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# MEDIA AUDIT ON HEALTH ISSUES

## TECHNICAL REPORT

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### **DISCLAIMER**

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development (USAID) or the United States Government



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# I. INTRODUCTION

The report gives a picture the media's involvement on covering and addressing the health issues to specific stakeholders and the general public.

The report focuses on print and broadcast media. The information gathered identifies the channels of mass media operating in Albanian territories. It discusses the policies followed by the newsrooms in regard to coverage of the social issues, and more specifically of health issues. It questions the journalists' awareness of the importance and details of health issues, and investigates the depth of journalist reporting.

Due to the impact that television has on wide audiences, we have provided data to show how televisions rank according to viewer survey results. In addition, it discusses the television stations' performances on coverage of social issues. The report specifically focuses on highlights of health reports that demonstrate the scope of the news most reported on television. Another target of this report is to identify those television programs dedicated to health issues, as well as in health-related publications such as in newspapers or magazines.

In doing this, it will assist the USAID-funded Enabling Equitable Health Reforms (EEHR) communication team, to build a strategy for the dissemination of the messages to the different target audiences, using efficient communication channels. It will serve as an orientation for EEHR communications team on planning and setting an agenda of the issues for which journalists need to be trained on how to report regarding health issues. This report will also help to inform the planned Engagement and Advocacy Strategy and Communication Plan to be developed in Year 2 of EEHR.

## 2. FINDINGS

The last five years reflect much progress on awareness about health issues and specific covering of this sector from the media. The channels of communication have advanced in the dissemination and information exchange taking into account public interest. In regards to the private print and broadcast media, there are more channels to address the issues and concerns about health issues.

Media, especially television, has played a role in investigating, on giving their support to certain vulnerable target audience in regards to issues of corruption at the hospitals or unfair play of competition, on prioritizing the medications list of products marketed from the pharmacy, but reimbursed by state.

Private television stations are granting more space to their programs about health topics. But it is not enough! The process of health reforms initiated years ago has not been communicated to the public. The media has been following the agenda of the Ministry of Health, rather than increasing awareness about the key points of the reforms, addressing messages to the specific stakeholders that are part of this reform, or to the wide public which is affected by how the reform is implemented.

Participation of the media in this process through a defined strategy is crucial for the implementation of reform on health sector. There is more to be accomplished in this regard in order to bring in focus the key issues that require addressing, and sending out the message to the right audience, aiming behavioral change.

### 3. METHODOLOGY

Information and data were collected by desk research. This includes all secondary data, primary data collected through qualitative and quantitative research. Quantitative data are used in the monitoring published by Albania Media Institute at 2010, titled “Coverage of Social Issues in Print and Broadcast Media”. Their monitoring was focused on 278 articles written on the health issues at the 6 important newspapers published in Albania. On the division of articles according to different topics, the position of these articles in newspaper, etc.

The same data was gathered for the broadcast media, according to the monitoring figures of Albania National Council of Radio and Television, aiming to see the percentage of social issues in a news edition compare with the other issues covered by newsroom at the prime time. Other quantitative data are used according to a survey of R & T Advertising to see the share market of TV in Albania, and how Albanian Televisions are ranked according to the viewership.

Even though this survey was done in 2007 (because it is not in the management culture of Albanian Institutions to frequently monitor, evaluate and produce evidence), it is still relevant when it comes to the ranking of TV stations. The situation the ranking of main TV stations has not majorly changed during the last five years. The TV stations are politicized serving mostly the agenda of one or other political party. The main national private TV station shares the audience half and half, as they are divided in the electoral election. We organized some interviews with individuals working in media, at different levels, such as journalists in the field covering social and specifically health issues, and editors-in-chief at the newsroom, to understand how the health issues are covered by TV stations.

All the data used by these sources will help us to understand in what percentage the health issues are covered by print and broadcast media and how they are covering these issues fulfilling their obligation to serve for the interest of the general public on development and issues that the health system is facing in Albania.

# 4. SITUATIONAL ANALYSIS

## 4.1 ABOUT THE SOCIAL AND POLITICAL ENVIRONMENT

According to a report entitled “Report of Freedom House 2011”, which is published by Gledis Gjipali in his report “Nation in Transit 2011”, Albania declined in its ratings on National and Local Democratic Governance. In the ratings on National Democratic Governance, five countries declined, including Albania, Bulgaria, Hungary, Kosovo, and Ukraine. Seven countries improved their national governance. In the category of Local Democratic Governance, five also declined, including Albania, Armenia, Azerbaijan, Russia, and Ukraine. No countries registered an improved rating in this category.

**Civil Society.** Albania’s civil society rating remains at 3.00. According to “Nation in Transit 2011”<sup>1</sup>, ratings are based on a scale from 1 to 7, where 1 represents the highest level of democratic progress and 7 the lowest.

Albanian civil society generally operates in a non-restrictive environment, but it faces many important challenges concerning capacities, impact, and credibility in public life. Composed of small organizations mainly operating in the capital, Tirana, civic society organizations are characterized by problems with continuity of financing and fundamentally donor-driven agendas.

State financial support began in 2010 through the Agency for Support to Civil Society (ASCS). Yet, the civic sector in Albania is rarely consulted in policymaking (with the exception, to a certain extent, of the visa liberalization process) and has low visibility in public life with citizens generally apathetic and distanced from civic engagement. Trade unions remain relatively weak. Albanian civil society operates in an overall unclear fiscal regulatory framework.

### 4.1.1 PROFESSIONAL ORGANIZATIONS AND ASSOCIATIONS

There are two associations of journalists in Albania: the League of Albanian Journalists and Association of Professional Journalists of Albania, both members of International Federation of Journalists (IFJ). Members of these two associations are not only journalists but also publishers – moreover, their leaders are publishers of the main newspapers and magazines in the country.

The associations have developed close cooperation. Association of the Newspapers’ Publishers was established in 1998 but it has remained inactive ever since. The Association is also a member of World Association of Newspapers but it has not participated in any of its activities so far.

The Albanian journalists have also organized themselves in smaller associations, depending on their more specific interests, such as “Mass Media and the Environment”, Association of Environmentalist Journalists, Association of Economic Journalists, Association “Women in the Media”, and the Association of Francophone Journalists.

There is an association of health issues journalists, and they publish the newspaper “Health – Plus “, the members of this association are journalists of print and broadcast media that cover health issues. The Association of Urologists is publishing the Journal of Urology. The Journal of Urology has been

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<sup>1</sup>[www.freedomhouse.org/images/File/nit/2011/NIT-2011-Albania](http://www.freedomhouse.org/images/File/nit/2011/NIT-2011-Albania)

published twice per year, depending on the donation funds for the publication. It is distributed among academics.

According to the Report of Freedom House 2001 Albania's independent media rating remains at 4.00.

#### **4.1.2 INDEPENDENT MEDIA.**

Albanian media have advanced technologically, but a lack of independence and transparency of financial resources continued to be concerns in 2010. The use of multimedia formats and the internet to provide information increased during the year. However, there was the risk of misuse of these developing forms of information dissemination due to the absence of a legal framework to provide proper regulation.

Strong government ties to the former and current chairs of the National Council of Radio and Television (NCRT) showed that this institution was still far from being independent. Freelance journalism is not regulated and little practiced in Albania, increasing even further the dependence of journalists on media owners.

The public service broadcaster, Radio Televizioni Shqiptar (RTSH), remained underdeveloped in terms of technology and program content compared with private broadcasters. RTSH information programs provide excessive coverage to government activities or high political representatives while give little space to other public actors according to "Nations 52 in Transit 2011" monitoring. State-funded advertisements were limited to two or three media companies, constituting a near monopoly and shrinking the resources available to other media operators.

#### **4.1.3 EDUCATION OF JOURNALISTS AND MEDIA PROFESSIONALS**

Building of a new education system in the field of journalism followed the birth of free press in Albania, after the fall of communism. From 1977 to 1992, there were no schools of journalism in Albania until the Department of Journalism was reopened within the History and Philology Faculty of the University of Tirana. Some generations of journalists are already graduated from this department but it remains in a position which is not yet solid despite efforts invested.

In eight years of its existence the Department of Journalism has received considerable foreign assistance, mostly from the US universities, the Danish School of Journalism in Aarhus and School of Journalism in Strasbourg in France. The teaching staff has specialized in various journalism schools in France, USA, UK, Denmark, etc. The most important achievement of the Department of Journalism is perhaps the fact that the majority of journalists of the Albanian press nowadays come from this very Department and not from other fields of education.

Yet, its weakest aspect remains a curriculum that has been in the process of continuous changes, and the lack of facilities such as studios, computers, etc. Albania also lacks postgraduate education for journalists. The doctoral school is just opened. The field of mid carrier training, however, has experienced rapid progress and greater interest. Principal organizations involved in training of journalists are the following:

- Albanian Media Institute (AMI), established in December 1995, with the support of the Danish School of Journalism and the Danish Government. AMI offers training courses for journalists and trainers, seminars, conferences and roundtables on media, and research studies on media development.
- SOROS Media Center acts an information center for training programs. Priorities of this center are programs primarily for private televisions, since the center possesses the state-of-art TV

equipment. SOROS also supports training programmers of other media organizations.

## **4.2 MEDIA LANDSCAPE**

The media landscape in Albania the last years is dominated by broadcast media, with limited newspaper circulation. In addition to the public broadcaster RTSH, the National Council of Radio and Television (NCRT) has awarded licenses to two TV commercial stations with national coverage, 75 local TV stations, and 70 cable TV stations. A total of three radio stations are broadcast nationally, with a further 68 FM radio stations. All media outlets are widely perceived as being aligned with one of the two main parties and their coverage as being heavily politicized.

### **4.2.1 PRINT MEDIA**

There are about 20 daily newspapers in Albania. Among the most circulated newspapers are Panorama with circulation of 20,000 and Shekulli with 13 000. It is difficult to establish a definitive ranking between more than 20 general news dailies published because of the deficiency in audited circulation figures. Their closest and most respected followers, selling less than 10,000 copies, include Gazeta Shqiptare 3000 - 5000, Shqip 3000, Standard 3000, Mapo 2000. The main newspapers are now even online.

### **4.2.2 SOCIAL MEDIA AND BLOGS**

They are around 11 social media and blogs, considered as an interactive channel of communication and exchanging ideas online. These channels are more useful from the young and middle age, those are confident in internet. It is been used as a good tool to promote and articulate new ideas, as well as discussion forums. They are about 60 pages in Facebook related to health sector, in Albanian language. It seems a new tool but still channel of communication to raise awareness and send the message out to the wide public, mainly young and middle age, and middle class and upper that have access to the internet.

### **4.2.3 NEWS AGENCIES**

Albanian Telegraphic Agency (ATA) is the only Albanian news agency in the country.

ATA is a government-owned agency that has a round-a-clock service and a service in English. The agency news cover the entire territory of the country as it has developed a nation-wide stringer. ATA exchanges information with other foreign agencies such as REUTERS, AFP, AP, ANSA, DPA, ANA Greek News Agency, Anatolia Turkish News Agency, Egyptian News Agency MENA and Chinese Agency HISINUA. International news agencies such as REUTERS, AFP and Associated Press have opened their offices in Tirana.

### **4.2.4 BROADCASTERS**

Regarding broadcasters, the situation is: There are over 75 television stations. One National Public Television, 2 National Private Television, the rest are regional and local television. 55 radio stations have local broadcasting licenses and only 2 possess national broadcasting licenses.

### **4.2.5 USE OF THE INTERNET**

The Internet in the Albanian media has been present only the last seven years. Several years ago, the Internet access was a rarity and one could have easily counted those who had an e-mail address. Today the Tirana-based daily newspapers are available on the internet to readers, while the situation is different in other areas of the country.

# 5. AN OVERVIEW OF MEDIA'S COVERAGE OF HEALTH ISSUES

## 5.1 INTRODUCTION

The issues related to public health are especially delicate in transition societies, this applies also to Albanian society. According to a survey, published by Albanian Media Institute on Coverage of Social Issues in Print Media<sup>2</sup>. The health sector can be considered as a sector that has marks progress during the transition period. However the reform in this sector has been slow and corruption has been widespread. Meanwhile, Albanian society is exposed the last 20 years to such a diseases such as HIV /AIDS, which did not exist previously.

Public television has played a key role in informing the audience on health issues, until some years ago, private media has also made efforts in this area. However, efforts are sporadic and limited in general. This is evident also in absence of regular television programs on this topic, as well as the absence of a permanent page on this problem in Albanian dailies. Consequently the public is not sufficiently informed on the way the health system works, on citizen rights, on cases of epidemics, or other issues that need to be addressed to the public.

## 5.2 HOW DAILY NEWSPAPERS ARE COVERING THE HEALTH ISSUES

In order to examine how the media covers health issues and to identify what are the main trends and problems in this aspect in the daily newspapers, we selected six daily newspapers to be monitored.

Some key questions are raised:

- Does media tend to limit itself on the specific cases, or do they cover the overarching issues?
- What are the ethical problems in covering people affected by the problems of the health system or from different diseases?
- Which are some of the ways of informing the public on topics of vital importance to them? Is the information sufficient, clear, and continuous?

These questions constitute the focus of the one-month monitoring of six daily newspapers on this topic. The newspapers that were monitored for this purpose were the following: Shekulli, Panorama, Gazeta Shqiptare, Shqip, Standard, Albania.

Newspaper circulation in Albania is not made public and there are no alternative ways of obtaining this figure. In addition, the number of sales of newspapers is even less known, as there is no obligation to report this figure, except for to tax collecting bodies, which see this figure as privileged information.

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<sup>2</sup> "Coverage of Social Issues in Print and Broadcast Media", Albanian Media Institute, 2009

For this reason, the selection of newspapers to be monitored was made having in mind the general perception in the media community on this issue, as well the feedback received by newspaper editors and directors. The aim was to select the newspapers with the highest number of sales and circulation, which is supposed to translate also in a greater influence on the public. However, lacking the verification tools for this criterion, we used alternative methods that led to this selection of newspapers.

The monitoring period of these newspapers has been May, 1-31, 2009. Even though this monitoring was first carried out in a previous month, it was decided that it would be more appropriate to monitor this month on this topic, since this period marks the peak of suspicions and spread of swine flu epidemic in the world. For this purpose, monitoring of health issues moved to this month, in order to carry a real test of Albanian media conduct in these very attentive moments of the whole public in health matters.

Monitoring was both quantitative and qualitative. From the quantitative point of view the Monitoring focused on the total number of articles, the division of articles according to different topics, the general space devoted to education in the newspapers compared to other topics, the position of these articles in the newspaper, etc. From the qualitative point of view, the analysis focused on the topics addressed, on the sources of information used, the coverage of health trends and development, epidemics, quality of information, etc.

## 5.2.1 QUANTITATIVE MONITORING

The total number of monitored articles in the six newspapers was 278. The monitored articles did not include just the news, but also the editorials, features, brief news, etc. The length of the articles varied from two paragraphs to the entire newspaper page, depending on the news. See Table I for the number of articles per newspaper that were reviewed.

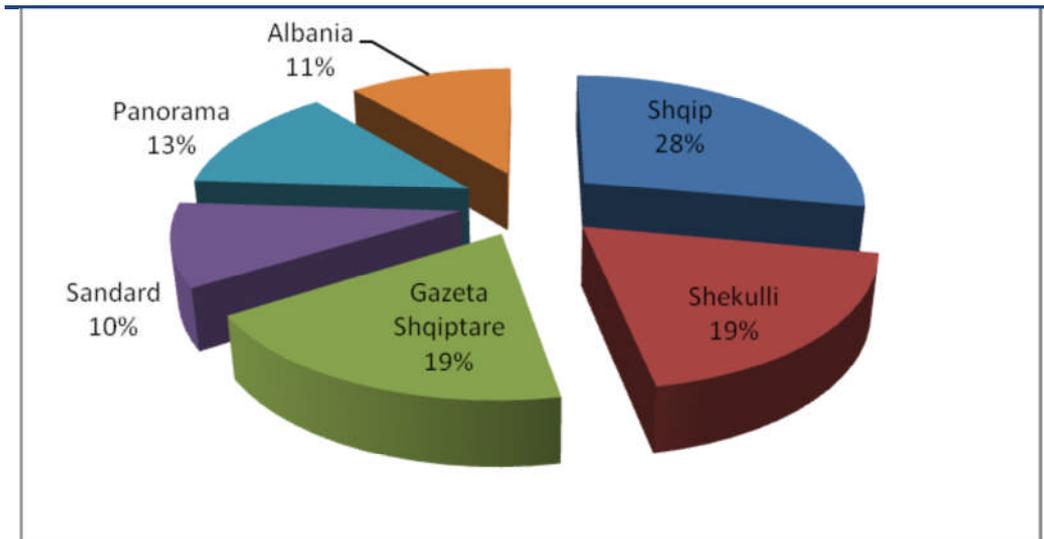
In Figure I, below, the percentage in the figure corresponds to the number of health articles in the total of articles at each newspaper. For example: in the total of 31 articles at Albania newspaper, 11 % are dedicated to the health issues.

**TABLE I: THE MONITORED ARTICLES IN SIX MAIN NEWSPAPERS IN ALBANIA<sup>3</sup>**

No	Newspapers	Number of articles
1	Shekulli	54
2	Gazeta Shqiptare	53
3	Panorama	37
4	Shqip	75
5	Standard	28
6	Albania	31
	TOTAL	278

<sup>3</sup> “Coverage of Social Issues in Print and Broadcast Media”, Albanian Media Institute, 2009

**FIGURE I. HEALTH ISSUES COVERAGE ACCORDING TO NEWSPAPERS**

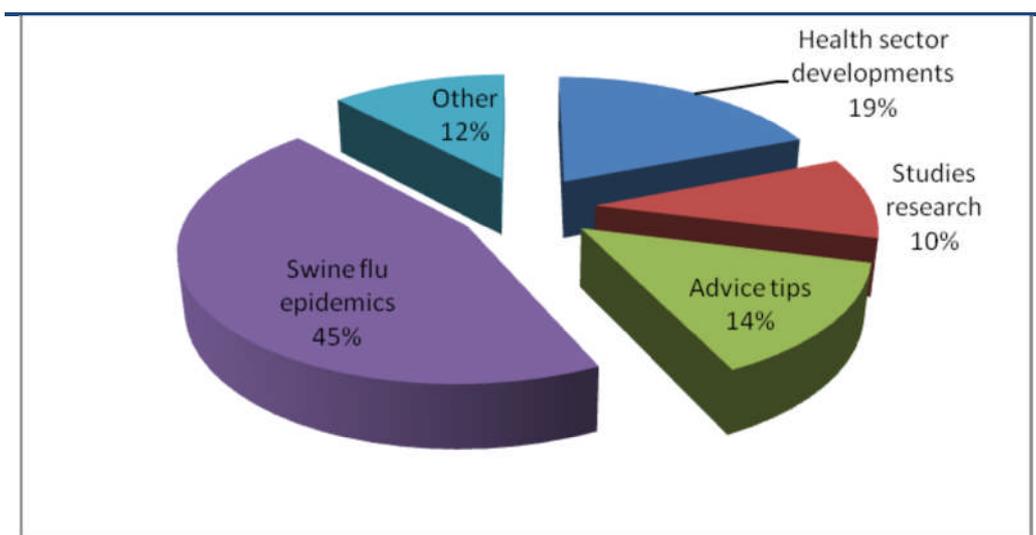


In view of the topics and kinds of articles observed during the monitoring, the main categories that can be discerned are the following:

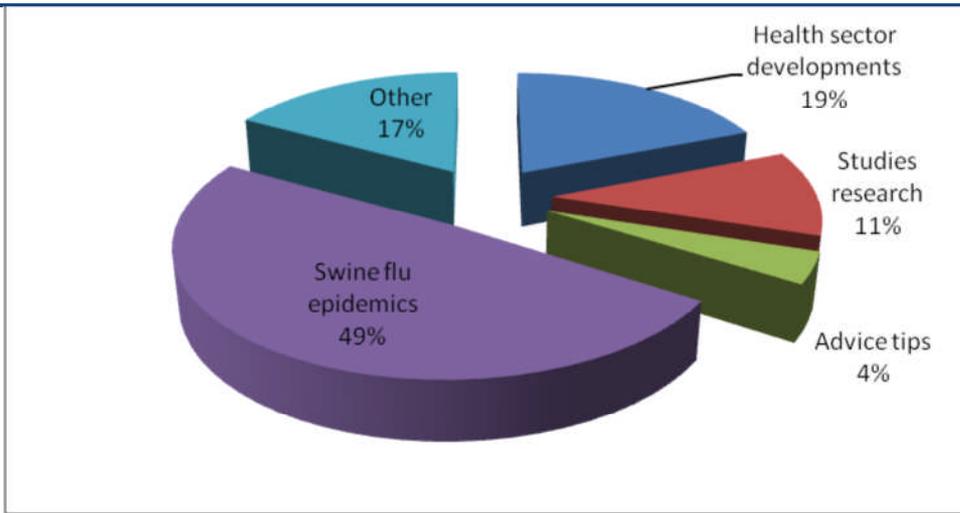
- Swine flu and other cases/suspicious of epidemics
- Articles that offer services (advice, questions and answers)
- The new developments in the health sector (reforms, medicine, the health system, changes in the hospitals, etc)
- Articles that were based in specific studies or research (smoking, cardiovascular diseases, etc.)
- Other articles that do not fit into a specific category

The coverage of these topics in the six newspapers is depicted divided into percentages in figure below:

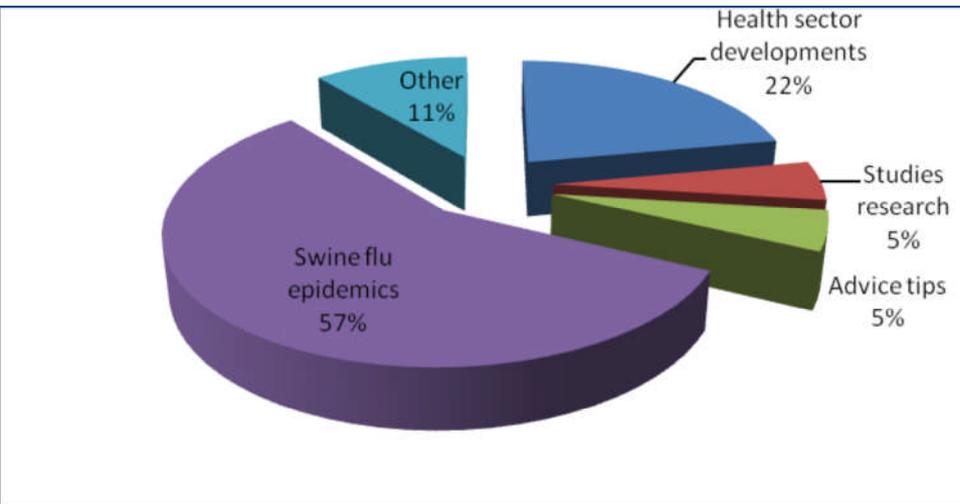
**FIGURE 2. HEALTH ISSUES COVERAGE ACCORDING TO THE TOPICS**



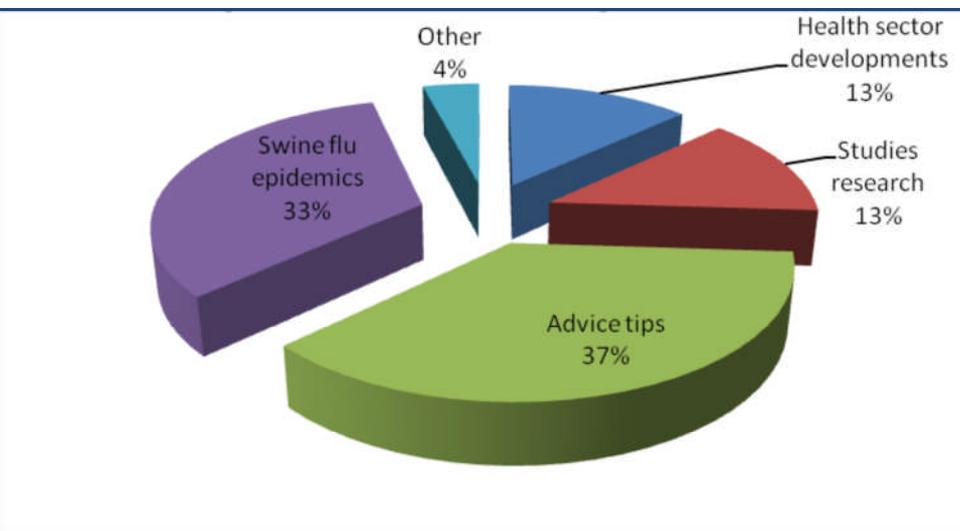
**FIGURE 3. HEALTH ISSUES COVERAGE IN GAZETA SHQIPTARE**



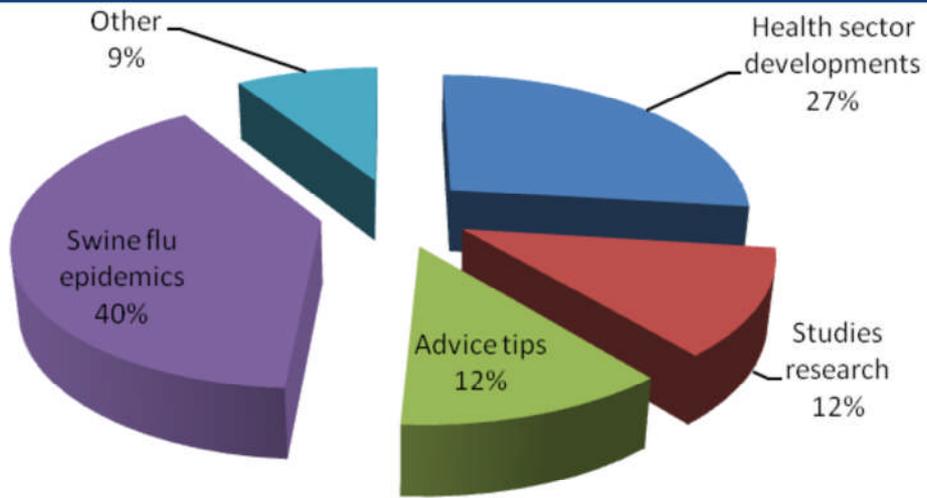
**FIGURE 4. HEALTH ISSUES COVERAGE IN PANORAMA**



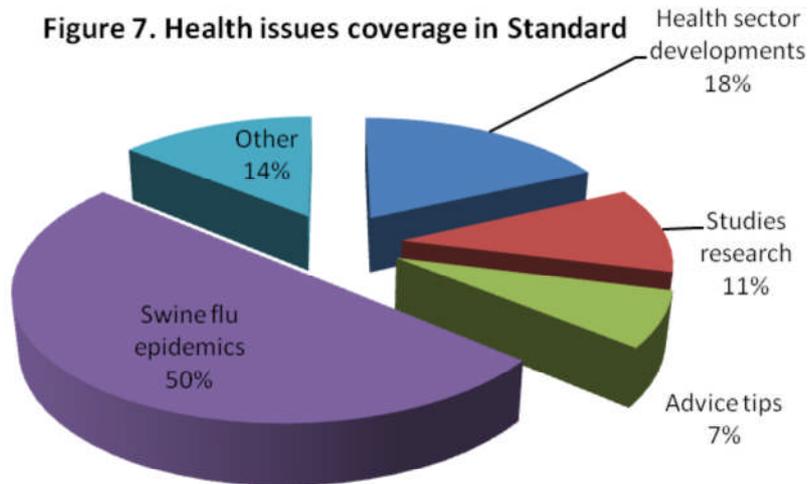
**FIGURE 5. HEALTH ISSUES COVERAGE IN SHEKULLI**



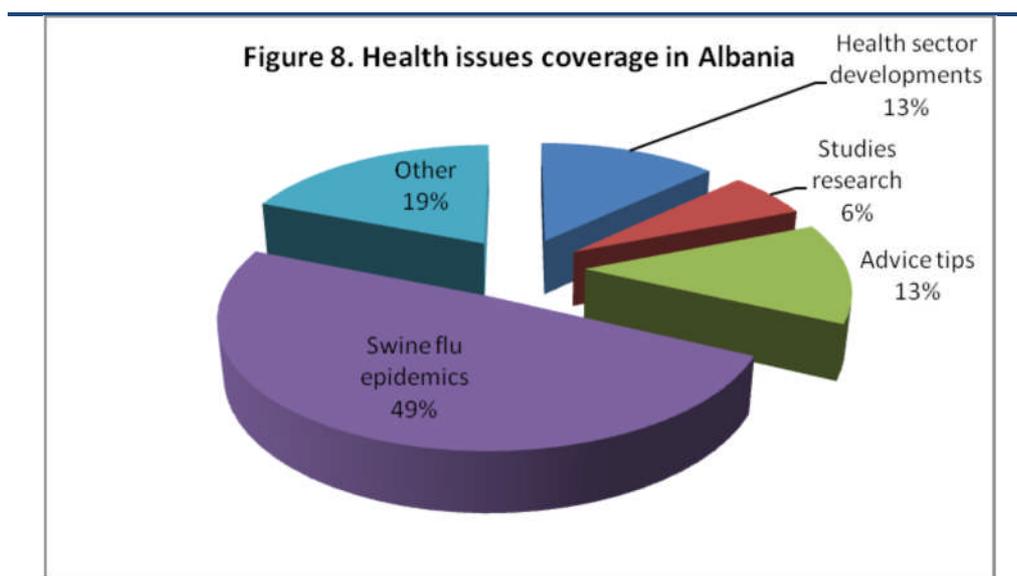
**FIGURE 6. HEALTH ISSUES COVERAGE IN SHQIP**



**FIGURE 7. HEALTH ISSUES COVERAGE IN STANDARD**



**FIGURE 8. HEALTH ISSUES COVERAGE IN ALBANIA**



### 5.2.2 QUALITATIVE MONITORING

In order to closely follow the main trends in covering the health sector in the Albanian press and identify the areas that can be improved, the analysis of monitored articles was carried out in terms of the main categories and topics identified during the monitoring. Since the topic of the swine flu was prevailing in all newspapers and having in mind that in these cases media has an even greater responsibility for informing the public, the analysis will be divided into two parts: the first part will examine how this epidemic was covered in Albanian newspaper, whereas the second part will identify other trends in the coverage of health sector in the Albanian press.

#### Coverage of swine flu epidemics

As it was mentioned above, the month was an active one for journalists covering health, as it marks the rapid spread of the swine flu epidemics in the world. Since media has not only an important role, but also a responsibility in these delicate cases, it would be interesting to see how the media has covered this development of utmost importance for the whole public.

It is clear that media has a special informative role in many sectors of the society and this role is best expressed in the way that media serves public interest. One of the cases when this role is stronger than ever is that of epidemics, different diseases, natural disasters, national emergencies, etc. In the case of this monitoring, the media role in covering epidemics is quite important, since the media in these cases has a primary informative role.

This is explained by the simple reason that in cases when we speak of quickly spreading epidemics, reaching even pandemics, having in mind that this might be a lethal disease, the quickest way that doctors and experts can use in informing the public is the media. Media constitutes the simplest and most efficient bridge of communication between health experts and the public. Precisely for this key role that media has in these cases, it should show a special responsibility, being more careful, but even more efficient than ever with the information it conveys to the public.

More specifically, how have the Albanian newspapers performed regarding the reporting of the swine flu epidemics? First of all, it should be said that this topic has been covered by all newspapers, without any exceptions and without neglect from any of the newspapers involved, even though some

papers had a more detailed coverage and used different tones as compared to others. Hence, the basic information, refreshed with new information, was easily available in all newspapers.

Basic information in this case included the spread of the disease in the world, the measures taken, the symptoms, the measures taken in Albania, the map of the disease spread in neighboring countries, etc. This information was available in every health page of the six monitored articles. Something else that needs to be said in the case of coverage of the swine flu epidemic is related to the sources of information cited on the epidemics and its distribution. In these cases, for the sake of information accuracy and the fair and not alarming information of the public, official sources must always be present.

In the case of the coverage of epidemics, all articles of these newspapers have regularly cited official sources and experts. For example, it is important to notice that officials of the Ministry of Health or even the minister herself, officials of the Institute of Public Health, as well as representatives of the infectious disease hospital, are always present in the articles monitored for this purpose, at least one of them.

Having in mind the cited sources, it is a natural conclusion that the information conveyed to the public in relation to the epidemics will have at least the necessary minimum information that the public needs. This category includes information such as the disease symptoms, the measures taken by the state or specific regions, advice for avoiding the epidemic, what should be done when epidemic is suspected, etc. Hence, this minimum necessary information was available in all newspapers, even though many of them went beyond the minimum.

In addition, in the aspect of practical advice for prevention or curing, it must be said that each newspaper allows a regular space for this information that the public needs to have, and this information comes from official sources and/or experts. The same can be said also on informing on the situation of the spread of epidemics in the whole world, information that all newspapers made available. So, the newspapers provided an overview of the situation in the country, in the region and in the world. What has to be underlined in these tendencies is that the interest in reporting on this topic has been preserved during the whole period, unlike with other news, where interest fades almost immediately, as soon as a new topic comes up.

### **Main characteristics in reporting the swine flu epidemic**

If we would have to do an assessment of the coverage of swine flu epidemics in Albanian newspapers, one of the positive aspects of this coverage is related first of all to the quality of sources of information that convey the necessary information for the public. As it was mentioned above, the articles almost in every case have cited official public health sources. The statements of these persons have had all the necessary space in all daily newspapers and have been able to convey the necessary information to the public. In this aspect, media has carried out well its role as a communication bridge between public health officials and the public itself, making its space available.

In addition, through cooperation with these official sources of information, daily newspapers have brought information during the whole month on the measures that the state has taken for protection or for facing the spread of epidemics in Albania. These measures include the fund started by the government for this purpose, the telephone number available to the public, the situation of the vaccines, etc.

It is important to notice that some newspapers did not suffice themselves just with information on measures taken by the state. They have tried to verify on field if these measures are implemented the way it was promised. This includes mainly the situation with vaccines in the drugstores, the

control at border points, attempts for disinfecting, situation in the clinics, etc. For example, an article described the situation of traffic in the largest port in the country, in Durrës, describing in detail the procedures followed for the control on the virus HINI.<sup>4</sup>

Similarly, some other articles address the topic of the deposits of Tamiflu vaccines in the apothecaries, attempting to identify what is the situation and what should the state or other individuals do.<sup>5</sup> In addition, the newspapers have been careful to cover and report the different border passing points, assuming that the virus would be brought from people coming from abroad and for this reason a strong control would be very important:

“The observations on the border passing point of port of Vlora show that the so-called measures taken in the border point are not satisfactory. There are no visits, interviews, or disinfecting in the ferries. Inspectors expect for the passengers to go to them and tell them that they think they are sick or that they have been affected by swine flu and then take measures to take them to the hospital. At the border passing points the passengers have admitted that they did not receive any information on the swine flu and there was no control.”<sup>6</sup>

These attempts to verify the implementation of measures for the persons as identified affected by the swine flu have covered almost all border crossing points. There have been different reports from the Rinas airport, from the border points of Kapshtica, the ports of Durrës and Vlora, etc. So, while the above paragraph shows the absence of control for the port of Vlora, another article in the same page shows on the measures taken at the border point of Kapshtica:

“Regarding the numerous travellers that come in and out of this point, the health authorities have been aligned next to the police officers and ask the travellers if they have had any fever or signs of flu, in order to prevent the spread of this flu, which is rather dangerous to humans. Regarding the quarantine established in the city of Bilisht, it has been located in the hospital of this city, while there are some medicine, masks, and everything necessary for facing such an epidemiological disease.”<sup>7</sup>

The information has also been received from the Muriqan border point:

“At the border point of Muriqan, the work of health inspectors continues to be carried out by police officers, who examine every person entering the border if they have any flu symptoms and ask every tourist where they come from.”<sup>8</sup>

The journalists were also careful to examine the conditions of policlinics in the capital and other cities and their level of preparation, since these are the first contact points with every suspected case of flu in the country. For example: “An observation made in Tirana revealed that only two policlinics were equipped with white blouses, masks, and gloves.”<sup>9</sup> Similar information was provided also in the following days:

“The task force established near the Ministry of Health, has started to distribute disinfecting materials and awareness leaflets in the schools. ‘Everything is made in order to be prepared,

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<sup>4</sup> “From the controls in the port results no suspected person to HINI virus” Shqip, 2 May, 2009, p. 27.

<sup>5</sup> “Emergency physicians are not able to distinguish the swine flu,” Shqip, 2 May, 2009, p. 27

<sup>6</sup> “The control of swine flu is overlooked” Shekulli, 2 May, 2009, p. 9

<sup>7</sup> “Start of disinfecting of the customs and schools” Shekulli, 2 May, p. 9

<sup>8</sup> “Muriqan costume still no health inspectors” Albania, 2 May, 2009, p. 27

<sup>9</sup> “We have 3000 doses of medicaments” Panorama, 2 May, 2009, p. 9

because premises such as schools and kindergartens are most prone to epidemic explosions when the swine flu virus arrives,' the ministry's specialists clarify."<sup>10</sup>

Hence, it can be said that during the swine flu scare there were continuous attempts to test the government on the promises made, to the service of public health. Of course, having in mind the limited staff on social topics in Albanian newspapers and the insufficient financial resources, more could have been done in this aspect. However, the attempts gave certainly been there.

Similarly, along with the attempts to observe and verify on field the measures taken, the newspapers have also brought information on the figures of travelers at the main border passing points:

"In the last two days (2 and 3 May) at the international airport 'Nënë Tereza' of Rinas have arrived 3,155 persons, out of whom 2,198 have been Albanian citizens, and 957 have come from Europe, America, etc."<sup>11</sup>

Another trend that should be welcomed in the context of swine flu coverage, has been the practice of special sections with questions and answers on the disease. These sections were either experts' answers to public questions, or a list of expected questions from the newspaper itself, which were answered by the experts or official authorities. In this way, there was a tendency to answer the simplest questions, but questions that are crucial in cases of epidemics.

For example, some of the questions that are answered in a special informative article on swine flu are the following:<sup>12</sup>

- How did the disease erupt?
- What is swine flu?
- How dangerous is it?
- Should we be worried?
- Can it be slowed down?
- Can it be cured?
- What should be done to be protected?
- What measures should be taken?
- Is it dangerous to eat pork?
- What about the avian flu?

This example is an article with information taken by the BBC specifically to clarify the public on the different problems related to swine flu. However, it should be said that almost all newspapers continuously had information on the disease, the symptoms, the measures that need to be taken, the potential prevention, state services, etc.

In general this information was presented attached to articles with news on the spread of the diseases, usually in a special side box, with illustrations, with specific steps that the public should have in mind regarding hygiene, with detailed measures, etc. Hence, it can be said that there has been specific attention from the newspapers, both in content, and in layout, so that the basic

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<sup>10</sup> "Swine flu, start distribution of disinfecting materials in the schools" Panorama, 4 May, 2009, p. 9

<sup>11</sup> "WHO: There is no room for panic, but swine flu should not be neglected" Shekulli, 5 May 2009, p. 11

<sup>12</sup> "Swine flu: What's going on," Albania, 3 May 2009, p. 20-21

information on prevention or curing of the epidemics was available at all time and easily identifiable and understandable to the public.

Another aspect of the coverage of swine flu in Albanian newspapers has been the following of disease step after step, not only in suspected cases or in regard to the measures taken in the country, but also in the progress of the virus in the world, especially in neighbouring countries. The articles on these epidemics brought almost always updated information on the disease, its distribution map, the number of infected persons in each country, the death toll, etc.

Along the same lines, during the spread of epidemics or in the presence of risk of spread of epidemics, it is particularly important for the media to preserve some kind of “detachment,” and be able to convey accurate information on latest development, but at the same time to be particularly careful not to cause any panic among the public. In general, daily newspapers have passed this test satisfactorily, since reporting has been done in a detached manner, with no emotional involvement and with no particular alarms.

However, there are exceptions to this practice, even in the coverage of this epidemic. So, some titles or information might have caused a sense of alarm among the readers, such as this title: “The infectious disease hospital is on alert, everybody is wearing masks,”<sup>13</sup> or: “The flu, WHO alerts on the pandemic: The virus can cause thousands of dead in the world,”<sup>14</sup> “Swine flu in Italy, Albania in greater risk.”<sup>15</sup>

In fact, these titles are an old and stable trend of Albanian press, where the cases when there is a discrepancy between the title and the text of the article are frequent. However, there have also been some isolated cases when the notes of alerts have been obvious even in the text, at a time when such alarm, even though a contained one, was not justified by the facts or the specialists’ quotes. For example, some newspapers have addressed the first suspected cases of persons infected with swine flu with some kind of subjectivism, causing some degree of alarm or panic among the population. For example: “It has been kept a secret in order to avoid panic among the population. Until yesterday afternoon the health structures have been in a much greater alarm than declared publicly... The news is confirmed for the newspaper from secure sources of the Institute of Public Health.”<sup>16</sup>

The tone of these words causes to think that even though there might be infected cases, these will not surface, since the newspaper implies that these cases are kept secret, strengthening in this way the feeling of anxiety, insecurity and panic among the public.

Another article worth mentioning in this prism is the one that describes the situation of medical staff in the infective hospital, where an Albanian diplomat suspected of having contracted the virus H1N1 was admitted and was kept under observation for some days:

“Doctors and nurses equipped with protective masks and anxiety was visible in their eyes. However, in spite of this, the staff of the infective hospital tries to appear calm.”<sup>17</sup>

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<sup>13</sup> Panorama, 28 May, 2009, p. 8

<sup>14</sup>Gazeta Shqiptare, 1 May, 2009, p. 12

<sup>15</sup>Gazeta Shqiptare, 3 May, 2009, p.12

<sup>16</sup> “ The first case of swine flu suspected in Albania, results negative ” Panorama, 1 May 2009, p. 10

<sup>17</sup>“ Infections hospital on alert, protective masks are all set ” Panorama, 28 May, 2009, p. 8

This is a vivid description of the premises and the situation that prevailed in the infectious disease hospital and these words certainly bring the readers close to the mood, anxiety, or challenges encountered in these moments in these premises. This description also brings another feeling or strengthens it even more: the feeling of insecurity, fear, anxiety for an epidemic that is sowing death everywhere in the world, as well as the feeling of panic that something nasty is in the air and is reaching this country, as well.

Hence, conveying this atmosphere, while the rest of the article shows that this fear is not justified, since the suspected case does not have the virus, does not help to create a sense of calmness for the reader, which can be said that is an implied media duty in these cases, after accurately and correctly informing of the public.

However, these were extremely limited cases and the norm in general in the articles of monitored daily newspapers were an updated, correct, and calm coverage of the situation on the spread of the epidemics in the country and in the world. There were even newspapers that had addressed, even though in a limited and indirect way, exactly this need to soothe the anxiety that can be caused among the public on the news of disease spread. So, one of the newspapers had even asked a psychologist on the cases of epidemics and on its expected spread among the population and the conditions that would lead to a successful handling of the disease: "The people and the patients suffer the fear of the swine flu more, while the medical staff is calmer and not at all panicked by the news published on the virus HINI." <sup>18</sup>

Similarly, another article <sup>19</sup> stresses that there are other diseases, which are much more dangerous than swine flu. The article mentions several infectious diseases, their symptoms, the map of their distribution in the world, the actual epidemics, etc. Even though this topic is not at all comforting at first sight, the article soothes to a certain degree the panic mania for the current epidemics, stressing that this is an unknown flu, but, however it is just flu, at a time when there are other epidemics much more dangerous than this one.

### **Other trends of coverage of health in daily newspapers**

In attempting to draw an overview on the coverage of health-related issues in Albanian print media, what we notice is that there is a diversity of topics and information on this topic. Even though monitoring covers just one month and as such, it is rather limited again the topics identified during this month have been quite diverse. In some cases the articles not only informed on the situation in the country regarding a specific disease or problem, but they also offered practical advice, playing the role of a medical consultation for the public.

So, some of the topics addressed in the daily newspapers during this monitoring were related to smoking and its effects, on sexual health and STDs, diabetes, infective epidemics in summer, allergies in the peak of their season, treatment of tumors, arterial tension, cardiac emergencies, kidney diseases, safety of toys for children, skin diseases, etc. The articles on these topics are divided in different kinds: information on the progress of diseases, services, consisting of practical advice or guidelines, or articles addressing a problem, which attempted to go beyond the news and investigate the responsible structure.

The main trend identified in largest number of articles is that they try to go beyond the information on a spread of a disease in a particular age group, or the measures that are taken for new appliances

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<sup>18</sup> "HINI virus scares people, but not doctors" Shekulli, 29 May, 2009, p. 11

<sup>19</sup> "Five disease, more dangerous than swine flu" Albania, 18 May 2009, p. 15

or treatments in a given hospital: most of the articles purport to serve also as guidelines (through the medical staff) for the interested public in a specific disease or problem. In fact, many of the newspapers also have a section, regular or not, with questions and answers from the public on a specific disease or medical condition.

So, a clear example is the weekly sector of Shqip newspaper, drafted in cooperation with the American Hospital, where every week, a different doctor addresses a specific problem. For example, the article with the title "Is it diabetes?"<sup>20</sup> responds to such questions as who are the persons at highest risk, how should Type II Diabetes be diagnosed, what is the therapy used, the main symptoms, etc., providing the reader with a complete file on this disease that is quite commonly found among the population.

These kinds of articles do not focus just on specific or common diseases. There are also numerous articles that address lifestyle trends that can lead to specific problems or diseases. This group includes especially articles on the nutrition habits and physical activity, seen especially from the angle of avoiding obesity and other diseases related to this condition. For example:

"Health experts advise adults that they should engage in physical exercises for at least 30 minutes per day, five days a week. The experts say that any kind of physical activity is good to the health, but brisk walking improves blood circulation and lung functioning much better than slow or normal walks."<sup>21</sup>

Another trend of newspapers in relation to covering the numerous health-related issues and problems is the cooperation with associations or personalities, experts in medicine, in order to report on a specific problem. Such an example is an article on lack of skills of medical staff, more specifically pharmacists, in the hospitals:

"The specialists of pharmaceuticals are available, but it seems strange that pharmacies of hospitals are not directed by these specialists. So, the pharmacy of the hospital of Kukës is administered by a veterinarian, the one of the hospital in Shkodra by a chemist and the one in the hospital of Vlora by an assistant/pharmacist. The alarm has been given by the deputy president of the 'Order of Pharmacists', Besnik Jucja, who has clarified that these cases have been identified in the most important hospitals in the country, since the situation in other regions is even more alarming."<sup>22</sup>

Similarly, another article deals with the problem of qualification of nurses, relying in official figures:

"The nurses have improved through the years, but they still have shortcomings in the basic professional education. So, currently, only 8% of 13,000 nurses in the country have higher education. ... These figures were made public in the national conference of nurses, where participants included Prime Minister Berisha and Minister Godo."<sup>23</sup>

There are also articles that stem from different studies, usually carried out by the Public Health Institute, but also from other institutions. In general, these studies and consequently the articles based on them address important topics for public health. So, one of the articles of this category focused on teenage pregnancies:

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<sup>20</sup> Shqip, 2 May, p. 12

<sup>21</sup> "Walking, three thousand steps a day, are need for a good health " Shekulli, 9 May, p. 19

<sup>22</sup> "In hospitals pharmacists are vets " Gazeta Shqiptare, 15 May, 2009, p. 14

<sup>23</sup> "Nurses, only 8 % in country have higher education " Gazeta Shqiptare, 13 May 2009, p. 15

“There are about 3.5% of teenagers in high schools that admit that they have been pregnant and then have aborted. The data comes from the Institute of Public Health. In the survey, 4,000 students, randomly selected, the figures speak for themselves. Out of 100 girls, three girls have experienced pregnancy, all because of unprotected sexual relations.”<sup>24</sup>

Having in mind these figures of the IPH survey, the article has also elicited expert opinions on the matter, focusing on the causes for this situation and on what could be the grave consequences for these persons and for the society:

“My impression is that Albanians have difficulty in using protection, due to their mentality. In addition, males find it hard to accept that they can contract any sexually transmitted infection,- said Moisiu. – However, these diseases constitute among the main causes of sterility in young women.“

Hence, this is a clear example when the journalist has tried to use a survey for a specific problem, going beyond the figures or percentages. In this case, the article attempts to provide a full overview of the problem, going into physiological, but also psychological roots. Such articles attempt to fulfil media’s obligation for as an informative role as possible for the public interest.

Media could not be absent in the recent years’ attempts and campaigns against smoking; quite to the contrary, media is an important factor in this battle. So, one of the articles, after a IPH study on smoking habits, gathers other opinions on the matter:

“According to the IPH study, smoking in the country is estimated to be at 39%, compared to 28.6% in European Union countries. Smoking is higher among males, rather than females, respectively 60%, vis-à-vis 18%.”<sup>25</sup>

Similarly, the article provides other shocking figures, such as 16% of pupils in nine-grade schools and high schools smoke, while 16.7% of those that have not smoked, have thought about starting to, while 8 out of 10 teenagers are exposed to smoking at home.

These figures, which are not at all promising for the future health of the population, are also interpreted from the psychological viewpoint by publishing an interview with a psychologist, who tries to lend an explanation for this increasingly frequent phenomenon among youngsters. Similarly, the article also includes a specific angle on the negative effects of smoking. Hence, such an article uses the data of a study in order to provide as full a view of the phenomenon as possible, in explaining its causes, as well as in raising awareness among the reader on the damages and the measures that need to be taken.

Similarly, there are other articles that try to direct readers’ attention towards main trends of health in the country, or to establish a map of diseases that are most commonly found. So, during this month, there have been articles that deal with figures trends such as blood diseases,<sup>26</sup> increasing eye

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<sup>24</sup> “ The survey data shows that 3.5 % of teenagers in high school have experienced a pregnancy ” Panorama, 25 May , 2009, p. 8

<sup>25</sup>“ Albanians, more smokers than EU countries ” Shekulli, 24 May, 2009, p. 9

<sup>26</sup> “ Every year, it results with 80 new cases of blood diseases ” Albania, 21 May 2009, p. 22

infections and allergies,<sup>27</sup> the widespread problems of cardiovascular diseases,<sup>28</sup> the kidney diseases,<sup>29</sup> problems of talassemia,<sup>30</sup> etc.

Hence, as it can be seen, there are more or less frequent attempts of social pages' journalists to cover the trends of health problems in the country, supported by research or other official sources. Naturally, some newspapers have a more systematic and complete approach in this aspect, while other newspapers have other priorities. However, what can be said in general on the coverage of health in daily newspapers is that even though there is an increasing number of articles on this topic, these articles that represent specific trends or phenomena are initiated only thanks to publication of a research or issuing of statements from official authorities or other organizations of this field.

There is no genuine trend or will of newspapers to have a regular and clearly-defined page on reporting health sector, even though this is the most important issue for everybody, including journalists. This is partly due to the fact that newsrooms are understaffed and the journalist covering social pages has different topics to cover and health is just one of them. However, it is a fact that in general the coverage of the problem is limited to reporting on the latest news and a study, conference, or specific statement is rarely followed-up.

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<sup>27</sup> " Eyes: Infections and allergies in Tirana are increased " Albania, 18 May 2009, p. 25

<sup>28</sup> " Emergency of Cardiology: There are no more places for the patients " Shqip, 12 May, p. 22

<sup>29</sup> " The patients suffering from kidney, are about 500 cases every year " Albania, 10 May, p. 20

<sup>30</sup> " Zenelaj: Every year 20 babies are born with problem " Albania, 9 May 2009, p. 24

# 6. HOW DO TELEVISION STATIONS COVER HEALTH ISSUES

To give an answer to this question we were focused on the main TV media which operate in Tirana. We monitored this issue from different perspectives, aiming to understand the health issues covered from media, and bringing some quantitative figures, as well as some qualitative interpretation. From the quantitative point of view, we used secondary data published by Albanian National Council of Radio and Television. The monitoring focused on the percentage of covering of the social issues in a newsroom at the main National TV station, TCH (commercial television), TV Klan (commercial television), TVSH (Public Television), compared with the coverage that other issues. Health issues are reported under the social issues rubric. From the qualitative point of view, the analysis focused on the topics addressed, on the sources of information used, the coverage of health trends and development, epidemics, importance of information, etc. Hence, the main aim of this monitoring was to identify where the televisions stand in respect to their public mission in informing on health sector developments in the country.

We compiled a questioner and initiated a survey, to see the health issues covering from the main TV station located in Tirana.

The TV journalists interviewed :

1. TVSH ( National Public TV )
2. Top Channel ( National Private TV), Top News – News Channel
3. Klan TV ( National Private TV ), ABC News –News Channel
4. Vizion Plus ( Satelite TV ) Regional Private TV
5. News 24 ( Satelite TV ) Regional Private TV

Questions made to the TV reporters & journalists are listed below. Responses are in Table 2.

1. How often do you cover the health issues during a week ?
2. Which are the institutions you are mostly covering and reporting about ?
3. How many people are interviewed for a report? At what levels are health institutions represented?
4. How many people are interviewed for a report? At what levels are health institutions represented ?
5. It is difficult for you to gather the information or to make an interview?

6. List some headlines reported by you on health issues?
7. Compared to the past 2 - 3 years, is the tendency to cover health issues higher or lower?  
Why ?
8. Do you think people are interested about health issue coverage? Why ?

**Table 2: Television Station Responses to Survey Questions**

Questions	TV Klan/ ABC	TOP CH	TVSH	NEWS 24	TOP NEWS	Engjell Serjani Freelancer (Gjirokaster), Formerly of Deutche Welle
<b>How often do you cover health issues during a week ?</b>	4 times per week	Twice a week	Daily	3 times per week	Daily	Less than once a week.
<b>Which institutions do you mostly cover and report about?</b>	MSH, ISHP, DSHP, ASHR, ISKSH, QSUT, SU, Old & new Maternity	Hospitals, Min of Health, ISHP, Hygen Directory, ASHR, Polyclinics	Min of Health, Hospitals Polyclinics, ISSH	University Hospital Center, Min of Health, Institute of Public Health	Min of Health, ISSH, Public Health Directory QSUT, ISSH, Polyclinics, Hospitals, Maternity	Regional hospital, polyclinics of the district, pharmacies.
<b>Which are the issues you address?</b>	Health insurance issues Different diseases such as cardiovascular; The accreditation of the health institutions; Medicine stock-outs and the need for blood at the emergency Environmental hygiene at the surgery operating rooms;	Lack of medication, Lack of hygiene, Lack of infrastructures, Bribes	Covering health policies	The lack of medication in hospitals especially at University Hospital Center (QSUT) Appeals from persons who suffers from different diseases, on their need for a specialized treatment. The lack of infrastructures on the dep of the hospitals Implementation of the health reforms initiated from Min of Health Conferences and meetings of the Minister on this subject. The Parliament agenda on the discussions for health issues or draft low.	Patient care, Quality, Lack of medications, Diseases and their risks	Accidents, transmitted diseases, epidemics, pollution causes from the hospitals, hospital quality of service, the corruption of the white coats.

**Table 2: Television Station Responses to Survey Questions**

Questions	TV Klan/ ABC	TOP CH	TVSH	NEWS 24	TOP NEWS	Engjell Serjani Freelancer (Gjirokaster), Formerly of Deutche Welle
<b>How many people are interviewed for a report? At what levels are health institutions represented?</b>	1 -3 specialists or directors	No less than 2 interviews Directors, specialists, director of institutions	1 or 2	1 to three Minister of Health; Directors at the Min of Health, Hospital directors, Spec, Doctors , Patients	1 or 2 Directors of institutions or Directors of the dep of Min of Health	Usually interviews are conducted with one high level source in the institutions, sometimes two. There are never reports from three sources. In cases of epidemics, there are interviewed patients, or people affected from the epidemic.
<b>It is difficult for you to gather the information or to make an interview?</b>	Difficult	Difficult	Very difficult	It is difficult if you are going to go deep on the issues. There is a lack of transparency from the Min of Health, such as the case of the medication in hospitals. The level of informing on these issues is minimal to almost nothing.	Difficult	It is not difficult. There is a lack of dedication to the profession, it is not so difficult compared to the district attorney's office, policy or other public institutions.

**Table 2: Television Station Responses to Survey Questions**

Questions	TV Klan/ ABC	TOP CH	TVSH	NEWS 24	TOP NEWS	Engjell Serjani Freelancer (Gjirokaster), Formerly of Deutsche Welle
<b>List some headlines reported by you on health issues.</b>	40% of nurses and doctors wash their hands; The non smoking law; Depression among young people;	Lack of medication Patient-Doctor Bribes A rare cyryrgical intervention Doctor's mistake cost the patient his life!			Avoiding Salmonela in Food The Nile Virus The missing of medication at QSUT Virus increase among the population Alarm! Brucellosis raids town! Standards require the hospital accreditation Medication margins Farmacies resolute against the government	“Lack of autoclaves makes hospital tools dangerous” “, “40 southern patients travel to Janina three times a week for dialysis treatment”.

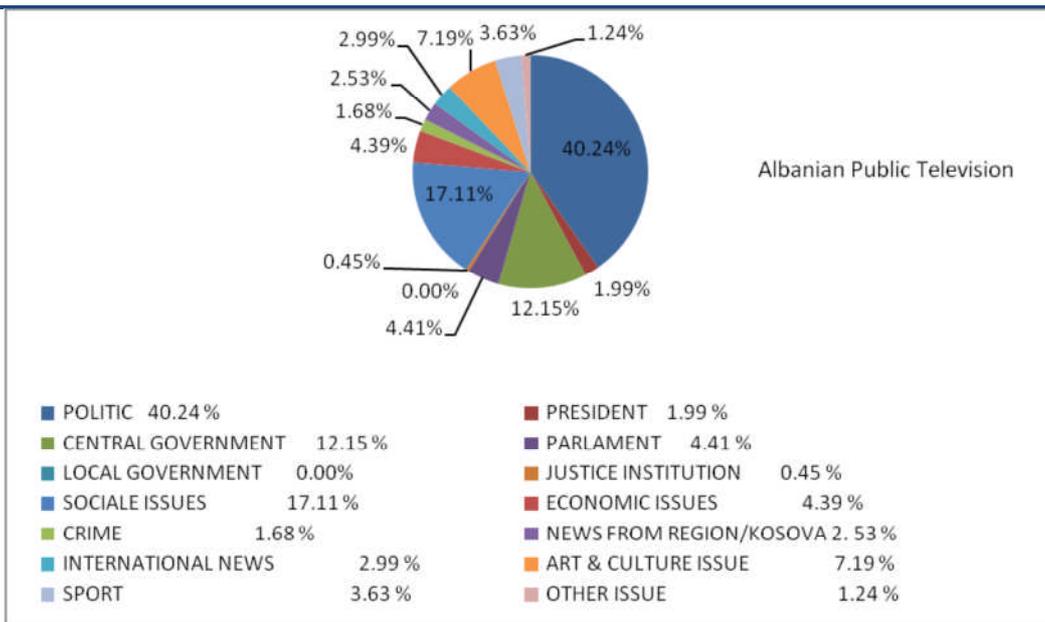
**Table 2: Television Station Responses to Survey Questions**

Questions	TV Klan/ ABC	TOP CH	TVSH	NEWS 24	TOP NEWS	Engjell Serjani Freelancer (Gjirokaster), Formerly of Deutche Welle
<p><b>Compared to the past 2 - 3 years, is the tendency to cover health issues higher or lower? Why ?</b></p>	<p>It has been increased.</p>	<p>The number of reports of health issues has decreased . Political issues are the priority.</p>	<p>It has increased The public interest is higher , also the health culture has improved</p>	<p>It is at the same level as before</p>	<p>It has decreased Business connections and interests are protected. Lack of professionalism of the journalists , Journalists are not motivated to work in the field and investigate on the issues raised.</p>	<p>There are no changes . Nothing has happened to cause an increase or decrease of reporting on health issues. The trends follow accidents or grip epidemics cases. Stringers or correspondents choose not to report on these causes. They report on health issues only where there is nothing else to report on the news edition.</p>

**Table 2: Television Station Responses to Survey Questions**

Questions	TV Klan/ ABC	TOP CH	TVSH	NEWS 24	TOP NEWS	Engjell Serjani Freelancer (Gjirokaster), Formerly of Deutche Welle
<b>Do you think people are interested about health issue coverage? Why ?</b>			It is an issue that people are sensitive about.	Reporting on health issues is very important for the public. They need to know about the situation on health system, how it can be improved. TV stations and played a supportive role for the audience to address issues related to hospitals.	Media is a power that can help change things. People's health education is very important.	Because of the low level of journalist and corresponded professionalism. There is no initiative to report in depth for the hot issues such as corruption, low quality of service because the political agenda takes up most of the TV space. People are tired of the long reform transition and don't read or listen to the health issues reported or broadcasted by national and local media which do not reflect any public interest. Health issues are vital to everyone. The reforms initiated in the health sector were never finalised. The administration complicates procedures, by the burocracy. These, in turn, are sold to the public as reforms.

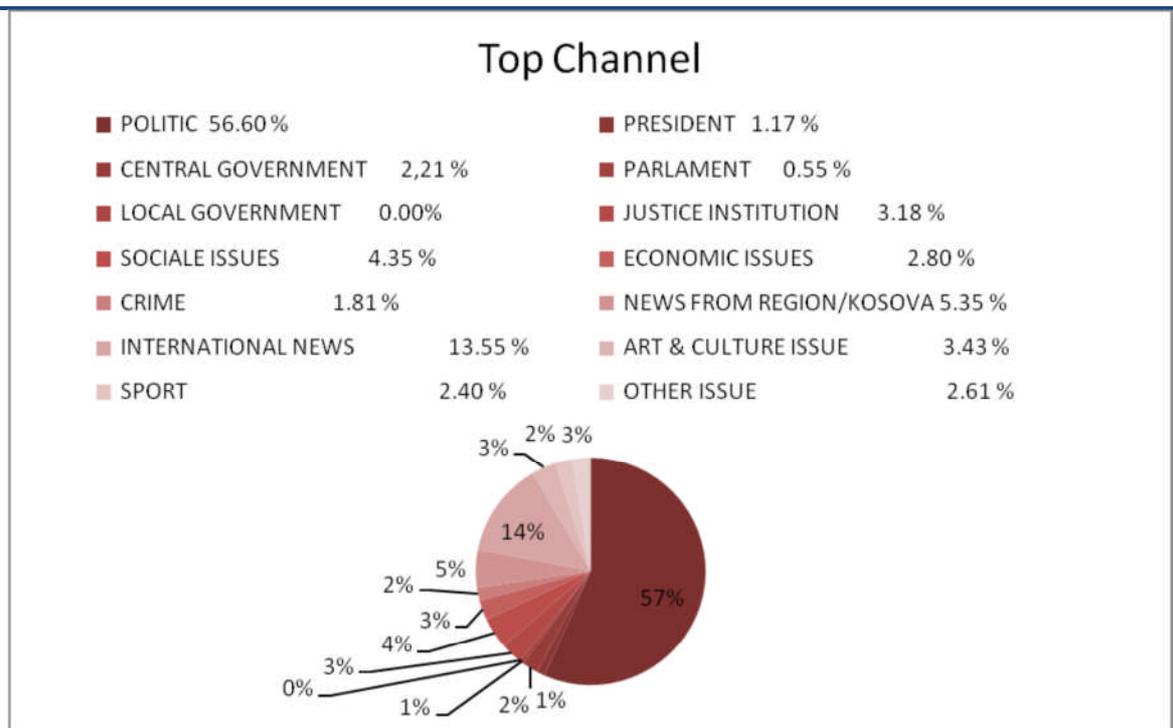
**FIGURE 9: ISSUES REPORTED IN NEWS AT TVSH - ALBANIAN PUBLIC TELEVISION**



Source: Albanian National Council of Radio Television

Social issues are covered in 17.11 % from 9 May till 31 May 2011.

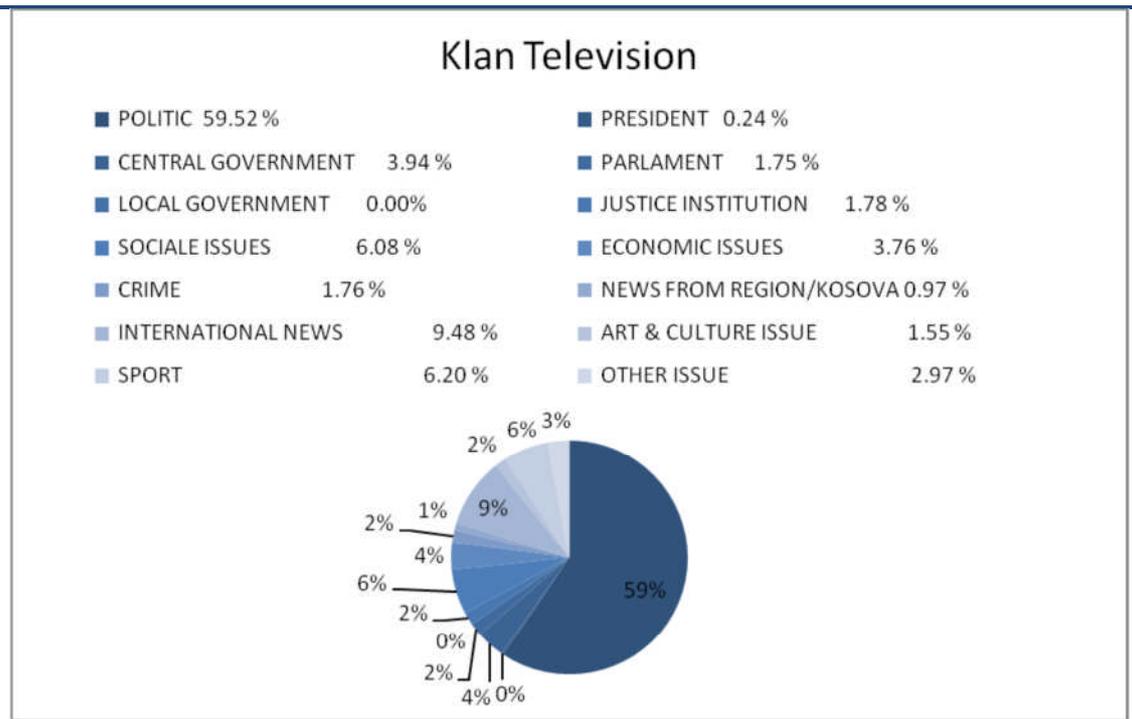
**FIGURE 10: ISSUES REPORTED IN NEWS AT TOP CHANNEL (TCH)**



Source: Albanian National Council of Radio Television

Social issues are covered in 4.35 % from 9 May till 31 May 2011

**FIGURE 11: ISSUES REPORTED IN NEWS AT TVKLAN**



*Source: Albanian National Council of Radio Television*

Social issues are covered in 6.08 % from 9 May till 31 May 2011

# 7. PRINT MEDIA FOCUSED ON HEALTH ISSUES

## 7.1 NEWSPAPER HEALTH PLUS (A.K.A. SHENDET PLUS) - PUBLISHED BY ALBERT GJOKA

Shendet Plus is printed in 3500 copies, and is generally 40 pages long. The newspaper is sold in media outlet, distributed to the of Albanian Journalist member or interested clients. It is distributed for free to the several institutions. The newspaper is produced twice a month and it is structured according to the rubrics in Table 3.

**TABLE 3: RUBRICS OF THE SHENDET PLUS NEWSPAPER**

No of Rubrics	1.Information News	2.Advice	3. Interactive section
			a) Health TOP
			b) Doctor profile
			c) Patient history
			d) Men's health; Women's health and Children's health
			e) Alternative medicine
			f) VIP health
			g) Patients letters
			h) Health tourism
			i) Services
			j) Kindergarten
			k) Pregnancy
			s) Over 50

The reporters working at Plus Health are all members of Albanian Journalists Club. Its members are journalists working for print and broadcast media.

Newspaper's information sources are Public Health Institutions, International Organizations that operate in Albania, NGOs in the Health sector, as well as private entrepreneurship in the health services sector. The issues covered discuss problems related with health and safety. Ninety percent of the issues cover health and 10 % covers medicine. People interviewed are doctors or experts in the pertaining fields.

It is difficult to gather information. Referring to The National Center of Quality, Safety and Accreditation, the quality of the reports on health issues has been improving ethical standards, but the investigative journalism on health issues is at a low level.

- The journalists are trained by several international organizations such as: USAID, UNDP, OBSH, KGSH.
- Their reports compare to past years has improved.
- Some of the journalists are experienced on covering these issues for several years.

Titles of recent articles include:

Body transplant; Contributing person must be a blood relative; Skin mycosis, its causes and the cure. Dr. Entela Shkodrani;

Telemedicine in Albania – how it benefits patients. By Prof. Rifat Latifi.

The effects of Personalized and Integrative Medicine in Aesthetics. By Dr. Luminita Apetrie;

Vidatox: wonderworker or false hope? ; Natural vs surgical birth! Dr. Robert Qirko;

Oncology functions on half of a Budget, Patients at Fate's Mercy!

Their motto is: "Health information helps on bring about a healthy society"

- Newspaper – "Medicine for All"
- The Journal of Urology – Published by Flamur Tartari ; Association of Urologists

## 8. TELEVISION CHANNELS THAT PRODUCE A WEEKLY HEALTH PROGRAM

TV stations which may be open for low-cost collaboration are listed in Table 4 below.

**TABLE 4: LOW BUDGET TV ADVERTISEMENTS**

<b>Name of TV station</b>	<b>Planet TV ( Private Local TV station)</b>	<b>TVSH ( National Public TV)</b>
<b>Name of program</b>	With the Doctor	Body and Health
<b>Type of broadcast</b>	It is a weekly program dedicated to health issues	It is a weekly program
<b>Time of program</b>	60 m	60 min
<b>Time of broadcast</b>	Thursday at 21:00	Wednesday at 17:00 p.m It is rebroadcasted Thursday at 10:30 a.m
<b>Description</b>	A doctor is invited in studio to talk about a topic selected by the editor of the program. During the show are inserted short pieces from the field, to illustrate the topic.	The program has a long tradition – 40 years, it is one the oldest health program, produced in the country, and conducted almost from the same moderator Dr. Flamur Topi. The program is focused mainly on information about the diseases and other issues with interest for the wide public. They are some specialists and doctors invited in studio which answer the questions of the audience. The program covers different issues related to the health sector.
<b>Target audience</b>	People living in Tirana	General Public

Sponsoring health programming can be arranged on the following program (see Table 5.)

**TABLE 5: SPONSORED HEALTH PROGRAM**

<b>Name of TV station</b>	NEWS 24 (Private Local TV )
<b>Name of program</b>	“Klinika 24”
<b>Type of broadcast</b>	60 to 90 min
<b>Time of program</b>	Weekly program
<b>Description</b>	<ul style="list-style-type: none"> <li>• Specialist interviewed in the studio, talking on different diseases.</li> <li>• Direct telephone calls from audience, addressing their concerns to the specialist or doctor 15 min.</li> <li>• In some cases the structure of the program can be adjusted according to the topic. It can be structured as a talk show format, where a discussion can be conducted by the moderator with the guest invited in studio, and audience participation.</li> </ul> <p>The program’s purpose is information and awareness of public opinion, as well as education of the interested audience on the important issues that are considered of a prime importance to health.</p> <p>Some of the issues covered on the program “Klinike 24” :</p> <ul style="list-style-type: none"> <li>• Issues on mother and child health such as: pregnancy, vaccination or diseases that risk the mother and child, family planning etc.</li> <li>• Chronic Diseases, such as diabetes, blood pressure, kidney chronic diseases, etc.</li> <li>• Oral health, mental health, etc.</li> <li>• Infective Diseases, HIV-AIDS, etc.</li> <li>• Seasonal Problems</li> <li>• Social programs such as drugs, alcohol, etc.</li> <li>• Eating, diet and well-being aspects of health, as well as the aesthetic aspect.</li> </ul>
<b>Target audience</b>	<p>Housewives 30 -55 years old.</p> <p>Men and women 40 years old and over. Young people interested on health issues, wellbeing and lifestyle.</p> <p>Health specialists, Doctors, Pharmacists and Dentists.</p> <p>Business community of Pharmaceuticals productions, Medical Clinics, Private companies that target as potential clients.</p> <p>Mothers with babies, and housewives.</p>
<b>Cost per program</b>	<p>1000 euro cost for an NGO, because it is supposed that, their topics serves to the interests of the general public</p> <p>We suggest topics and people.</p> <p>They produce and broadcast the program.</p>

Some TV programs, on main televisions opened to produced dedicated programs for the health issues, by sponsoring the program (see Table 6)

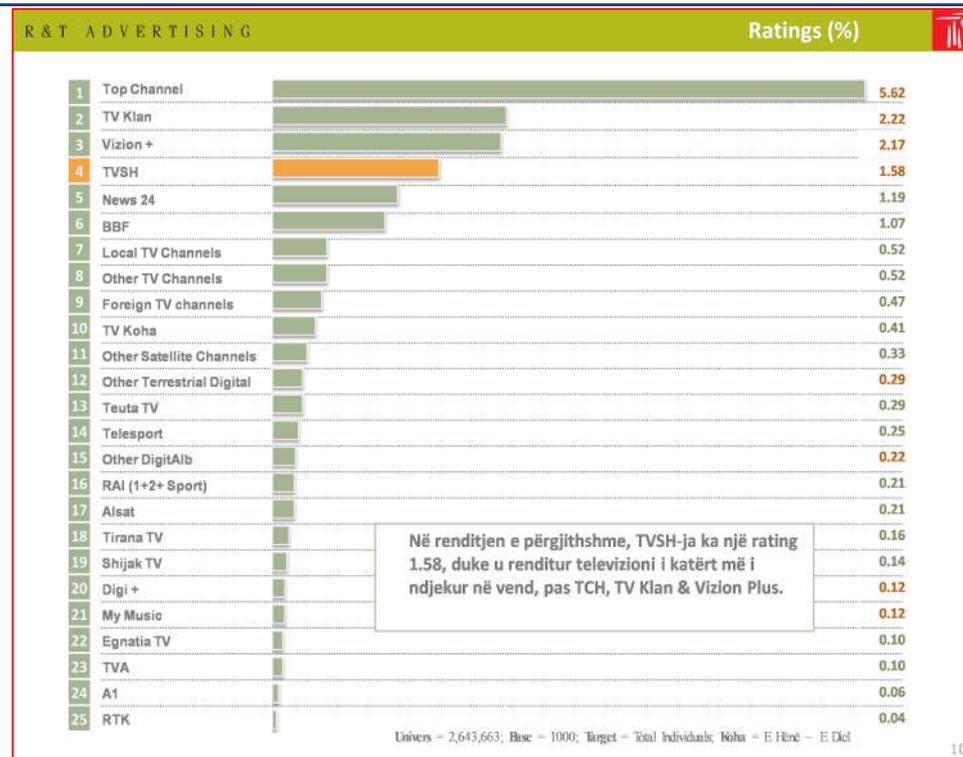
**TABLE 6: TV PROGRAMS (TALK SHOWS) OPENED TO PRODUCE PROGRAMS TALKING ON HEALTH TOPICS**

Name of station	TV TOP CHANNEL (Private National TV station)	ABC News; Klan	Vizion Plus
<b>Name of program</b>	Wake Up (morning show) Pasdite (late afternoon show) Talk Show (late evening show)	A report in News 2 - 5 min A classical interview in a program at Klan TV 15 -20 min	Dita Ime ZIP Ora 5
<b>Type of broadcast</b>	Daily program	Daily / weekly	Daily program Monday to Friday
<b>Time of program</b>	It varies	2 till 5 min report 15 till 20 min interview	It is a section about 30 to 40 min long
<b>Time of broadcast</b>			07:00 a.m till 08:00 a.m 10:00 a.m – 13:00 p.m 17:00 till 18:00
<b>Description</b>	They are talk show that aims to discuss on different topics, and entertain also.		One or two guests are invited in studio. The client provides topics and footages (in case they have some). The day agenda for the program can be prepared one week in advance.
<b>Target audience</b>	Morning show is targeted to the young people mostly Afternoon show to the general public Late evening show to a specific audience		
<b>Cost per program</b>	Will be negotiated, according to the topic	500 euro (depending on the topic it will be negotiated)	The cost offered for the non profitable project is from 600 Euro – 1800 euro

**Table 7: Range of Adv cost for TV station/ Radio/ Print/ Studio production**

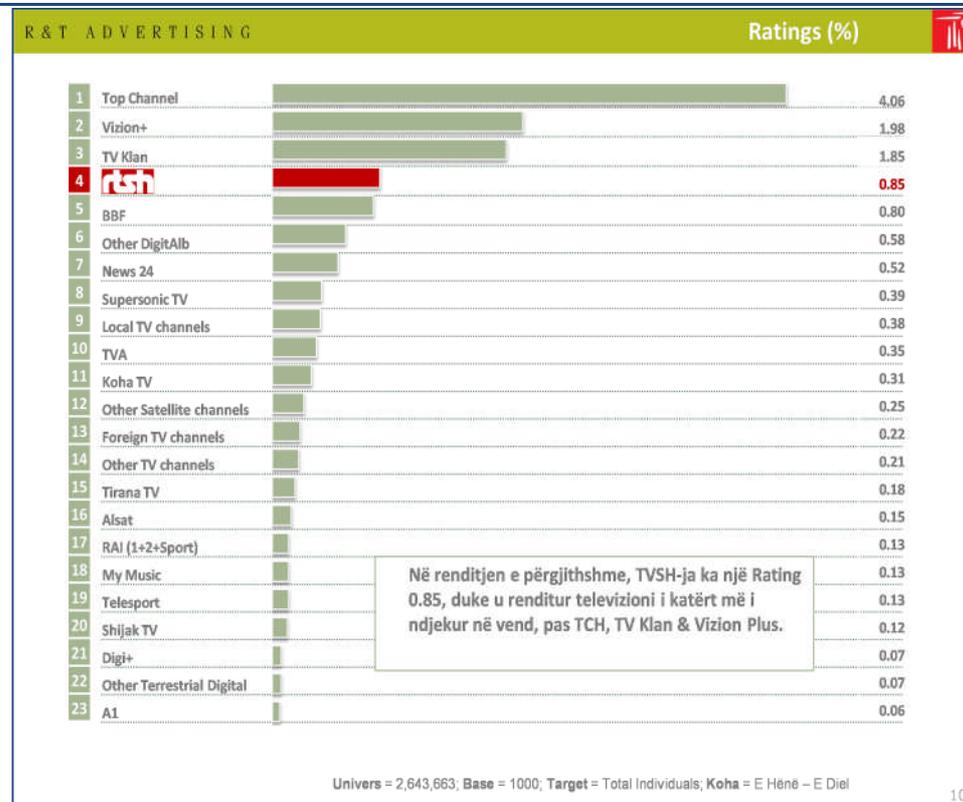
Type of media	National & regional TV station	Local TV station	National radio	Print media	Studio production
<b>Type of format</b>	Program in studio	Program in studio	Program in studio	Articles	TV documentary 22min
<b>Range of adv cost per format</b>	600 euro till 4000 euro (production + broadcasting)	100 euro till 500 euro (production +broadcasting)	100 euro till 300 euro (production + broadcasting)	One page of newspaper 500 euro till 1000 euro	3000 euro producing ? euro airing time

**FIGURE 12: TV MEDIA RATING, REFERRING TO THE AUDIENCE**



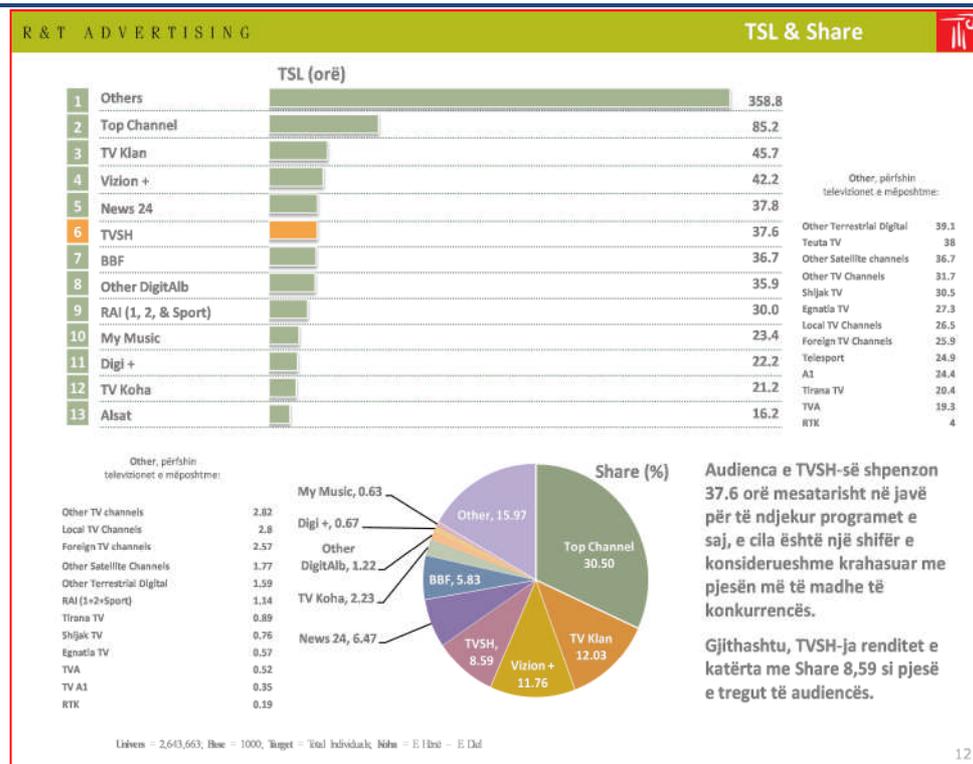
Source: May 2007, R&T ADVERTISING

**FIGURE 12/A: TV MEDIA RATING, REFERRING TO THE AUDIENCE**



Source: November 2007, R & T Advertising

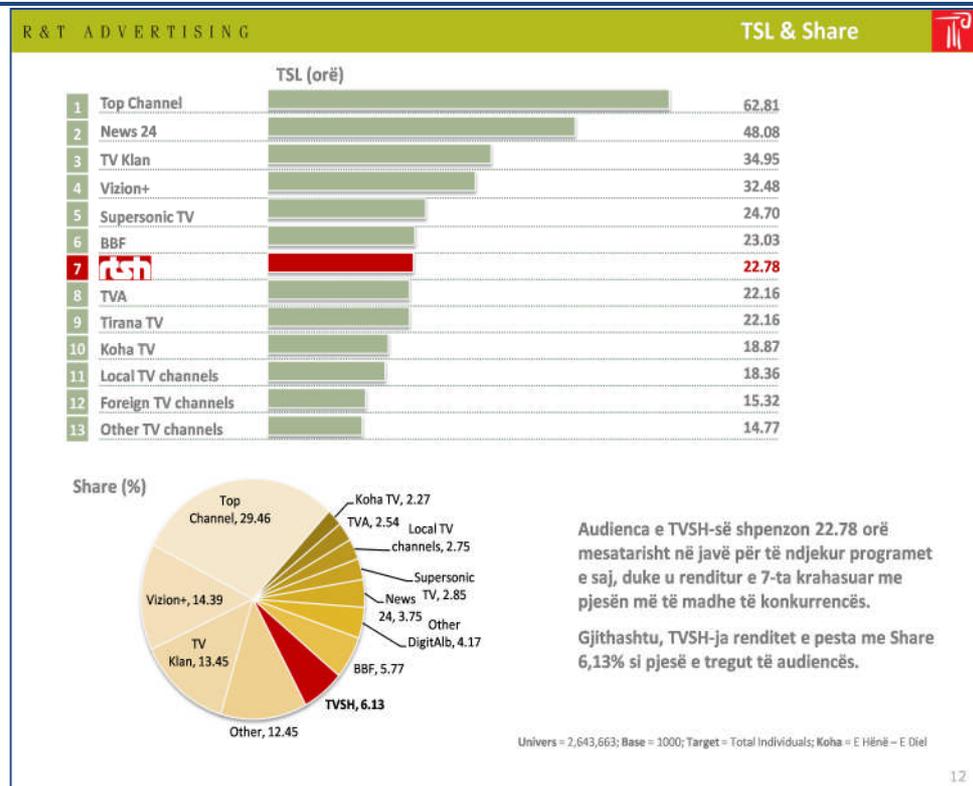
**FIGURE 13: TV MEDIA SHARING OF THE AUDIENCE MARKET**



Source: May 2007. R & T Advertising

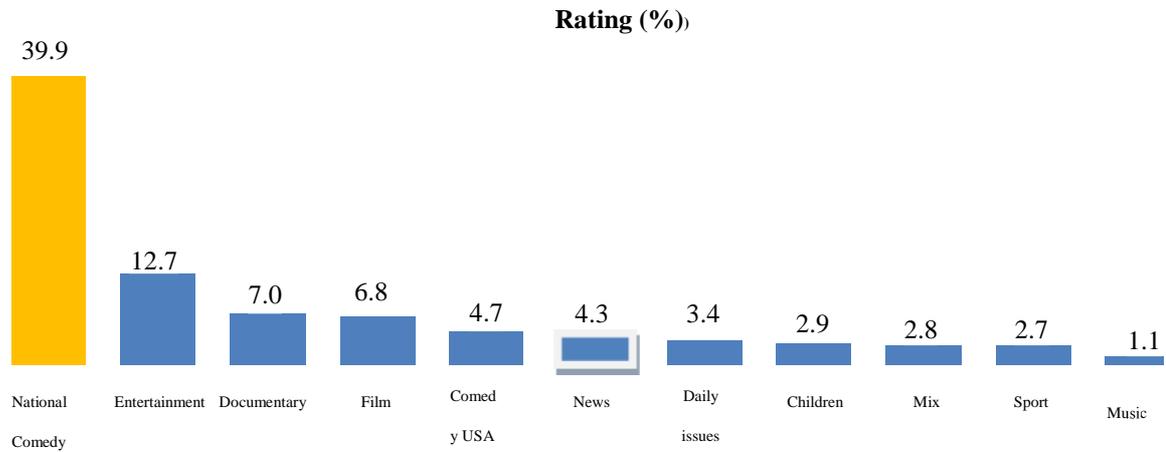
See Figure 13/a for the hours per week spent by the audience watching the TV Channels.

**FIGURE 13/A: TV MEDIA SHARING OF THE AUDIENCE MARKET.**



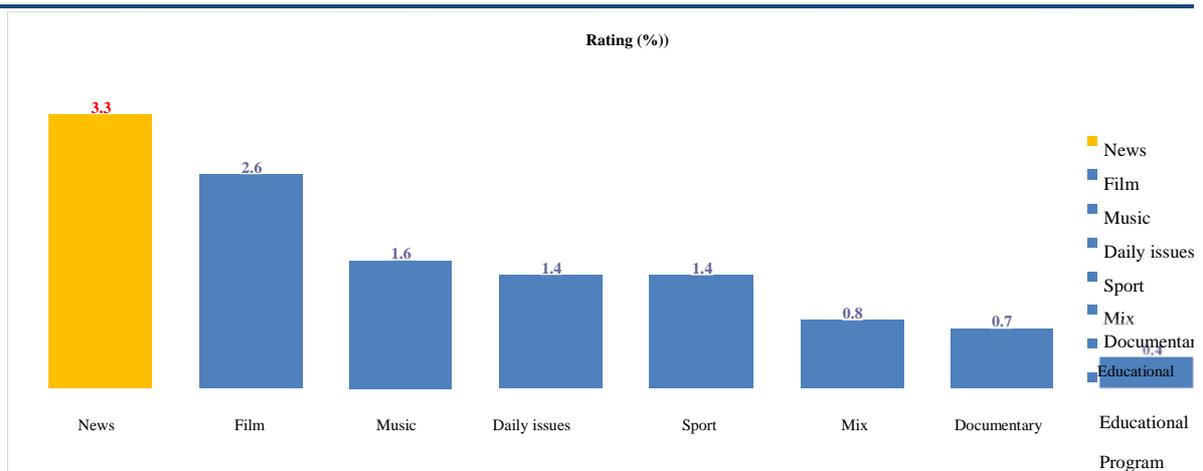
Source: November 2007 R & T Advertising

**FIGURE 14: SHARE OF THE AUDIENCE WATCHING DIFFERENT TYPES OF PROGRAMS ON TCH**



2008

**FIGURE 15: SHARE OF THE AUDIENCE WATCHING DIFFERENT TYPES OF PROGRAMS ON TVSH**



2008

## 9. CONCLUSIONS

Taking into account the research findings on the media's coverage of health issues, it can be concluded that newspapers have been attentive to issues and shown satisfactory interest on health issues. At the same time, there is an absence of an exclusive page dedicated to health issues. Though such issues are vital for all, reporting on the development and trends in this field are still examined in the social framework of Albanian newspapers. It is needed a separate rubric to report on a separate page, dedicated only to the health issues.

Despite general satisfactory coverage of health developments, the newspaper monitoring reflected a clear trend of no-follow-through on health issues. In most cases, health issues are merely treated as daily news and are rarely revisited. More often, there are cover ages of important health study results, conferences or important declarations. Very rarely, and after a few days of actual story development, reporters arrive to discuss problems or issues raised in the aforementioned events.

At the same time, articles that advise on health, nutrition, lifestyle etc., are always a present rubric in these newspapers. Newspaper pages are open with the public and have become an important forum of information and communication in relation to specific health issues. Newspapers, however, have a long way until they achieve a meaningful informative forum for the health sector, including understanding the complex process of health sector and policy development.

Similar occurrences are visible on health coverage by television.

Some televisions have made progress in giving space to health issues aiming to gain the audience's interest. Yet, most of the program content is sponsor-oriented. This means that televisions are often limited, and even prohibited to address hot issues that may expose or attack different actors (in the health sector) tied by financial interest.

Is a more efficient media to address a wide public message in Albania. Quite often, television has published scandals or investigated in relation to hospitals or pharmaceutical products, assisting in the vocalization of citizen's concerns. The television airing of these occurrences has been effective since people are sensitive about their public image and are careful to protect it.

Albanian public interest in the television media, especially among the lower income strata is attributed to two reasons. One of them is the free of charge, television service that Albanian population has been provided, and second is the limited opportunities to have other sources of information, especially in the rural areas. During the communist regime, television was a propaganda tool.

This close relationship between Albanians and TV screens remains the same still, but now it is not limited to one channel but several alternatives. Though there is much work to be done in the political deconstruction of public and private. Television, there are many opportunities to improve reporting on issues benefiting the public. To achieve this, it requires dedication and professionalism from the directing staff and journalists alike to accomplish their mission to public service, and a good will from the policies makers.

## 10. ANNEXES



## 10.1 ANNEX I: CONTACTS

Television stations located in Tirana	Contact Name	Phone Contact	Email	Website
<b>Top Channel, Private National TV</b>	Bledar Zaganjori Marketing Manager Rudina Elezi	Phone office: +355 42 253 177  +355 (0) 682061981	info@top-channel.tv  rudi.elezi@top-channel.tv	www.top-channel.tv
<b>TV KLAN, Private National TV</b>	Editor in Chief Andi Bejtja Adv manager Anila Goxhara	Phone office: +355 42 347 805 /6/7	lajme@tvklan.al  reklama@tvklan.al	www.tvklan.al
<b>TVSH National, Public TV</b>	Marketing Director Elton Kadisi	Phone office:+355 4 222 39 11 Mob:+355 67 20 35 135	e.kadisi@rtsh.al	www.rtsh.al
<b>News 24 , Private Local TV</b>	Editor in Chief Ilir Babaramo  Marketing Director Vilma Theodhosi	Mob: 00355 68 20 53 122	news24@balkanweb.com  vtheodhosi@yahoo.ca	WWW.balkanweb.com
<b>Albanian Screen TV, Private Satellite TV</b>	Jerina Lalaj	Phone office: +355(0) 694061894	info@alsat.tv aktualitet@alsat.tv	www.albanianscreen.com
<b>Vision , Private Satellite TV</b>	News Director Valbona Kurti Marketing Manager: Ana Kekezi	Phone office: +355 42 404 268/114  Mob: +355 69 20 54 730	lajme@vizionplus.tv info@vizionplus.tv  anakekezi@vizionplus.tv	www.vizionplus.tv
<b>TV KOHA, Private Local TV</b>	Blerta Ballhysa	Phone office: +355 4 363 103	tvkoha@yahoo.com	www.koha-tv.com
<b>Ora News, Private Local TV</b>	Marketing Coordinator Ermira Jaupaj	Mob: +355 (0) 67 4000033	kordinatore.oranews@yahoo.com marketing@ora-news.com	www.ora-news.com
<b>Planet Local TV</b>	Editor in Chief Androniki Kolka Marketing Director Eriona Mezani	Mob: +355 (0)66010189 Mob:+ 355 (0)689005195	androniki08@hotmail.com  erimezani@yahoo.com	www.tvplanet-tv.al
Local Television in regions	Contact name	Phone contact	Email	Website
<b>TV AMANTIA, VLORE</b>	Genci Demiraj	+355 33 222 190 +355 (0)692077037	info@amantiatv.com	www.amantiatv.com

<b>Vlora Channel</b>	Enver Hyseni	Phone office: +355 33 223 058 Mob:+355 (0) 69 20 44 941	erven@vlora-channel.tv	www.vlora-channel.tv
<b>Fokus tv – Vlorë</b>	Director Ferdinand Aligjoni; Harilla Koçi	Mob:+355 (0) 69 20 69 874; +355( 0) 69 20 69875	harilla_koci@yahoo.com	
<b>TV "SOT 7", Pogradec</b>	Bajram Fejzollari	+35583222450	sot7tv@yahoo.com sot7tv1998@yahoo.com	www.sot7.tv
<b>TV I Channel, Shkoder</b>	Editor in chief Musa Kurtulaj	Mob:+355 (0)69 60 21 205 +355 22 24 27 85	mkurtaj@yahoo.it info@tvI-channel.tv marketing@tvIchannel.tv	www.tvI-channel.tv
<b>TV Antena Jug Gjirokaster</b>	Ilir Lluri	0692257011 +3558464982	ilir.lluri@gmail.com	
<b>Lobi TV Korce</b>	Renato Kocibelli	+355 (0)69 20 92 940	lobitv@hotmail.com	
<b>Kristal TV, Korce</b>	Vasil Sterjovski	Mob:+355 (0)67 20 46 050 ; +355(0)69 40 06 908	vasil.sterjovski@gmail.com	
<b>Magic Star TV; Korce</b>	Director Spiro Zguri	Mob:+355(0)67 28 46 888		
<b>TV Kukesi, Kukes</b>	Lutfi Mecka	+355 (0)68 20 99 485 +355(0)68 20 23 606		
<b>Berati Tv – Berat</b>	Director Naun Shtrepi	Mob:+355 (0)68 40 62 404; +355(0)68 23 00 407	naunsh@yahoo.com; info_tv_berati@yahoo.com:	
<b>Onufri TV, Berat</b>	Kasem Mahmutaj	Mob:+355 (0)6920 98305; +355 (0)692062391	onufri_tv@yahoo.it	
<b>TV AVN, Fier</b>	Director Fatos Mihali	Phone office: +355 34223344 +355 34227307 +355 34227308	avn@rrtlalbania.net	
<b>TV Kombi, Fier</b>	Dirctor Kreshnik Gjata	+355 34 20792 +355(0)69 20 80 728	tvkombi1998@hotmail.com	www.tvkombi.tv
<b>TV Lezha, Lezhe</b>	Fred Stakaj	+355 (0)69 20 20 991		
<b>TV Mat , Mat</b>	Lutfi Vani	+355(0)68 20 57 883	tvmati@yahoo.com luftim-vani@yahoo.it	www.mat-channel.tv
<b>TVDI, Peshkopi</b>	Andi Nuredini			
<b>TV Alpo, Gjirokaster</b>	Aristotel Petro	+355(0)69 20 86 120	alportv@yahoo.com	
<b>TV Tele – Joni, Sarande</b>	Agim Mato	+355 (0)69 20 71 860	aagimmato@yahoo.it	
<b>Real TV, Durres</b>	Director Pëllumb Luzi	+355 (0)68 20 20 317	kkonti_shpk@yahoo.com kkonti_komatsu@hotmail.com	
<b>Rozafa Tv ,</b>	Editor in chief	Phone offic:	ergyskavaja@gmail.com	

<b>Shkoder</b>	Ergys Kavaja	+ 355 22 24 37 78 +355 22 24 51 411 +355(0)68 26 50 711		
<b>Channel 7, Gjirokastër</b>	Director Oriana Çenko & Njazi Sako	+355(0)69 23 82 620 +355(0)68 40 63 968	channel_7tv@yahoo.com	
<b>Skampa TV, Elbasan</b>	Director Fatmir Popja,	Phone office:+3554240451 Mob: +355(0)68 20 74 436 ; +355(0)69 20 55 123		

<b>Radio Stations</b>	<b>Name Contact</b>	<b>Phone Contact</b>	<b>Email</b>	<b>Website</b>
<b>Radio Tirana, Public National Radio</b>	Marketing Director Elton Kadisi	Tel:+355 4 222 39 11 Mob: +355 (0) 67 20 35 135	e.kadisi@rtsh.al	www.rtsh.al
<b>"TOP ALBANIA" Radio, National Private</b>	Director Hektor Pustina	Phone office: +355 42247492	contact@topalbania.com	www.topalbaniaradio.com
<b>Radio +2, Private National Radio, Tirane</b>	Marketing Manager Gentiana Pine	Phone office: +355 44301016 Mob: +355 (0) 68 2078 849	info@plus2radio.com.al	www.plus2radio.com.al
<b>Radio Club fm Local Private, Tirane</b>	Director Arben Bylykbashi	Phone office: +355 42235014 Mob: +355(0)682000789	info@clubfm.net beni@clubfm.net	www.clubfm.net
<b>Radio Travel, Local Private, Tirane</b>	Director Enver Mehmeti	+355 (0) 692021655	info@albtoursd.al	www.radiotravel.al

<b>Newspapers</b>	<b>Contact Name</b>	<b>Phone Contact</b>	<b>Email</b>	<b>Website</b>
<b>Panorama, Tirane</b>	Editor in chief Robert Rakiplari	Phone office : 00355 42 2732 07/08/09	info@panorama.com.al gazetapanoarama@hotmail .com gazetapanorama@yahoo.c om	www.panorama.com
<b>Shqip, Tirane</b>	Editor in chief Aleksander Cipa	Mob phone: +355 (0)6920 35 300, 06920 50 420; 069 20 50 458	sandrocipa@yahoo.com	www.gazeta- shqip.com
<b>Shekulli, Tirane</b>	Editor in chief Adrian Thano Marketing coordinator, Ani Qyra	Mob phone: + 355 69 60 65 313 Phone office:+355 42 256 994	kryeredaktori@shekulli.co m.al  reklama@shekulli.com.al	www.shekulli.com.al
<b>Gazeta Shqiptare</b>	Editor in chief Erli Murati Marketing Director, Vilma Theodhosi	Phone office: +355 (4) 2359104; Mob: +355(0)684047115 Phone office: 04 23 59 148,Mob: 0682069999	redaksia@gazetashqiptare. com  marketing.news24@yahoo. com	www.balkanweb.com
<b>Mapo, Tirane</b>	Editor in chief Arion Sulo	Mob: +355 (0) 69 40 26 956		<a href="http://www.mapo.al">www.mapo.al</a>

## 10.2 ANNEX 2: LIST OF ALBANIAN NEWSPAPERS AND MAGAZINES

### ONLINE

Albania

Albanian Daily News

Agon

Ballkan

Ekspress

Gazeta 55

Gazeta Shqiptare

Integrimi

Jeta Magazine

Klan Magazine

Koha Jone

Mapo Magazine

Mapo

Metropol

Monitor Magazine

Panorama

Sot

Sporti shqiptar

Sport Express

Spekter Magazine

Standard

Shekulli

Shqip

Tema

Tirana Observer

Tirana Times

### **10.3 ANNEX 3: LIST OF ALBANIAN RADIO AND TV STATIONS ONLINE.**

Albanian Radio-Television

Klan TV

Top Channel TV

Top Albania Radio

+2 Radio

AI TV

ABC TV

Koha TV

News 24 TV

Ora news TV

Supersonic TV

Telesport TV

Vizion + TV

Albanian Screen

## 10.4 ANNEX 4: LIST OF SOCIAL MEDIA AND BLOGS WEB

[www.top.al](http://www.top.al)

[www.iliria.net](http://www.iliria.net)

[www.albfriend.com](http://www.albfriend.com)

[www.adoli.net](http://www.adoli.net)

[www.forumishqiptar.com](http://www.forumishqiptar.com)

[www.peshkupauje.com](http://www.peshkupauje.com)

[www.albstation.com](http://www.albstation.com)

[www.shqiperia.com](http://www.shqiperia.com)

[www.tiranachat.com](http://www.tiranachat.com)

[www.zeriyt.com](http://www.zeriyt.com)

[www.albforumi.com](http://www.albforumi.com)

## 10.5 ANNEX 5: LIST OF TOP TEN NEWS PORTALS

Top ten (most visited) Albanian news portals for the year 2010, according to global search engine Alexa:

- 1.top-channel.tv
- 2.balkanweb.com
- 3.ikub.al
- 4.noa.al
- 5.telegrafi.al
- 6.shekulli.com.al
- 7.gazetastart.com
- 8.shqiperia.com
- 9.lajmifundit.com
- 10.gazetatema.net

## 10.6 ANNEX 6: LIST OF TELEVISION STATIONS LICENSED IN ALBANIA

### National frequency – public

TVSH

TVSH 2

### National frequency-private

Top Channel

TV KLAN

### Satellite frequency

Albanian Screen TV

Vision Plus

### Local frequency

### Private local Televisions

Televisions	Location
-------------	----------

TV "ORA News"	Tirane
---------------	--------

TV "ABC News"	Tirane
---------------	--------

TV "SHIJAK"	Tirane
-------------	--------

TV "KOHA"	Tirane
-----------	--------

TV "PLANET TV"	Tirane
----------------	--------

TV "AI"	Tirane
---------	--------

TV "NEWS 24"	Tirane
--------------	--------

UTV "EDUCATION"	Tirane
-----------------	--------

TV "SCAN"	Tirane
-----------	--------

TV "CLUB TV"	Tirane
--------------	--------

TV "CHANNEL I"	Tirane
----------------	--------

TV "NESËR"	Tirane
------------	--------

TV "SUPERSONIC"

TV "BBF"

TV "TIRANA 2000"

TV "TELE SPORT"

TV "KLAUDIANA"

TV "DARDAN"

TV "PUKA"

TV "GRAMSHI"

TV "6+1"

TV "AMANTIA" Vlore  
TV " ARV" Pogradec  
TV "AVN" Fier  
TV "ONUFRI" Berat  
TV "KOMBI" Fier  
TV "B.CURRI"  
TV "4+"  
TV "MATI"  
TV "KRUJA" Kruje  
TV "LEZHA" Lezhe  
TV "SOT 7" Pogradec  
TV "KUKËSI" Kukes  
TV "ROZAFI" Shkoder  
TV "M-PLUS"  
TV "LOBI" Korce  
TV "KRISTAL"  
TV "ANTENA NORD"  
TV "MARGIT"  
TV "APOLLON"  
TV "2A"  
TV "KOPLIKU"  
TV "ABC" Tirane  
TV "MAGIC"  
TV "ALPO"  
TV "CHANNEL 7"  
TV "BULQIZA"  
TV "SKAMPA"  
TV "ARMONIA"  
TV "BERATI" Berati  
TV "6"  
TV "VLORA CHANNEL" Vlore  
TV "ERA" Erseke  
TV "BLUE SKY"  
TV "FOKUS" Vlore  
TV "ELRODI"  
TV "PËRMETI"  
TV "DURRËSI"

TV "SARANDA"  
TV "TELE JONI"  
TV "PREZA TV"  
TV "DI"  
TV "RIVIERA"  
TV "7"  
TV "JUG"  
TV "TELE 4"  
TV "ETV"  
TV "GLOB TV"  
TV "REX TV"  
"TV RE.AL"  
"TV "STAR PLUS"

## 10.7 ANNEX 7: LIST OF RADIO STATIONS

**National Private Radio** Radio "TOP ALBANIA"

Radio "+2" **Local Private Radio**

Radio "KLAN"

Radio "TOP GOLD"

Radio "RASH"

Radio "MUZIKA JONË"

Radio "ORA"

Radio "EAGLE RADIO"

Radio "DJ 96,1"

Radio "BOOM BOOM RADIO"

Radio "CLUB FM"

Radio "FIERI"

Radio "MAGIC STAR"

Radio "SARANDA"

Radio "VAL'E KALTËR"

Radio "IME"

Radio "ALFA & OMEGA"

Radio "NGJALLJA"

Radio "ABC"

Radio "ALPO"

Radio "MARIA"

Radio "7"

Radio "E PARË MAT"

Radio "EMANUEL"

Radio "AL-SAT I"

Radio "TRAVEL"

Radio "LOVE "

Radio "+3"

Radio "ALDO 03 FM"

Radio "EURO STAR"

Radio "ENERGY"

Radio "KONTAKT"

Radio "NACIONAL"

Radio "KLEA"

Radio "ALFA"

Radio "SPORT"  
Radio "STAR"  
Radio "CLUB ALSION"  
Radio "EGNATIA"  
Radio "LOGOS"  
Radio "IDEA"  
Radio "JEHONA"  
Radio "SPARTAK SM"  
Radio "KISS"  
Radio "LUSHNJA"  
Radio "VESA "  
Radio "JUG"  
Radio "4"  
Radio "1"  
Radio "SCAN"  
Radio "VLORA"  
Radio "4+ "  
Radio "GRETA MUSIC RADIO"  
Radio "ONE"  
Radio "GRANT "  
Radio "DURRËSI"  
Radio "ABC News"  
Radio "EPIRI 2011"

## 10.8 ANNEX 8: ISSUES REPORTED 9 – 31 MAY 2011

	TVSH	TV KLAN	TCH	RAD TIRANA	TOP ALB RAD
POLITICS	40.24%	59.52%	56.60%	34.60%	41.18%
ALBANIAN PRESIDENT	1.99%	0.24%	1.17%	5.25%	2.63%
CENTRAL GOVERNMENT	12.15%	3.94%	2.21%	13.61%	4.53%
PARLAMENT	4.41%	1.75%	0.55%	4.36%	3.02%
LOCAL GOVERNMENT	0.00%	0.00%	0.00%	0.00%	0.18%
JUSTICE INSTITUTION	0.45%	1.78%	3.18%	1.07%	0.94%
SOCIALE ISSUE	17.11%	6.08%	4.35%	4.38%	4.98%
ECONOMY	4.39%	3.76%	2.80%	1.17%	1.95%
BLACK CHRONICAL	1.68%	1.76%	1.81%	4.26%	6.99%
NEWS FROM REGION/KOSOVA	2.53%	0.97%	5.35%	11.13%	14.23%
INTERNATIONAL NEWS	2.99%	9.48%	13.55%	11.31%	10.86%
ART & CULTURE ISSUE	7.19%	1.55%	3.43%	3.21%	1.15%
SPORT	3.63%	6.20%	2.40%	4.78%	4.68%
OTHER ISSUE	1.24%	2.97%	2.61%	0.88%	2.68%

## 10.9 ANNEX 9: REFERENCES

Albanian Media Institute

Albanian National Council of Radio Television

Report of Freedom House 2011

R & T Advertising

TV Journalists interviewed :

TVSH – Elda Pepa Editor in Chief

TVSH – Entela Konmino Journalist

Top Channel – Alma Demiraj Journalist

Top Channel – Alketa Sino Journalist

Top Media – Blerina Moka Journalist

Freelance Reporter for Top News & Local TV in Gjirokastra - Engjell Serjani

TV News 24 – Spartak Koka Journalist

ABC/Klan TV - Drilona Hoxhaj Journalist

Health Plus - Albert Gjoka Director

Freelancer Journalist from Gjirokastra - Engjell Serjani

(Former reporter for Deutsche Welle )