
KMAP SURVEY ON WOMEN & ETHNICITY IN THE MEDIA

An Evaluation For

USAID and IREX

Conducted
by

EnCompass LLC

Preliminary Report
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EXECUTIVE SUMMARY

This report presents the detailed findings of a study of women and ethnicity in the media that was conducted in April of 2006 as part of the Kosovo Media Assistance Program (KMAP). KMAP is a three-year program sponsored by the United States Agency for International Development (USAID) and implemented by the International Research & Exchanges Board (IREX). An important component of KMAP is the **integration of cross-cutting issues of gender and ethnicity** in the media in Kosovo, and improving reporting on gender and ethnic issues by: encouraging increased coverage of these issues, developing awareness among journalists of their importance, and building skills for reporting on them in a productive and positive manner. This study is a part of those efforts.

The purpose of this study was to gather baseline data on the status of women and ethnicity in the media, and identify obstacles to and opportunities for progress. The findings from this study will be presented in a Roundtable discussion with key media and civil society groups and discussed in (a) "Ethnic Dialogue" seminar(s). The results of these discussions will inform the design of (a) Women in Media Leadership Training seminar(s) in the second year of the program. EnCompass LLC was contracted to conduct the baseline study as well as support the Roundtable discussion, Ethnic Dialogues and the Leadership Training seminars. A follow-up study will also be conducted in the third year of the program.

The study is divided into three parts.

- Part 1 collected baseline data on the status of female journalists and different ethnicities in the media, through an online survey of media managers and editors, and a survey of female journalists.
- Part 2 used the same surveys to identify perceptions about employment opportunities and obstacles that women and those of different ethnicities face within the media.
- Part 3 identified perceptions of opportunities and obstacles to improved coverage of ethnic/interethnic issues; this was done through a series of five focus group interviews with media managers and female journalists. The design of these focus groups was a unique adaptation of Appreciative Inquiry methods, using of paired interviews and larger group discussions within the focus group setting.

All three parts of the study were originally prepared in English and then translated into both Albanian and Serbian.

This study represents findings from the 108 Albanian, Serbian, Turk, Roma and Bosniak journalists who participated. They represent 39 organizations. A total of 43 Media Managers and Editors (MM/Es) responded to the Survey of Media Outlets, and 43 Female Journalists (FJs) responded to the Survey of Female Journalists.

Part 1: Census Data

On Women in the Media

Employment Issues

Women employees represented between a quarter and a third of the staff reported on by Albanian organizations, and just over one third of the staff reported by all Serbian organizations. Within each organization, the percentage of female staff averaged 34% in Albanian organizations (ranging from 18% to 61%), and 46% in Serbian organizations (ranging from 23% to 67%).

Even taking into account their fewer numbers in the organizations overall, it was found that women were still underrepresented in management and editorial positions. In the Albanian organizations, fewer women than men were reported in the upper salary levels, while in the Serbian organizations, more women were reported in the higher of the two salary levels at which they were paid.

There did not appear to be any significant difference between men and women in terms of who had contracts. Of the 10 organizations that provided data on promotions, there were relatively few promotions (at most 1-2 people per organization); these numbers were too small to draw conclusions. Most organizations were reported not to have written criteria for promotion.

Professional Issues

For both the Albanians and Serbians, women appeared to have greater representation in most reporting assignments than men (relative to the percentage of male and female staff overall). Women had the greatest representation in the Culture and Social sectors, followed by Justice/Crime. In addition, 44% of Albanian FJs and 30% of the Serbian FJs reported having all the opportunity they wanted. Between all of the other respondents, all sectors were mentioned as being of interest -- except for Sports.

Women were reported by MM/Es to have greater representation in professional development activities than men, relative to their representation in media organizations overall. Types of training received included general journalism/reporting, camera, research, management, promotion of journalism, crime/justice/court reporting, Journalist Olympics, human rights, election observation, gender issues, minority issues, and the economy.

Other Gender Issues

The majority of MM/Es and FJs responded that female employees always or usually return to work after taking maternity leave. Approximately half of the organizations responding did have policies on sexual harassment, and the policies at roughly half of those organizations were written.

Census Data on Ethnicity and Employment in the Media

Over half of the all the organizations surveyed broadcast or publish only in one language. A total of 23% of the Albanian organizations and 50% of the Serbian

organizations reported having staff of ethnicities other than their own. Very few organizations had managers or editors of other ethnicities.

Part 2: Survey Findings on Perceptions

Perceptions on Women in the Media

Impact of Gender on Employment Issues: Hiring, Promotions and Salaries

When asked whether it was equally easy for a man and a woman to get hired or promoted, well over three quarters of all the media managers and editors and the Serbian female journalists said yes; fewer of the Albanian female journalists believed this to be true.

Most frequent responses regarding what contributed to equality in hiring included:

1. Characteristics about the individual related to work (both the quality of the work they produce and their professionalism and approach towards work);
2. Statements that "The treatment of women is equal (or better) in our organization;"
3. Specific policies, practices and/or standards of gender equality;
4. The individual's own determination and expectations for respect (particularly relating to a woman insisting on her rights);
5. The needs of the organization; and
6. The preparation individuals have been able to get (including their academic and professional preparation and testing and their experience).

Obstacles to equality in hiring included prevalent attitudes or mentality regarding women; systemic issues (related to the local reality, including to the lack of adequate education, security issues around the lack of freedom of movement, men having more access, and the lack of freedom to make important decisions); obligations at home (including maternity leave); and economic issues.

Similar responses were given on factors affecting promotions. Criteria for promotion was most frequently based on quality of work and abilities; the devotion, interest or engagement of the individual; success; professional preparation and experience. Obstacles most frequently mentioned included mentality or attitudes towards women, and obligations at home (including maternity leave).

When MM/Es were asked if there were ways people are recognized for their work, other than promotion, only one fifth of the Albanians said yes. On the other hand, all of the Serbian said yes; these ways included money/financial incentives (mentioned by all), verbal/public praising, days off, gifts, public/annual award, and being sent to training. The majority of female journalists believe that they earn about the same as their males counterparts; 16% of the Albanians believed they earned less and 28% did not know/other, while 10% of the Serbians believed she earned more and 10% did not know.

Perceptions on Reporting Assignments

Most respondents believed that gender is not considered in assigning stories to journalists, though a greater percentage of MM/E than FJs believed it was. Others gave a variety of reasons why gender might be considered in story assignments.

Perceptions on Other Gender Issues

In describing the best thing about being a female journalist, women spoke of two types of benefits. The most frequent responses were those that could apply to both male and female journalists including: being respected (in society and in their families), acquaintances/relationships with people, knowing what's going on around, them, the opportunity to inform accurately on daily events, access to other organizations the challenge, and influence.

The benefits that particularly related to being female in the profession of journalism were: having easier access to information than men, people are more polite to women, the respect of audience for the "better looking gender", attractiveness, the opportunity to realize rights as a woman and for women, break taboos, the chance to cover neglected topics, people more willing to talk to female journalists, and the opportunity to improve the quality of journalism with their perspective. As one woman put it, "The fact is that through work I experience full affirmation as a woman, I am respected and my work is acknowledged. I am able to analyze, make comments and be equally involved in the real representation of life, regardless of gender or national belonging."

Among both the managers/editors as well as the female journalists surveyed, the majority of both Albanians and Serbians felt that female and male journalists are treated equally.

While organizations varied in their policies and procedures for addressing sexual harassment, all who commented took this issue very seriously (though no one raised this issue on their own). Of those surveyed, 2 respondents said they had personally experienced sexual harassment

Wishes that were expressed by the female journalists to improve opportunities for women in journalism included better working conditions, greater equality, more training or professional development opportunities, more attention to legal issues and more opportunities related to stories women can cover

Perceptions on Ethnicity

Respondents were asked what they believed facilitates opportunities for hiring and promoting other ethnicities within media organizations. Most responses related to:

- Characteristics of the individuals and/or their work;
- Specific organizational action, programs or activities (usually programming in other languages to other ethnic communities);
- Organizational philosophy and reputation (e.g., "the fact that the organization is generally seen as an independent media, objective with balanced reporting, uncolored politically");
- Organizational resources (e.g., "means ...to assure the employment of other ethnicities");
- Working conditions;
- Organizational relationships (e.g., "respect towards all ethnicities living in Kosovo" and "relatively good inter-national relations"); and
- Local reality.

Obstacles to hiring and promoting other ethnicities usually related to: actual individual characteristics (characteristics that are factual); perceived individual/ethnic characteristics (characteristics that are more beliefs and perceptions); working conditions; the local reality; market interest; and resources.

Part 3: Enhancing Opportunities and Overcoming Obstacles: Focus Group Findings

Female Journalists Excelling in the Media

In each focus group, participants passionately recounted stories of female journalists facing daunting obstacles and tense situations, and responding with professionalism, creativity and courage; most importantly they succeeded, not only in getting a story but in creating an impact on their organizations, their communities and beyond. This impact ranged from changing work habits within their organization, to pioneering the field of investigative journalism, to influencing authorities to take appropriate action in their communities. Important to their success were the personal qualities that the women brought to their work.

A common desire was expressed for greater gender equity and equal opportunity for education and professional development

The experiences of focus group participants point toward the potential impact female journalists can have on the future of Kosovo and society in general. As stated in one focus group, these journalists can contribute toward shared understanding among communities. "Being women, we can be leaders on this issue now and in the future. The fact that we are women launches a meaningful message of not wanting conflicts or wars and wanting to protect our husbands, sons, and fathers. This is the foundation of our work in journalism."

Ethnicity in the Media

Several key themes emerged in the focus groups regarding circumstances in journalism that contributed to ethnic understanding. Within the control of the media were the themes of: good journalistic standards (including accuracy, objectivity and professionalism); the knowledge of languages of others living in Kosovo; cooperation of journalists and media organizations across ethnicities; and programming (specifically, reporting on shared issues and on diverse ethnic communities, and reporting that is favorable to minorities)

Media organizations have some influence but less control over themes of: foreign financial support, having a multi-ethnic concept, and gender equality. Larger interrelated societal issues were mentioned as well, including: resolving the political status of Kosovo, security, and equal rights for all.

Four out of the five groups (all of the Albanians and Serbians) felt strongly that much would have to change for there to be integrated multiethnic staff throughout the media in Kosovo, and that this will take a long time. The group of minority journalists was very optimistic that an integrated multiethnic staff could happen soon in most of the editorial rooms across Kosovo media.

Focus group participants emphasized the larger role that the media held in promoting ethnic understanding in a multicultural society. "We should work toward erasing stereotypes because we are all here, we want to live in Kosovo, and we are willing to accept the Kosovo reality."

A comparison of the data on Albanians and Serbians reveal that women were generally more represented in the reporting Serbian organizations, and the perceptions of the Serbian FJs appeared to be more similar to those of the Serbian MM/Es, while the perceptions of the Albanian FJs differed more from the Albanian MM/Es. There were, however, far fewer Serbians represented in the survey overall.

A number of conclusions have been drawn from these findings. Key among them is that women are underrepresented both in staff overall and in management of media organizations. The majority of all responding groups reported that in issues such as hiring, promotions, treatment of women journalists and contracts, conditions were the same for men and women – although the size of this majority was considerably less for particularly the Albanian female journalists.

The report outlines factors that could improve opportunities for women, including a focus on better working conditions, improved opportunities for education and professional development, and greater equality, representation and respect given to female journalists.

Regarding ethnicity, while both Albanians and Serbians feel that having a multiethnic staff is not a realistic possibility at the moment, other ethnicities were much more optimistic, pointing to examples of where this is happening. Conclusions also emphasize improving good journalistic standards of professionalism (including objectivity and accuracy), developing and financially supporting multiethnic programming, enhancing cooperation between journalists and media outlets of different ethnicities, and the need for journalists to learn the languages of other ethnicities represented in Kosovar society.

A number of questions are proposed for consideration at different levels of those involved with the media: the individual journalists, the media outlets, media associations, and donor organizations.

Finally, while much has been said by participants in this study of the need for the final political status of Kosovo to be resolved before real progress toward a peaceful multi-ethnic society can be made, at the same time, participants have also emphasized the role of the media in influencing the direction of society. In the face of the larger issues brought up by journalists, such as security and mobility, the media may have a significant role to play in how these issues are portrayed. What that role will be, is perhaps one of the most important question that can be addressed as a professional community.

INTRODUCTION

This report presents the detailed findings of a study of women and ethnicity that was conducted in April of 2006 as part of the Kosovo Media Assistance Program (KMAP). The study was part of a three-year program to improve reporting on gender and ethnic issues by encouraging increased coverage of these issues, developing awareness among journalists of their importance, and building skills for reporting on them in a productive and positive manner. The study was to gather baseline data on the status of women and minorities, as well as obstacles to and opportunities for progress.

Specifically, the purpose of the study was to:

- 1) collect baseline data on how women and those of different ethnicities are represented within the media;
- 2) identify perceptions about employment opportunities and obstacles that women and those of different ethnicities face within the media; and
- 3) identify perceptions of opportunities and obstacles to improved coverage of ethnic/interethnic issues.

Following a brief description of the KMAP program and the study design, the findings are presented in three parts:

- 1) Census data on the employment of women and different ethnicities in the media;
- 2) Perceptions about the employment of women and different ethnicities in the media; and
- 3) Ideas for Enhancing Opportunities and Overcoming Obstacles

Implications and conclusions are then offered in the final section. Appendices include program assumptions, the survey instruments, the focus group interview guide, a list of organizations participating in the study, and reports of the focus group discussions.

In addition to this report, a presentation of the findings will be made at a Roundtable discussion with key media and civil society groups in Kosovo, scheduled for June of 2006.

About KMAP

This study of women and ethnicity in the media was conducted as part of the Kosovo Media Assistance Program (KMAP). This program, sponsored by the United States Agency for International Development (USAID) and implemented by International Research & Exchanges Board (IREX), is a three-year program designed to strengthen independent media in Kosovo. KMAP provides technical assistance and training to help assure the financial viability of media outlets, enhance the professionalism of media practitioners, improve the legal, regulatory, and policy frameworks for media in Kosovo, and enhance the organizational capacity of both trade and professional media associations as key supporting institutions. IREX has supported the development of professional and financially sustainable independent media in Kosovo since 1997.

An important component of KMAP is the **integration of cross-cutting issues of gender and ethnicity** in the media in Kosovo. IREX contracted with EnCompass LLC to address these components in several ways:

- 1) By conducting this baseline study on employment of women and those of different ethnicities in the media, and on opportunities and obstacles to improved coverage of ethnic issues;
- 2) By holding a Roundtable discussion with key media and civil society groups on the findings of the study and next steps;
- 3) By holding (a) Women in Media Leadership Training seminar(s) based on those next steps;
- 4) By holding (a) “Ethnic Dialogue” seminar(s) on the coverage of ethnic issues; and
- 5) By supporting a follow-up study on these issues at the end of the program.

EnCompass LLC has incorporated throughout this project an innovative approach to assessment and evaluation that builds on *appreciative evaluation* methodologies by reframing goals and tools to study best experiences and best practices to springboard into improvement and change. This approach is uniquely suited to the overall project and its sensitive issues of gender and ethnicity in a region with its recent history of conflict. Unique adaptations of focus group interviews as well as parts of the survey reflect this approach.

About the Study

Purpose

The purpose of the study can be divided into three parts:

- Part 1 - To collect baseline data on the status of female journalists and different ethnicities in the media; issues to be addressed include:
 - the presence of women and different ethnicities in media outlets
 - positions held & promotions received
 - topics/beats women cover
 - salary levels of female journalists in each media outlet
 - the treatment of female journalists by colleagues
- Part 2 - To identify perceptions about employment opportunities and obstacles that women and those of different ethnicities face within the media; and
- Part 3 - To identify perceptions of opportunities and obstacles to improved coverage of ethnic/interethnic issues.

Framework for the Study

The design of the study was guided by a draft **logic model** (shown in **Chart 1**) or conceptual picture of the status of women in the media based on certain assumptions about the factors that influence the experience of women in the media. In this logic model, **influencing factors** include education, experience, relationships, personal attributes, demand/needs of media outlets and societal attitudes. These factors were thought to influence both the hiring and on-the-job experience of female journalists.

The baseline survey was designed to focus on the **aspects related to the status** of women in the media (in center circle), including assignments, professional development opportunities, promotions, treatment by colleagues, and salaries.

On the right side of this model are some of the IREX’s **intended outcomes** of KMAP (in bold) and intermediary outcomes that might result from interventions to be implemented

by EnCompass (immediately to the right of the circle, not in bold). The assumptions underlying the program activities are further defined in the chart on “**Program Assumptions about Gender and Ethnicity in KMAP**,” included in Appendix 5.

Methodology for the Study

Two separate methodologies were used to gather data for this study: a set of online surveys, and a series of focus group interviews.

The Online Surveys

Two separate online surveys were developed¹. Each sought to collect both baseline census data as well as information on the perceptions of opportunities and obstacles to progress for women in the media sector in Kosovo.

- Selected media managers and senior editors of media organizations throughout Kosovo were requested to complete the Survey of Media Outlets, which collected both factual census data as well as data on the opinions and perceptions of these media leaders. In addition to asking about women in the media, this survey also sought input on obstacles and possibilities for hiring staff of different ethnic backgrounds
- A Survey of Female Journalists sought both factual data on as well as perceptions of opportunities and obstacles to progress for women in the media sector from the women who were, themselves, working in the media throughout Kosovo.

Both surveys were originally prepared in English and then translated into both Albanian and Serbian; because of this, four separate surveys were actually conducted online through the use of Survey Monkey, an online survey website.

The Focus Group Interviews

Five focus group interviews with media managers and female journalists were conducted. These interviews sought to identify media professionals’ perceptions of opportunities and obstacles to progress for women in the media sector; and on improved coverage of ethnic/interethnic issues and the obstacles as well as possibilities for hiring staff of different ethnic backgrounds.

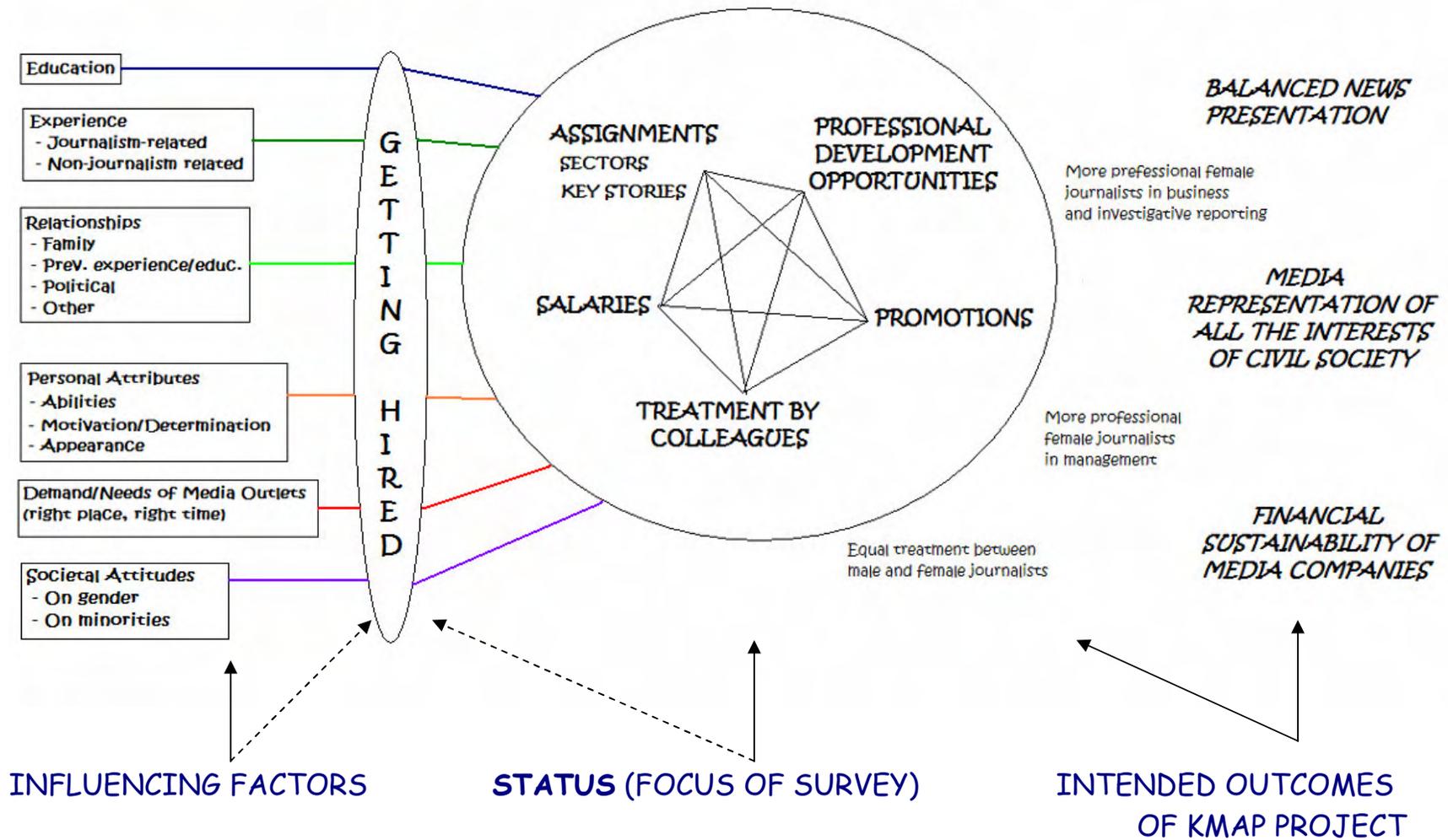
The design of these focus groups was a unique adaptation of Appreciative Inquiry methods tailored to a focus group setting. A focus group protocol was prepared for the facilitators that detailed the unique use of paired interviews and larger group discussions within the focus group setting.² This protocol was also originally prepared in English and then translated into both Albanian and Serbian.

¹ Copies of these surveys in English are included in Appendices 2 and 3.

² See Appendix 4 for this protocol.

Chart 1. Logic Model

WOMEN IN THE MEDIA IN KOSOVO



Intended Respondents

For the survey of media outlets, 41 media outlets were chosen by IREX to complete the survey. These organizations were chosen from a listing of media organizations in the OSCE publication on “Electronic Media in Kosovo” by Eberhard Laue (2005) and selected if they were large enough to employ a minimum of three journalists.

The surveys were sent to both media managers and editors in these organizations:

- Media Managers were asked to provide both census data about employment of women in different positions, as well as their perspectives on women in the media.
- Editors were asked to provide census data about how female journalists are assigned stories and sectors to cover, as well as their perspectives on women in the media

For the survey of female journalists, input was initially sought from select media organizations on what information they would like the survey to provide on female journalists. Female journalists for the survey were then identified through contacts by the survey team with the remaining organizations and conversations with the top managers and chief editors.

For the five focus group interviews, 8 to 12 participants for each were chosen by IREX based on a best effort to involve managers and female journalists from a variety of organizations, that is, urban and rural, and TV, Radio and newspapers. These groups included:

- newsroom managers (one group in Serbian, one group in Albanian),
- female journalists (one group in Serbian, one group in Albanian), and
- minority media professionals (one group).

On Confidentiality

Participants both in the surveys and in the focus groups were told that their responses would be kept confidential and that “any reports on responses will remove all identifying characteristics so that neither the responding organization nor the individual respondent can be identified in any way.” Because of this promise of confidentiality, specific reporting on responses of ethnicities other than Albanian and Serbian was limited.

In the focus groups, participants were specifically requested to “respect each other’s willingness to speak freely, by keeping what is said here confidential.” They were told, “Individual quotes may be used in our final report as representative examples, but no identifying information will be associated with quotes without your permission.”

Intended Use of Findings

The findings of this study will be presented to key media and civil society groups during a roundtable discussion scheduled for June of 2006. The results and learning from that Roundtable will in turn be used to inform planning for Women’s Leadership training in 2006 and 2007, and the Ethnic Dialogues scheduled for 2007 and 2008. Some of the journalists participating in the focus groups have also expressed an interest in publicizing the study in the Kosovo media.

It is also hoped that with the help of the findings of this study and future KMAP activities related to gender and ethnicity, the need for ensuring diversity and opportunity will become integrated into all MOUs, PDPs, and will be part of business management training. In

addition, identification of regional outlets for inclusion in business development and professional journalism programs will include outreach to those with women or minority group members in leadership roles.

FINDINGS

PART I - THE CURRENT SITUATION OF WOMEN AND MINORITIES IN THE NEWSROOM (CENSUS FINDINGS)

The online surveys sought responses from a total of 116 managers, editors and staff of approximately 41 Media outlets. These media outlets included 29 Albanian organizations, 10 Serbian organizations, 1 Turkish organization, and 1 multi-ethnic organization (unless otherwise mentioned, this organization will be counted as Albanian because it broadcasts primarily in Albanian).

The MM survey was sent to 39 Albanian media managers and editors, 14 Serbian media managers and editors and 3 Turkish media managers and editors. These survey recipients represented 26 Albanian organizations and 10 Serbian organizations, 1 Turkish organization (unless otherwise mentioned, this organization will be with the Albanian findings to protect confidentiality), and 1 multi-ethnic organization (unless otherwise mentioned, this organization will be counted as Albanian to protect confidentiality).

The FJ survey was sent to 43 Albanian female journalists and 14 Serbian female journalists and 4 female journalists of other ethnicities. Together, these women represented 23 Albanian organizations, 7 Serbian organizations, 1 Turkish organization, and 1 multi-ethnic organization (unless otherwise mentioned, these single organizations will be counted in with the Albanian organizations to protect confidentiality).

Response Rates

For the entire survey effort, data were received from representatives of 93% of the organizations surveyed and from 74% of the individual recipients. This high response rate can be attributed to two reasons. The local survey team went to great effort to be in contact with and follow up with the survey recipients. At the same time, there appeared to be a great amount of interest in the survey from the journalists themselves, which they demonstrated by their willingness to complete the surveys.

Survey of Media Outlets

The response rate for organizations was 84% overall; data was collected from 79% of the Albanian organizations, and 100% of the Serbian organizations. In terms of individuals responding, data was received from 80% of the survey recipients overall; data was received from 74% of the Albanian recipients, and 93% of the Serbian recipients.

Survey of Female Journalists

The response rate for organizations was 84% overall; data was collected from 84% of the Albanian organizations, and 86% of the Serbian organizations. In terms of individuals responding, data was received from 70% of the survey recipients overall; data was received from 70% of the Albanian recipients, and 71% of the Serbian recipients.

Charts 1-3 show a breakdown of the response rates by organizations, as well as the overall response rates for organizations and individuals.

Chart 2. Overall organizational response rates for both surveys.

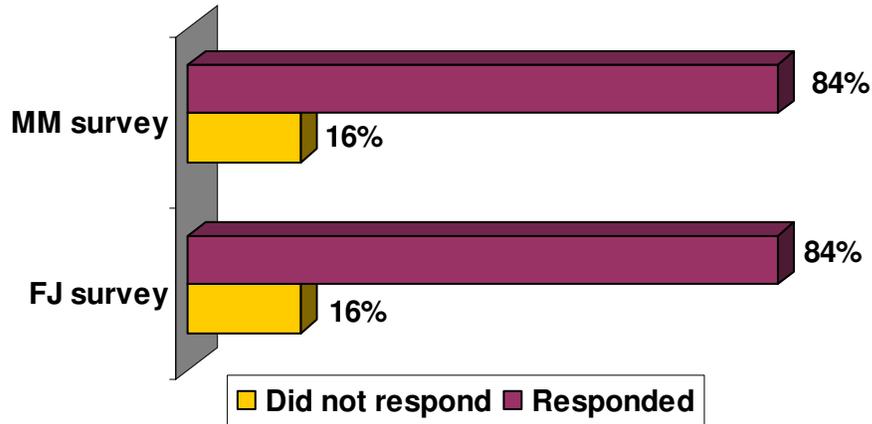


Chart 3. Breakdown of organizational response rates for both surveys.

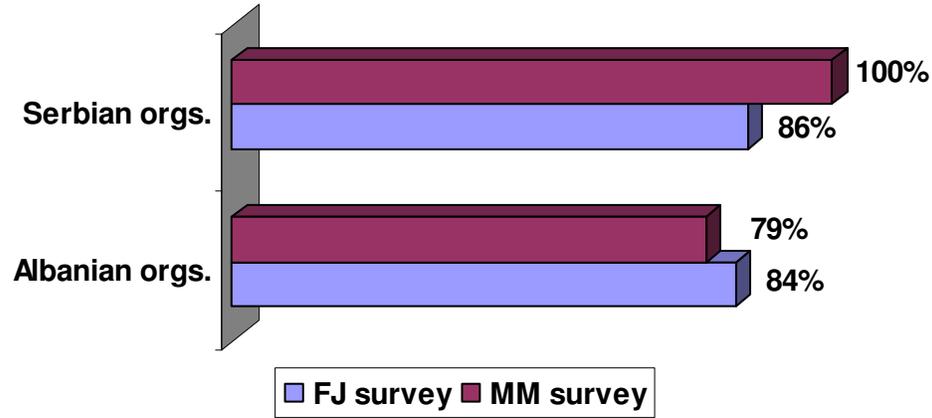
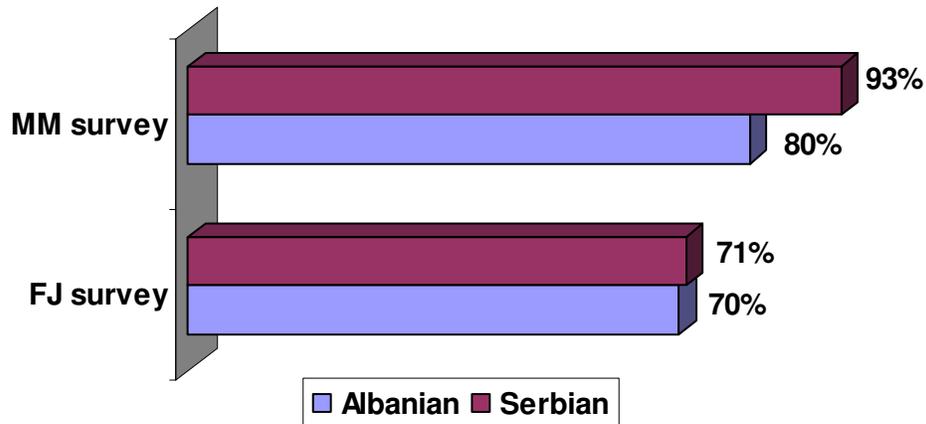


Chart 4. Breakdown of individual response rates for both surveys.



About the Individual Respondents

From the Survey of Media Outlets (Media Managers and Editors)

A total of 44 media outlet managers and senior editors responded to the survey of media outlets, representing a total of 30 media outlets. This included 29 Albanian managers and editors, 13 Serbian managers and editors, 2 Turkish managers and editors, from 19 Albanian media outlets; 9 Serbian media outlets, and 1 Turkish media outlets, and 1 multi-ethnic media outlet. Of the 44 respondents to the survey, there were 3 female Albanians, and 2 female Serbians.³ All of the rest of the respondents were male.

From the Survey of Female Journalists

A total of 43 female journalists responded to the survey of female journalists, representing a total of 32 Albanian journalists, 10 Serbian journalists, and 1 Bosniak journalist⁴. These women represented 19 Albanian media outlets; 6 Serbian media outlets, and 1 Turkish media outlets, and 1 multi-ethnic media outlet.

Of the Albanian women responding to this survey, 11 came from Radio, 7 came from TV, 5 came from Radio and TV combined, or Radio and News Agency combined, and 10 came from Newspaper. Of the Serbian women responding to this survey, 6 came from Radio, and 4 came from TV.

None of the Albanian respondents to the Survey of Female Journalists responded that they hold a management position; 5 held editorial positions. Of the Serbian women responding to this survey, 1 of them responded that she held a management position, and 2 held editorial positions.

Age

Of those responding to the survey of female journalists, their ages ranged from under 20 to 54.

Among the Albanian journalists, there were 1 whose age was between under 20, 9 whose ages were between 20 to 24, 11 who were between 25 to 29, 4 who were between 30 to 34, 3 who were between 35 to 39, 3 who were between 40 to 44, 1 whose age was between 45 to 49, and 1 whose age was between 50 to 54. with the average age of the Albanian respondents estimated to be 30 years old.

The Serbian respondents seemed to be a younger group. Among the Serbian journalists, there were 1 whose age was under 20, 3 whose ages were between 20 to 24, 1 whose age was between 25 to 29, 4 whose ages were between 30 to 34, and 1 whose age was between 35 to 39, with the average age of the Serbian respondents estimated to be 28 years old.

Education

All of the Albanians female journalists have completed at least secondary school, and most completed at least 2 years of post secondary school. Of those that responded, 1 completed

³ When data is presented regarding "female journalists," these women's responses to the Survey of Media Outlets are not included in that data; for the purposes of this report, that term is used to describe only the respondents to the Survey of Female Journalists.

⁴ This journalist's responses will be included in with the findings from the Albanians.

Through secondary school, 12 completed 2 years of post secondary school, and 18 completed More than 2 years of post secondary school.

The Serbian women responding to this survey had less formal education. Of those that responded, 1 Did not complete secondary school, 6 completed Through secondary school, and 3 completed More than 2 years of post secondary school.

Experience

The majority of the respondents had worked in the field of journalism for 1 to 5 years.

Specifically, of the Albanian women, 1 had worked in the media for less than 1 year , 11 had worked in the media for 1-3 years, 7 had worked in the media for 3-5 years, 10 had worked in the media for 5-10 years, 1 had worked in the media for 10-15 years, and 2 had worked in the media for more than 20 years. When asked how long they had worked for their current organization, 5 of the Albanian women responded that they had worked there for Less than 1 year , 8 responded 1-3 years, 11 responded 3-5 years, 7 responded 5-10 years, and 1 responded more than 20 years.

Of the Serbian women, 2 of the Serbian women had worked in the media for 1-3 years, 5 had worked in the media for 3-5 years, and 3 had worked in the media for 5-10 years. When asked how long they had worked for their current organization, 4 of the Serbian women responded that they had worked there for 1-3 years, 2 responded 3-5 years, and 4 responded 5-10 years.⁵

For most of those women surveyed, working as a journalist was their only job. Of the Albanians, 7 reported having another job as well, while 25 reported having no other job. Of the Serbians 3 reported having another job as well, while 7 reported having no other job.

Table 1 shows a summary of FJ respondent characteristics.

⁵ One of these journalists did say that she worked 5-10 years in her organization, but only 3-5 years in the media overall; the explanation for this is unclear.

Table 1. Summary of Female Journalist respondent characteristics

	Albanian	Serbian
<u>Number responding</u>	33 respondents	10 respondents
<u>Age</u>	Range: under 20 – 54 Mean: 30	Range: under 20 – 39 Mean: 28
<u>Education</u>	<ul style="list-style-type: none"> • 1 completed through secondary school • 12 completed 2 years of post secondary school • 18 completed More than 2 years of post secondary school. 	<ul style="list-style-type: none"> • 1 did not complete secondary school • 6 completed Through secondary school • 3 completed more than 2 years of post secondary school
<u>Experience</u>	<ul style="list-style-type: none"> • 1 had worked in the media for >1 year • 11 had worked in the media for 1-3 years • 7 had worked in the media for 3-5 years • 10 had worked in the media for 5-10 years • 1 had worked in the media for 10-15 years • 2 had worked in the media for more than 20 years 	<ul style="list-style-type: none"> • 2 had worked in the media for 1-3 years • 5 had worked in the media for 3-5 years • 3 had worked in the media for 5-10 years.
<u>Type of organization work for</u>	<ul style="list-style-type: none"> • 11 came from Radio • 7 came from TV • 5 came from Radio and TV combined, or Radio and News Agency combined • 10 came from Newspaper. 	<ul style="list-style-type: none"> • 6 came from Radio • 4 came from TV.
<u>Position</u>	<ul style="list-style-type: none"> • 0 held a management position • 5 held editorial positions. 	<ul style="list-style-type: none"> • 1 held a management position • 2 held editorial positions

About the Respondents' Organizations⁶

The Survey of Media Outlets provided at least some census information on 19 Albanian organizations, 9 Serbian organizations, 1 Turkish organization (unless otherwise mentioned, this organization will be with the Albanian findings to protect confidentiality), and 1 multi-ethnic organization (unless otherwise mentioned, this organization will be with the Albanian findings to protect confidentiality).

Of the Albanian organizations responding, there were 7 Radio/Radio network organizations, 6 TV organizations, 2 Radio & Television organizations, 3 Newspaper organizations, and 1 News Agency. Of the Serbian organizations responding, there were 5 Radio/Radio network organizations and 4 TV organizations.

⁶ These data are primarily from the Survey of Media Outlets because that survey sought to collect more organizational data.

Size of organizations

Organizations were classified by size based on the number of staff that the respondents reported to have. Categories included: small (1-7 staff), medium (8-20 staff), and large (over 20 staff). Several organizations did not provide data about the number of staff in their organization; one wrote in "confidential" in response to these questions.

Of the Albanian organizations that provided information about the number of male and female staff in their organization, there were 2 small (1-7 staff) organizations, 7 medium (8-20 staff), and 6 large (over 20 staff). It is important to note that 5 of these organizations ranged from having 25 to 85 staff; the largest organization was several times larger, and in some cases may have a big impact on the findings. Where this was thought to be the case, the data were analyzed with and without this organization.

All of the Serbian organizations that responded to the survey provided information about the number of male and female staff in their organization. There were 1 small (1-7 staff), 6 medium (8-20 staff), and 2 large (over 20 staff) organizations.

Table 2. Characteristics of Responding Organizations

	<u>Albanian</u>	<u>Serbian</u>
<u>Number of orgs responding</u>	15	9
<u>Type of media org</u>	7 Radio/Radio network organizations 6 TV organizations 2 Radio & Television organizations 3 Newspaper organizations 1 News Agency	5 Radio/Radio network organizations 4 TV organizations
<u>Size of org</u>	2 small (1-7 staff) 7 medium (8-20 staff) 6 large (over 20 staff)	1 small (1-7 staff) 6 medium (8-20 staff) 2 large (over 20 staff)

Women in the Media

Women employees represented between a quarter and a third of the staff reported on by Albanian organizations, and just over one third of the staff in all Serbian organizations reporting.

Number and Percentage of Female Employees

The Survey of Media Outlets sought to provide census data regarding the representation of women in the media. In this survey, it was found that women employees represented between a quarter and a third of the staff reported on by Albanian organizations, and just over one third of the staff in all Serbian organizations reporting.

Among the 15 Albanian organizations providing data, they reported having a total of 566-567 male employees, and 222 female employees. Thus, women are 28% of the staff reported on by the Albanian organizations. Within each of the Albanian organizations, the percentage of

staff who are female ranged from 18% to 61%, with the average percentage of female staff within an organization being 34%.⁷

Among the 9 Serbian organizations providing data, they reported having a total of 108 male employees, and 64-65 female employees. Thus, women are 37% of all the staff reported on by the Serbian organizations. Within each of the Serbian organizations, the percentage of staff who are female ranged from 23% to 67%, with the average percentage of female staff within an organization being 46%.

Even taking into account their fewer numbers in the organizations overall, women were still under represented in management and editorial positions.

At management levels

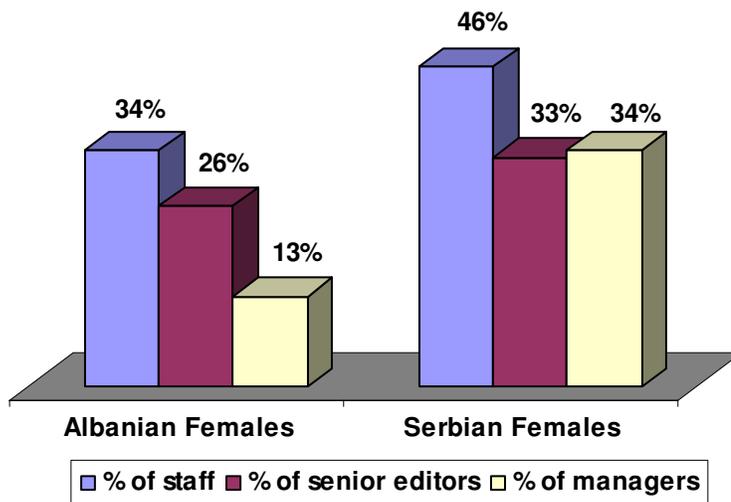
Even taking into account their fewer numbers in the organizations overall, women were still under represented in management and editorial positions. For the Albanians, because women were on average a reported 34% of each reporting organization's staff overall, if they were equally represented in management, they would constitute 34% of the senior editors and 34% of the managers within an organization. Based on the data reported by survey respondents, they only constituted an average of 26% of the senior editors within an organization, and 13% of the managers within an organization.

For the Serbians, because women were on average a reported 46% of each reporting organization's staff overall, if they were equally represented in management, they would constitute 46% of the senior editors and 46% of the managers within an organization. Based on the data reported by survey respondents, they only constituted an average of 33% of the senior editors within an organization, and 34% of the managers within an organization.⁸

⁷ By size, small organizations appeared to have the same average percentage of female staff overall, while medium organizations seemed to have a higher percentage of women. The larger organizations averaged the smallest percentage of women on their staff.

⁸ Overall, while female staff represented a total of 37% of all the staff reported on by the Serbian organizations, they represented 44% of all the senior editors and 29% of all the managers reported on by the Serbian organizations. Of all the female staff reported by Serbian organizations, 15% of those women were editors, while of all the male staff reported, 11% of those men were editors. 9% of all female staff reported were managers. 13% of all male staff reported were managers.

Chart 5. % of Women in Staff versus % of Women in Management (For Albanians and Serbians)



As mentioned earlier, of the respondents to the Survey of Female Journalists, none of the Albanian women responded that they hold a management position; 5 held editorial positions. Of the Serbian women responding to this survey, 1 of them responded that she held a management position, and 2 held editorial positions.

A majority of the Albanian female journalists surveyed, 19 (59%) of them, stated that they were interested in moving into a more advanced management or editorial position; 6 were not sure if they wanted a more advanced management or editorial position, 4 were not interested, and 3 marked that they were already in a senior management or editorial position.

Of the Serbian women, 4 (40%) of them stated that they were interested in moving into a more advanced management or editorial position; 3 were not sure if they wanted a more advanced management or editorial position, 2 were not interested, and 1 marked that they were already in a senior management or editorial position.

At different salary levels

In the Albanian organizations, fewer women than men were reported in the upper salary levels, while in the Serbian organizations, more women than men were reported in the higher of the two salary levels at which they were paid.

A total of 23 organizations provided some data on salary levels. This included 15 Albanian organizations, and 8 Serbian organizations. In the Albanian organizations, fewer women than men were reported in the upper salary levels, while in the Serbian organizations, more women than men were reported in the higher of the two salary levels at which they were paid.

Among the Albanian organizations, there were data on the salary levels of a total of 548-549 male employees and 215 female employees. Among the Serbian organizations, there were data on the salary levels of a total of 215 male employees and 177-178 female employees.

Of those Albanian male employees, 75 (or 14% of them) had an average monthly salary of less than 200 Euros, 393-394 (or 72% of them) had an average monthly salary of between 200 and 500 Euros, and 83 (or 15%⁹ of them) had an average monthly salary of more than 500 Euros. Of those Albanian female employees, 40 (or 19% of them) had an average monthly salary of less than 200 Euros, 153 (or 71% of them) had an average monthly salary of between 200 and 500 Euros, and 22 (or 10% of them) had an average monthly salary of more than 500 Euros.

Of those Serbian male employees, 53 (or 79% of them) had an average monthly salary of less than 200 Euros, and 12 (or 18% of them) had an average monthly salary of between 200 and 500 Euros. None of them had an average monthly salary of more than 500 Euros.¹⁰

Of those Serbian female employees, 27-28 (or 68% of them) had an average monthly salary of less than 200 Euros, 10 (or 25% of them) had an average monthly salary of between 200 and 500 Euros. None of them had an average monthly salary of more than 500 Euros.¹¹

Chart 6. Salary distribution for Albanian Males

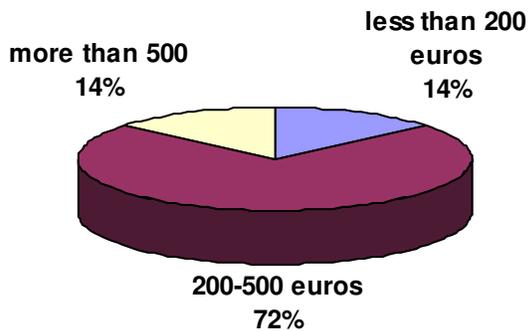


Chart 7. Salary distribution for Albanian Females

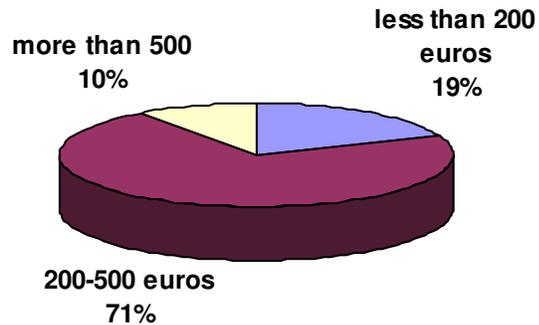


Chart 8. Salary distribution for Serbian Males

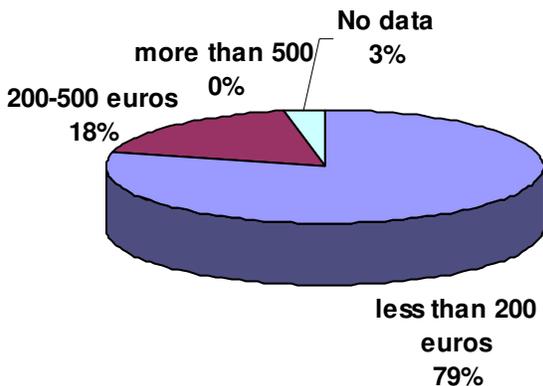
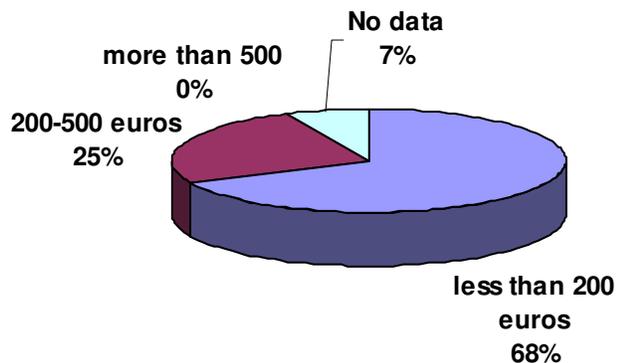


Chart 9. Salary distribution for Serbian Females



⁹ These percentages are rounded to the nearest whole percentage.

¹⁰ 2 men appeared to be unaccounted for from 2 organizations reporting salary data.

¹¹ 3 women appeared to be unaccounted for from 2 organizations reporting salary data.

Of those respondents to the Survey of Female Journalists who provided data on salary, exactly one half of the journalists reported earning under 200 Euros. Among the Albanian female journalists, as their monthly salary, 16 (50%) reported earning under 200 Euros, 12 (38%) reported earning 200-500 Euros, and 4 (13%) reported earning over 500 Euros. Among the Serbian female journalists, as their monthly salary, 5 (50%) reported earning under 200 Euros, 5 (50%) reported earning 200-500 Euros, and no one reported earning over 500 Euros.

Contracts

There did not appear to be any significant difference between men and women in terms of who had contracts, although there were many comments on the use of those contracts (these will be discussed later). Of the 16 Albanian organizations responding to questions about contracts, there were 15 that do provide contracts and 1 that does not provide contracts. Of the 8 Serbian organizations responding to questions about contracts, there were 5 that do provide contracts 2 that do NOT provide contracts and 1 that sometimes provides contracts.

There did not appear to be any significant difference between men and women in terms of who had contracts.

Total responding

Among the Albanian organizations responding, a total of 534 of the male staff were reported to have contracts (or 94% of the male staff represented by those reporting contract information.), and 206 of the female staff were reported to have contracts (or 93% of the female staff represented).

Among the Serbian organizations responding, a total of 93 of the male staff were reported to have contracts (or 86% of the male staff represented), and 41-42 of the female staff were reported to have contracts (or 64% of the female staff represented).

Of the Albanian respondents to the Survey of Female Journalists, 5 came from organizations that they reported did not provide contracts for employees, 21 others said they did have a contract. 6 more said they did not have a contract (3 of these said that their organizations did provide contracts, and 3 said that their organizations sometimes provided contracts).

Of the Serbian women, 5 came from organizations that they reported did not provide contracts for employees, 3 others said they did have a contract. 2 more said they did not have a contract; both said that their organizations sometimes provided contracts).

(Several of the female journalists had a lot to say about the use and misuse of contracts; this will be discussed later.)

Comments on promotions

The data on promotions of men and women in media outlets were less clear and of somewhat questionable validity because of the small number of promotions reported overall.

A total of 5 Albanian organizations and 1 Serbian organization reported having no promotions within their organizations in 2005. Only 6 other Albanian organizations and 4 other Serbian organizations provided data on promotions of male and female staff within their organizations. Of those that provided data, there were relatively few promotions (at most 1-2 people per organization); these numbers were too small to draw conclusions.

Of the Albanian organizations represented by respondents to the Survey of Female Journalists, 4 were reported by at least one person in the organization to have written criteria for promotion, and 9 were reported by at least one person in the organization not to have written criteria for promotion. Those from 5 organizations did not know whether their organization had such written criteria. (There were discrepancies from the data in just 1 organization, where one person said there were written criteria and one said there were not; these are not included in the above numbers.)

Of the Serbian organizations represented by respondents to the Survey of Female Journalists, no one reported that their organization had written criteria for promotion; 4 organizations were reported by at least one person in the organization as not having written criteria for promotion, and those from 2 did not know whether their organization had such written criteria.

Reporting assignments by gender

Women appeared to have greater representation in most reporting assignments than men.

A total of 14 Albanian organizations and 7 Serbian organizations provided data on reporting assignments by sector. For both the Albanians and Serbians, women appeared to have greater representation in most reporting assignments than men (relative to the percentage of male and female staff overall). The exception to this for both groups was in coverage of sports, where women were significantly underrepresented. (It is interesting to note here that this sector is the only that no female journalists reported an interest in covering if they weren't already.)

Women had the greatest representation in the Culture and Social sectors, followed by Justice/Crime.

For the Albanians, while 28% of the overall number of staff were female, 52% of those reported to cover the Culture sector were female; 48% of those reported to cover the Social sector were female; 42% of those reported to cover the Justice/Crime sector were female; 40% of those reported to cover the Economy/Business sector were female; 36% of those reported to cover the International sector were female; 31% of those reported to cover the Internal Politics sector were female; 30% of those reported to cover the Balkan Region sector were female; and 9% of those reported to cover the Sports sector were female.

For the Serbians, while 37% of the overall number of staff were female, 58% of those reported to cover the Social sector were female; 55% of those reported to cover the Culture

sector were female; 50% of those reported to cover the International sector were female; 50% of those reported to cover the Justice/Crime sector were female; 48% of those reported to cover the Internal Politics sector were female; 47% of those reported to cover the Economy/Business sector were female; 45% of those reported to cover the Balkan Region sector were female; and 33% of those reported to cover the Sports sector were female.

Table 3. % of Female Journalists Covering Various Sectors

From the MM Survey			
ALBANIAN	Male	Female	% female of those covering the sector
TOTAL	566.5	222	28%
Culture:	17.5	19	52%
Social:	17.5	16	48%
Justice/Crime:	18.5	13.5	42%
Economy/Business:	20.5	13.5	40%
International:	20.5	11.5	36%
Internal Politics:	47.5	21.5	31%
Balkan Region:	19.5	8.5	30%
Sports:	26.5	2.5	9%

SERBIAN	Male	Female	% female of those covering the sector
TOTAL			37%
Social:	10	14	58%
Culture:	9	11	55%
International:	10	10	50%
Justice/Crime:	11	11	50%
Internal Politics:	12	11	48%
Economy/Business:	9	8	47%
Balkan Region:	6	5	45%
Sports:	12	6	33%

Of the Albanian female journalists surveyed, the greatest number were assigned to the Social sector, followed by the Culture and the Justice/Crime sectors. The fewest number were assigned to the Baltic Region, the International Sector, and the Sports Sector.

Specifically, of the 32 respondents, 53% reported the Social sector being either their primary or secondary area of responsibility, and 41% reported the Culture sector being either their primary or secondary area of responsibility, and 41% reported the Justice/Crime sector being either their primary or secondary area of responsibility, and 38% reported the Internal Politics sector being either their primary or secondary area of responsibility, and 25% reported the Economy/Business sector being either their primary or secondary area of responsibility, and 3% reported the Baltic Region sector being either their primary or secondary area of responsibility, and 3% reported the International sector being either their primary or secondary area of responsibility, and 3% reported the Sport sector being either their primary or secondary area of responsibility.

In terms of which sectors the women reported wanting to work in but did not have the opportunity, 44% reported having all the opportunity they wanted, while 16% reported a desire to work in the Justice/Crime sector, 13% reported a desire to work in the Culture

sector, 9% reported a desire to work in the Social sector, 9% reported a desire to work in the Internal Politics sector, 9% reported a desire to work in the International sector, 6% reported a desire to work in other sectors, 3% reported a desire to work in the Economy/Business sector, 3% reported a desire to work in the Baltic Region sector, and none of the journalists reported a desire to work in the Sport sector.

Table 4. Desire of Albanian FJs to Work in their Assigned Sectors

From the FJ Survey		
ALBANIANS (32 respondents)	Assigned	Would like to work
Social	53%	9%
Culture	41%	13%
Justice/Crime	41%	16%
Internal Politics	38%	9%
Economy/Business	25%	3%
Baltic Region	3%	3%
International	3%	9%
Sport	3%	0%
Other*	0%	6%
Already have all the opportunity I want.		44%

*Other comments included "I would want a two hour space in a nation-wide media where during studio programs of all natures: 1. I could treat social issues and; 2. I would deliver culture and people who make the culture in Kosovo, Balkans and Europe" and "A newspaper or magazine exclusively for females as COSMOPOLITAN but there is NONE here."

Of the Serbian female journalists surveyed, the greatest number were assigned to the Social sector, followed by the Culture and the Internal Politics sectors. The fewest number were assigned to the Baltic Region and the Sports sector. Specifically, of the 10 respondents, 90% reported the Social sector being either their primary or secondary area of responsibility, 80% reported the Culture sector being either their primary or secondary area of responsibility, 70% reported the Internal Politics sector being either their primary or secondary area of responsibility, 50% reported the Economy/Business sector being either their primary or secondary area of responsibility, 40% reported the International sector being either their primary or secondary area of responsibility, 40% reported the Justice/Crime sector being either their primary or secondary area of responsibility, 30% reported the Baltic Region sector being either their primary or secondary area of responsibility, 30% reported the Sport sector being either their primary or secondary area of responsibility, 20% reported the other sectors being either their primary or secondary area of responsibility.

In terms of which sectors the Serbian female journalists reported wanting to work in but did not have the opportunity, 30% reported having all the opportunity they wanted, while 20% reported a desire to work in the International sector, 10% reported a desire to work in the Culture sector, 10% reported a desire to work in the Justice/Crime sector, 10% reported a desire to work in the Baltic Region sector, and 30% reported a desire to work in other sectors. None of the journalists who weren't already working in the Social, Internal Politics, Economy/Business, and Sport sectors reported a desire to work in the these areas.

Table _5 Desire of Serbian FJ's to Work in Assigned Sectors

SERBIANS (10 respondents)	Assigned	Would like to work
Social	90%	0%
Culture	80%	10%
Internal Politics	70%	0%
Economy/Business	50%	0%
International	40%	20%
Justice/Crime	40%	10%
Baltic Region	30%	10%
Sport	30%	0%
Other*	20%	30%
I already have all the opportunity I want.		30%

*Other comments included: “Programs for young, mainly from the domain of music;” “I would like to hear about more cheerful and nicer stories with regard to the situation in this area. There are not many nice happenings that would make me happy as well as the listeners;” and “I would like to cover adventure happenings, supernatural happenings in the country, energetic happenings, risky.”¹²

On Professional Development and Gender

A total of 16 organizations responded that their staff did participate in some type of professional development activities in 2005. The types of training described by these organizations included: general journalism/reporting, camera, research, management, promotion of journalism, crime/justice/court reporting, Journalist Olympics, human rights, election observation, gender issues, minority issues, and the economy.

Some of the ways participants were chosen for these activities were listed by respondents as being based on:

- Assigned sector
- Personal wish/interest
- Available time
- Capacity
- Professionalism
- Quality of work
- Supervisor's assessment on impact of training
- Needs/abilities

¹² *Top stories covered by gender:* The responses were less clear regarding the percentage of top stories covered by women in the last seven days; those responses not reflected in the numerical data below reflected a lack of understanding of the question, casting some question over the following numerical data. There may have been some question on the term “top story.” In the 11 Albanian organizations that provided numerical data on this, the average percentage of top stories covered by women appeared to be 35% and the median percentage of top stories covered by women was 33%. In the 5 Serbian organizations that provided numerical data on this, the average percentage of top stories covered by women was 70% and the median percentage of top stories covered by women was 50%. Data from the Survey of Female Journalists on coverage of top stories were inconsistent and unreliable.

- Position
- Training content
- Whose turn it is
- The job participant does

Women were reported to have greater representation in professional development activities than men, relative to their representation in media organizations overall. Of the Albanian organizations providing further data on participants in such activities, from these organizations, a total of 26-27 men and 17 women participated in professional development activities in 2005. The average percentage of the participants who were women within each organization was 44%.¹³

From the 6 Serbian organizations providing further data on participants in such activities, a total of 12 men and 16 women participated in professional development activities in 2005. The average percentage of the participants who were women within each organization was 55%.¹⁴

Women were reported to have greater representation in professional development activities than men, relative to their representation in media organizations overall.

Of the Albanian respondents to the Survey of Female Journalists, 13 reported that they did not participate in professional development activities, and 2 were not sure if they had participated in professional development activities.

A total of 17 respondents said they did participate in some form of professional development. Of those explain how they found out about the training, half (or 9 of them) found out about such opportunities from their management ; 3 found out from a colleague, 5 found out from a professional organization, and 1 was directly invited by the sponsoring organization.

Of those Albanian respondents who reported participating in training, 3 mentioned training that was related to general journalism/reporting, 2 mentioned training that was related to crime/justice/court reporting, 1 mentioned training that was related to news production & television features, 1 mentioned training that was related to investigative journalism, 1 mentioned training that was related to local governance and 1 mentioned training that was related to reporting on civil sector-NGOs 6 did not describe the type of training. A total of 8 said something about where the training was held, 4 mentioned who organized the training, and 3 mentioned IREX.

¹³ An average of 31% of the Albanian men out of all male staff in each organization (6 organizations reporting) participated in professional development, compared to an average of 51% of the Albanian women out of all female staff in each organization. Of the FJs reporting, 53% had participated in professional development activities in 2005.

¹⁴ An average of 14% of the Serbian men out of all male staff in each organization (6 organizations reporting) participated in professional development, compared to an average of 40% of the Serbian women out of all female staff in each organization. Of the FJs reporting, 67% had participated in professional development activities in 2005.

Table 6 below shows the comments made by the Albanian respondents regarding how participants were chosen. Comments are listed in descending order, with the most frequent comments noted at the top of the list.

Table 6. Albanian Respondents' Comments Regarding Training Selection

Albanian Respondents' Comments Regarding Criterion for Training Selection	Frequency
Participants were chosen based on editors'/chiefs'/owners' choice/preferences	6
Based on work experience (either the most or the least)	5
Based on assigned sector	5
Based on Needs/abilities	4
Based on Personal wish/interest	3
Based on connections w/other journalists	3
Don't know	3
Based on direct invitation from the sponsoring organization	At least 2
Based on media needs	2
Criteria not always clear/fair	2
All participate	2
Descriptions about who handles/assigns offers	2
Based on journalists' available time	1
Based on quality of work/working merits	1
Based on position/rank	1
Based on training content	1
Based on whose turn it is	1
Based on activities' priorities	1
Based on good will	1
Criticism about training in general	1

Of those Albanians who did not participate in professional development activities, 8 were not aware of any professional development activities available to those in their organization in the last year. Six were aware of activities available to them or others in the organization, but did not attend for several reasons:

- 5 said it was because the opportunities were not available to them personally
- 1 said she was not interested in the training
- 1 said it would have cost her too much money
- 1 said her organization could not provide alternative coverage if she were away.

Of the Serbian women surveyed, 3 reported that they did not participate in professional development activities. (These 3 all stated that they were not aware of any professional development activities available to them or others in their organization in the last year.)

A total of 6 respondents said they did participate in some form of professional development. Of those responding, 3 found out about such opportunities from their management ; 1 found out from a colleague, and 1 found out from a professional organization.

Of those Serbian respondents who reported participating in training, 2 mentioned training that was related to marketing/promotion of journalism, 1 mentioned training related to writing/editing ("redaction"), 1 mentioned training related to ethics and 1 mentioned training

related to election reporting/observation. A total of 2 said something about where the training was held, and 2 mentioned who organized the training.

Table 7 below shows the reflections of Serbian respondents on how training participants were chosen. Comments are listed in descending order, with the most frequent comments noted at the top of the list.

Table 7. Serbian Respondents' Comments Regarding Training Selection

Serbian Respondents' Comments Regarding Criterion for Training Selection	Frequency
Participants were chosen based on work experience (either the most or the least)	2
based on personal wish/interest	2
based on journalists' available time	2
Based on quality of work/working merits	1
Based on professionalism	1
Based on knowledge of foreign language	1
Based on communication skills	1
Based on other personal characteristics	1
Based on a vacancy announcement	1

Special issues

Maternity leave

In the Survey of Media Outlets, most representatives of organizations to which the question on maternity leave was applicable, responded that female employees always or usually return to work after taking maternity leave. (Six respondents said that this did not apply to their organizations.)

Of the 16 Albanian organizations that responded, 6-7 stated that they always returned to work, 3 stated that they usually returned to work, 1 stated that they sometimes returned to work, and 5-6 stated that this question was not applicable to their organization.

Of the 8 Serbian organizations that responded, 3 stated that they always returned to work, 4 stated that they usually returned to work, 1 stated that they sometimes returned to work. (None of the respondents checked that this was not applicable to their organization.)

Of the 28 Albanian female journalists responding to a question on how often female employees return to work after taking maternity leave, 6 stated that female employees at their organizations always returned to work, 10 stated that female employees usually returned to work, 4 replied "sometimes," 2 replied "rarely," and no one stated that female employees never returned to work after taking maternity leave; 7 said this question was not applicable to their organization.

Those marking "sometimes" or "rarely" gave several primary reasons for why women did not return to work after maternity leave:

- 3 mentioned the demands of a journalist's job conflicting with the obligations of motherhood (the long shifts, the need for continuous engagement that does not allow for a 3 month break, the ability to give one's maximum to the work),
- 2 mentioned child care issues,

- 2 mentioned organizational conditions not allowing for maternity leave (one stated that the organization does not pay for not working, another stated that there were no contracts in most work places).

Of the 9 Serbian female journalists responding to the question on how often female employees return to work after taking maternity leave, 2 stated that female employees at their organizations always returned to work, 4 stated that female employees usually returned to work, 1 replied "sometimes," and 2 said this question was not applicable to their organization. The one marking "sometimes" stated as the reason why women did not return to work after maternity leave was a matter of personal choice and did not have anything to do with the management.

Sexual harassment

Approximately half of the organizations responding did have policies on sexual harassment, and the policies at roughly half of those organizations were written.

In the Survey of Media Outlets, of the 15 Albanian organizations responding to questions about sexual harassment policies (i.e. any behavior that would be embarrassing or humiliating to a person based on her or his gender), 8 said that they did have policies on sexual harassment, and 7 said that they did not have policies on sexual harassment. Of those that did have policies on sexual harassment, 4-5¹⁵ said that these policies were written, and 2-3¹⁶ said that these policies were not written. 1 did not respond to this question.

Approximately half of the organizations responding did have policies on sexual harassment, and the policies at roughly half of those organizations were written.

Of the 8 Serbian organizations responding to questions about sexual harassment policies, 3 said that they did have policies on sexual harassment, 4 said that they did not have policies on sexual harassment, and 1 said that they did not know. Of those that did have policies on sexual harassment, all 3 said that these policies were not written.

Of the Albanians responding to the Survey of Female Journalists, 12 said their organization did not have policies on sexual harassment, 14 respondents did not know if their organizations have such policies, and 4 said their organization did have policies on sexual harassment.

Of those 4 whose organizations did have policies on sexual harassment, 2 said the policy was written, 1 said the policy was not written, and 1 she didn't know if it was written. 3 rated their organizations' policies as being very effective in discouraging sexual harassment 1 did not respond to this question.

Of the Serbians responding to the survey of female journalists, 2 said their organization did not have policies on sexual harassment, 5 respondents did not know if their organizations have such policies, and 2 said their organization did have policies on sexual harassment. Of

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¹⁶ There was disagreement between two respondents in one organization as to whether the policy was written.

those 2 whose organizations did have policies on sexual harassment, 1 said the policy was written, and 1 said the policy was not written. One rated their organizations' policies as being very effective in discouraging sexual harassment and 1 did not respond to this question directly but stated that there was a strong emphasis on moral character in the employment process.

Overall, out of the 38 Albanian and Serbian female journalists responding to a question on whether they had personally experienced any incidents of sexual harassment, two stated that they had, and in both cases, the situation was not resolved to their satisfaction. The 5 others commenting further on sexual harassment stated that they had not heard of any such experiences but felt confident that appropriate measures would be taken by management against the offender, and that anyone experiencing it would be obligated to report it to management.

Ethnicity and Employment in the Media

The Survey of Media Outlets also sought to provide census data regarding the representation of different ethnicities in the media.

A total of 60% of the Albanian organizations surveyed broadcast or publish only in Albanian; 56% of the Serbian organizations surveyed broadcast or publish on in Serbian.

Languages in which organizations broadcast/publish

Of the Albanian organizations responding, there were 12 (60%) that broadcast or publish in all same language, 3 that broadcast or publish in 10% or less of programming in another language and 4 that broadcast or publish in between 10 and 50% in another language; 1 did not respond to this question.

Of the Serbian organizations responding, there were 5 that broadcast or publish in all same language and 4 that broadcast or publish in 10% or less of programming in another language.

Ethnic makeup and mix within media organizations

A total of 23% of the Albanian organizations and 50% of the Serbian organizations reported having staff of ethnicities other than their own. Of the 13 Albanian organizations that provided data on the ethnicities of their staff, 10 reported that all staff were of the same ethnic group. In the other 3 Albanian organizations that reported employing other ethnicities, the percentage of Albanians ranged from 59% to 94%, and averaged 81%.

Of the 8 Serbian organizations that provided data on the ethnicities of their staff, 4 reported that all staff were of the same ethnic group. In the other 4 Serbian organizations that reported employing other ethnicities, the percentage of Serbians ranged from 80 to 97%, and averaged 88%.

A total of 23% of the Albanian organizations and 50% of the Serbian organizations reported having staff of ethnicities other than their own.

In terms of where the majority of different ethnicities worked, of the 699 Albanians employees reported on by all organizations, 99% worked in Albanian organizations. Of the 161 Serbian employees reported on by all organizations, 93% worked in Serbian organizations. Of the 17 Turkish employees reported on by all organizations, 71% worked in Albanian organizations. Of the 9 Bosniak employees reported on by all organizations, 67% worked in Albanian organizations. Of the 19 REA and other employees reported on by all organizations, 44% worked in Serbian organizations.

Other Ethnicities in management

Very few organizations had managers or editors of other ethnicities. Of the 12 Albanian organizations that provided data on the ethnicities of their managers,, 1 had managers of other ethnicities. Of the 11 of these Albanian organizations that also provided data on the ethnicities of their senior editors 2 had senior-level editors of other ethnicities.

Of the 8 Serbian organizations that provided data on the ethnicities of their managers and senior-level editors, 1 had managers of other ethnicities, and 3 had senior-level editors of other ethnicities.

Very few organizations had managers or editors of other ethnicities.

Promotion of other ethnicities

There was very little data on the promotion of other ethnicities. Only 8 Albanian organizations and 6 Serbian organizations responded when asked about how many people of other ethnicities were promoted. Only 2 Albanian organizations and 2 Serbian organizations reported promoting people of ethnicities other than the organization's primary ethnicity. In each of these 4 organizations, one person of a different ethnicity was reported to be promoted.

PART II - PERCEPTIONS ABOUT WOMEN AND ETHNICITY IN THE MEDIA (SURVEY FINDINGS)

Perceptions On The Impact Of Gender On Employment Issues

Hiring

When asked whether it was equally easy for a man and a woman to get hired, well over three quarters of all the media managers and editors said yes. Specifically, of the Albanians, 79% (19 out of 24) of the managers and editors felt that it was equally easy for either gender to get hired. The other 5 felt that it was not equally easy for either gender to get hired.

Of the Serbian media managers and editors, 91% (10 out of 11) felt that it was equally easy for either gender to get hired.

When asked whether it was equally easy for a man and a woman to get hired, well over three quarters of all the media managers and editors said yes.

Of the Albanian female journalists, 50% (16 out of 32) felt that it was equally easy for either gender to get hired. Another 38% (12 out of 32) felt that it was not equally easy for either gender to get hired, and 4 replied "other" rather than yes or no to the question.

Of the Serbian female journalists, 90% (9 out of 10) felt that it was equally easy for either gender to get hired. Only 1 woman felt that it was not equally easy for either gender to get hired.

Opportunities

A total of 53 of all survey respondents commented on what made it equally easy in their organizations for a man and woman to get hired. (This included 18 Albanian media managers/editors, 10 Serbian media managers/editors, 16 Albanian female journalists, and 9 Serbian female journalists.)

Two most frequently noted **reasons for equality** in the hiring process related to:

1. **Characteristics about the individual related to work:** Most frequently commented on by female journalists but also mentioned by many of the media managers/editors, this type of comment included both the quality of the work they produce, as well as the attitude of professionalism and approach towards work; and
2. **Simple statements that the treatment of women is equal or better in their organization:** This type of comment was the most frequent among the media managers and editors, but also mentioned by many of the female journalists.

Other types of comments (in order of frequency among all survey respondents) related to:

- Specific policies, practices and/or standards of gender equality

- The individual's own determination and expectations for respect (particularly relating to a woman insisting on her rights)
- The needs of the organization
- The preparation individuals have been able to get, including: their academic and professional preparation and testing and their experience.

The two most frequently noted reasons for equality in the hiring process related to work-related characteristics about the individual and the treatment of women being equal or better in their organization.

Obstacles

Of the 11 journalists overall (managers, editors and female journalists) who said it was not equally easy for men and women to get hired, all but 1 felt that it was more difficult for women to get hired.

Obstacles to equality in the hiring process included:

- ***Prevalent mentality regarding women***
- ***Systemic issues related to the local reality***
- ***Obligations at home***
- ***Economic Issues***

The one respondent to the Albanian Survey of Media Outlet who felt that it was more difficult for men to get hired spoke of unemployment as a key problem in Kosovo, and the difficulty in having a professional staff especially outside Pristina because of the lack of adequate education.

The 4 journalists who answered "other" rather than yes or no, commented on how being hired can depend on the woman, the organization, or the connections a person has through family ties; one person said he did not know.

The most frequently noted **obstacles to equality** in the hiring process related to:

1. **Prevalent attitudes or mentality regarding women:** These comments related to attitudes toward women or the conditioning of women, or behavior towards women stemming from those attitudes. This was the most frequent type of obstacle mentioned by the media managers/editors.
2. **Systemic issues** (related to the local reality): These comments related to the lack of adequate education, security issues around the lack of freedom of movement, men having more access, and the lack of freedom to make important decisions. This was the most frequent type of obstacle mentioned by the female journalists.

3. **Obligations at home:** Also mentioned by many of the female journalists, this comment included issues like the lack of free time, journalists' time schedule and maternity leave.
4. **Economic Issues:** Obstacles related to low payment, lack of finances and short term contracts were made by a few journalists; and
5. **Other issues** (or unclear comments): Comments that covered seemingly unrelated issues (age, unemployment) were also made.

Promotions

Responses were similar about the opportunity for promotion. Again, well over three quarters of all the media managers and editors said that it is equally easy for men and women to get promoted.

Specifically, of the Albanian media managers, 92% (22 out of 24) felt that it was equally easy for either gender to get promoted. The other 2 felt that it was not equally easy for either gender to get promoted.

Of the Serbian media managers and editors 90% (10 out of 11) felt that it was equally easy for either gender to get promoted.

Of the Albanian female journalists, 63% (20 out of 32) felt that it was equally easy for either gender to get promoted. Another 28% (9 out of 32) felt that it was not equally easy for either gender to get promoted, and 3 replied "other" rather than yes or no to the question.

Well over three quarters of all the media managers and editors said that it is equally easy for men and women to get promoted.

Of the Serbian female journalists, all 9 who responded to the question felt that it was equally easy for either gender to get promoted.

The female journalists were also asked if they believed that they had ever been unfairly passed up for or denied a promotion because of their gender. One answered yes, 4 answered no, and 8 answered that they were not sure.

Supporting equal opportunity in promotion

A total of 60 of all survey respondents commented on what made it equally easy in their organizations for a man and woman to get promoted. (This included 22 Albanian media managers/editors, 10 Serbian media managers/editors, 19 Albanian female journalists, and 9 Serbian female journalists.)

The two most frequently noted **reasons for equality** in the promotion process that were mentioned were:

1. **That the criteria for promotion were based on quality of work and abilities:** This reason was by far the most frequently noted by respondents in this category.
2. **The devotion, interest or engagement of the individual.**

Other factors regarding equality in the promotion process which were mentioned by more than one person were **success** and **professional preparation and experience**. Several female journalists mentioned **having female staff** and **equality in the organization** as being important. A few managers/editors said that there were **no special criteria or differences**. Individuals mentioned **a principle of equal assessment, fulfilling the obligations of the job, commitment to the organization, and the needs of the organization**.

Obstacles to equal opportunity in promotion

A total of 9 Albanian female journalists and 2 media managers/editors commented on obstacles to equal promotion. Obstacles to equal promotion of men and women were very similar to the obstacles to equal hiring of men and women

The most frequently noted **obstacles to equality** in the promotion process related to:

1. **The mentality or attitude towards women:** Two thirds of the female journalists and one of the managers/editors mentioned this.
2. **Obligations at home (including maternity leave):** This obstacle was noted by the remaining one-third of the female journalists as well as the other manager/editor.

Other comments about promotions related to:

- a tendency of women not to always speak up in front of others
- non-gender related injustice (e.g., the manager being unwilling to promote anyone)
- that prejudices were possible but had not been observed
- promotion depends on the manager or the organization
- it was criteria based
- there was equality
- promotion depends on patience and the expectation of equality
- inequality that was experienced, and
- the lack of promotion being related to having spoken up when her rights were violated.

TABLE 8. Hiring and Promotions: Summary of Supportive Factors and Obstacles to Equal Opportunity for Women

	Most Frequently Noted Responses
Supportive Factors	<ul style="list-style-type: none"> • That the criteria for promotion was based on quality of work and abilities • The devotion, interest or engagement of the individual • Success and professional preparation and experience. • Having female staff and equality in the organization
Obstacles	<ul style="list-style-type: none"> • Mentality or attitudes towards women • Obligations at home (including maternity leave)

Other Types of Recognition

Media managers/editors were also asked about whether there were ways people were recognized for their work other than promotions. It is interesting to note that all 11 Serbians who responded to this question said yes while only 5 Albanians out of the 24 who responded said yes (the rest of those Albanians responding said no). Money or some type of financial reward was mentioned by all 11 Serbians and none of the Albanians.

Other types of recognition mentioned by the Serbians included:

- verbal/public praising
- days off
- gifts
- public/annual award, and
- being sent to training

The Albanians mentioned only additional work, "realization of stories" and just "appreciation."

Salaries

Female journalists were asked how they believed their salaries compared with the salaries of male employees who are doing the same level and type of work in their organizations. The majority of female journalists believe that they earned about the same as their males counterparts.

Of the 32 Albanian journalists responding to this question, 18 (56%) stated that it was about the same, none believed they earned more than their male counterparts, 5 (16%) believed they earned less than their male counterparts, 6 (19%) did not know, and 3 (9%) marked "other." (Two commented that pay was not related to gender. One said that it was too difficult to make comparisons, mentioned that she did experience earning much less as a journalist and moderator than someone working in advertisement or story editing.)

Of the 10 Serbian journalists responding to this question, 8 (80%) stated that it was about the same, 1 (10%) believed she earned more than her male counterparts, none believed they earned less than their male counterparts, and 1 (10%) did not know.

Contracts

Contracts are "a problem of the greatest concern to employees in our enterprise. We work but our social and health insurance is not paid, which is surely very important. If we decide to leave the enterprise, it will be as if we have never worked in it."

Questions on contracts brought out several consistent comments on the lack of or employer's misuse of contracts. It was not clear that these complaints were gender-related, but it did appear that the subject of contracts struck a nerve with some people.

Two women mentioned that contracts were misused or not respected by employers. Two others wrote of contracts favoring the employers' interests. Another wrote that contracts are "a problem of the greatest concern to employees in our enterprise. We work but our social

and health insurance is not paid, which is surely very important. If we decide to leave the enterprise, it will be as if we have never worked in it."

Perceptions On The Impact Of Gender On Professional Issues

Reporting Assignments/Sectors Of Interest

Comments on assignments given to men and women were varied. The most frequent, made by 6 managers/editors (notably 5 of them Serbian) was that all staff cover all sectors, usually because of the small number of staff; 2 specifically described limited financial and/or staff resources as being an issue in coverage.

There were 2 female journalists who mentioned other sectors of interest ("more engagement in the area of the rights of journalists" and "investigative journalism"), and 3 female journalists commented on not being able to cover areas they were interested in; reasons why journalists were unable to cover their areas interest were given to be included the lack of family connections, the lack of other journalists who can cover her current area of assignment, and again, limited resources.

One manager/editor commented that " Women journalists cover educational and children's programs mostly. Both genders cover entertainment programs. More difficult tasks in the field are given to men. Though this same person also wrote "Women are more responsible than men and more careful in their work."

When journalists were asked whether the gender of the reporter was considered in determining specific top story assignments, there were more managers/editors stated that it was considered, than female journalists.

Of the 32 Albanian female journalists responding, 2 (6%) believed that gender was considered in determining reporting assignments, 19 (59%) believed that it was not considered, and 11 (34%) marked "sometimes/not sure."

Of the 10 Serbian female journalists responding, none believed that gender was considered in determining reporting assignments, 9 (90%) believed that it was not considered, and 1 (10%) marked "sometimes/not sure."

More media managers/editors -- the ones who were making these decisions -- stated that it was considered.

Of the 16 Albanian managers/editors responding, 4 (25%) stated that gender was considered in determining story assignments, 7 (44%) stated that it was not considered, and 5 (31%) marked "sometimes/not sure."

Of the 8 Serbian managers/editors responding, none stated that gender was considered in determining story assignments, 6 (75%) stated that it was not considered, and 2 (25%) "sometimes" considered gender.

Explanations were of several types. These explanations included that:

- **one gender (either male or female) having greater access because of the specific subject of the story.** (This was the most frequent comment made by female

journalists) For example: "It sometimes happens that a certain story or news have certain tones if that match to gender of journalists." and "It depends on the situation. In some cases females have easier access; in some others it is more difficult."

- **no systematic bias in story assignment** (this was the most frequent comment made by managers/editors) "Stories are covered by those journalists ready to report on them in the right way, regardless of gender." "All reporters are equal and gender plays no role."
- **perceived physical reasons for assigning men** "If investigation requires physical work or brings life or health dangers, then females are not assigned to those jobs."
- **other biases in story assignment that favored men** "There are cases when gender is not important, but there are cases, when, willingly or not, a male journalist has to be there. I think that such happens because females are seen as emotionally and physically weak by us."
- **time issues** "The nature of work in the media -- undetermined timetable due to different events, evening program -- all this is considered in my organization when the female gender is the issue." "Issues that happen after 19:00 hrs are usually covered by males."
- **women are perceived as being more capable in specific ways** "There are cases when female journalists are absolutely needed and male journalists can not understand what the question is....the male gender is more aggressive while talking whereas females are closer with everyone and have better communication means." "...because of the fact that women are more energetic and react faster."
- **generalizations made by sector** "Informative and political sectors are covered by men in most cases."
- **stories were rebroadcast by other media** "We reported on two 'top stories' that were later broadcast by other TV stations and media outlets."

Professional Development

Further comments of the female journalists on professional development included:

- "It will be our pleasure to follow up the majority of happenings but we lack material resources. We are young and professional team and if an organization will be in a position to support us, we will be able to provide our public with programs of a higher quality and the program of the RTV MIR, LEPOSAVIC will be improved."
- "I think that participation in such activities should take place on a more rational basis, so that everyone would participate once. At least this could go based on the respective activity they cover and not as it usually happens, when such classifications are left out."
- "Hoping for better days" and
- "For example last year I participated in an OSCE organized training. The topics were mainly related to the KPS, and, as I follow KPS continuously, I was sent to participate."

Perceptions on Other Gender Issues

“The fact is that through work I experience full affirmation as a woman, I am respected and my work is acknowledged. I am able to analyze, make comments and be equally involved in the real representation of life, regardless of gender or national belonging.”

Best Thing About Being A Female Journalist

When female journalists were asked what the best thing about being a female journalist, there were many passionate responses and explanations given for what they loved about their work. As one woman wrote:

The fact is that through work I experience full affirmation as a woman, I am respected and my work is acknowledged. I am able to analyze, make comments and be equally involved in the real representation of life, regardless of gender or national belonging.

These responses could be divided into two categories: the benefits of being a journalist, and the benefits of being female.

Benefits of being a journalist included (in order of the frequency mentioned):

- being respected (in society and in their families)
- acquaintances/relationships with people/being close
- knowing what's going on around them
- the opportunity to inform accurately on daily events
- access to other organizations
- the challenge
- influence
- having equality with men
- just that they love the job
- the right to self-express
- opportunity for general improvement
- opportunity for intellectual exchange and productivity
- opportunity to travel/move around
- achieving success/good results
- contributing to society and their families - "a human profession"
- their work is acknowledged
- creativity
- being engaged
- freedom
- every day is something different

Benefits of being female within their profession included (also in order of frequency):

- having easier access to information than men
- people are more polite to women
- the respect of audience for the "better looking gender"

- attractiveness
- the opportunity to realize rights as a woman and for women, break taboos
- the chance to cover neglected topics
- people more willing to talk to female journalists
- the opportunity to improve the quality of journalism with their perspective

(Three journalists said they did not know or that there was nothing related to their gender.)

Treatment of Female Journalists

Among both the managers/editors as well as the female journalists surveyed, the majority of both Albanians and Serbians felt that female and male journalists are treated equally. Among the others, there was some disagreement on who was treated better.

Among the 30 Albanian female journalists responding to this question, 19 (63%) responded that female and male journalists are treated the same way. Of the other 11 Albanian female journalists more (6, or 20%) felt that men were treated better than those (2, or 7%) that felt that women were treated better (one said "somewhat" and the other "much"). (An additional 3 (10%) marked "other.")

Among the 9 Serbian female journalists responding to this question, 5 (56%) responded that female and male journalists are treated the same way. Of the other 11 Serbian female journalists more (3, or 33%) felt that women were treated better (one said "much better" and two said "somewhat better"). than those (1, or 11%) who felt that men were treated (somewhat) better.

Among both the managers/editors as well as the female journalists surveyed, the majority of both Albanians and Serbians felt that female and male journalists are treated equally.

Among the 22 Albanian media managers/editors responding to this question, 13 (59%) responded that female and male journalists are treated the same way. Of the other 9 Albanian media managers/editors, all 9 (41% of total) felt that women were treated better (most said "much better.")

Among the 11 Serbian media managers/editors responding to this question, 10 (91%) responded that female and male journalists are treated the same way. The other 1 Serbian media managers/editor felt that women were treated ("somewhat") better.

Table 9 provides further detail on the extent to which female journalists felt men or women were treated better.

"The female is the pillar of democratic processes; the Kosovar society will have a perspective only that way."

Table 9.
Extent to which Female Journalists felt that Men or Women were Treated Better

<i>"How well would you say those within your organization treat female journalists?"</i>	Female Journalists				Media Managers/Editors			
	Serbian		Albanian		Serbian		Albanian	
	No. of resp.	% of this group	No. of resp.	% of this group	No. of resp.	% of this group	No. of resp.	% of this group
Female journalists are treated much better than male journalists	1	11%	1	3%	0	0%	7	32%
Female journalists are treated somewhat better than male journalists	2	22%	1	3%	1	9%	2	9%
Female and male journalists are treated the same way	5	56%	19	63%	10	91%	13	59%
Male journalists are treated somewhat better than female journalists	1	11%	6	20%	0	0%	0	0%
Male journalists are treated much better than female journalists	0	0%	0	0%	0	0%	0	0%
Other - Please explain:	0	0%	3	10%	0	0%	0	0%

Of the comments made by the female journalists regarding the treatment of female and male journalists, two referred to gender issues; one simply put "gender stereotypes," and the other stated that "It would not be good to leave open space to males, because they make your life difficult then." Of the other two other comments, one referred to the importance of connections or "knowing someone", one commented instead on a generational conflict ("In some cases the generation conflict can be seen and the reasoning that "old people should be paid more then young ones", although they do less work")

Of the six comments made by managers/editors, most referred to the equal respect and treatment they received within their organizations. One stated, "The female is the pillar of democratic processes; the Kosovar society will have a perspective only that way."

Maternity Leave

Only 2 media managers/editors commented on why women may not return from maternity leave, citing family responsibilities, with one commenting, " Usually they do not want to work. They are more willing to dedicate to their families and interrupt their career."

Among the female journalists, only one Serbian respondent commented, saying, "This is their personal choice. It does not have anything to do with the management." Among the 7 Albanian female journalists who commented, issues such as "child care, long hour shifts as journalists," and "no contracts in most of the work places" Other comments included: "...will have more obligations as a mother and will not give the maximum at her job." "... it was unacceptable to get paid without doing anything." "Because journalism is a job that requires

continuous engagement and the maternity leave is three months only, this disables females to return to work." (One stated that she has not had to face this issue yet.)

Sexual Harassment

While organizations varied in their policies and procedures for addressing sexual harassment, all who commented took this issue very seriously. In response to the question of how sexual harassment policies were enforced, media manager and editor respondents replied variously by describing mechanisms or procedures in place for preventing harassment, consequences that would apply if sexual harassment was proved, and/or their organizations' experience of this so far.

The mechanisms or procedures in place for preventing or addressing harassment were described by 6 Albanian manager/editor respondents and 1 Serbian manager/editor respondent. These included:

- regulation packets signed by employees
- a "Conduct Code"
- cyclical meetings in the collegium to deal with different problems
- everything being specified in work contract
- addressing during staff meetings
- written policy with each employee conscious of implementation, and
- an internal statute signed by all employees outlining other (not sexual) types of harassment & discrimination.

While organizations varied in their policies and procedures for addressing sexual harassment, all who commented took this issue very seriously.

Respondents to the same question on the female journalists' survey said that in their organization, to address sexual harassment there were:

- open discussions in programs and among themselves, as well as documents available to employees
- an obligation on the victim to inform management; and
- senior managers open to discussions.

The consequences that would apply if sexual harassment was proved were described to some extent by 3 Albanian manager/editor respondents and 3 Serbian manager/editor respondents. These included having the accused:

- face sanctions
- deal with internal regulations of the organization that could result in legal action
- face an informed higher institution that would review incident and punish based on the accusations
- subject to sanctions, could include termination or court prosecution
- "bear (unspecified) consequences", and
- be fined and suspended for 6 months if proved

One female journalist respondent stated without further detail that there would be measures against the one who committed sexual harassment.

It is important to note here the phrase "was proved" -- there was no discussion by any respondents on what it would take to prove sexual harassment.

Also in response to the same question of enforcement, 2 Albanian manager/editor respondents and 4 Serbian manager/editor respondents 1 Albanian and 1 Serbian female journalist respondent all felt it was important to add that there has not been the need for enforcement in their organizations

Those whose organizations had policies against sexual harassment were also asked how effective these policies were. Of the 5 female journalists responding 4 felt the policies were very effective in discouraging sexual harassment and 1 marked "other," commenting that her organization "is composed of people of high morals. The emphasis is put more on morals during the process of employment than on positive experience and talent."

Of the 15 managers/editors responding 9 felt the policies were very effective in discouraging sexual harassment 1 felt the policies were somewhat effective in discouraging sexual harassment 2 didn't know. An additional 3 marked "other;" all three comments under "other" stated that there have not been any cases of sexual harassment, with one of them adding that he felt that the policies are efficient.

As mentioned earlier, two respondents said they had personally experienced sexual harassment. One reported the situation, and was asked to withdraw the complaint. The other was afraid of speaking up for fear of losing her job. Neither situation was resolved to the respondents' satisfaction. (Both of these respondents expressed gratitude later in the survey for the questions asked, and one specifically appreciated the opportunity to talk about sexual harassment.)

Wishes To Improve Opportunities

One of the last questions of the survey asked female journalists what they would wish for the most to improve opportunities for female journalists. A total of 25 Albanians and 9 Serbians responded to this question.

The most frequent type of response were those responses relating to **working conditions**. This included comments regarding

- security and mobility issues
- more respect for the profession
- more freedom/freedom of speech, as well as
- benefits such as job security, health insurance & other benefits, higher salaries, material position, and paid maternity leave and special consideration for journalists who are mothers.

Also mentioned frequently were responses related to **equality**. These included comments about equal respect/ treatment with male editors/journalists, having more women editors, and women having equal/more representation in the media/journalism.

Training or professional development opportunities were also mentioned by several of the journalists, including suggestions that there be more continuous media training or investment in training, and that there should be greater engagement of donors or NGOs with

female journalists, including a requirement for females to be involved in professional development activities.

A few journalists suggested **legal** issues, such as a law protecting journalists, labor policies enforced, more being informed about women's rights, and for employers to respect contracts.

Some journalists talked about issues of **coverage**, such as the desire to cover important cultural events in Albania, that coverage of social topics be given importance, that there were more opportunities for women in investigative journalism, and for material support for new project on women.

One mentioned simply, "motivation" and several wrote "don't know."

Comments Regarding Focus on Gender Issues

A total of 19 Albanian female journalists responded with final comments on the survey. Of these 84% offered gratitude and/or praise for the survey and/or encouraged more activity covering gender issues; the rest had no substantial comments.

Of the 7 Serbian female journalists responding to this question, 4 (57%) offered gratitude or praise for the survey and/or encouraged more activity covering gender issues; 2 (29%) restated that gender is not an issue in journalism in Kosovo, or that there was equality (1 of these 2 mentioned that ethnicity was a more factor affecting journalists); and 1 (14%) stated they had no comment.

Of the 10 Albanian media managers/editors responding to this question, 4 (40%) offered gratitude or praise for the survey and/or encouraged more activity covering gender issues; 1 (10%) expressed concern about under representation of women; 1 (10%) expressed willingness to discuss the topic further; 1 (10%) criticized the survey saying that "it should have allowed broader choices in order to be more objective"; and 3 (30%) stated they had no comment.

Of the 5 Serbian media managers/editors responding to this question, 2 (40%) offered criticism (one stated that " Questions were not enough applicable to women journalists and did not include key elements according to which the work of women journalists differed from men journalists."; another wrote of language barriers faced in seeking funding to address women's rights (1 (20%) offered gratitude or praise for the survey and/or encouraged more activity covering gender issues; and 1 (20%) restated that gender is not an issue in journalism in Kosovo, or that there was equality 1 (20%) stated that " Men are more interested to work than women who are less responsible in performing [professional] duties mainly because of children, marriage, pregnancy, etc."

Perceptions about the Employment of Different Ethnicities in the Media

Facilitating opportunities for hiring and promoting other ethnicities within media organizations

Respondents were asked to comment on criteria that facilitate the hiring and promoting of other ethnicities. Responses to this question were grouped into 8 categories. These categories, in order of the frequency with which they were mentioned, were:

- Characteristics of the individuals and/or their work
- Specific organizational action, programs or activities
- Organizational philosophy and reputation
- Organizational resources
- Working conditions
- Organizational relationships
- Local reality
- Other ("organization's communication and audience") and
- None/don't know

For the Albanians, the most frequent category mentioned in relation to hiring was **specific organizational action, programs or activities**. Specifically, 4 respondents stated that their organizations have offered programming in other languages to other ethnic communities; and 1 respondent commented on their organization offering equal conditions for all, and programming that is based on needs for programs in minority languages.

This category of specific organizational action, programs or activities was also one of the two most frequent categories mentioned in relation to hiring by the Serbian media managers/editors. Two respondents mentioned broadcasting in Roma, while a third respondent referred to an "increased workload" facilitating hiring of other ethnicities. Both Albanian and Serbian respondents mentioned programming in other languages facilitating the promoting of other ethnicities as well.

Not surprisingly, comments from both the Albanians and the Serbians about what facilitated promotions most frequently (50% of each group) related to **characteristics of the individuals and/or their work**. For the Albanians, comments related to an individual's professionalism, experience, abilities, engagement, success at work, and dedication. For the Serbians, comments focused on the work of the individual, as well as their sense of responsibility, creativity, engagement and discipline.

Another category of responses mentioned by both groups with regards to facilitating both hiring and promoting, was the **organization's philosophy and reputation**. Grouped under this category were the following comments on hiring by the Albanians:

- "Media experience and advancement in the processes and democratic developments of the society "
- "The fact that the organization is generally seen as an independent media, objective with balanced reporting, uncolored politically"

The Serbians' related responses on hiring referred to being open to all ethnic communities, and having a multi-ethnic concept. Similar responses were made by both groups regarding promotions.

Responses related to **organizational resources** were given by both Albanians and Serbians in relation to hiring, with comments such as:

- "Means are requested to assure the employment of other ethnicities "
- "Program in Roma language but was stopped due to financial difficulties" and
- "Improvement of financial situation that leads to increase of financial means and parallel to this, increase of number of employees which can contribute to quality of program and creating of new programs."

Albanians also commented on resources in relation to promotions, particularly mentioning: "assuring financial means for the job," "Self-financing" and " Financing of programs in minority languages."

Organizational relationships were mentioned by the Albanians regarding hiring; particularly,

- "Respect towards all ethnicities living in Kosovo"
- "Relatively good intra-national relations." and
- "Cooperation with citizens of other ethnicities, especially with other local radios from the Serb, Turkish and Roma ethnicity."

Working conditions were mentioned directly by an Albanian in relation to hiring, and similarly, a "favorable work atmosphere " was mentioned by a Serbian in relation to promoting other ethnicities.

The **local reality**, or an understanding of it also played a role in participants' responses, particularly in relation to "advances in society" and a "large local ethnic population."

One other comment made by an Albanian in relation to hiring was categorized under **other**; this respondent stated as facilitating hiring, "I would say their communication and audience, although I have not faced this issue." Also, several simply responded that they did not know or "nothing."

WHAT FACILITATES OPPORTUNITIES FOR HIRING/PROMOTING OTHER ETHNICITIES?

ORGANIZATIONAL ACTION/ACTIVITIES

Program in three languages
Other language programming
Common project

ORGANIZATIONAL PHILOSOPHY & REPUTATION

Seen as independent, balanced & objective
Multiethnic concept
Aim of organization to be multi-ethnic
Dedication to development & independence of the multi-ethnic PBS
Tradition of good cooperation
Open to cooperation
Understanding Kosovar reality

INDIVIDUAL CHARACTERISTICS

Professionalism
Professional ability
Engagement/success at work
(Individual) professional media experience & preparation
Creativity
Other ethnicities' interest

RESOURCES

Increased number of employees
Budget/financial support
Self-financing

RELATIONSHIPS

Excellent interethnic relationships
Respect/good relationships

WORKING CONDITIONS

Working conditions
Favorable work atmosphere

LOCAL REALITY

Advances in society
Large local ethnic population

Obstacles for hiring and promoting other ethnicities within media organizations

Seven types of obstacles were described when respondents answered the questions on what were the obstacles to hiring and promoting other ethnicities. These obstacles, described more fully in the box above include:

- Actual individual characteristics (characteristics that are factual)
- Perceived individual/ethnic characteristics (characteristics that are more beliefs and perceptions)
- Working conditions
- Local reality
- Market interest
- Resources
- Other

When asked about obstacles to hiring or promoting other ethnicities, the most frequent response from the Albanians was that there are none. This was followed by obstacles (to hiring) related to **resources** for funding positions; and **by actual characteristics of individuals**, for promoting.

For the Serbians, the obstacle to hiring other ethnicities that was most frequently mentioned was **money or resources**; this was closely followed by the **local reality** (lack of security) and by **actual characteristics of individuals**. Regarding obstacles to promoting other ethnicities, the most frequent response of Serbians, like the Albanians, was that there are no obstacles; the next most frequent response related to **perceived individual characteristics**.

Market interest was mentioned by the Albanians as an obstacle in both hiring and promoting. **Working conditions** were mentioned by a Serbian as a potential obstacle in hiring. Marked as "**other**" were comments including: " Job nature " and " There is no need for other ethnicities. The current structure fulfills the needs of inclusion of all non-majority communities. "

OBSTACLES TO HIRING AND PROMOTING OTHER ETHNICITIES

ACTUAL INDIVIDUAL CHARACTERISTICS

Lack of needed qualifications
Language
Education level
Experience

PERCEIVED INDIVIDUAL/ETHNIC CHARACTERISTICS

Professionalism
Lack of devotion to work
Need their good will
Their ideas missing
No need for other ethnicities/current structure fulfills their needs

WORKING CONDITIONS

Providing normal work conditions
Freedom of expression
Freedom of movement
Easier access to information

LOCAL REALITY

Security/no freedom of movement
Political situation

MARKET INTEREST

Marketing dependent
Interest
Audience
Negative attitudes against minority media

RESOURCES

Means/financial aspect/small salaries
Technical obstacles

OTHER

Job nature
None
Same for all

Other Comments on Ethnicity

Other comments regarding ethnicity frequently mentioned both an interest in doing more to promote multi-ethnic programming -- and the need for financing to do so. Such comments included:

- "International donors should pay more attention to minorities and assist them. The word minority means endangered. Minorities can only be protected financially. Minorities do not have advertisements and other commercial incomes as they are small in numbers."
- "In order for the society to progress, co-operation with radio stations of all communities must expand. However, co-operation initiatives must be supported by organizations and institutions interested in a multi-ethnic society;" and
- "There is educated staff, good will, technical capability, area in the program but there is no financial support..."

A few mentioned that they were doing what they could in their organizations, and at least one expressed an interest in doing more. One respondent noted that "... it is impossible to find a person of a different ethnic origin who will be able to do a program in a language different from one's mother tongue."

Another respondent commented that "Understanding and security for all communities in Kosovo is a needed thing."

PART III - ENHANCING OPPORTUNITIES AND OVERCOMING OBSTACLES (FOCUS GROUP INTERVIEW FINDINGS)

The focus group interviews proved to be the most exciting activity in the study. All five groups were enthusiastic about their experience and sought to continue the dialogue.

A total of 45 editors, directors and journalists participated in 5 focus groups. They represented approximately 21 media organizations including newspapers, radio and television. They came from 5 different ethnic groups (Albanian, Serbian, Turk, Roma and Bosniak). Their experience in journalism ranged from 1 month to 30 years, with a wide range represented in each group; overall, they averaged 6.8 years of experience with a median level of experience of 5 years.

Each of the 5 focus groups addressed both the topic of female journalists excelling in the media, and media contributions to enhanced ethnic understanding. A summary analysis of each focus group interview was prepared and can be found in Appendix 6. Following is a summary of findings from those interviews.

Female Journalists Excelling in the Media

Over and over in each focus group, participants recounted stories of female journalists facing daunting obstacles and tense situations -- and responding with professionalism, creativity and courage; most importantly they succeeded, not only in getting a story but in creating an impact on their organizations, their communities and beyond.

From the stories, participants in the focus groups identified the circumstances where women excelled. Themes that stood out related to the types of reporting and issues that these female journalists handled well, the qualities of these journalists that made that possible, and the impacts they had on both their organizations and society. **Table 10** outlines some examples.

Stories were told about a variety of issues covered well by individual female journalists, including: investigative reporting; human issues dealing with serious consequences to society (such as drugs, trafficking, poverty, mental illness); tense or sensitive issues of potential conflict; tough political conflict or other situations of great risk; and media leadership

Many qualities of these journalists were described. Some of these qualities were generally accepted as qualities of women in general, such as compassion and gentleness. There was some debate over the presence of other qualities (such as courage) in all female journalists.

Impact of Female Journalists

The impact of female journalists was clearly described, and ranged from changing work habits within their organization, to pioneering the field of investigative journalism, to influencing authorities to take appropriate action in their communities.

Within media outlets, women were noted to have impacts on their organization such as improving interpersonal relationships, introducing innovative approaches to journalism,

increasing levels of professionalism, increasing audience sizes, improving the image of the outlet locally, and raising the organization's international profile.

Table 10. Impact of Female Success in Journalism

WHAT HAPPENS WHEN WOMEN EXCEL IN JOURNALISM		
Some Issues Covered By Female Journalists	Some Of The Qualities These Women Brought To Their Journalism	Some Of The Impacts Of Their Work
Investigative reporting	Persistence, courage and creativity, determination, charm,	Inspired the growth of investigative journalism at her station, "helped define the style of investigative reporting, thus greatly contributing to her colleagues' (both male and female) professional development."
Human issues, particularly dealing with poverty and related problems	Sensitivity, gentleness, compassion and persistence	Raised awareness about a negative phenomenon occurring in society and spurred authorities to take action; Increased media's audience
Tense issues of potential conflict	Level-headedness, calmness, objectivity, positive outlook	Succeeded in calming down the tense situation between different communities
Sensitive issues	Diplomacy and skilled handling of human relations	Gained access to areas denied to other journalists
Tough political issues	Courage and commitment,	Able to provide war coverage directly from Kosovo when no other journalist was doing so
Situations of great risk	Courageous and daring, adaptability, boldness	Covered the March 2004 riots
Media leadership	Persistence and commitment, determination, positive outlook	Successfully started a media organization even with few resources or other support
	<u><i>Other qualities mentioned:</i></u> Good facilitators for interethnic understanding & reconciliation; highly engaging & credible; having an objective approach, tolerance, and freedom from bias in reporting	<u><i>Other impacts mentioned:</i></u> Improved interpersonal relationships within their organizations and their communities; improved image of the media outlet; raises the media's international profile; incites professionalism among colleagues

Wishes for the Future for Women in the Media

Focus group participants were asked what they would wish for, to bring about a future where women excel in journalism. Responses related to 5 categories: gender equality, skill development for women, women's attitudes and behavior, working conditions/employment issues, and issues related to the local reality.

Every group mentioned the need for education or training for women; this was clearly an issue that people felt excited about. "We don't have people who have a professional education in journalism," remarked one participant. Another noted, "Before becoming perfect professionals, women need education."

Four of the groups commented on issues related to gender equality. One group pointed out that in the media there are more women than men but that usually men are in higher positions. Comments included:

- "He is the chief, but we do the work."
- "Women do all the work, but through men."
- "Women are those who do all the work, but men get prized for the success."

WISHES FOR THE FUTURE FOR WOMEN IN THE MEDIA

WISHES RELATED TO GENDER EQUALITY

Gender equality
Eliminating prejudice against women
Opportunities for managerial positions
Union of female journalists
More exposure of women's rights
More opportunities
Greater trust in women and understanding by managers
More opportunities to demonstrate capacity
Overall support

SKILLS DEVELOPMENT

More professionalism in the media
Education/ training
Skills/ capacity

WOMEN'S ATTITUDES

More seriousness at work
More courage in women
Self-confidence/initiative, readiness

WORKING CONDITIONS/EMPLOYMENT ISSUES

Working conditions
More time off
Incentives
Contracts
Set promotion criteria
More financial support
Legal protection
Media/journalists to be more independent/more freedom

LOCAL REALITY

Freedom of movement/security
Role of media
Resolve political & economic situation
Economy

The focus group discussions were both remarkable and inspiring in the stories that were told about personal and professional experiences as female journalists. All five group discussions were noted for the following features:

- Passion shown by the women when discussing the subject
- Recognition of achievements in the most hazardous and difficult situations
- Importance of personal qualities in their success
- A common desire for greater gender equity and equal opportunity for education and professional development

“Being women, we can be leaders on this issue now and in the future. The fact that we are women launches a meaningful message of not wanting conflicts or wars and wanting to protect our husbands, sons, and fathers. This is the foundation of our work in journalism.”

The experiences of focus group participants point toward the potential impact female journalists can have on the future of Kosovo and society in general. As stated in one focus group, these journalists can contribute toward shared understanding among communities. “Being women, we can be leaders on this issue now and in the future. The fact that we are women launches a meaningful message of not wanting conflicts or wars and wanting to protect our husbands, sons, and fathers. This is the foundation of our work in journalism.”

Media Contributions to Enhanced Ethnic Understanding

In discussing circumstances in journalism that contributed to ethnic understanding, several key themes emerged in the focus groups. These themes can be divided into things within the control of journalists and the media, and broader issues that the media can influence but not control.

Within the control of the media were:

- **Good journalistic standards** (including accuracy, objectivity and professionalism): This was particularly emphasized by the focus group of mixed ethnicities and the Albanian media managers and editors, who stressed the need for objectivity and professionalism.
- The knowledge of **languages** of others living in Kosovo: A tangible theme that was stressed by four out of the five groups.
- **Cooperation** of journalists and media organizations across ethnicities: This was emphasized by both the Serbian female journalists and the mixed minority journalist group.
- **Programming** (specifically, reporting on shared issues and on diverse ethnic communities, and reporting that is favorable to minorities): This improved coverage of ethnic issues was seen by both the Serbian female journalists and the minority journalists as a means to play a key role in promoting understanding.

Media organizations can apply for but have less control over **foreign financial support**; this issue, emphasized by the Serbian managers/editors, is perhaps an issue that donor organization can give more attention to.

Two themes were mentioned by the focus groups as circumstances that contribute to ethnic understanding but are not within the direct control of the media.

- The **multi-ethnic concept** refers to the concept that "everyone has the right to live freely," and includes a positive attitude and good will from all sides, which was emphasized in particular by the Albanians.
- **Gender equality** was also mentioned by the Albanians.

With both these themes, it is the assumption of this study and program that while the media does not control these issues in society, it has a tremendous impact on them. By both actively promoting these concepts within their own organizations, and reporting responsibly around related issues, the media can influence the development of these concepts in society.

"We should work toward erasing stereotypes because we are all here, we want to live in Kosovo, and we are willing to accept the Kosovo reality."

Both the mixed minority group and the group of Serbian female journalists emphasized this larger role that the media held in promoting ethnic understanding in a multicultural society, and it was suggested that the media could even play a role in criticizing misbehavior toward minorities. "We should work toward erasing stereotypes because we are all here, we want to live in Kosovo, and we are willing to accept the Kosovo reality."

Of course, the larger interrelated societal issues were mentioned as well. These included:

- **Resolving the political status of Kosovo,**
- **Security,** and
- **Equal rights for all.**

What would improved coverage of ethnic issues look like?

Based on the contributions of each of the different focus groups, a picture of improved coverage of ethnic issues might appear something like the following:

- Improved coverage of ethnic issues starts with the greater media playing a larger role in promoting a better understanding among communities. There is cooperation among journalists and among media organizations of different ethnicities, through the exchange of assistance and materials. Journalists have knowledge of all the languages spoken in their communities and are able to communicate directly with the different ethnic groups (and their counterparts in other communities).
- Journalistic standards of objectivity, accuracy and professionalism are followed regardless of ethnicity.
- Programming can be on shared issues across more than one ethnic group, or can help others better relate to human situation of one ethnic group. Journalists can try to report on diverse ethnic communities in ways that are more favorable and less demeaning to other ethnicities. This reporting can be through single reports, particular shows dealing with different ethnic groups, or whole programs on a single minority ethnic group; they can include special shows that deal with politics or culture, longer reports from the field, and news broadcasts.
- Agreement on a common editorial policy may need to be addressed, and financial support to enable such coverage may be needed until the market will support a multi-ethnic concept.

On Ethnically Integrated Staffs

Each of the five focus groups was asked specifically about the possibility of Kosovar media outlets having an integrated multiethnic staff, and they shared their perspectives on whether this was realistic possibility and how could it happen.

Four out of the five groups (all of the Albanians and Serbians) felt strongly that much would have to change for there to be integrated multiethnic staff throughout the media in Kosovo, and that this will take a long time. Some obstacles to having a multiethnic staff that were mentioned by the Albanians included:

- the language and terminology they are supposed to use,
- the difficulty for a newspaper to write in Serbian, and
- the political barriers precluding Serbs who are reporting for the Albanian media ("if a station would choose to carry their reports it would lose its audience").

Some felt that an integrated multiethnic staff could only happen in special projects funded by the international community and in public television.

The Serbians stated that while some agreed that an integrated multiethnic staff is something that is already in place in some organizations (mostly the case with Serbian and Roma or Turkish local media), and that an integrated media staff would be possible in the regions where there are mixed populations, it will not be fully realizable until the final status of Kosovo is decided and political issues are resolved.

As it is now, Serbian participants expressed, it would be very difficult or almost impossible to create an integrated staff of Serbs and Albanians in present-day Kosovo, due to poor working conditions of journalists, lack of freedom of movement, hostile perceptions of the communities, lack of security, and an ill-defined concept of the societal role of the media.

On the other hand, the group of minority journalists was very optimistic that an integrated multiethnic staff could happen soon in most of the editorial rooms across Kosovo media. They pointed to examples, stating that “This is already happening, for instance there is an Albanian journalist working in the Serbian editorial office, and a Turkish journalist working in the Albanian one.”

In summary, the discussion on media contributions to multiethnic understanding indicated a shared belief that the media can influence the growth of better ethnic understanding in Kosovo. However, several themes emerged as central to the development of better coverage of ethnic issues, including:

- acceptance of good journalistic standards
- greater knowledge of languages spoken by different ethnic groups
- cooperation of journalists and media organizations across ethnic lines
- reporting on shared issues that is favorable to minorities
- financial support from international donors until such time that a multiethnic concept becomes reality

PART IV: DISCUSSION AND CONCLUSIONS

COMPARATIVE ANALYSIS

Comparison of Albanians and Serbians

For the most part, differences between the Albanian and Serbians have already been described in presenting the findings earlier. Generally speaking, women were more represented in Serbian organizations, and the perceptions of Serbian FJs appeared to be more similar to the Serbian MM/Es; this may be because there were far fewer Serbians represented overall, and more women represented among the MM/Es. The Serbian respondents tended to emphasize the gender equality they felt that was already evident in their organizations, while the Albanians FJs were less likely to express a sense of gender equality within their organizations.¹⁷

Comparison of Media Managers/Editors and Female Journalists

Where possible, responses of media managers and editors were compared with those of the female journalists. While most of the general findings remained the same, there were some differences found.

For example, in reporting salary data, the Albanian MM/Es reported that 19% of total number of women in all of their organizations earned less than 200 Euros a month, 71% earned between 200 and 500 Euros, and 10% earned more than 500 Euros. Of the 32 FJs responding, 50% of them actually earned less than 200 Euros a month, 38% earned between 200 and 500 Euros, and 13% earned more than 500 Euros. Thus many of the FJs earned less than what was reported by the MM/Es (although a few earned more).¹⁸

Table 11. Salary data for Male v. Female Journalists

Albanian Organizations			
	Men	Women	Reported by 32 FJs:
<200	14%	19%	50%
200-500	72%	71%	38%
>500	15%	10%	13%

Albanian perceptions regarding the equality of hiring and promotions revealed some differences as well.

Regarding perceptions about hiring, while 79% of MM/Es believed that it was equally easy for either gender to get hired, only 50% of the FJs felt that it was equally easy for either gender to get hired. Another 38% of the FJs felt that it was not equally easy for either gender to get hired.

In terms of promotions, while 92% of MM/Es believed that it was equally easy for either gender to get promoted, only 63% of the FJs felt that it was equally easy for either gender to

¹⁷ Because data on other ethnic respondents is extremely limited, it would be very hard to generalize; also very little can be reported on them without breaking commitment of confidentiality.)

¹⁸ This comparison was not done with the Serbians because of the fewer number of Serbian FJs reporting salary data.)

get promoted. Another 28% of the FJs felt that it was not equally easy for either gender to get promoted. There were no such differences between the Serbian MM/Es and FJs.

Also, Albanian MM/Es were more likely to say that women returned to work after Maternity Leave; 95% of these MM/Es stated that women always or usually return after Maternity Leave, while only 76% of the Albanian FJs stated the same. There was a greater difference between the two groups in looking at what percentage said “always.”

Table 12. Perceived Rate of Return Following Maternity Leave

	MM/Es	FJs
Always	68%	27%
Usually	32%	45%
Sometimes	11%	18%
Rarely		9%

While the majority of the respondents still agreed on the same response, the size of that majority in several cases differed between the MM/Es and the FJs. It appears that Albanian MM/Es are more likely to report favorable conditions on the hiring and promotions of women than the FJs themselves.

Comparison of Survey Responses with Focus Group Interviews

While there was not a lot of overlap between the questions asked in the surveys and the questions of the focus group interviews, the focus group discussions provided real life examples of some of the survey findings. In particular, the focus groups provided vivid descriptions of real experiences of women excelling in their work and the impact that had on themselves and their organizations.

In the Survey of Media Outlets, those media managers and editors who stated that gender is considered in reporting assignments reported that women were not given stories to cover where there was perceived physical danger. As one person wrote, "If investigation requires physical work or brings life or health dangers, then females are not assigned to those jobs." Yet in the focus groups, story after story recounted female journalists excelling in some of the most risky or dangerous situations. Men as well as women described in these interviews how women did indeed have the qualities that were needed to respond to these situations.

Common themes could also be found between the surveys and the focus groups, particularly with regards to the wishes that respondents had for women in the media, and around the media’s role in ethnic understanding. These themes are highlighted in the conclusions of this report.

IMPLICATIONS, CONCLUSIONS AND FURTHER QUESTIONS

GENERAL CONCLUSIONS

On Women in the Media

1. Women employees represented between one quarter and one third of the staff reported on by Albanian organizations, and just over one third of the staff in all Serbian organizations reporting.
2. Even taking into account their fewer numbers in the organizations overall, women were still under represented in management and editorial positions.
3. In the Albanian organizations, fewer women than men were reported in the upper salary levels, while in the Serbian organizations, more women were reported in the higher of the two salary levels at which they were paid.
4. There is somewhat of a difference in perceptions between Albanians MM/Es and FJs on how difficult it is for women to get hired or promoted, and whether or not female journalists are treated the same as male journalists. MM/Es generally reporting more favorable conditions than the FJs themselves. Regarding all of these issues, the majority of all respondent groups felt conditions were equal between the genders.
5. Factors that contributed to equality in hiring included both personal qualities (professionalism and quality of work, academic and professional qualifications, individual's determination and expectations for respect) and organizational factors (needs of the organization, policies and practices related to gender equality).
6. In contrast, obstacles to equality in hiring focused more on systemic issues like prevalent attitudes toward women, security issues and constraints on mobility and economic issues. Obligations at home were also mentioned as a potential obstacle to the hiring of women.
7. There did not appear to be any significant difference between men and women in terms of who had contracts, and little data on promotions -- yet both these issues stirred comments that reflected dissatisfaction; it was not clear if this dissatisfaction was at all gender related.
8. Findings on other gender issues (i.e., maternity leave, sexual harassment policies and professional development) varied considerably between organizations, but there was a general recognition of their importance.
9. The focus group discussion provided powerful evidence of the impact of women on the media. Several themes emerged from the stories the women told of their experiences in the media:
 - Women have excelled in the most hazardous and difficult situations.
 - Personal qualities were important to their success.
 - The impact of their work is significant, pervasive and widespread.

- There exists a common desire for greater gender equity and improved opportunities for education and professional development.

10. Factors that could improve opportunities for women include:

- Better working conditions (better security and mobility, respect, job security and benefits)
- Greater equality (including equal respect/ treatment with male editors/journalists, having more women editors, and women having equal/more representation in the media/journalism)
- More opportunities for training and professional development
- More attention to legal issues, such as a law protecting journalists, labor policies enforced, more being informed about women's rights, etc
- More opportunities for assignments that women can and want to cover

On Ethnicity

In both the survey questions on facilitating hiring and promoting of other ethnicities, and in the focus group interview discussions on circumstances that contributed to ethnic understanding, some common themes could be identified. These included:

1. Individuals are expected to follow good journalistic standards of accuracy, objectivity, and professionalism. Adhering to these standards is essential and takes precedence over one's own ethnic identity in journalism.
2. Specific programming on ethnic understanding (whether on shared issues or enlightening others on the human stories of another ethnicity) is important, both in creating that understanding and in offering employment opportunities to other ethnicities.
3. Resources, particularly financing, are important to making such programming (and the hiring of other ethnicities) a reality. Until there is a clear market that will support such programming, outside funding may be needed.
4. Organizational relationships and cooperation with media outlets and journalists of other ethnicities are important.
5. The organization's philosophy and reputation for having a multi-ethnic concept contribute to hiring and promoting of other ethnicities and greater ethnic understanding.
6. The local reality -- the political and economic status of Kosovo, and the related security issues -- will continue to have a major impact on the media's role in ethnic understanding and ability to have an integrated multi-ethnic staff.
7. A key finding of the focus groups is the need for journalists to be much more knowledgeable of the languages used in the region,.
8. Among Albanian and Serbian journalists in Kosovo, there is the strong belief that an integrated multi-ethnic staff will not be a reality in this generation. Other ethnicities may be more optimistic about the possibilities of this happening.

IMPLICATIONS FOR THE ROUND TABLE DISCUSSION, LEADERSHIP TRAINING AND INTERETHNIC DIALOGUES

This study identified both obstacles and opportunities for progress in the areas of Women in the Media and of Ethnicity and the Media. Important in this identification is the separation of what can be done by the Media, what can be done by others, and what else needs to happen in the wider context. The implications of the findings in this report point to questions for further discussion and action for each of these different levels.

All of these discussions should be built on an appreciative approach which is intrinsically highly collaborative and participatory. An appreciative approach to dialogue inquires into, identifies, and seeks to further develop the best of "what is" in organizations. The goal of appreciative inquiry is to leverage success to build toward more effective results in the future.

Discussion Points for Individuals

- How can individual journalists raise the standards of objectivity, accuracy and professionalism further through their work?
- How does an individual female journalist who is faced with gender inequality command respect for her rights -- and keep her job?
- What opportunities exist for exchange and cooperation with journalists of other ethnicities?
- How can journalists learn and make use of other languages in use in the region?

Discussion Points for Media Outlets

- How can media outlets identify and hire highly skilled and capable female journalists?
- How can media outlets balance their staffs with perspectives that truly represent the region covered, both in terms of gender and ethnicity?
- How do organizational policies (or the lack there of) affect that balance? Particularly policies regarding:
 - Work hours, flexible scheduling and availability
 - Principles of equal assessment
 - Maternity leave
 - Sexual harassment
 - Salary guidelines
- What assumptions are made in assigning stories?
- How do female journalists' obligations at home enable women to be in touch with the reality of Kosovar society? How can that experience provide the media outlet with a unique perspective in reporting?
- How can ensure balanced representation of skilled female journalists in the roles of editors and managers within their organizations?
- What promotion criteria can be established to support this?
- What role does the knowledge of different languages play in hiring and promotion decisions?
- How well does the organization maintain standards of objectivity, accuracy and professionalism?
- What is done to support and recognize excellence in these and other areas? Is it enough?
- What are the possibilities for more multi-ethnic programming?

- What are possible story ideas?
- Who are the journalists who have the skills and languages needed, and who could bring a unique and sensitive perspective to these ideas?
- What media outlets of different ethnicities could be invited to cooperate in producing these stories or programs?
- Where could the resources be found to make this happen?

Discussion Points for Media Associations

- How do associations of journalists recognize and support high standards of professionalism?
- How can media associations recognize and provide opportunities to learn from leading organizations in progressive practices towards gender equality & multiethnic approach?¹⁹
- What guidance can be provided to media organizations and their employees on contract and labor-related policy issues?
- What action can be taken by media associations to support the legal protection of journalists?
- How can media associations support good education and training in professional journalism?
- What are the roles in that education of:
 - a focus on high standards of professionalism
 - rights and legal protection
 - languages of Kosovo's different ethnicities?
- What role can media associations play in identifying and publicizing opportunities for financing of multiethnic programming?

Discussion Points for Donor Organizations

- What is the role of donor organizations in supporting education in journalism?
- How do donor organizations support gender equality through professional development?
- How can that professional development prepare female journalists to actively seek and attain management positions?
- How do donor organizations recognize, support and provide opportunities to learn from leading organizations in progressive practices towards gender equality & multiethnic approach?²⁰
- How can donor organizations support market development for multi-ethnic programming? And how can donor organizations plan for long-term financing until that market is developed?
- How can the need for ensuring diversity and opportunity be integrated into all MOUs, PDPs, and be part of business management training?

¹⁹ & ²⁰ Studies such as this one could be used to begin to identify some organizations where progress is already being made, allowing those interested to examine more closely what has made this possible and what more is needed.

Much has been said by participants in this study of the need for the final political status of Kosovo to be resolved before real progress toward a peaceful multi-ethnic society can be made. Yet at the same time, participants have also emphasized the role of the media in influencing the direction of society. In the face of the larger issues brought up by journalists, such as security and mobility, the media may have a significant role to play in how these issues are portrayed. What that role will be, is perhaps one of the most important question that can be addressed as a professional community.

APPENDICES:

Appendix 1 - Program Assumptions

Appendix 2 - Survey of Female Journalists

Appendix 3 - Survey of Media Managers and Editors

Appendix 4 - FG Protocol

Appendix 5 - List of organizations participating in the study

Appendix 6 - FG Reports