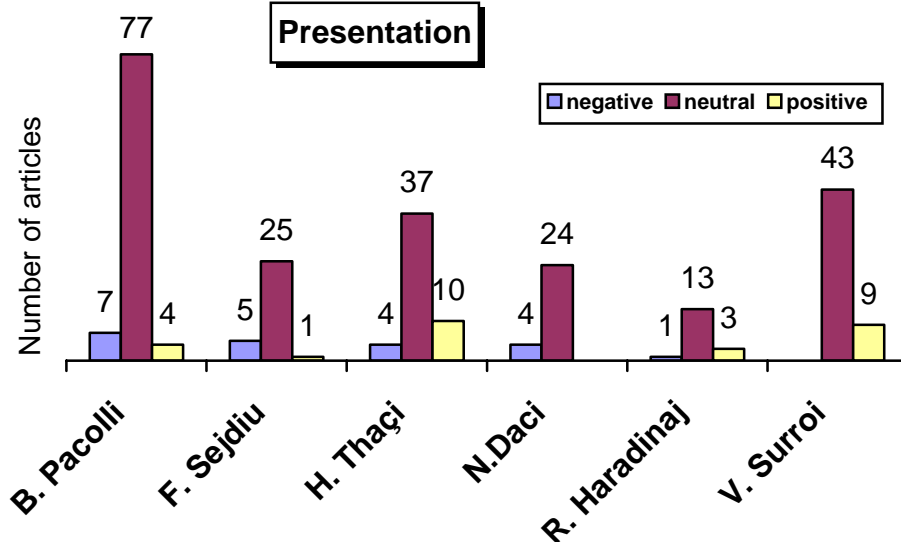


The most positive context in *Koha Ditore* went to Veton Surroi and Behgjet Pacolli who was also presented in the most negative context due to the reaction of other political parties in against one of his interviews.

### Context



### Presentation



Journalists presented Hashim Thaçi and Veton Surroi more positively, while Behgjet Pacolli and Fatmir Sejdiu had a larger proportion of negative presentation.

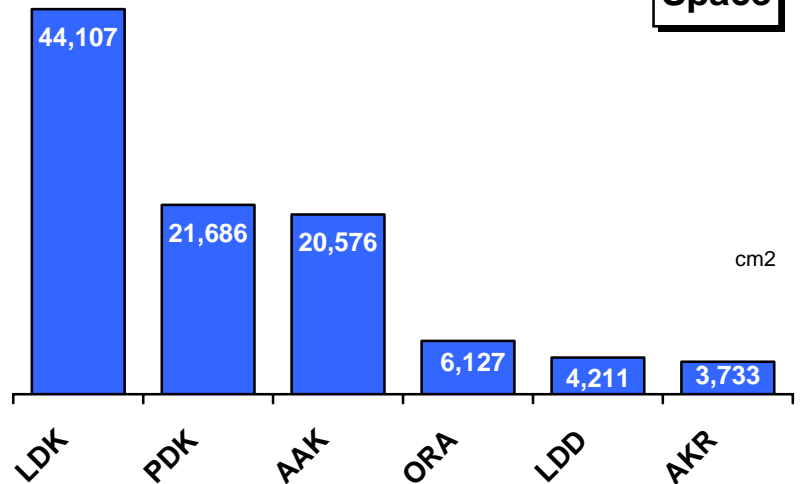
## **Zëri**

<u>Introduction</u>	Newspaper <i>Zëri</i> is a continuation of weekly <i>Zëri</i> . It is published by Blerim Shala, who has been a coordinator of the Unity Team during the negotiations process.
<u>Overall evaluation</u>	<i>Zëri</i> has reported on the campaign in a very neutral way, keeping a line faintly pro-institutional without criticism during reporting. LDK has taken the biggest space in <i>Zëri</i> while AKR was given the smallest space. The most positive space was given to political entities such as PDK, LDK and AAK.
<u>Pro</u>	<i>Zëri</i> has expressed a tendency of bias towards LDK and AAK.
<u>Against</u>	<i>Zëri</i> has not been against any political subject.
<u>Neutral</u>	Other political subjects.
<u>Small parties</u>	Balanced.
<u>Minorities</u>	<i>Zëri</i> has covered <b>on the average</b> activities of minority parties and represented in a balanced way. The biggest space was given to KDTP.
<u>Gender balance</u>	Only 6% of reports were dedicated to female candidates. Reporting for them has been balanced and neutral.
<u>Individual focus</u>	The biggest space for the main leaders was given to Behgjet Pacolli and Hashim Thaçi, for the first one in a more negative context, while for the second one more positively. The most positive presentation was given to Hashim Thaçi and strangely Behgjet Pacolli is the one who leads for negative and positive bias as well.

**Space**

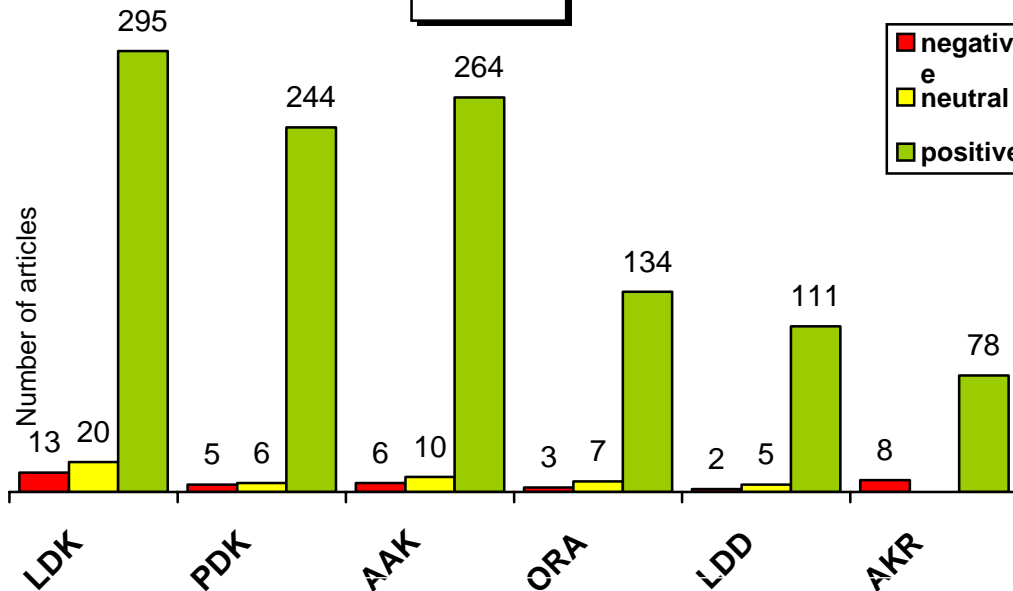
Large political parties

Most space regarding big political parties in *Zëri* was given to LDK. Least space was given to AKR and LDD.



cm2

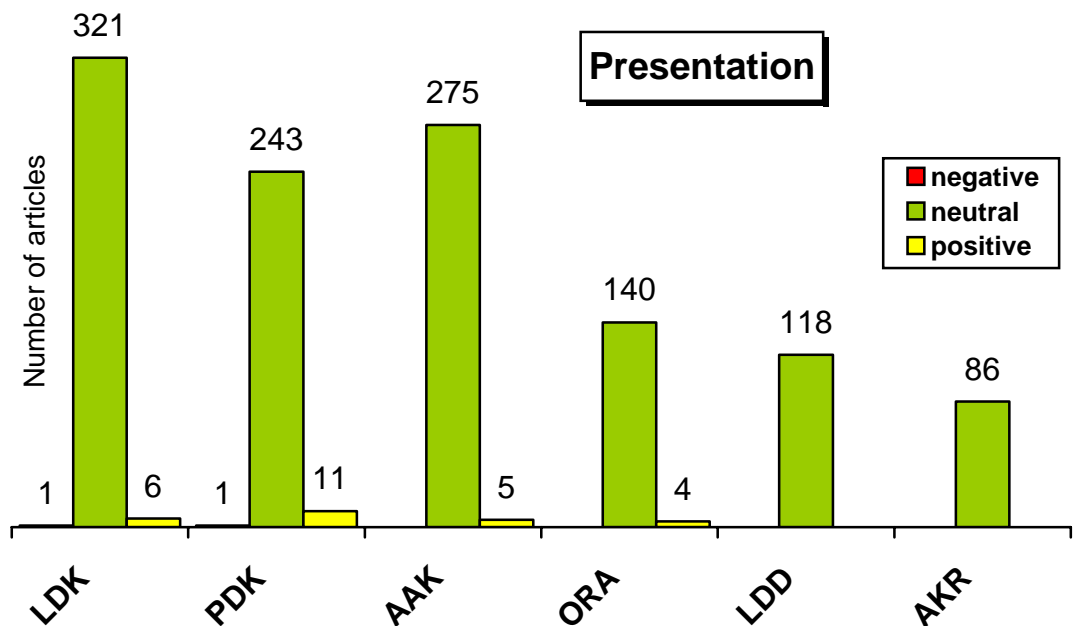
**Context**



LDK scores highest in *Zëri*, for positive and the most negative depictions.

**Presentation**

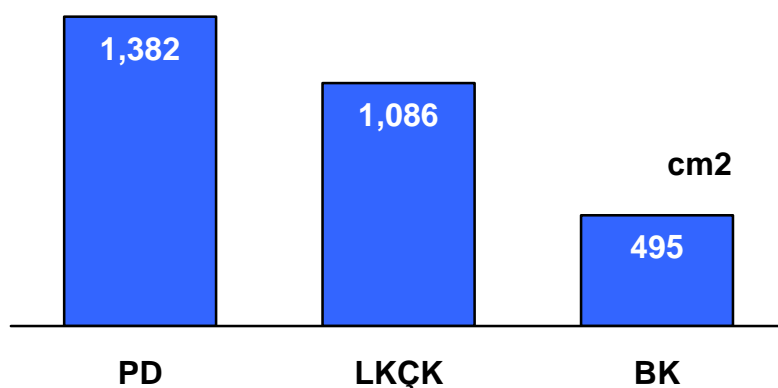
PDK had the most positive journalistic presentation in *Zëri*.



Other parties

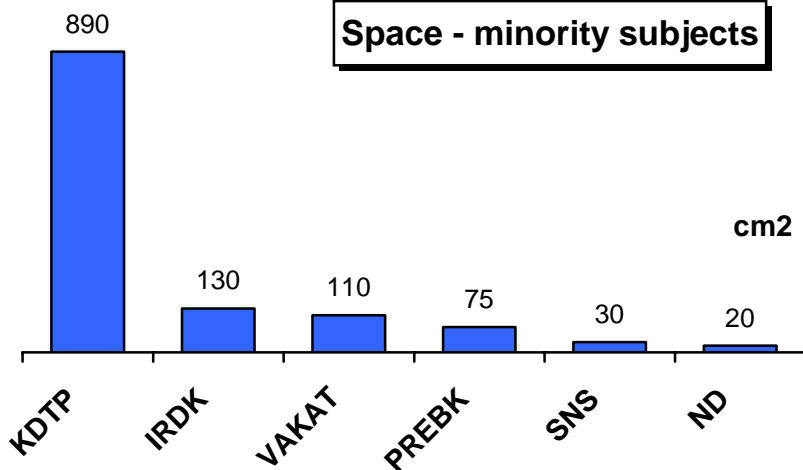
**Space - Small parties**

The context of small political parties in *Zëri* has been positive for all parties. Presentation of small parties in *Zëri* has been neutral for all.



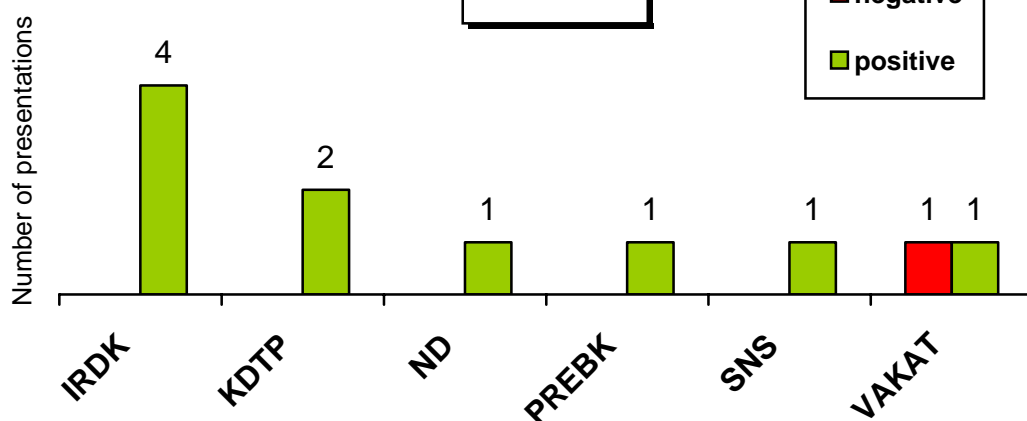
**Space - minority subjects**

*In Zëri*, KDTP has enjoyed extraordinary space in comparison with other minority political parties.



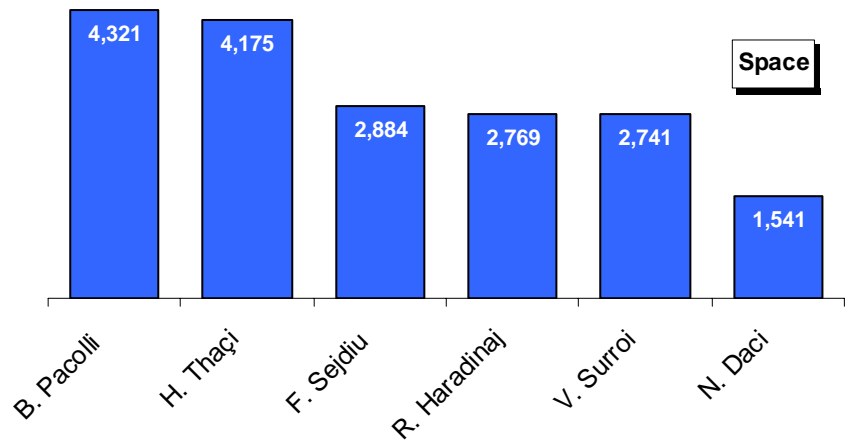
**Context**

Presentation of minority parties has been mainly neutral and balanced.

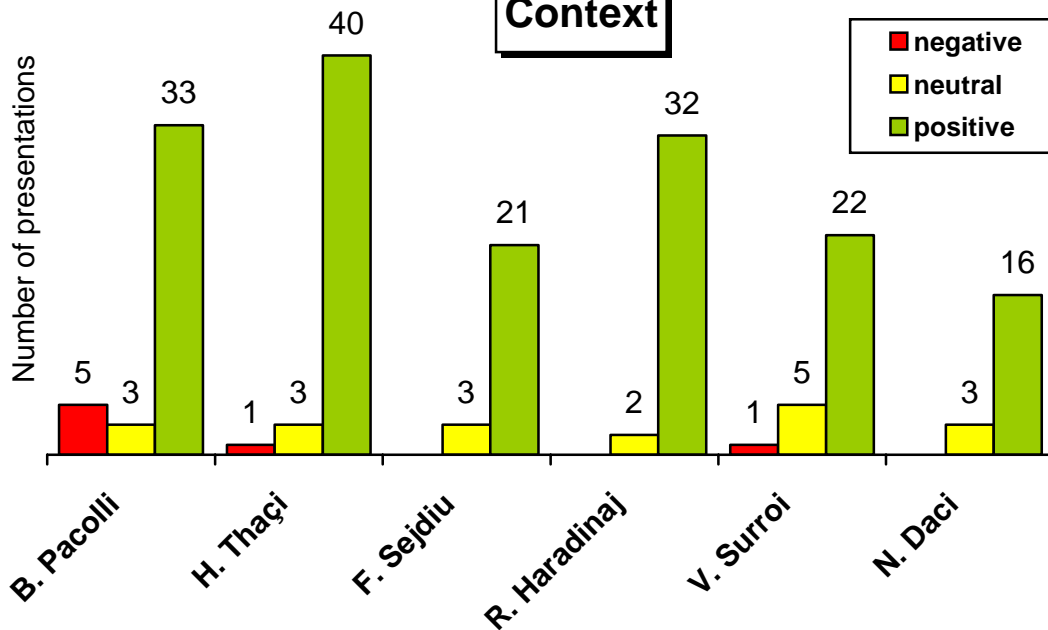


### The main candidates

The biggest chunk of space was given to Behgjet Pacolli, and the smallest to Nexhat Daci.



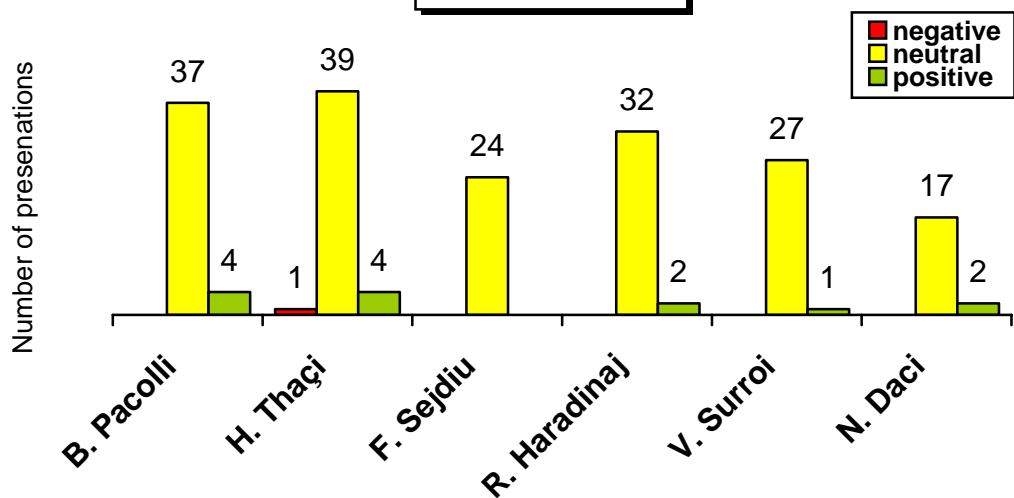
### Context



In the most positive context in *Zëri* is represented Hashim Thaçi, while in the most negative one Behgjet Pacolli.

### Presentation

The presentation of main candidates in *Zëri* is mainly neutral. Pacolli (AKR) and Thaçi (PDK) were most positively portrayed.



## Lajm

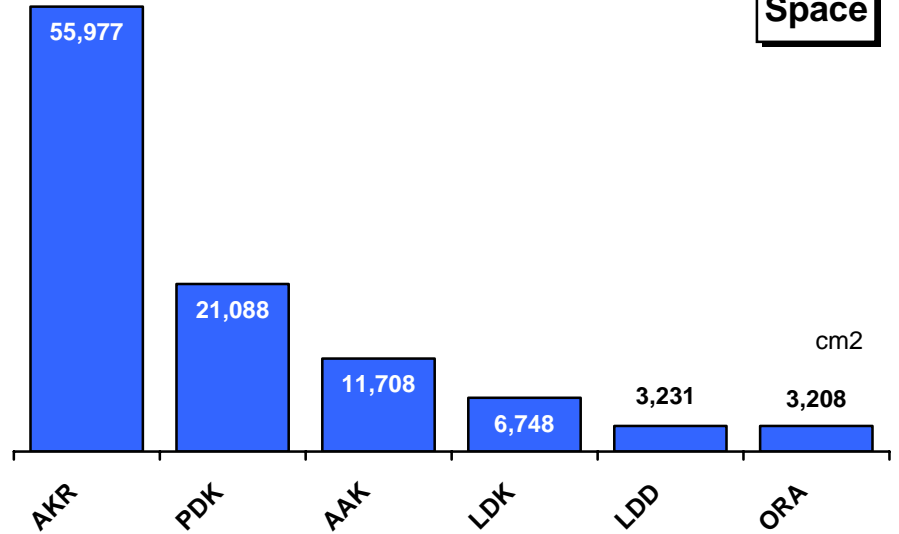
<u>Introduction</u>	<i>Lajm</i> is part of ATV Media Group, property of the leader of AKR, Behgjet Pacolli.
<u>Overall evaluation</u>	The newspaper <i>Lajm</i> has showed bias toward the AKR. This was evidently noticed in the space given to officials of this political party during the campaign, front page, expressed in pictures as well as in the front page. AAK also received lots of coverage in positive context and presentation. Least space in <i>Lajm</i> was given to ORA.
<u>Pro</u>	AKR, AAK
<u>Against</u>	LDK, ORA
<u>Neutral</u>	Other political parties
<u>Small political parties</u>	<i>Lajm</i> has presented small political parties in a balanced and neutral way.
<u>Minorities</u>	This newspaper has covered activities of only two minority parties. These were covered in a balanced and neutral fashion.
<u>Gender balance</u>	<i>Lajm</i> gave least coverage to female candidates of all print media.
<u>Individual focus</u>	Behgjet Pacolli got more space than other candidates and in the most positive context and presentation. At the same time Pacolli and Sejdiu share the same number of articles in negative context due to the attacks of different political entities done toward these officials.



### Large political parties

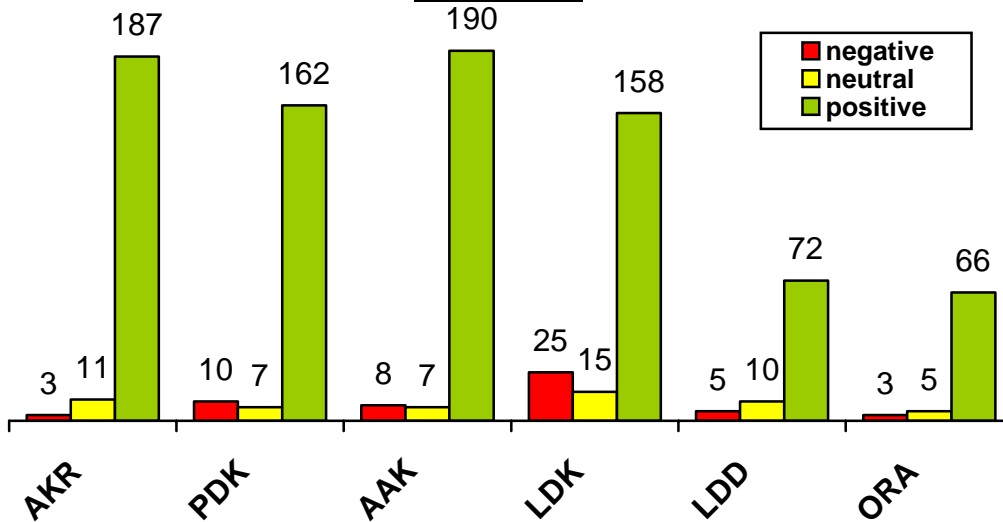
*Lajm* gave most exposure to AKR. Least exposure was given to LDD and ORA.

Space



### Context

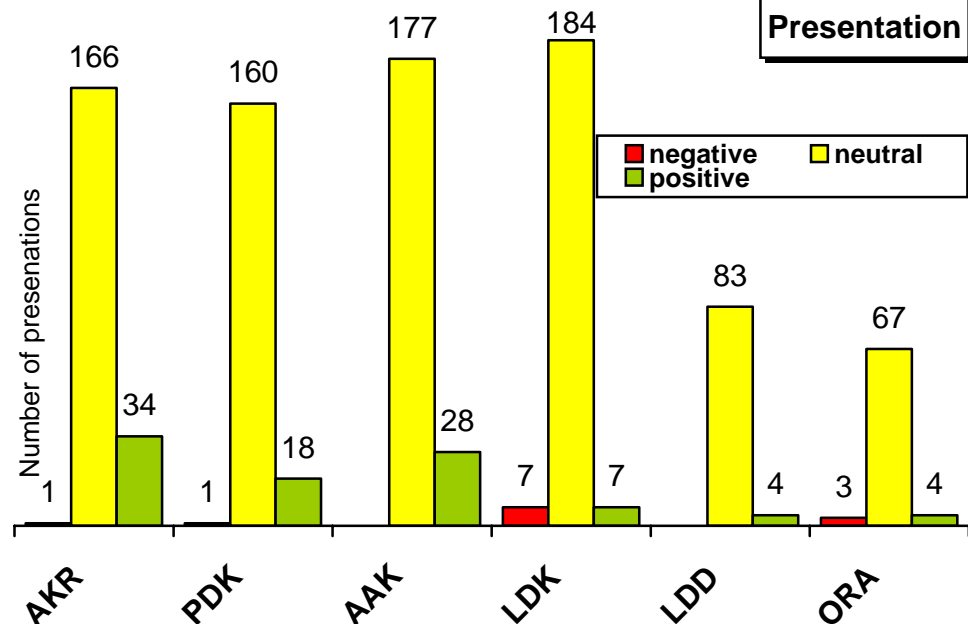
Number of presentations



The context given to big political parties in *Lajm* has varied. AKR was presented in the most positive context while LDK in the most negative.

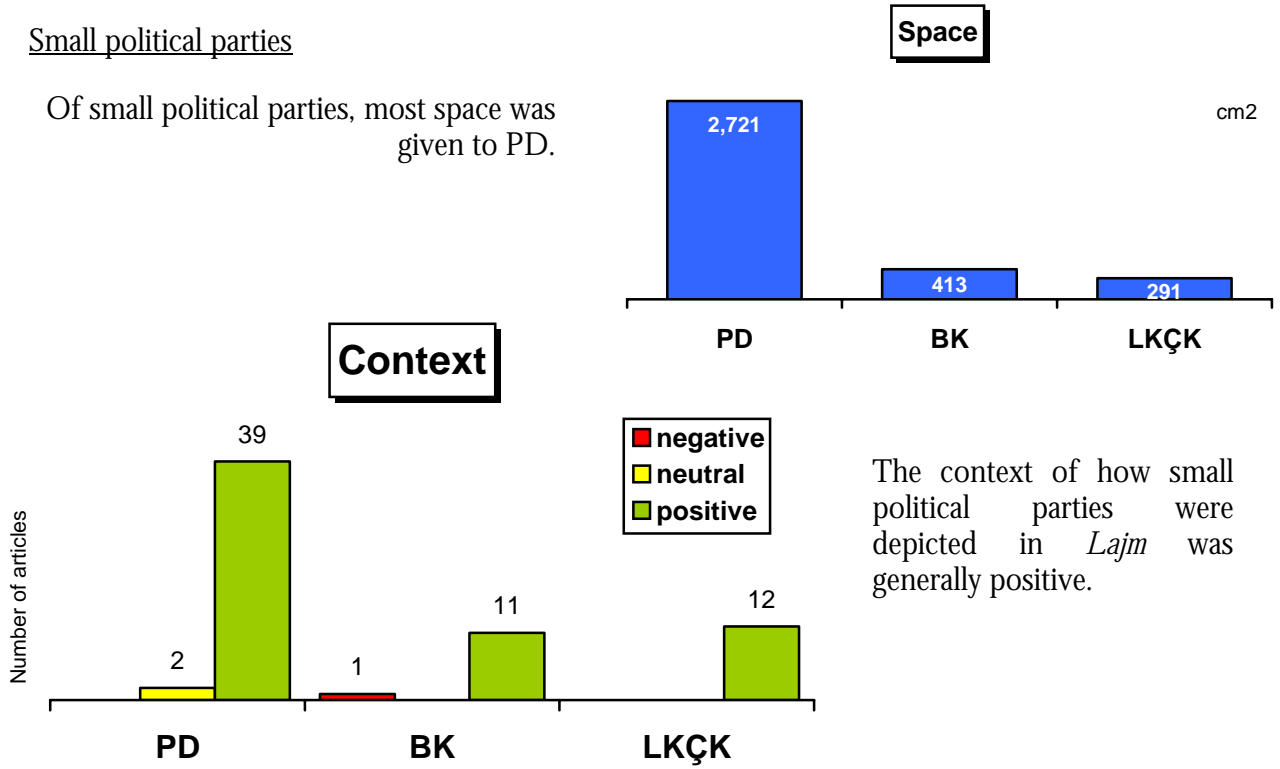
### Presentation

*Lajm* obviously had an editorial policy to give a positive spin when covering AKR and negative when presenting stories about LDK.

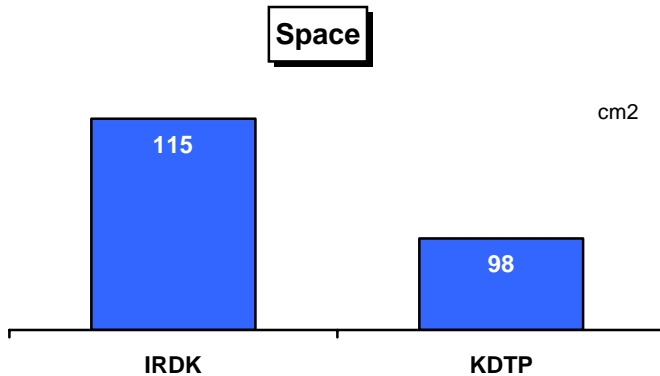
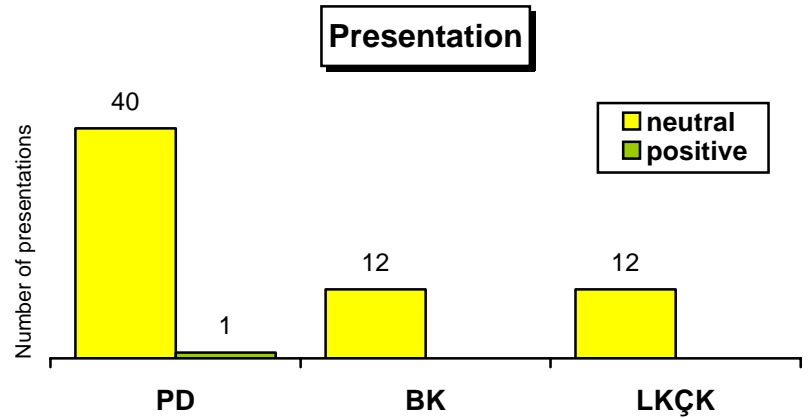


### Small political parties

Of small political parties, most space was given to PD.



Journalistic presentation of small political parties in *Lajm* has been neutral.

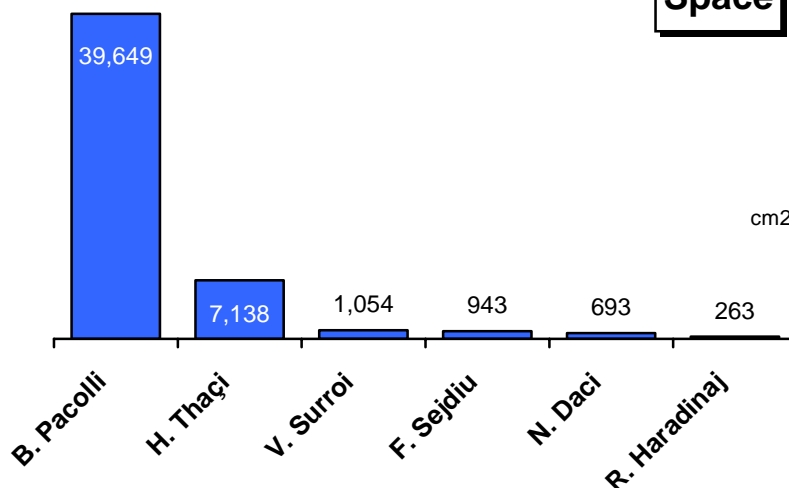


### Minority political parties

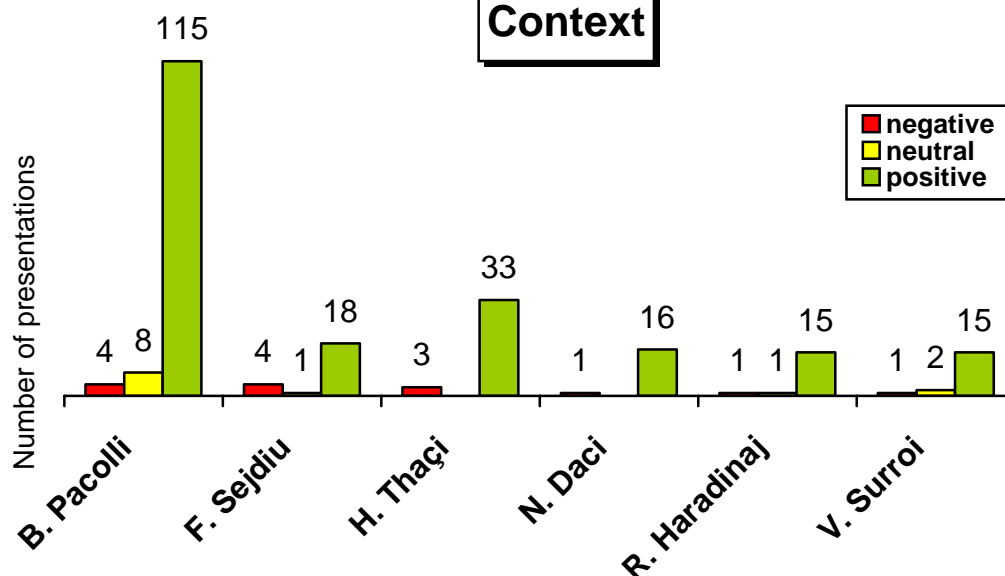
*Lajm* has covered few activities of minority parties; only two of them. The reporting has been positive and presentation neutral.

**Space**

Most space given for the main candidates in *Lajm* has been for Behgjet Pacolli, and least for Ramush Haradinaj and Nexhat Daci.



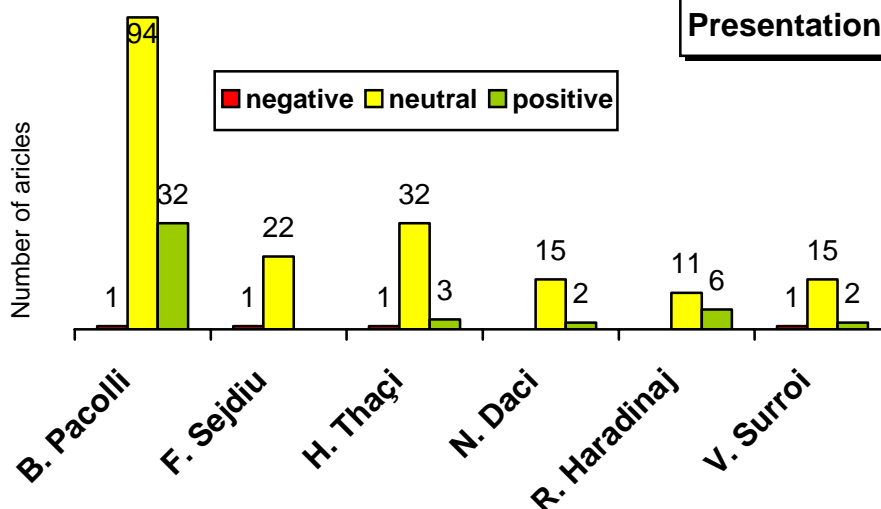
**Context**



Pacolli was depicted in the most positive context in *Lajm*, while the most negative context went to Pacolli and Fatmir Sejdiu.

**Presentation**

Pacolli was also presented in most positive light by the journalists of *Lajm*, who gave the most negative journalistic spin to coverage of Fatmir Sejdiu and Vetton Surroi.



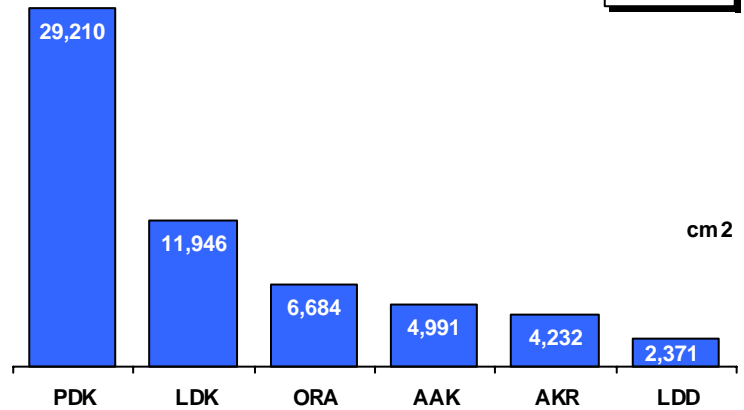
## Express

<u>Introduction</u>	The newspaper <i>Express</i> is published by Media Works, which is a property of IPKO company.
<u>Overall evaluation</u>	<i>Express</i> has exhibited assertive journalism during the reporting of the electoral campaign, while respecting the code of ethics. This newspaper has mainly given space to the leaders of political parties. PDK enjoyed most space and LDD least. The biggest chunk of positive articles went to PDK and LDK, the latter also leading for negative articles as well. The journalistic presentation of PDK and ORA has been more positive.
<u>Pro</u>	PDK
<u>Against</u>	LDK
<u>Neutral</u>	All other parties
<u>Small political parties</u>	<i>Express</i> was on average with regard to reporting on the activities of small political parties which were presented in a balanced way.
<u>Minorities</u>	<i>Express</i> dedicated quite limited space for minority political parties which were presented in a balanced and neutral way.
<u>Gender balance</u>	<i>Express</i> was one of the media with least coverage for female candidates.
<u>Individual focus</u>	Most exposure went to Hashim Thaçi, who was depicted in the most positive context and with most positive presentation. Least exposure was given to Ramush Haradinaj, who for obvious reasons was not present in the campaign at all. Behgjet Pacolli was presented in the most negative context.

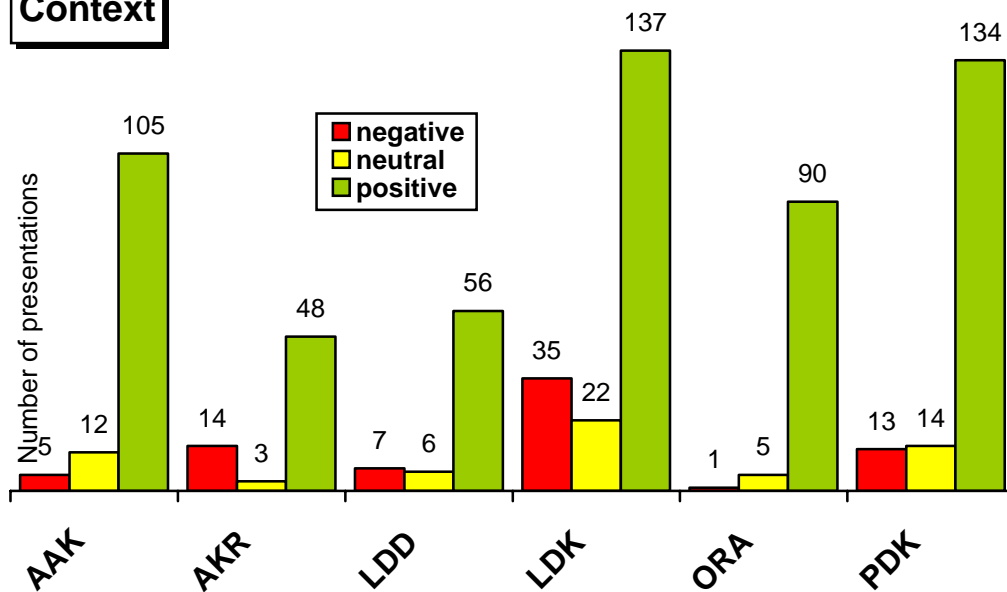
**Space**

Large Parties

*Express* gave more space to PDK, almost equalling to all other parties altogether.



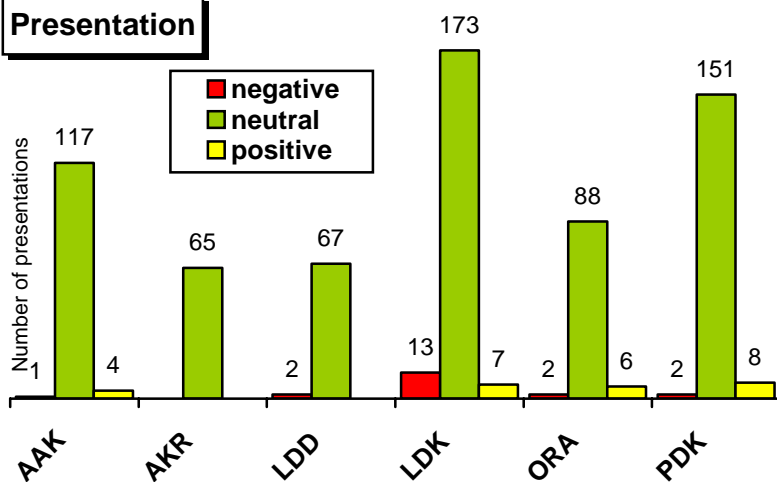
**Context**



PDK and LDK lead for positive context, followed by AKR. LDK also leads for negative context.

**Presentation**

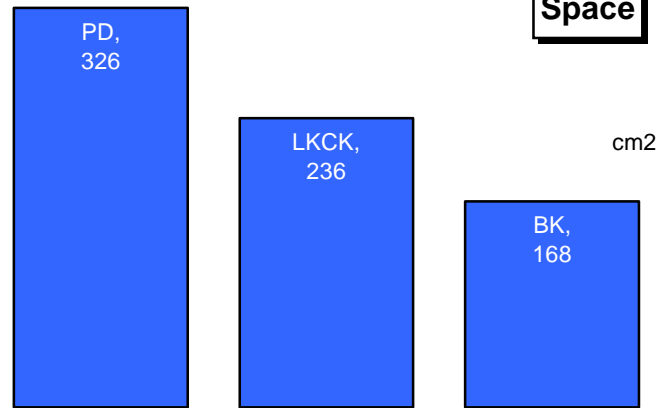
Journalists also gave their contribution to PDK's positive presentation, and to LDK's negative LDK one.



**Space**

Small political parties

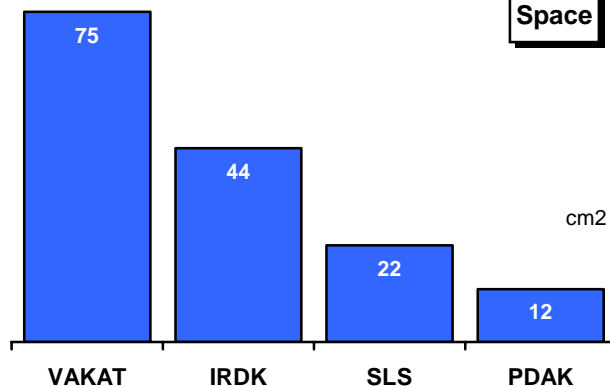
PD got most exposure in *Express* out of small parties. The context of small parties in *Express* has been positive, and journalistic presentation neutral.



**Space**

Minority political parties

Most space of minority parties in *Express* was given to VAKAT. The context of minority parties in *Express* was positive for all the parties, and journalistic presentation neutral.

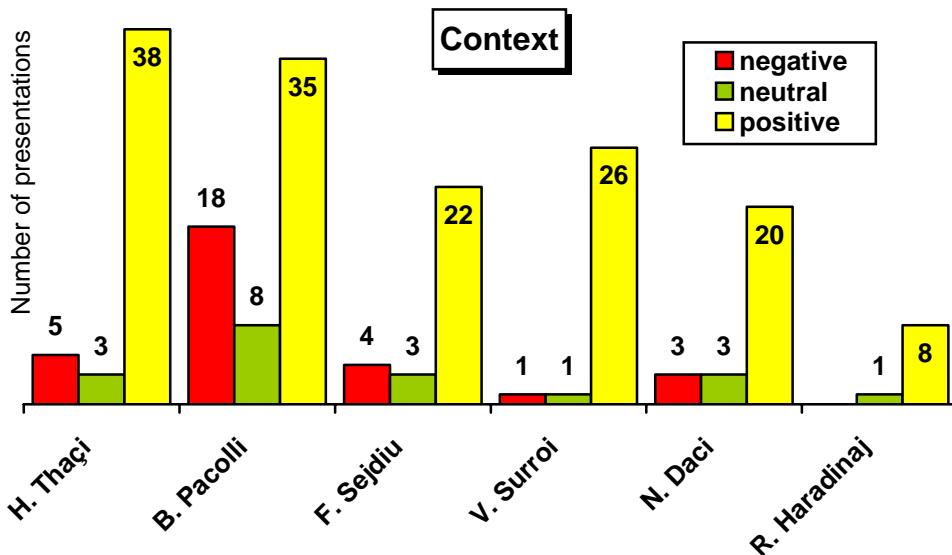
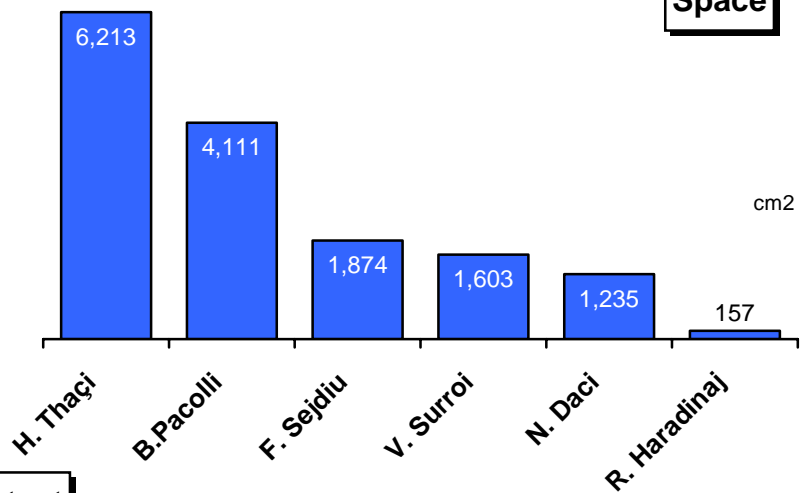


**Space**

The main officials

*Express* provided most space to Hashim Thaçi, while Ramush Haradinaj least.

As in most other media, Behgjet Pacolli was presented in the most negative context, while Hashim Thaçi in the most positive one. Coverage of Behgjet Pacolli was



presented was the most negative also in terms of journalistic presentation. Along Thaçi, Pacolli also leads in terms of positive presentation.

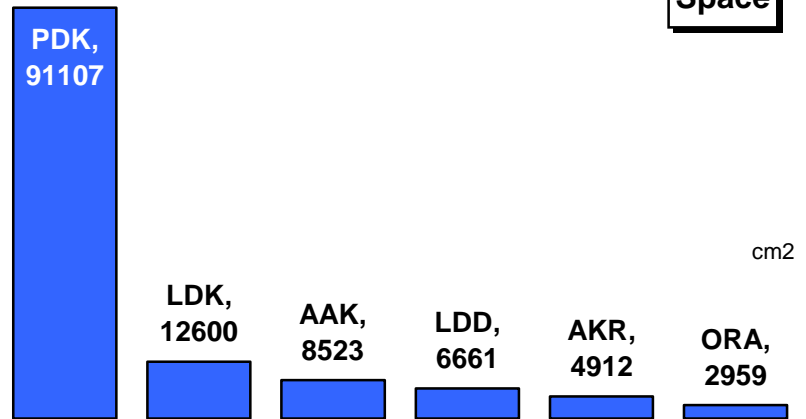
## Info Press

<u>Introduction</u>	The director of the newspaper, Rexhep Hoti, has been a candidate of PDK in the national elections.
<u>Overall evaluation</u>	<i>InfoPress</i> has been one of two most biased newspapers in reporting of the campaign of political parties, while it has given priority to PDK in terms of space, images and language used by the journalists, and especially for the leader of the party, Thaçi. PDK was given most space as well as most positive context and presentation. Least space was given to ORA, whereas LDK and AKR are presented in the most negative context.
<u>Pro</u>	PDK
<u>Against</u>	LDK
<u>Neutral</u>	All other parties
<u>Small political parties</u>	<i>InfoPress</i> has given a satisfying space for small competing political parties with a balanced journalistic presentation
<u>Minorities</u>	<i>InfoPress</i> has given a small space for minority political parties.
<u>Gender balancing</u>	<i>InfoPress</i> has showed a satisfying coverage of female candidates, distinguishing those of PDK (Çitaku), in comparison with other printed media.
<u>Individual focus</u>	Hashim Thaçi received the largest space, context and the most positive presentation. To Ramush Haradinaj was given the smallest space. Behgjet Pacolli was presented in the most negative context.

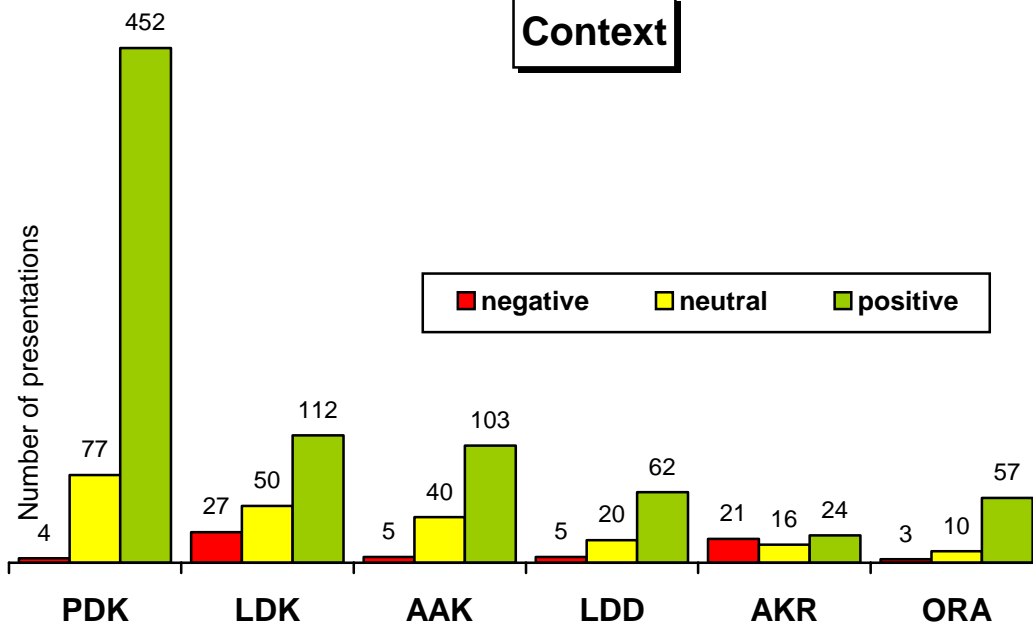
Space

### Big political parties

Out of big political parties PDK received the widest exposure in *InfoPress*, several times exceeding the exposure to all others.



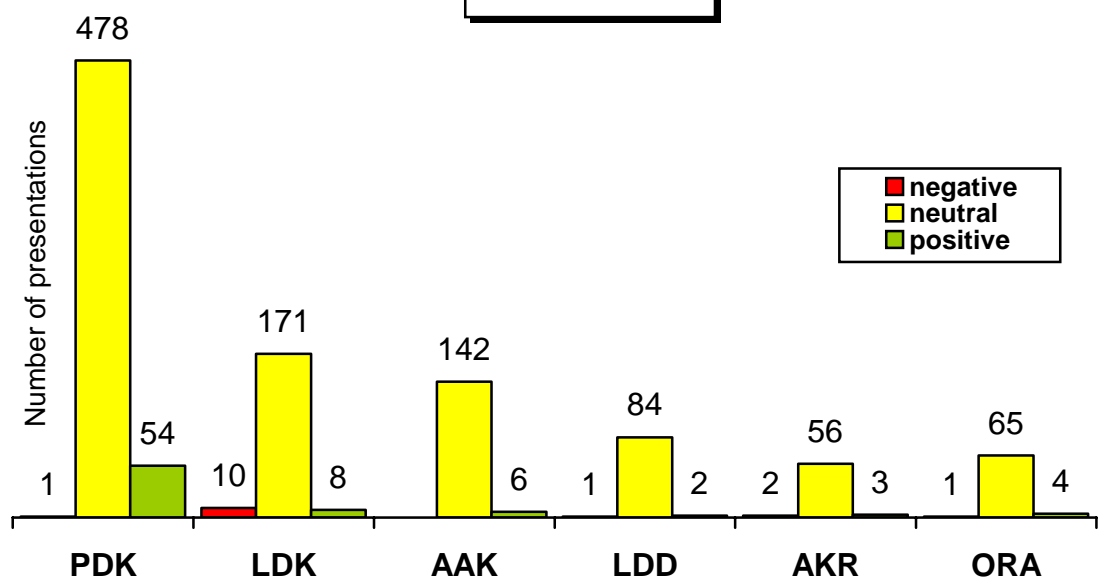
### Context



PDK had the most positive context, while LDK and AKR had the most negative one.

### Presentation

In *InfoPress*, PDK had the most positive journalistic presentation while LDK the most negative one.

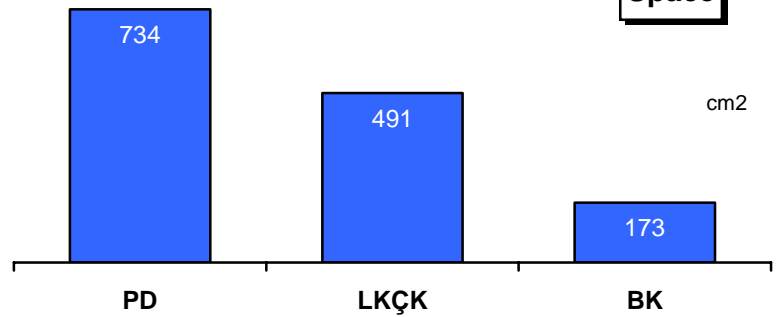




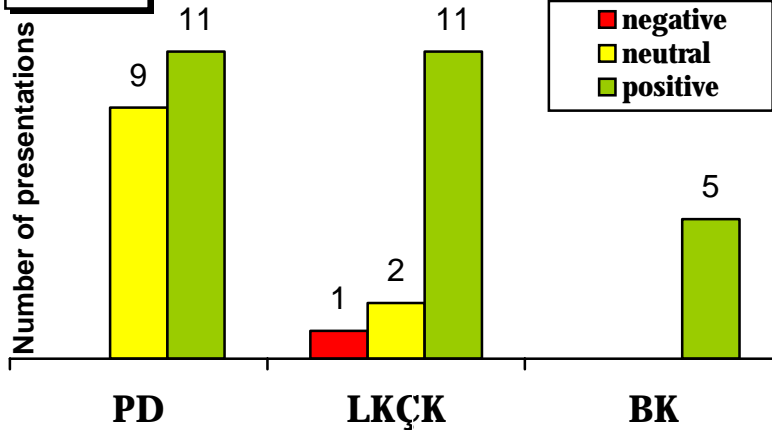
**Space**

Small political parties

Similar to other mediums, PD has taken the biggest space in *InfoPress* out of small political parties.



**Context**

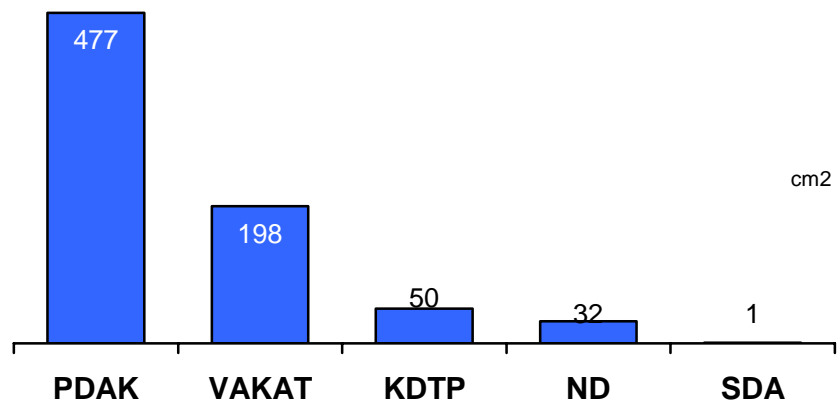


The context given to small political parties in *InfoPress* has been mainly positive for. The presentation for three small political parties in *InfoPress* has been neutral, with LKÇK with one negative article.

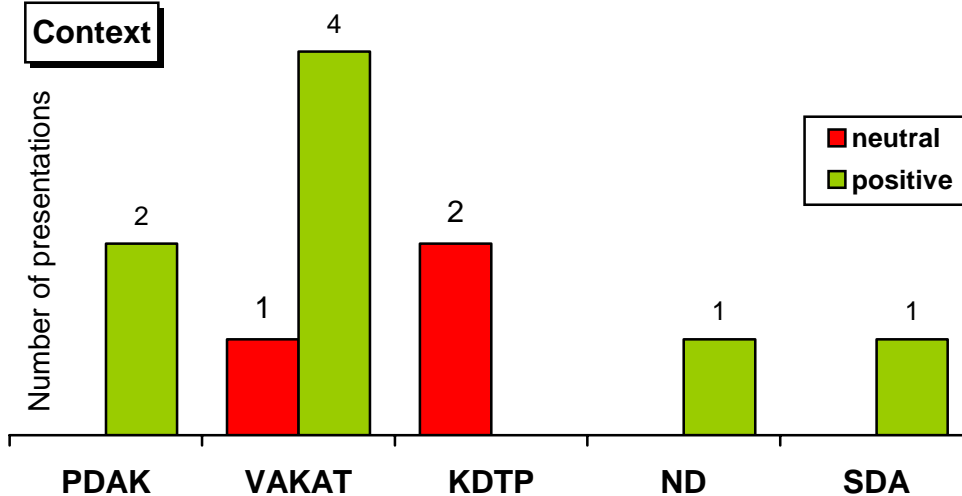
**Space**

Minority political parties

The biggest space of minority political parties in *InfoPress* was given to PDAK, while SDA got least space.



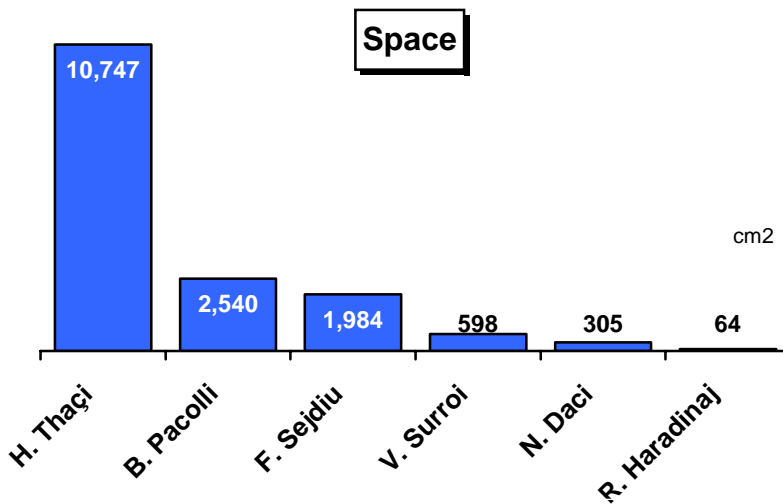
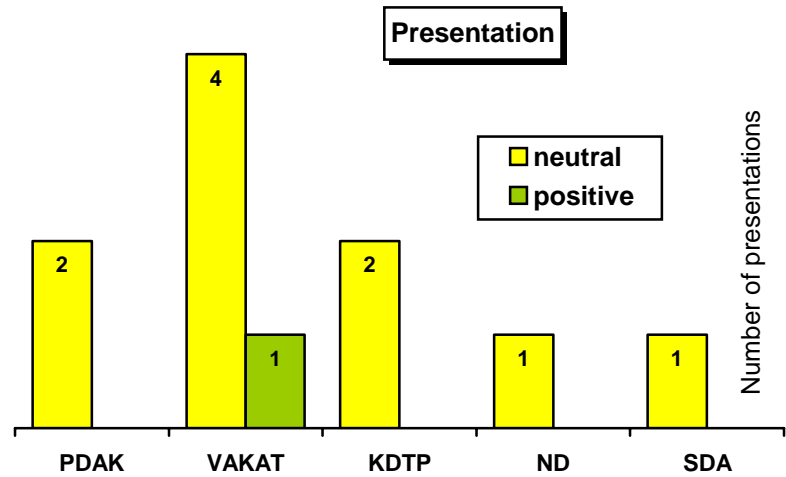
**Context**



The most positive context of minority political parties went to VAKAT coalition. KDTP was the only party presented negatively.

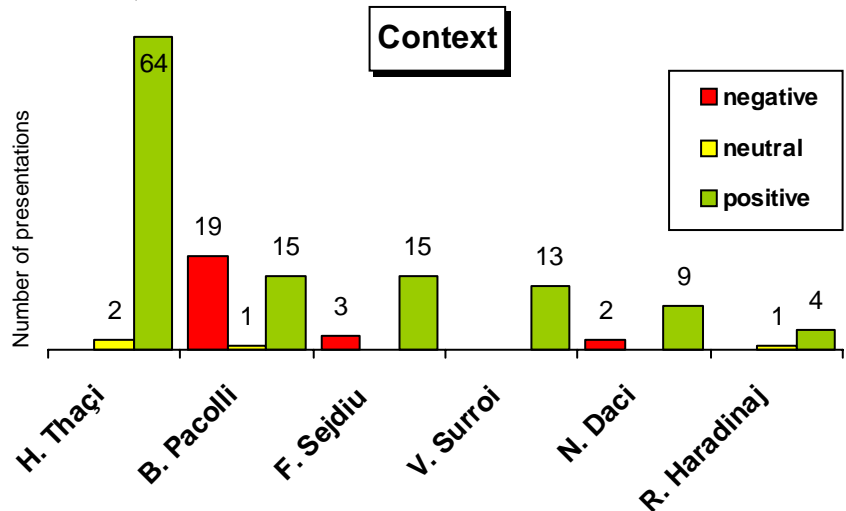
## ELECTIONS 2007

*InfoPress* has presented minority political parties in a neutral way, and did not show negative journalistic presentation for any of these parties.

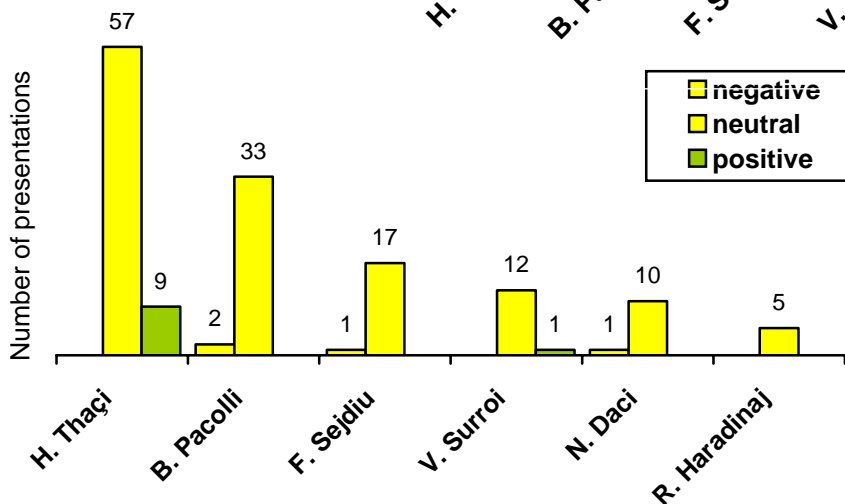


### The main officials

The widest coverage in *InfoPress* was given to the PDK leader, Hashim Thaçi, while the most limited one for the AAK leader, Ramush Haradinaj.



### Presentation



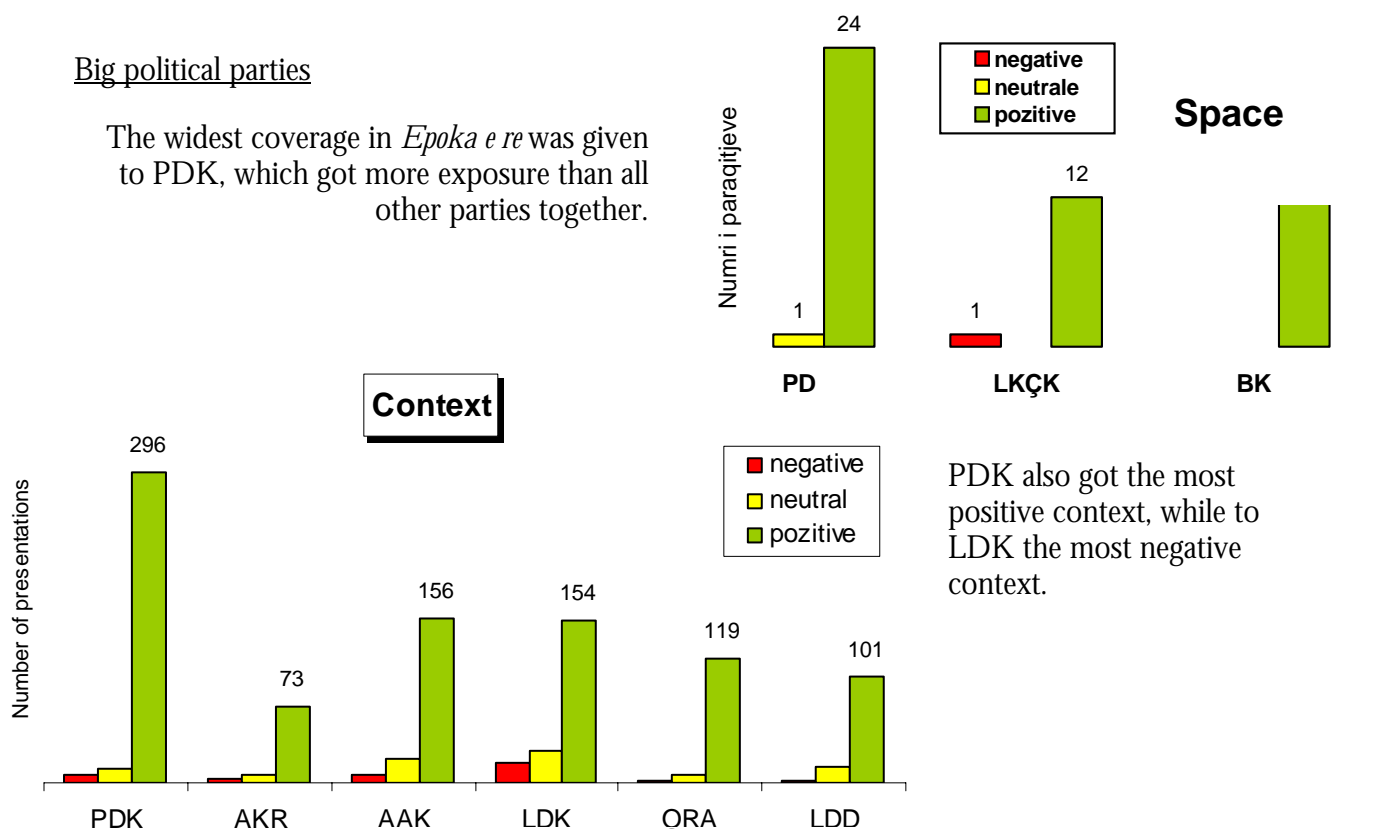
Hashim Thaçi was also presented in the most positive light in *InfoPress*, while Behgjet Pacolli in the most negative.

## Epoka e re

<u>Introduction</u>	<i>Epoka e re</i> is published by its very founder Muhamet Mavraj. It is considered close with PDK but retains a critical attitude in general.
<u>Overall evaluation</u>	<i>Epoka e re</i> has showed balanced journalism while reporting on the campaign of political entities. <i>Epoka e re</i> has offered equal space, including the front page for all the competing political parties. Except of the PDK, <i>Epoka e re</i> did not evidently support any other political party. This newspaper has given a satisfying space for all political parties. The most limited space was given to LDD.
<u>Pro</u>	PDK. The widest exposure was given to PDK, as well the most positive context and presentation.
<u>Against</u>	The most negative presentation and context was given to LDK.
<u>Neutral</u>	All political parties.
<u>Small political parties</u>	This newspaper has given the necessary space to the small political parties during the election campaign while it has showed a balanced journalism during their coverage.
<u>Minorities</u>	<i>Epoka e re</i> has given a huge space for minority political parties, covering a huge specter of them. The journalistic context and presentation for these parties is mainly positive and balanced
<u>Gender balance</u>	Gender balance in <i>Epoka e re</i> was mainly presented in a positive context and a neutral journalistic presentation. This newspaper has given a huge space for female candidates of political parties.
<u>Individual focus</u>	The largest space was given to Behgjet Pacolli, while the most limited one to Fatmir Sejdiu. The most positive context was given to Behgjet Pacolli and Hashim Thaçi, while the most negative to Fatmir Sejdiu. The most positive presentation was given to Hashim Thaçi while the most negative to Fatmir Sejdiu.

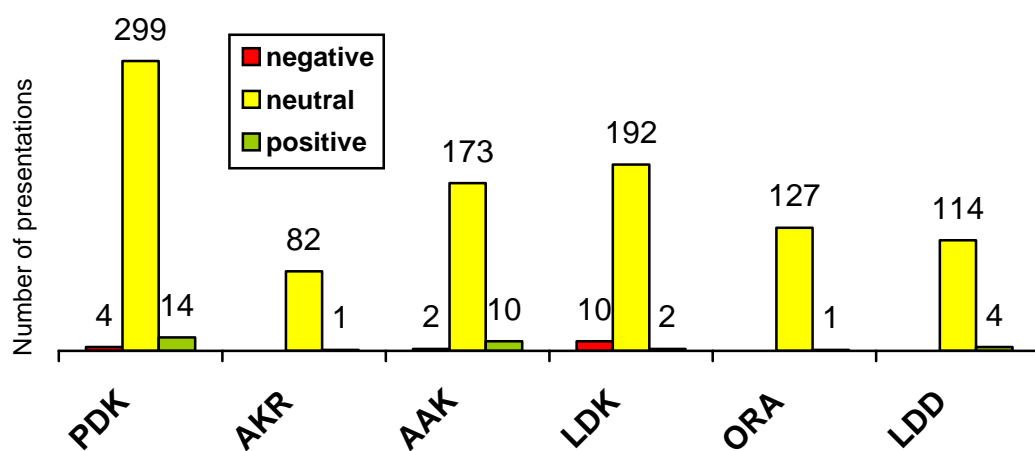
### Big political parties

The widest coverage in *Epoka e re* was given to PDK, which got more exposure than all other parties together.

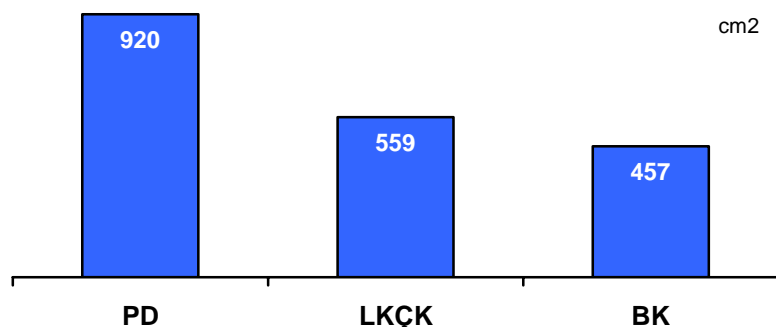


### Presentation

The most positive presentation in *Epoka e re* was given to PDK and AAK, while the most negative to LDK.



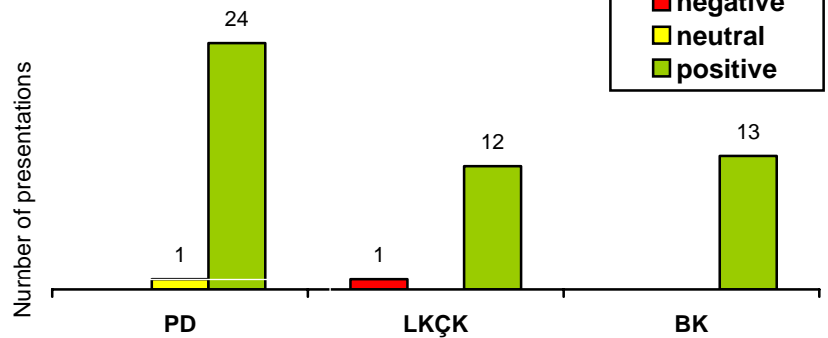
### Space



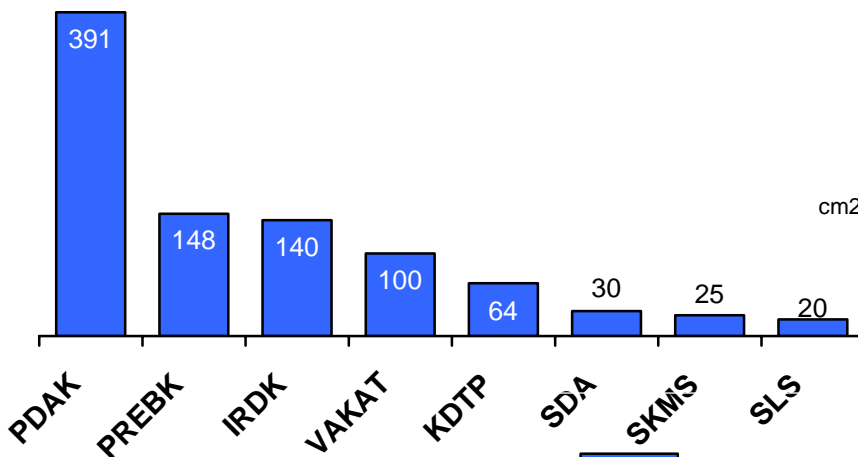
### Small political parties

Out of small political parties, PD got most coverage In *Epoka e re*.

The context for small political parties in *Epoka e re* has been positive. The journalistic presentation of small political parties in *Epoka e re* has been neutral for all parties.



**Space**



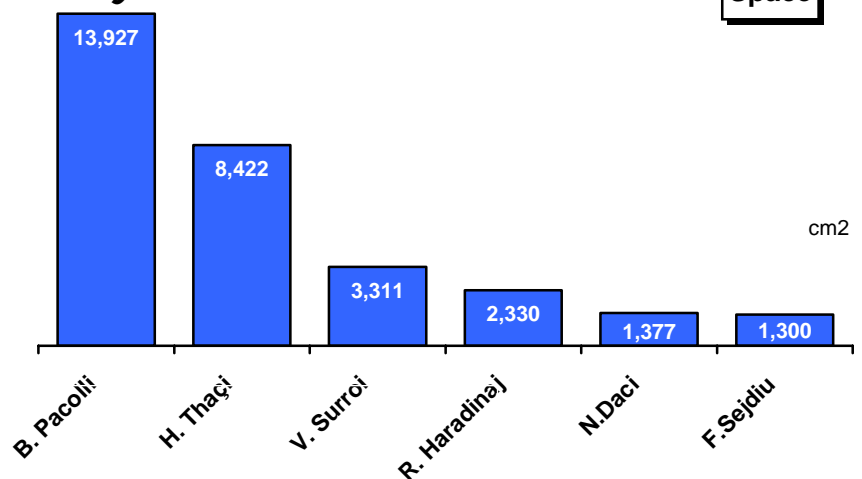
Minority political parties

The context given to minority political parties in *Epoka e re* has been generally positive and neutral.

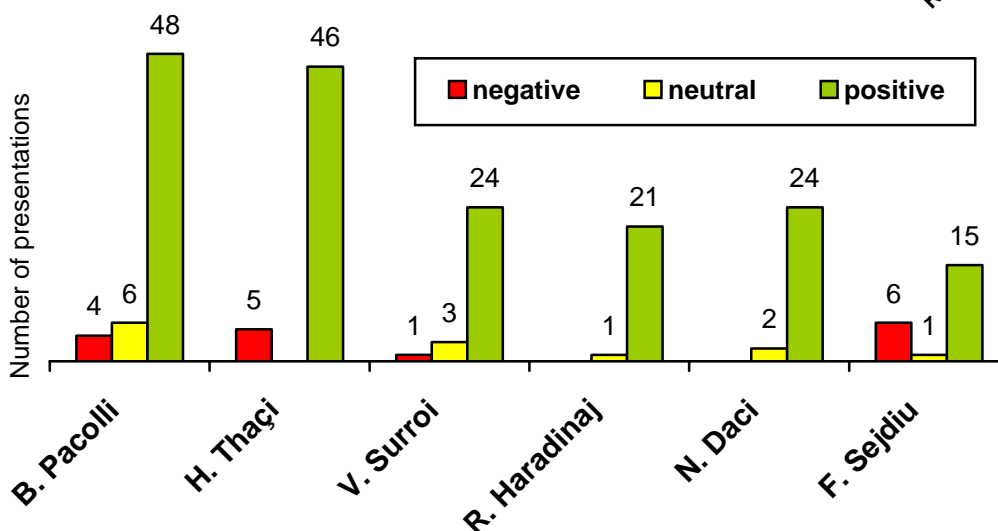
**Space**

The main officials

Behgjet Pacolli received most coverage of all in *Epoka e re*. Least space was given to Fatmir Sejdiu.



**Context**



The most positive presentation and context was given to Behgjet Pacolli and Hashim Thaçi. In both categories Fatmir got more negative presentation than others.

## Radio Television of Kosova (RTK)

Introduction Public television

Overall presentation *RTK* has mainly reported in a balanced way. PDK received most exposure and LDD least. PDK was also presented in slightly more positive light.

Pro Although the difference is not high, the public television gave the most exposure and of best quality to PDK and its main candidate, Hashim Thaçi.

Against Government

Neutral Other political parties

Small political parties *RTK* also proved quite successful in covering the campaign of small political parties, which were presented in a balanced way.

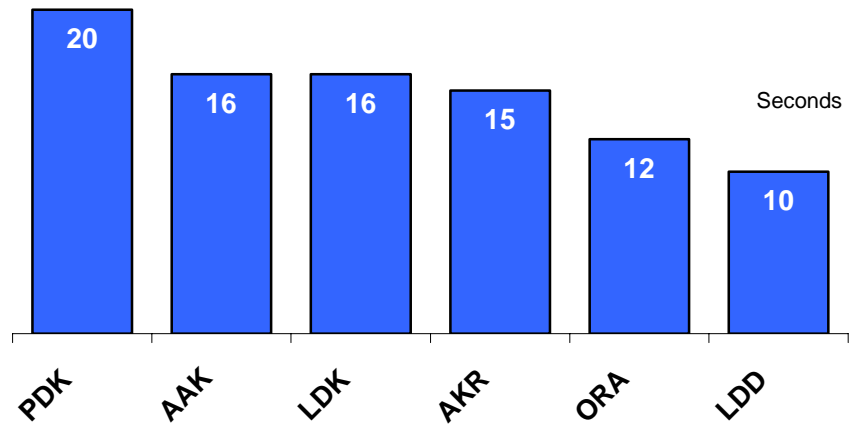
Minorities *RTK* has given a lot of space to minority political parties in the main news editions as well as in open debates.

Gender balance *RTK* has not provided a satisfactory coverage of female candidates in comparison with other televisions.

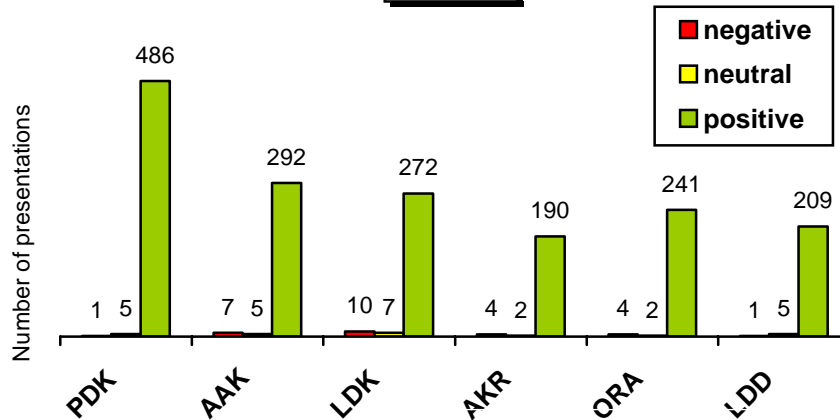
Individual focus The widest coverage was given to Hashim Thaçi while the most limited one to Ramush Haradinaj. The most positive context and presentation was given Hashim Thaçi.

### Large political parties

PDK got more time than others, and LDD got least (about half of PDK).



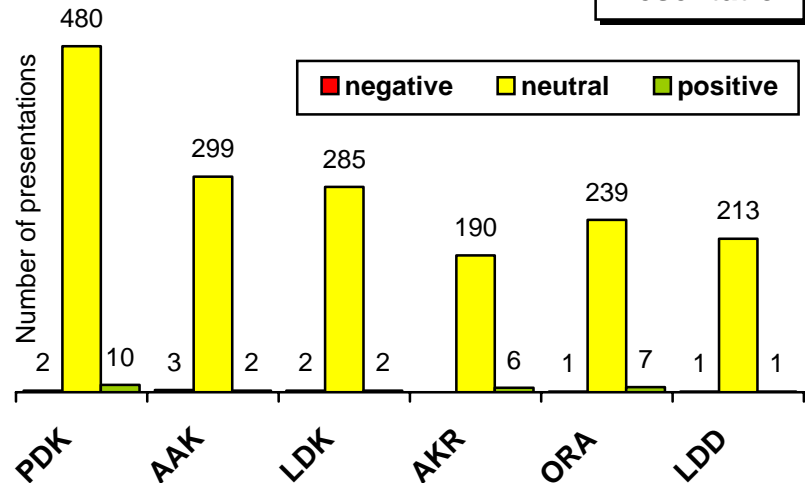
### Context



PDK is presented in the most positive context, while LDK in the most negative one. LDK had ten articles in negative light, compared with 7 for AAK, and 4 for AKR or ORA.

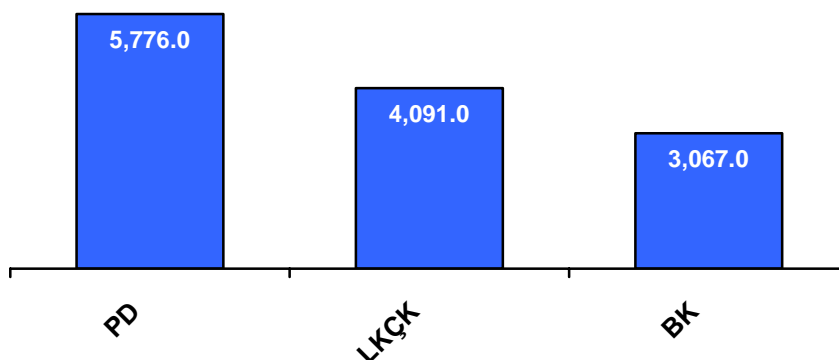
### Presentation

The most positive journalistic presentation in RTK was given to PDK, with ten articles rated as positive, while the negative one to AAK, with 3 negative and only 2 positive articles.



### Time

Seconds



### Small political parties

The context of small political parties in RTK was positive, while the presentation was neutral.

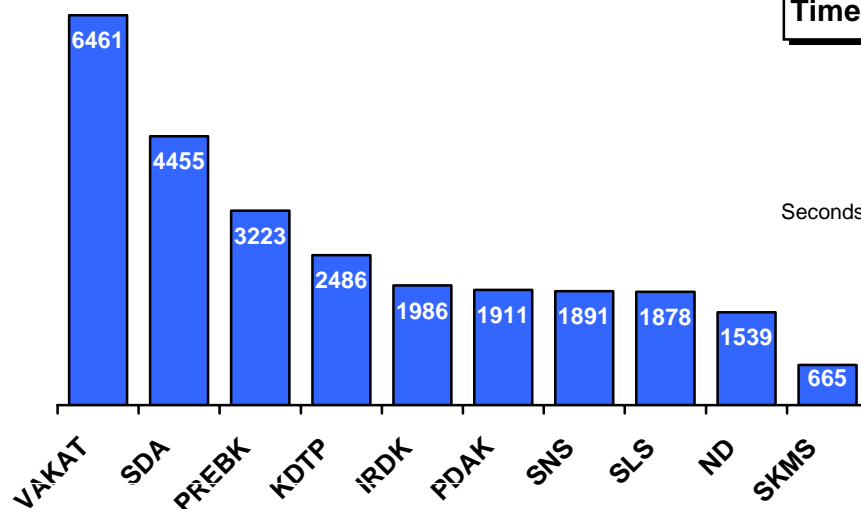
Time

### Minority political parties

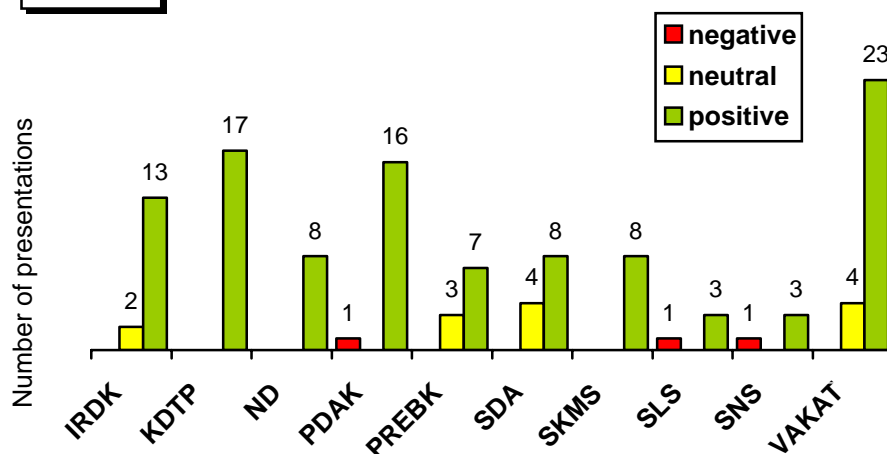
Out of minority political parties the coalition VAKAT received the widest coverage in RTK, while the political party SKMS received the the least coverage.

RTK's exposure to minority parties was large and spread to a wide number of parties.

Seconds



### Context

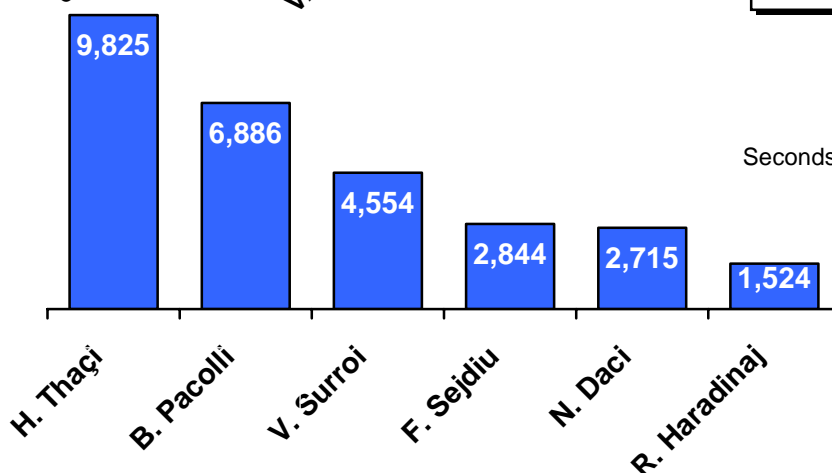


The most positive context out of minority political parties in RTK was given to VAKAT, while PDAK, SLS and SNS were presented in the most negative context. RTK has displayed a

Time

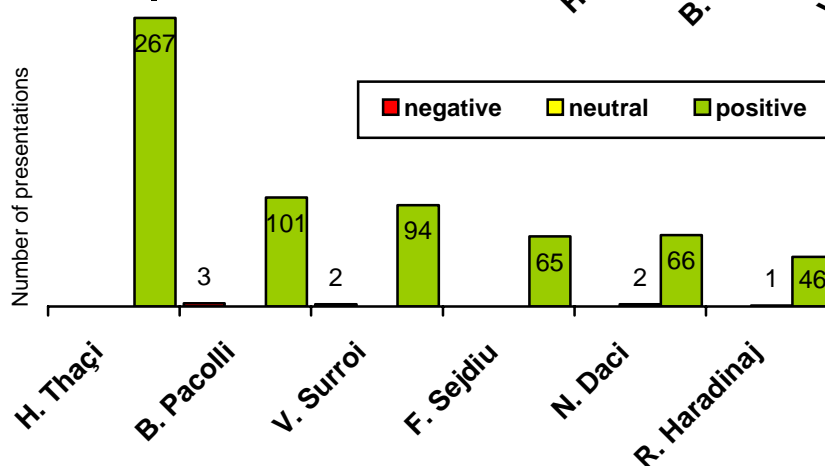
neutral presentation for minority political parties.

Seconds



### The main candidates

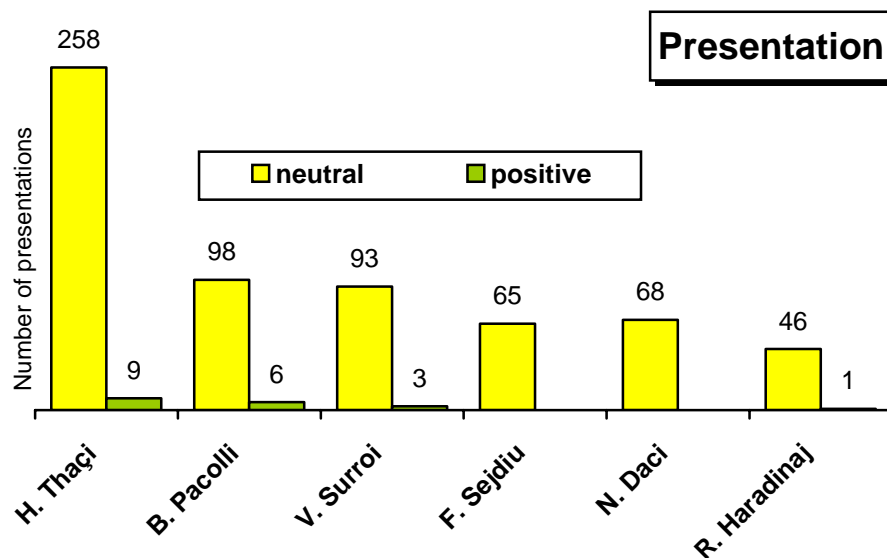
#### Context



The widest coverage out of the main candidates in RTK was given to Hashim Thaçi, followed by Behgjet Pacolli. While Thaçi's presentation was exclusively positive, Pacolli was three times presented negatively.



The most positive presentation in *RTK* was given to Hashim Thaçi and Behgjet Pacolli. The other candidates, were presented by *RTK* mainly neutrally, while none of the main candidates was given a negative journalistic presentation.



## Koha Vision (KTV)

Introduction KTV is a property of media group KOHA, which has close relations with the leader of ORA, Veton Surroi, who was its owner before the creation of the party.

Overall evaluation During the election campaign, KTV has been the most critical toward the officials of the governing coalition (AAK-LDK). The biggest space was given to LDK, ORA, PDK and AKR while LDD got disproportionately less coverage than others. The most positive context was given to PDK while the most negative to LDK. The most positive presentation was given to ORA, while the most negative to LDK and AAK.

Pro ORA, PDK

Against LDK, AAK, AKR

Neutral Other parties.

Small political parties KTV has given satisfactory space to the representation of small political parties which were presented in a neutral way.

Minorities KTV has given significant space to the representation of minority political parties which were presented in a neutral way.

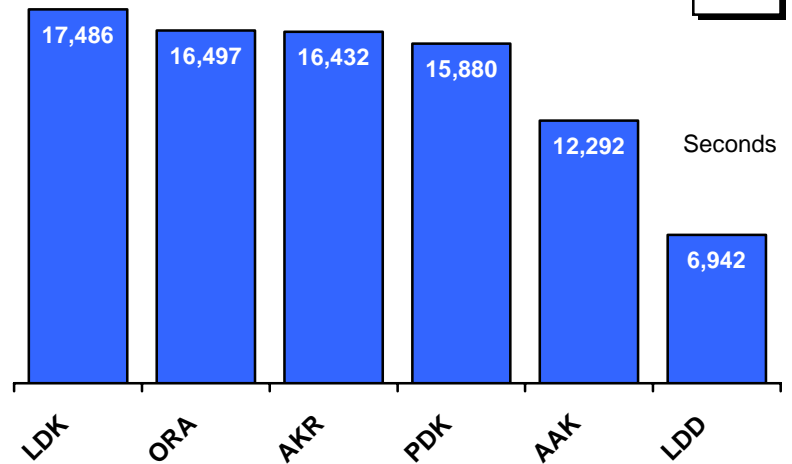
Gender balance Out of three televisions KTV has provided the widest coverage of female candidates. In general, candidates of ORA party, Kollqaku and Sahatqija, were dominant.

Individual focus The widest coverage was given to Behxhet Pacolli while the most limited one to Nexhat Daci. The most positive context was given to Hashim Thaçi while the most negative to Behgjet Pacolli. The most positive presentation was given to Veton Surroi while the most negative one to Behgjet Pacolli and Fatmir Sejdiu.

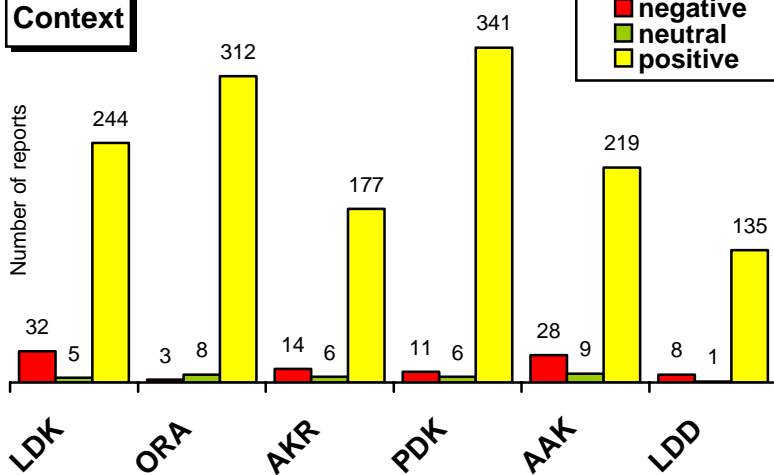
**Time**

Big political parties

LDK and ORA got most of the coverage at KTV, but with a very small margin from others.

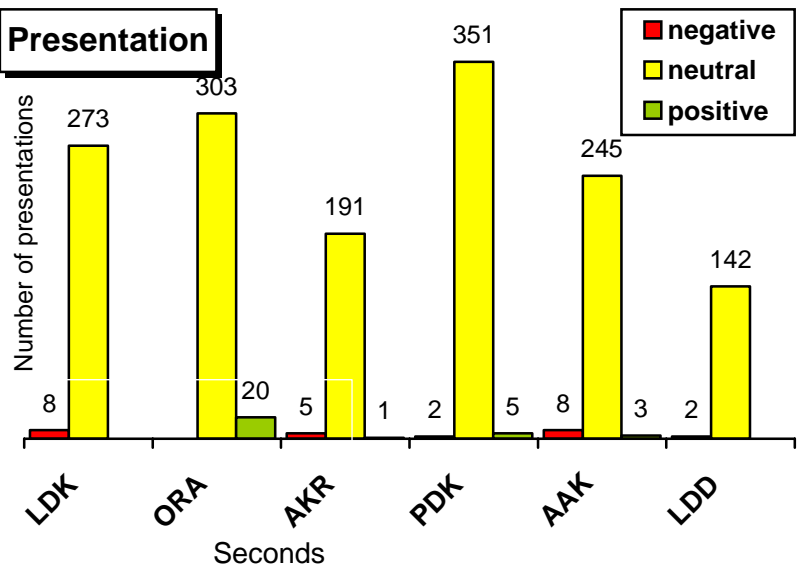


**Context**



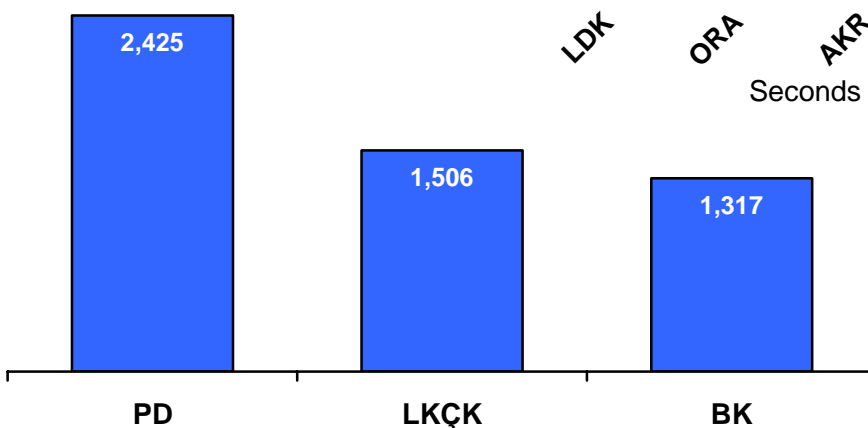
KTV covered PDK and ORA in the most positive context, while LDK and AAK were depicted in a negative context, with 32 and 28 negative reports.

**Presentation**



The most positive presentation KTV gave to ORA. LDK and AAK ended up with most negative journalistic presentation.

**Time**

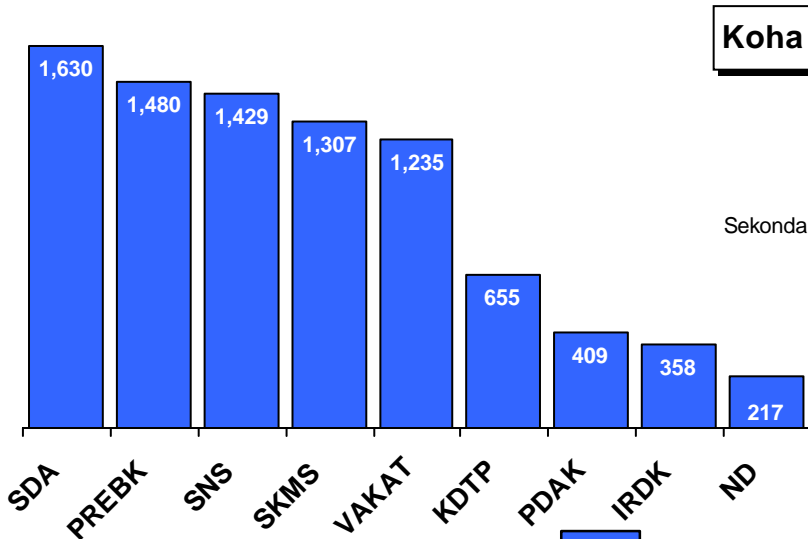
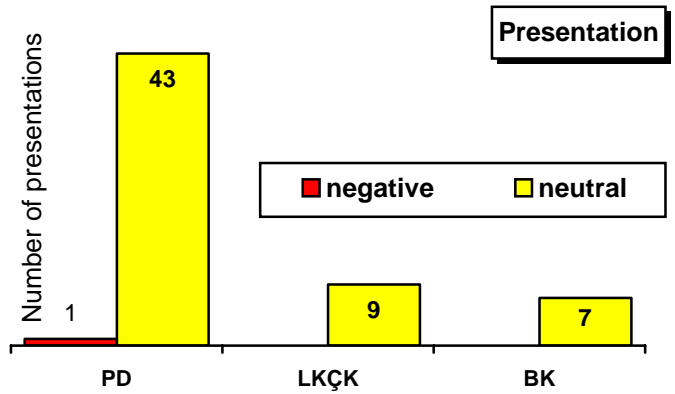


Small political parties

Out of small political parties KTV has given the most exposure to PD.

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The context of small political parties in *KTV* was positive, while the presentation of small political parties was neutral.



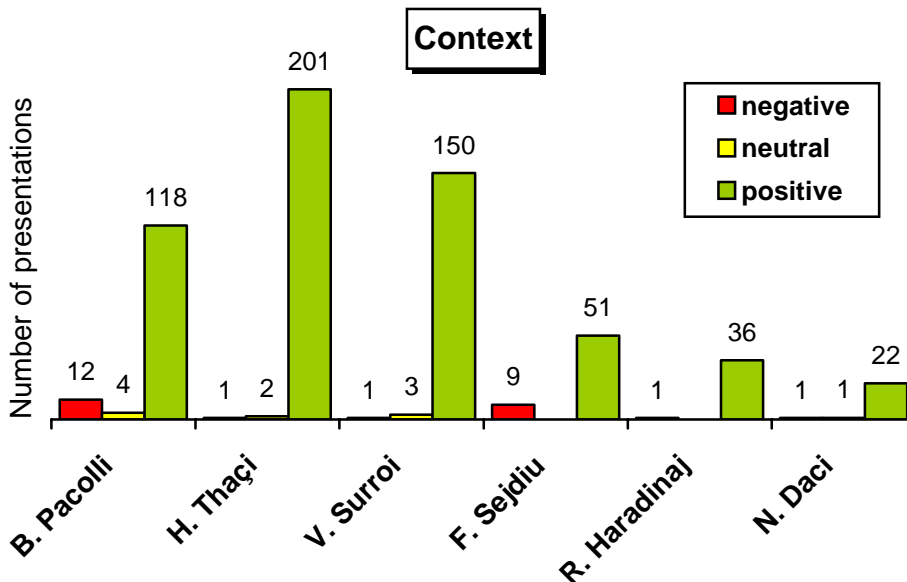
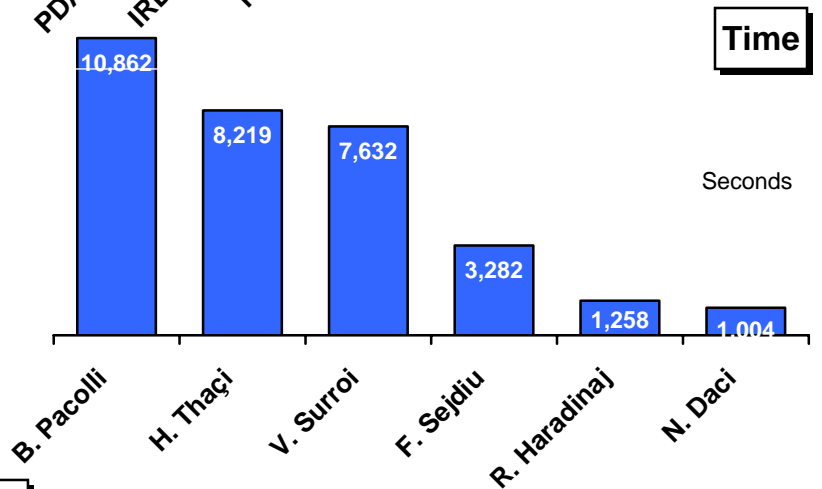
### Minority political parties

The widest coverage of minority political parties in *KTV* was reserved for SDA, while the most limited to ND. All minority political parties were generally presented in a positive context, while none of them was presented in a negative one. All the minority political parties in *KTV* were

presented in a neutral way.

### The main candidates

The largest space of the main candidates in *KTV* was given to Behgjet Pacolli, while the least to Nexhat Daci. The most positive context was given to Hashim



Thaçi, and negative contexts to Behxhet Pacolli. The most positive presentation was given to Vetton Surroi, and negative to Behgjet Pacolli and Fatmir Sejdiu.

## Radio Television 21 (RTV 21)

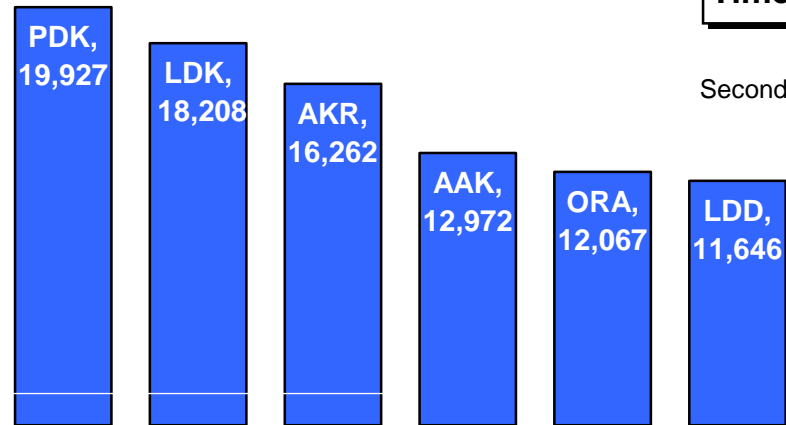
<u>Introduction</u>	Radio and Television 21 are property of Kelmendi family. The television and the radio are managed by Afërdita Saraqini-Kelmendi.
<u>Overall evaluation</u>	<i>RTV 21</i> respected the code of ethics and was balanced. It kept an official line during the coverage of the campaign of political parties. The widest coverage was given to LDK while the most limited one to LDD. The most positive context was given to LDK while the most negative one to PDK. The most positive presentation was given to AKR.
<u>Pro</u>	No evident bias toward any political entity was noticed.
<u>Against</u>	No negative coverage against any political entity was noticed.
<u>Neutral</u>	All political parties.
<u>Small political parties</u>	This provided wide coverage of small political parties, and the reporting of their campaign was balanced.
<u>Minorities</u>	<i>RTV 21</i> has given considerable time to a wide array of minority political parties, which were presented in a positive context and a neutral journalistic presentation
<u>Gender balance</u>	<i>RTV 21</i> ranked medium in terms of space devoted to female candidates.
<u>Individual focus</u>	The largest space and the most positive context was given to Hashim Thaçi. The most positive presentation was given to Behgjet Pacolli and Veton Surroi. <i>RTV 21</i> has not presented any leader with negative presentation.

### Large political parties

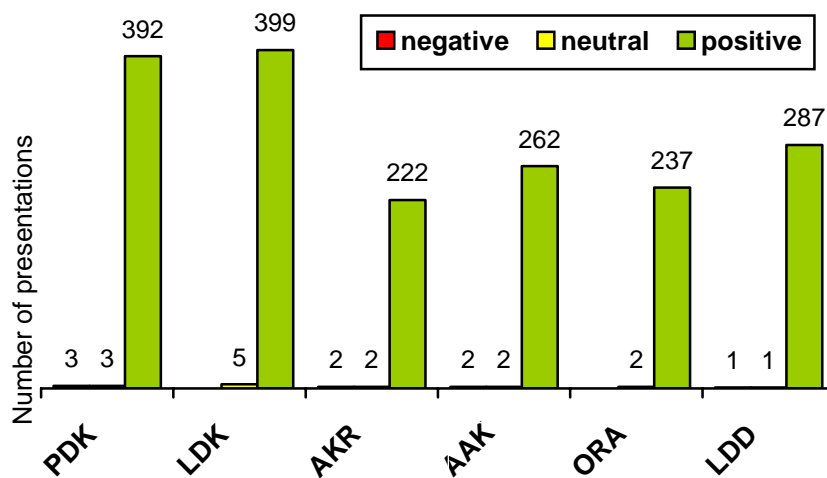
PDK got most coverage, while the most limited one for LDD. The difference between the highest and the lowest is the smallest at RVT 21.

Time

Seconds



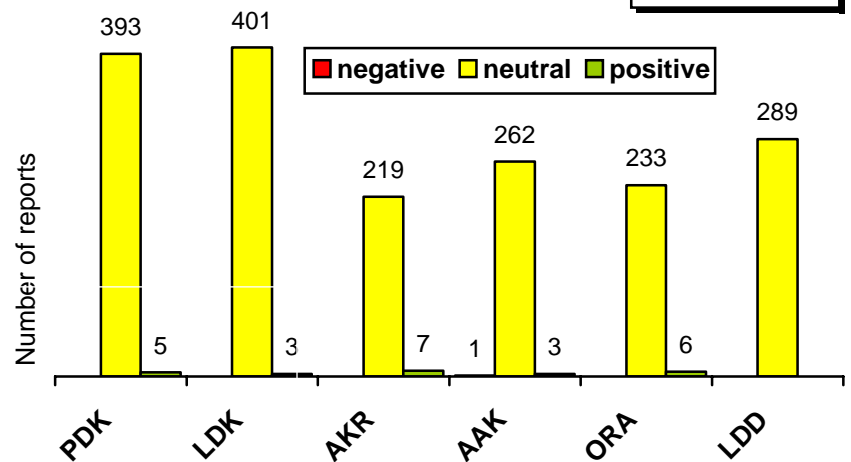
Context



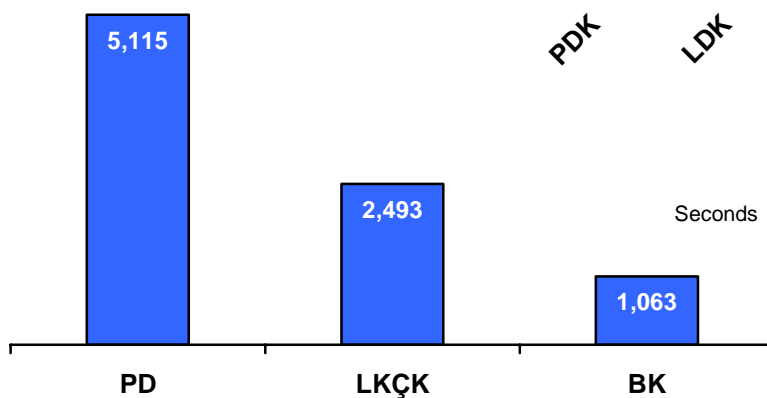
The most positive context out of big political parties in RTV 21 was given to LDK, while the most negative context to PDK.

Presentation

The most positive journalistic presentation in RTV 21 was given to AKR, ORA and PDK.



Time



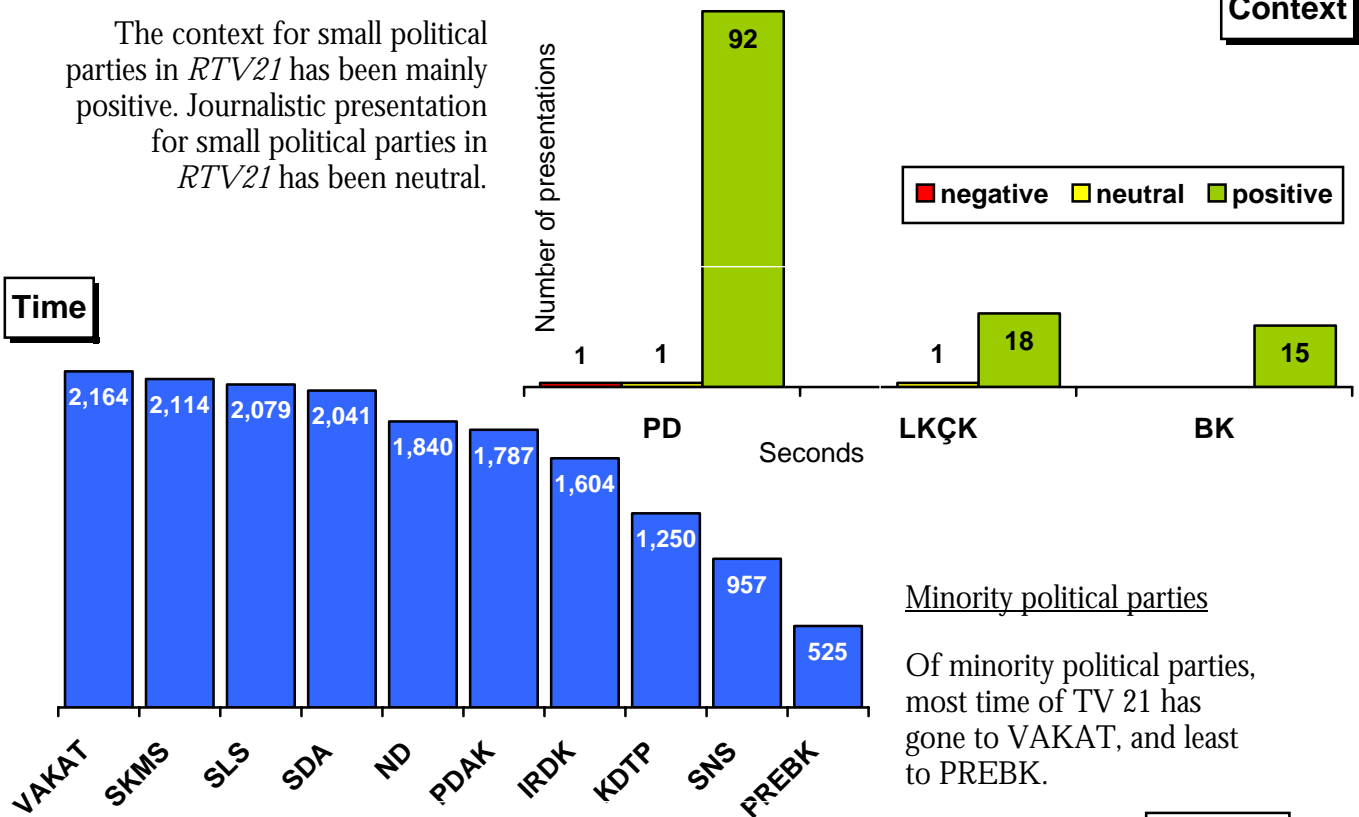
### Small political parties

The largest space in RTV 21 out of small political was given to PD.

### Context

The context for small political parties in *RTV21* has been mainly positive. Journalistic presentation for small political parties in *RTV21* has been neutral.

### Time

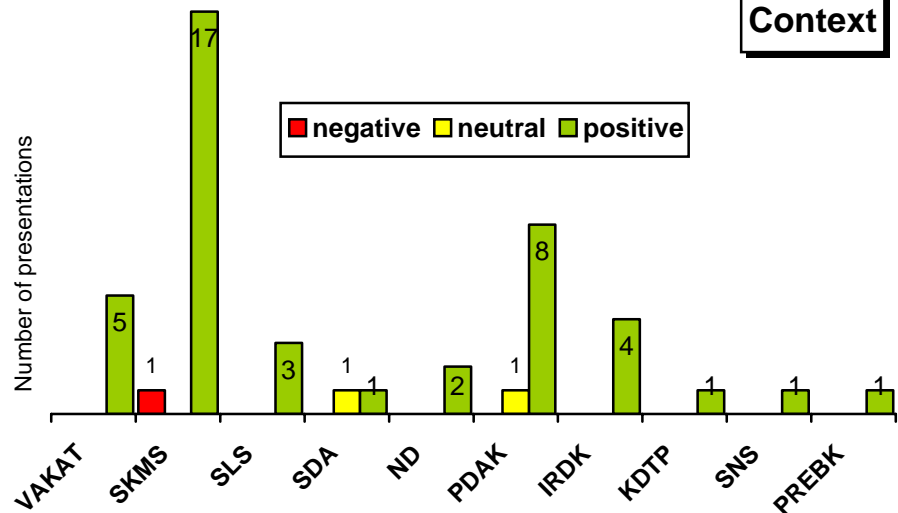


### Minority political parties

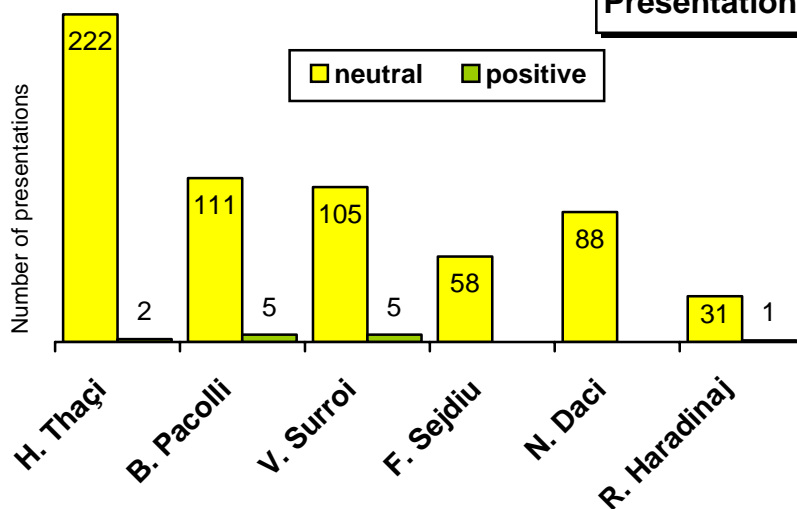
Of minority political parties, most time of TV 21 has gone to VAKAT, and least to PREBK.

### Context

SKMS got the best positive as well as negative context from small parties in *TV 21*. The presentation has been neutral for all political parties.



### Presentation



### The main candidates

Hashim Thaçi got most space as well as the most positive context. The most positive presentation was went to Behgjet Pacolli and Veton Surroi (5 presentations). *TV 21* did not negatively spin any depictions of officials.

## Radio Kosova

Introduction Public Radio

Overall presentation *Radio Kosova* has presented a balanced and neutral journalism. The widest coverage was given to LDK while the most limited one to LDD. The most positive context was given to LDK.

Pro This radio has shown a light pro-LDK stance

Against None of the parties.

Neutral Other parties.

Small political parties *Radio Kosova* has given average exposure to small parties, and this was mainly balanced.

Minorities *Radio Kosova* covered events by minority parties satisfactorily and in a balanced manner.

Gender balance This radio has carried out a satisfactory coverage of female candidates. “Satisfactory” does not mean sufficient, but above average compared to other media outlets.

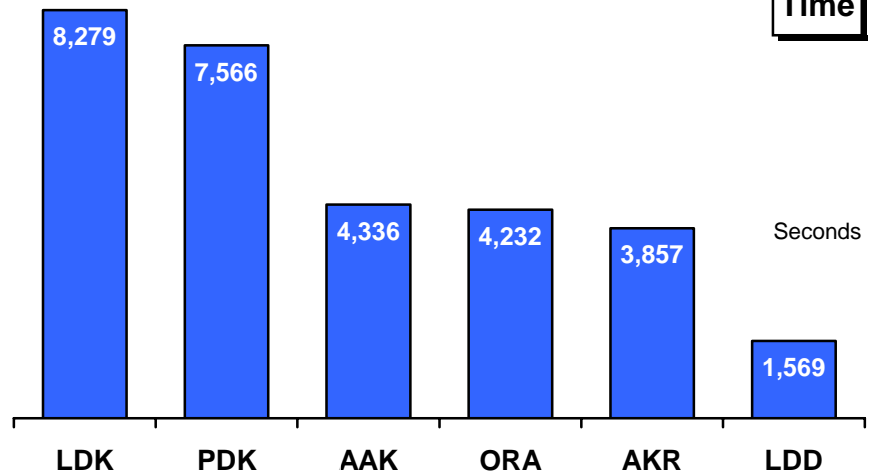
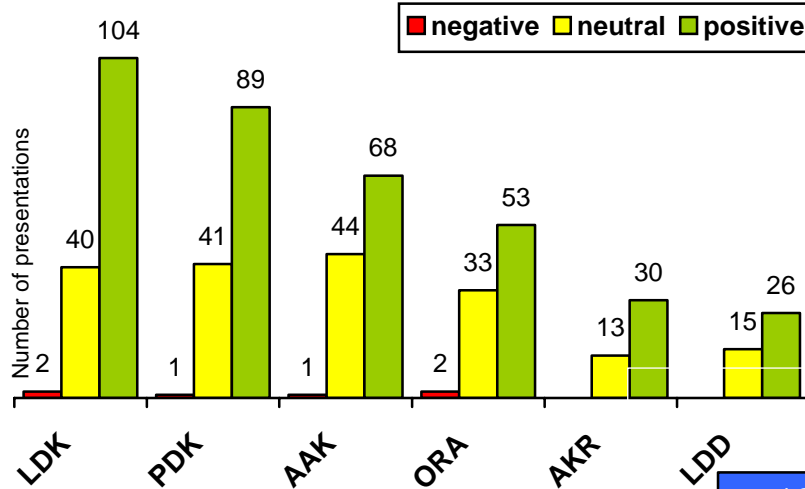
Individual focus Most space was given to Veton Surroi, while Hashim Thaçi was depicted most positively.



Time

Large political parties

LDK leads in terms of space dedicated in *Radio Kosova*, which had the most positive context and presentation. *Radio Kosova* did not negatively present any of the big political parties.

ContextSmall political parties

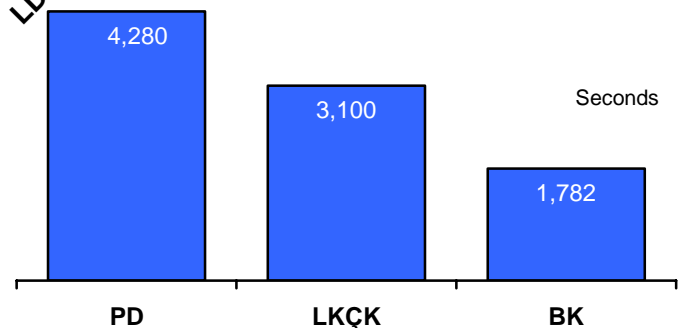
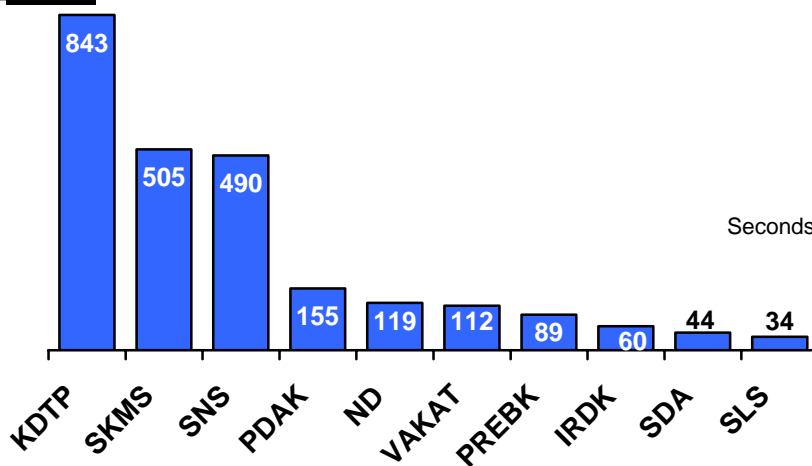
The largest space and the most positive context given to small political parties in *Radio Kosova* was for PD, while the smallest space to BK. *Radio Kosova* did not present any small political party in a negative context.

Time

Its journalistic presentation for small political parties has been neutral.

Minority political parties

The widest coverage given to minority

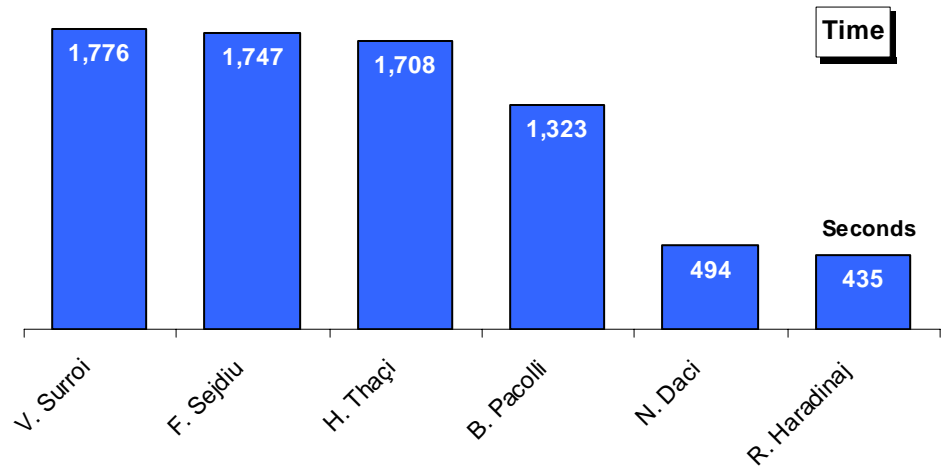
Time

political parties in *Radio Kosova* was given to KDTP, which also enjoyed the most positive context. The presentation was neutral for all.

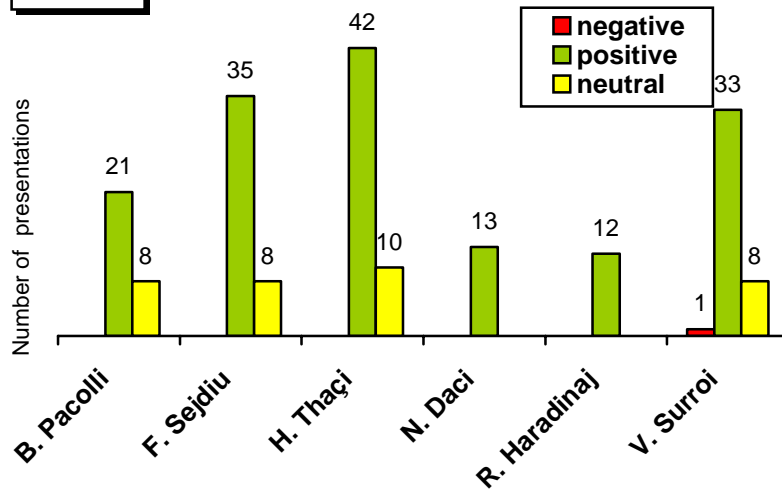
## ELECTIONS 2007

### Main officials

*Radio Kosova* has given the widest coverage to Vetton Surroi, and least to Ramush Haradinaj and Nexhat Daci.



### Context



The most positive context was given to Hashim Thaçi. Journalistic presentation of the main candidates in *Radio Kosova* was neutral.

## Radio Dukagjini

Introduction Radio Dukagjini is part of Dukagjini company, owned by Ekrem Lluka.

Overall evaluation *Radio Dukagjini* has demonstrated balanced coverage of the campaign of political parties trying to give to all political subjects the same space to their political program. The largest chunk of time was given to LDK while the smallest to LDD. The most positive context was given to PDK and the most negative to LDK.

Pro There was no tendency of bias noticed.

Against There was no tendency of negative coverage against any political entity.

Neutral All political parties.

Small political parties This radio station has given average space to small political parties presenting them in a balanced fashion

Minorities *Radio Dukagjini* did not show a good coverage of minority parties in the quantitative aspect.

Gender balance Poor presentation of female candidates.

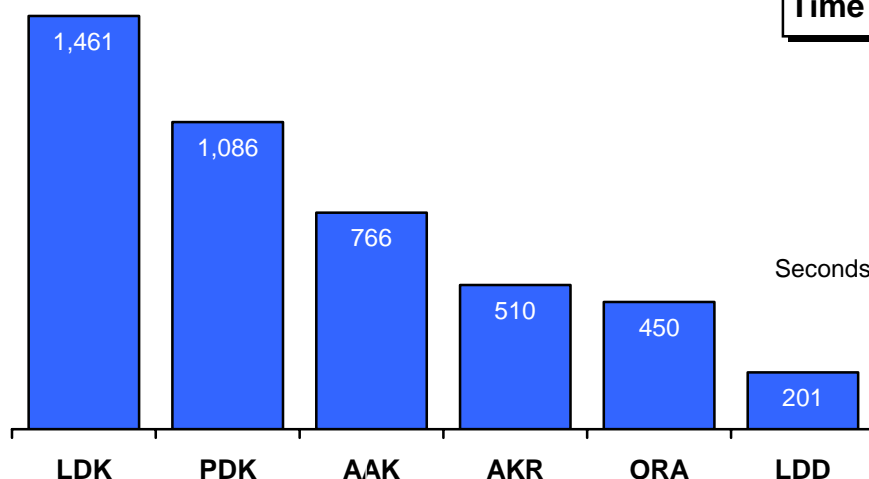
Individual focus Most time was given to Hashim Thaçi, who also received the most positive presentation in *Radio Dukagjini*.

## ELECTIONS 2007

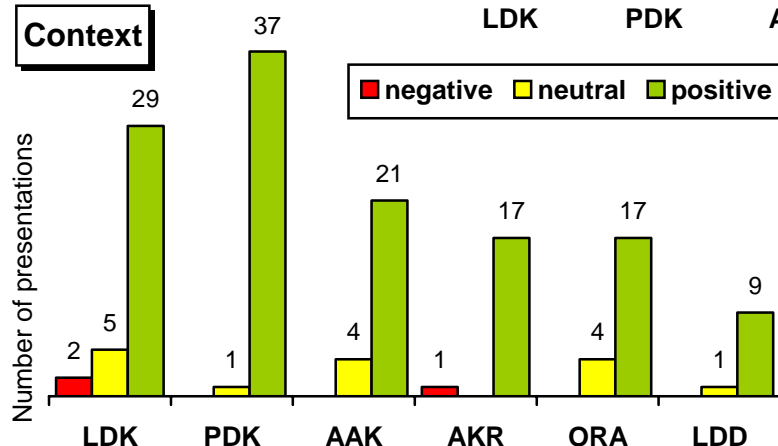
**Time**

### Large political parties

LDK got most time in *Radio Dukagjini* and LDD the least.



**Context**

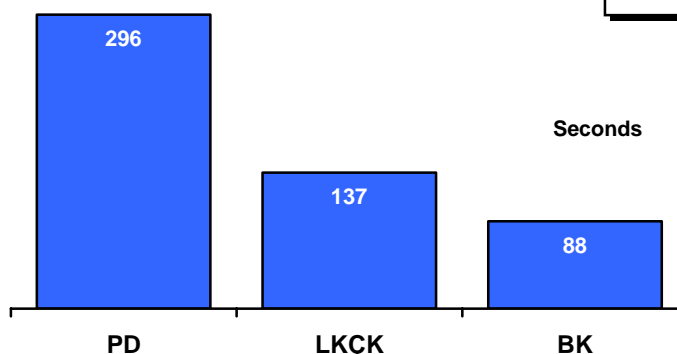


PDK got no negative articles, one neutral, and 37 positive, more than any others. LDK and AKR were less privileged and were the only ones to have some articles in negative context.

**Time**

### Small political parties

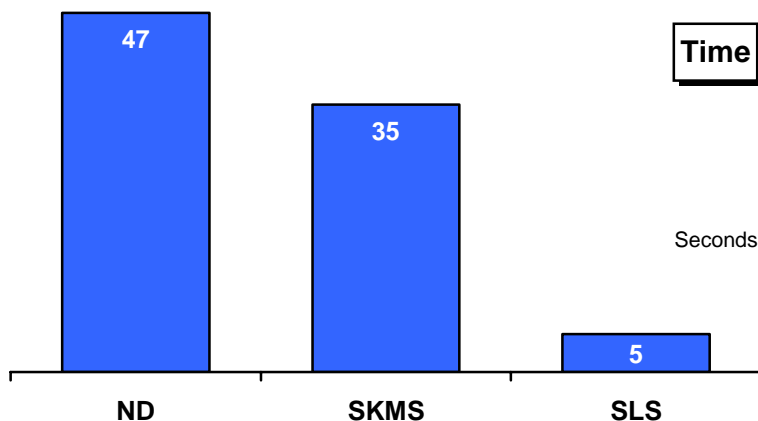
The widest coverage in *Radio Dukagjini* was given to PD, of smaller parties. The presentation of context of small political parties in *Radio Dukagjini* has been positive while the presentation neutral.



**Time**

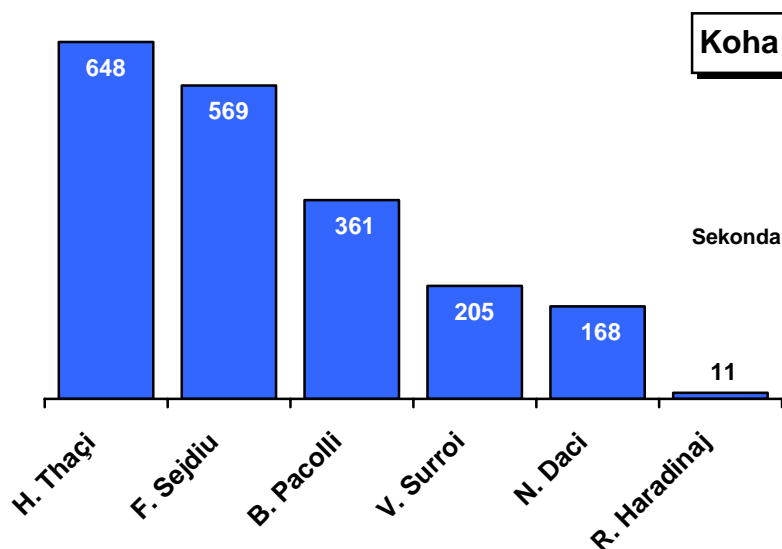
### Minority political parties

The widest coverage dedicated to minority political parties in *Radio Dukagjini* went to ND while the smallest one to SLS. The presentation of context for minority political parties has been positive and presentation neutral.



The main officials

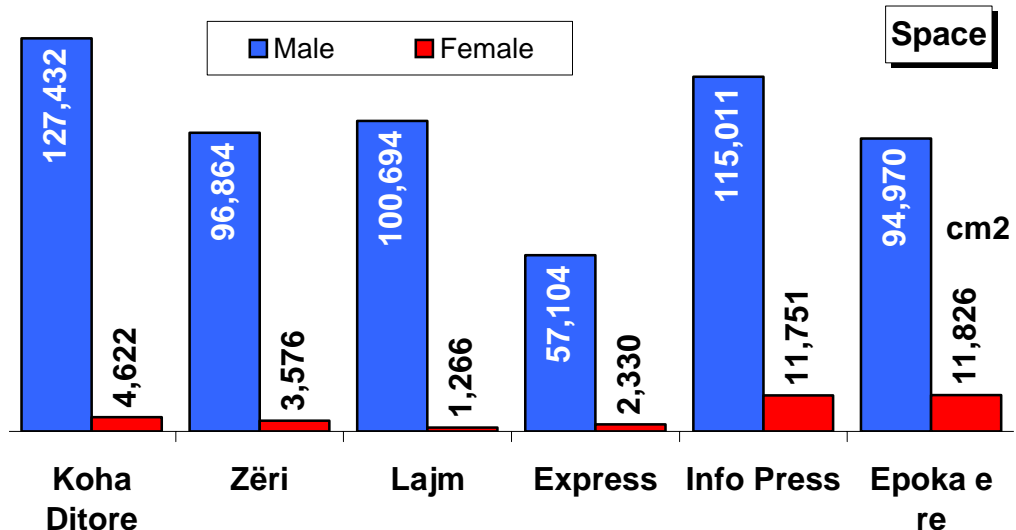
In *Radio Dukagjini* the widest coverage was given to Hashim Thaçi, who also had slightly more positive presentation. Otherwise, context and presentation were generally neutral.



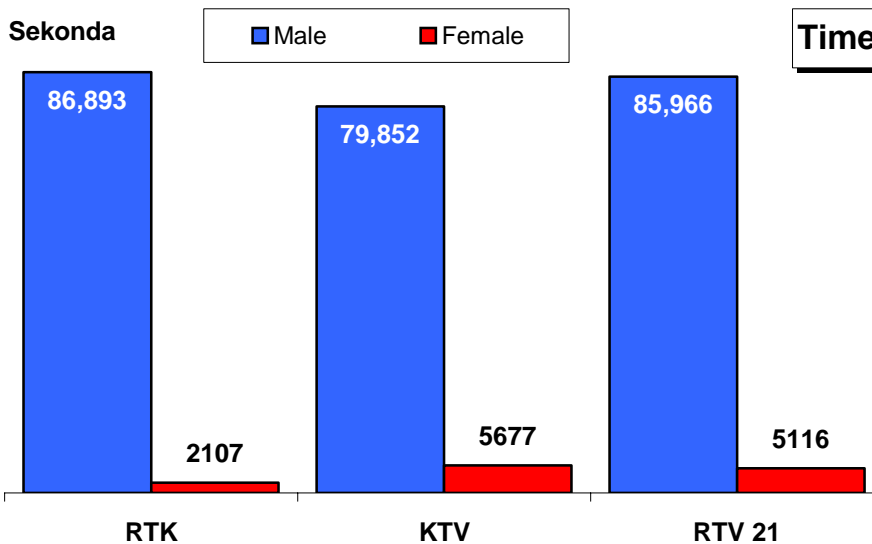
## ELECTIONS 2007

### Gender presentation

The presentation of gender balance in the printed medias shows that *Epoka e re* and *Info Press* have given most space to female candidates,



### Sekonda



### Time

while *Lajm* least.

Out of national televisions, *KTV* was the friendliest TV station to female candidates, 7.1% of total coverage monitored, in comparison with 6% *RTV21* and 2.4% in *RTK*. However, public radio gave more air-time to women (9.7%) compared to *Radio Dukagjini* (6.2%).

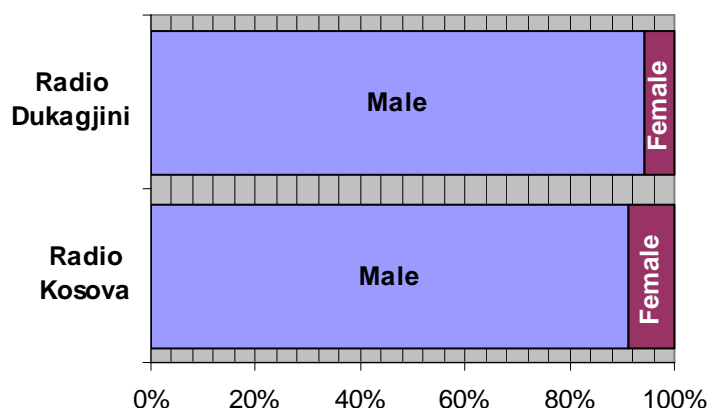
Small political parties

In all three categories, newspapers, television, or radio, the Party of Justice (PD) had the largest space of small political parties, and the most positive context and presentation.

PD had most space in *Lajm* and least in *Express*. LKÇK had most coverage in *Zëri* and least in *Express*. BK had most coverage in *Koha Ditore* and *Zëri*, and least in *Express* and *InfoPress*.

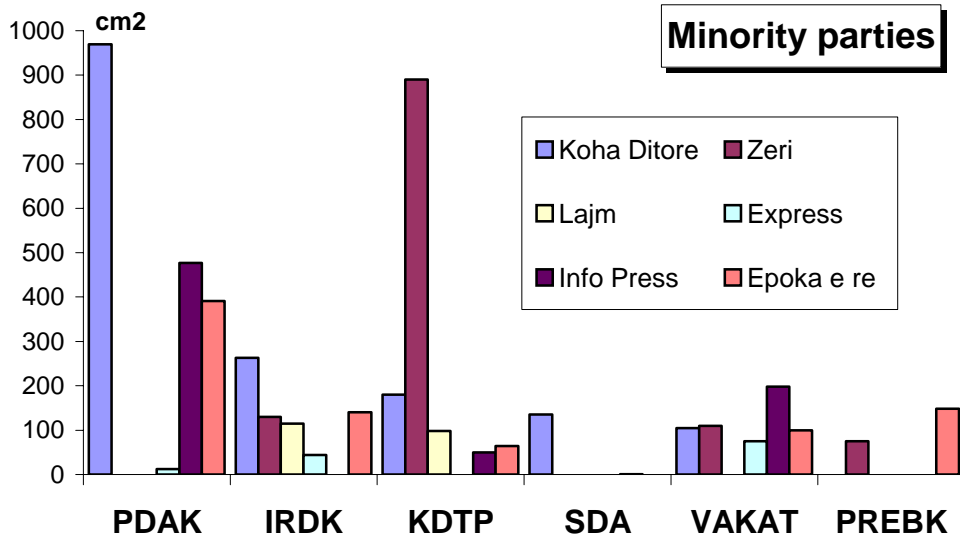
The same trend has also followed the reporting for these political subjects in the three televisions and two monitored radios, PD leads, followed by LKÇK and BK. All the three parties had most air-time in *RTK*, and least either in *KTV* or *TV 21*.

### Gender presentation



## Minority political parties

The parties that received most coverage were KDTP (Turk), VAKAT, SDA (Bosniaks), PREBK (Roma) and the political party of Ashkali (PDAK). Minority political parties were presented

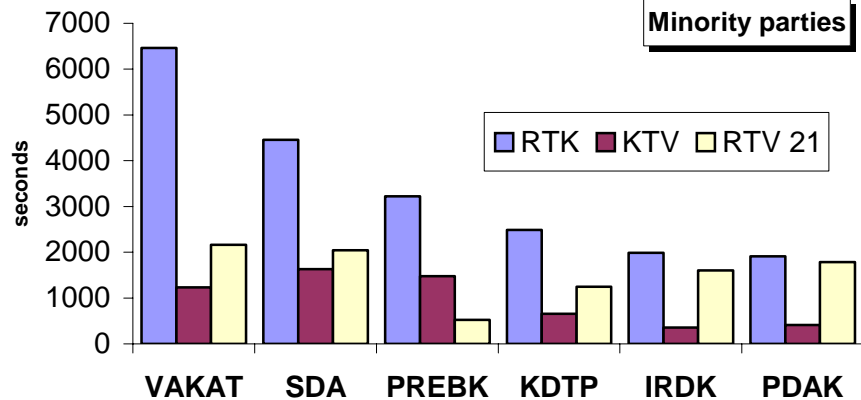


mainly in a positive context while their journalistic presentation was neutral. Serb minority parties were presented in a positive context, while journalistic presentation has been neutral during the majority of the time.

PDAK, PREBK, IRDK and SDA had most coverage in *Koha Ditore*, KDTP in *Zëri*, VAKAT in *InfoPress*.

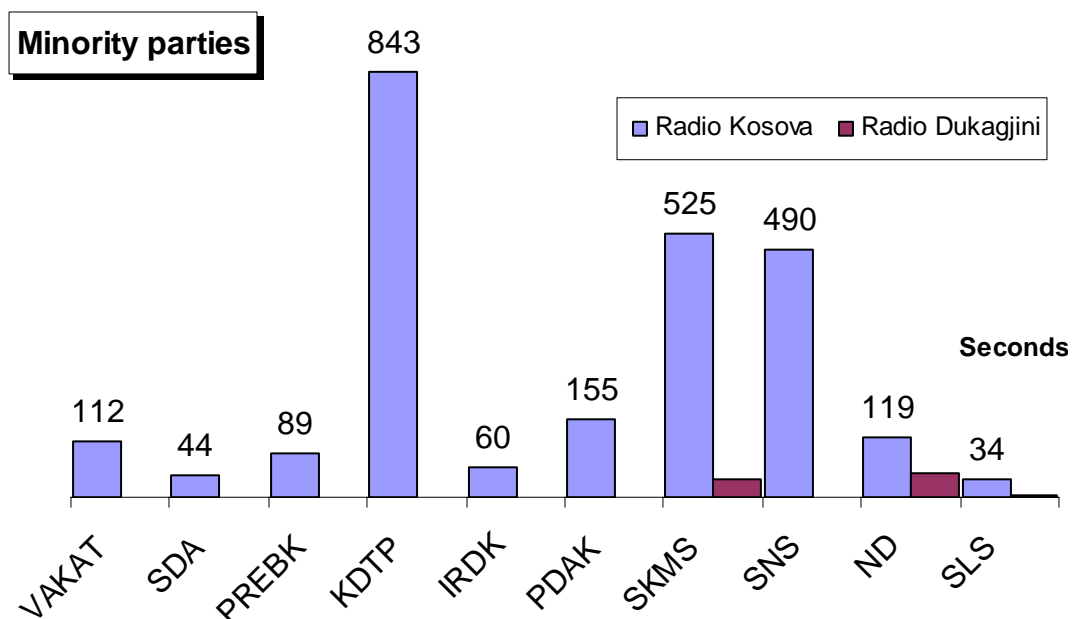
RTK has given most space to minority political parties in comparison to other national televisions. Out of other two, VAKAT

was more present in TV21, as well as SDA, KDTP, IRDK, and PDAK. Only PREBK had more space in KTV than in TV21.



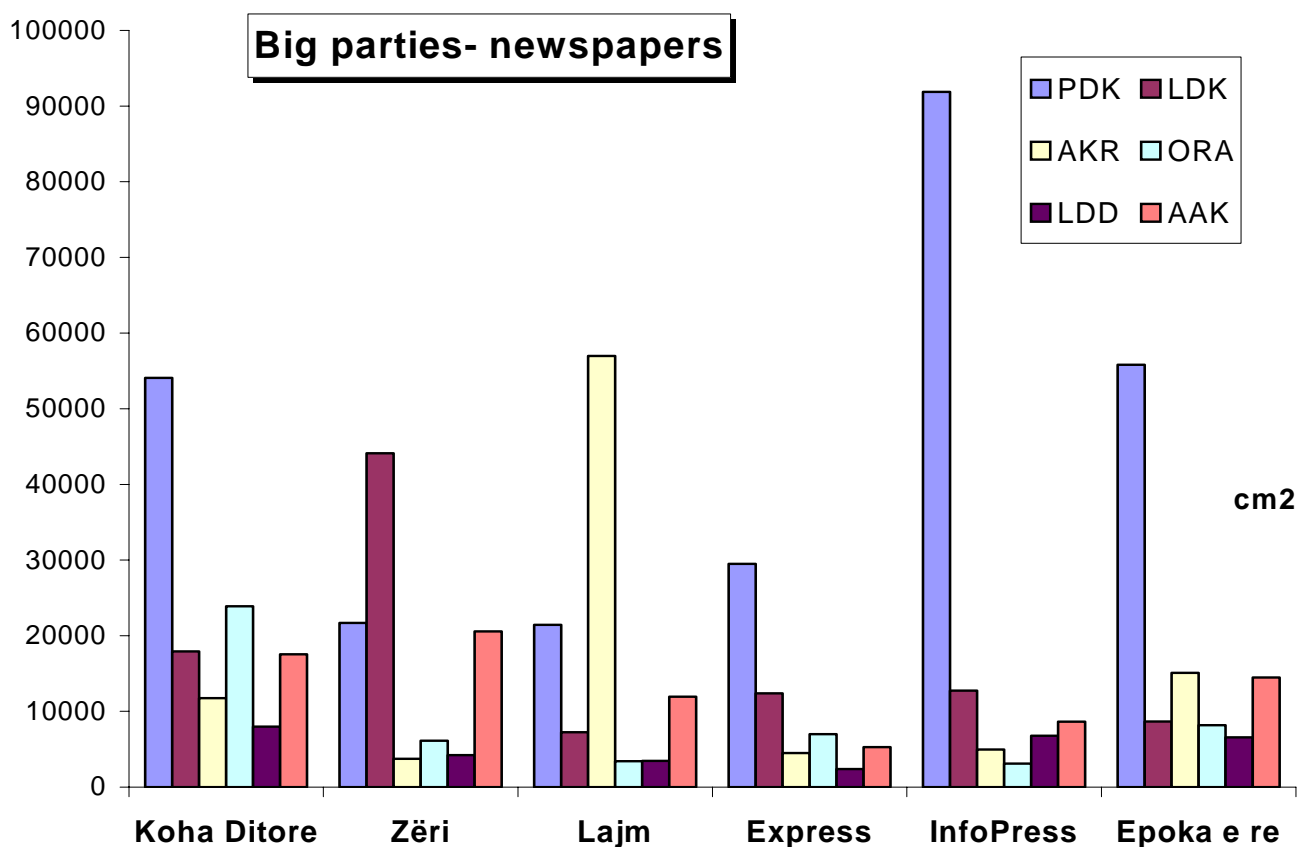
Out of national televisions, Serb political parties got most exposure in TV 21 and least in KTV. From newspapers, *Koha Ditore*, *Epoka e re* and *Zëri* gave most space to Serb political parties.

## ELECTIONS 2007



### Main officials

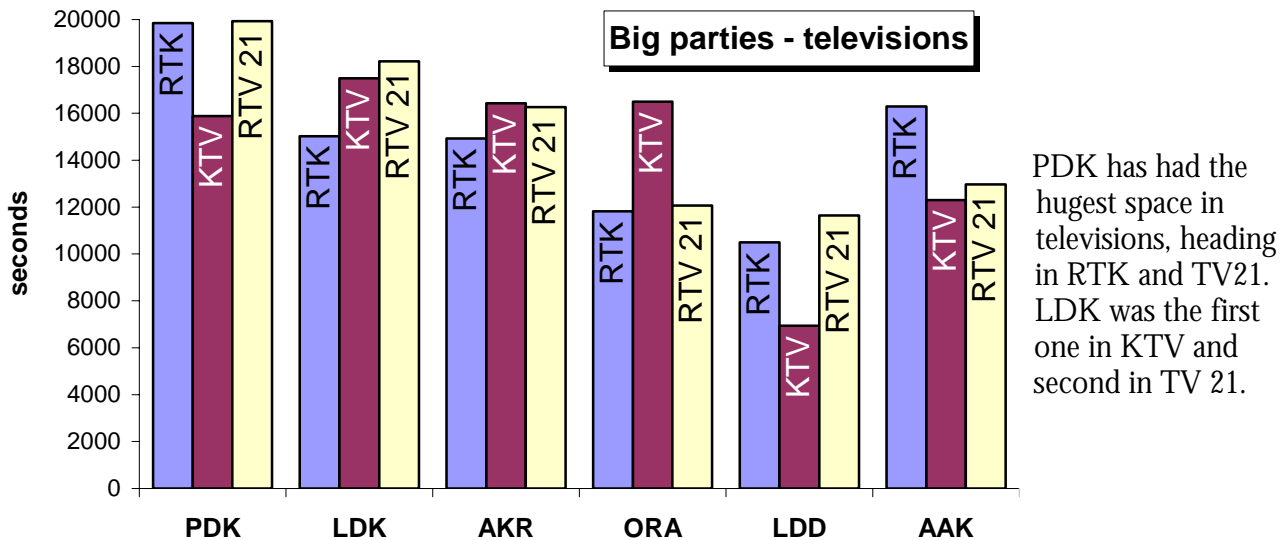
Hashim Thaçi and Behgjet Pacolli lead in terms of time and space they took in media. Apart of sheer quantity, the leader of AKR also led with negative context and negative journalistic presentation in media. Out of the main officials, the smallest space was given to Nexhat Daci and Ramush Haradinaj.





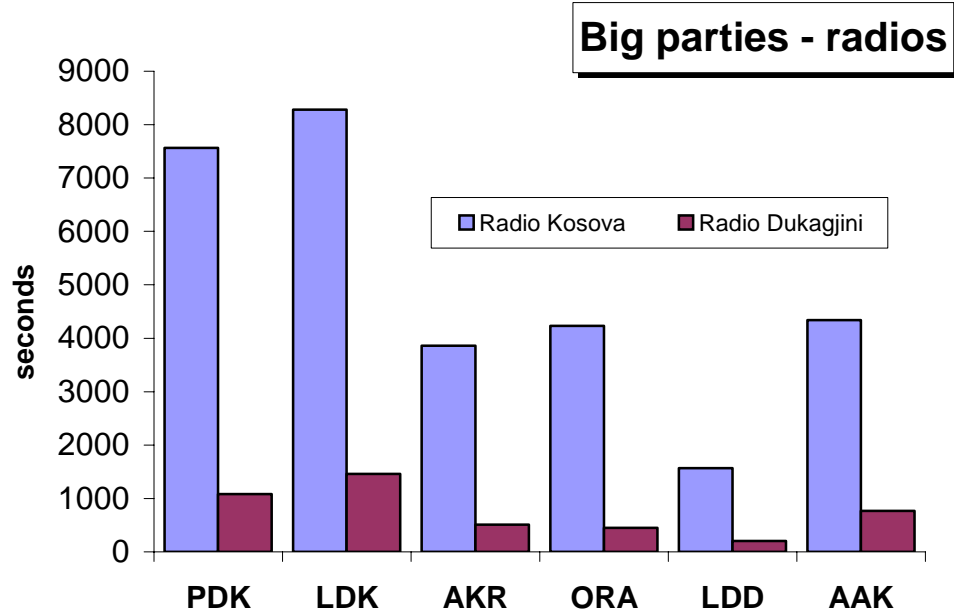
## Big political parties

PDK had the largest exposure in *InfoPress*, followed by *Epoka e Re*, and *Koha Ditore*. LDK was covered most by *Zëri* (the only medium in which it leads regarding coverage), followed by *Koha Ditore* (where it was covered nearly the same as AAK). AKR was covered most by *Lajm*, followed by *Epoka e Re*. ORA was the second subject for *Koha Ditore*, which it was covered more than any other outlet.



ORA was the second subject covered by KTV, while in RTK and TV21 it was covered least (along LDD). LDD was poorly covered by all television stations. AAK was the second most-covered party at RTK.

In the national radios, LDK was covered most, followed by PDK, AAK, ORA, AKR and LDD, in this order. *Radio Kosova* has dedicated more space for political parties, while *Radio Dukagjini* gave least space to all political parties.



## About "Democracy in Action"

This analysis has been conducted within the project "Democracy in Action". Besides the analysis, the project had completed election observation in two rounds, parallel vote count, media monitoring and a campaign to call citizens to vote.

"Democracy in Action-Elections 2007" is a coalition composed of a number of Kosovo NGO's created in September 2007. As its first activity, the coalition has chosen to monitor parliamentary and local elections, held in November 2007, and raise the awareness about the need of high turn-out.

The activities include monitor of the election process, of the campaign, media monitoring, voter education, a parallel vote count and the publication of early results.

Member organizations of "Democracy in Action-Elections 2007" are:

Community Building Mitrovica (CBM);  
Center for Civil Society Development (CCSD);  
Developing Together (DT);  
Forum for Democratic Initiatives (FDI);  
Initiative for Progress (INPO);  
Kosovo Center for International Cooperation (QKBN);  
Kosovo Democratic Institute (KDI),  
Mother Theresa Association;  
Kosovar Institute for Policy Research and Development (KIPRED);  
Eye of Vision.

## About KIPRED

The Kosovar Institute for Policy Research and Development aims to support and promote democratic values in Kosovo through training and independent policy research.

The training pillar is focused on the development of political parties through the Internet Academy for Democracy, which was developed in cooperation with the Olof Palme International Center.

The research pillar focuses on producing independent policy analysis on issues such as good governance, administration, political party development, security, regional cooperation, political economy, and local government.

KIPRED is primarily funded by the Swedish foundation 'Olof Palme International Center', Democratic Control of Armed Forces, the US foundation 'Rockefeller Brothers' Fund,' and the Freedom House.

Supported by:

