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KOSOVO NEW OPPORTUNITIES FOR AGRICULTURE PROGRAM

TELEVISION AGRICULTURAL SHOW PRODUCTION



JANUARY 2012

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Implemented by:

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DISCLAIMER

This report was prepared by the New Opportunities for Agriculture project team of Tetra Tech ARD based on a Final Report prepared by Short Term Technical Advisor, C. Bruce Williams PhD. The authors' views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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BACKGROUND

USAID supports economic growth in Kosovo through programs that strengthen and improve competitiveness of Kosovo agribusinesses, improve the business environment, and encourage local economic development. Accordingly, USAID/Kosovo has awarded Tetra Tech ARD the task order for the New Opportunities in Agriculture in Kosovo Program.

The goal of the program is to increase economic growth in Kosovo through expanded, environmentally sustainable production and sales of value-added agricultural products by enabling producers and processors to compete regionally and globally. The program has the following components:

1. Products and farmers linked with markets;
2. Agriculture products diversified and increased;
3. Food quality and safety improved;
4. Increased affordable and accessible credits;
5. Improved coordination with the agriculture sector.

PURPOSE OF ASSIGNMENT

The primary purpose of this assignment was to increase the reach of the New Opportunities in Agriculture in Kosovo Program (NOA) to Kosovo beneficiary farmers and agribusinesses through the RTK's "Bujku" television program. The show should provide information to help educate Kosovo farmers on good/sound production, postharvest and processing practices and provide information about opportunities in agriculture, new markets and existing support programs in agriculture. Objectives included the following:

1. Assess common areas for collaboration between Program and RTK;
2. Identify overall structural and logistical issues of the Bujku television show that would best present the NOA Program value chain activities to viewers;
3. Generate new and improve existing communication activities to increase viewership;
4. Work in collaboration with RTK to produce and develop Bujku television segments and television shows;
5. Provide evaluation tools to NOA to monitor development of television shows post assignment.

This consulting assignment provided the Program with a clear strategy on how to continue collaboration with RTK in order to increase the presentation and viewership of newly created and existing television pieces. It also provided advice as to how to integrate the messages in different media the Program uses, such as the newsletter, the website and posters to increase viewership of television program.

EXECUTIVE SUMMARY

The Bujku Television Show is an Albanian language production of RTK Television, a public not-for-profit television station in Prishtina Kosovo. Ilir Binakaj is the long time host and producer. He exercises control over the content and theme of the show. Cameras and equipment for video editing is professional quality but equivalent to that widely used in USA in the early and mid-1990s.

The primary theme of the Bujku television show is agriculture. The format of Bujku (“the farmer”) show is traditional story telling with the host, Ilir Binakaj, interviewing guests. Few visual options or special effects are used during the show to help viewers understand the information delivered. A viewer must be motivated to stay connected with the information being delivered. Typical length of the show is 30 minutes but shows of 40 minutes or more are not uncommon. Bujku first airs on Sunday evening at 5:15 pm but is often rerun several more times each week. The typical viewer of Bujku is likely to be male, have a rural or agricultural background, and be over 45 years old. Tools for evaluation of viewer demographics and television viewing habits used in the United States are not available in Kosovo. The number and demographics of weekly viewers are not available.

The primary objective of the assignment was to incorporate activities and information from the New Opportunities in Agriculture Program (NOA) into the current Bujku television show. In Kosovo, television offers access to farmers that would be difficult to reach with any other type of mass communication. NOA's objective is to create awareness of existing and new crops, agricultural techniques, and production technology that will increase the profitability of agriculture in Kosovo. The Bujku television show offers the best opportunity for NOA to reach out efficiently to the greatest number of agricultural producers and agribusinesses.

Mr. Binakaj and RTK has agreed to give NOA 20 minutes of additional programming in the Bujku television show for 16 episodes. One segment would run every two weeks from late January until early September.

A “crash course” on television production was initiated for NOA staff. Program objectives, expertise of NOA personnel, technical subject matter specialists, and inquiries into program expectations were evaluated. Show format, concept ideas for show segments, and other information were developed. Existing educational programs, educational video segments, and calendars were coordinated and evaluated. A basic format for the show was agreed upon by the end of the first week. A production calendar was developed that included NOA activities from January to September 2012. Television programming was then matched to include all the major educational efforts and objectives during this time. All efforts were confirmed with Bujku personnel to ensure good collaboration and cooperation.

Eighteen television segments, including two back-up shows, were organized, planned and coordinated with technical staff. A brief 2-hour training was delivered for all staff that will appear on TV or be involved in production. The basics of proper attire, attitude, and information delivery were covered. Show and segment outlines, production details, and basic equipment needs were also presented.

TASK FINDINGS AND RECOMMENDATIONS

Task #1 - Form a general assessment of common areas for collaboration between Program and RTK and critique RTK's "Bujku" Television Program.

The Bujku Television Show is an Albanian language production of RTK Television, a public not-for-profit television station in Pristina Kosovo. Ilir Binakaj is the long time host and producer. He exercises control over the content and theme of the show. Videographers, Sadik Shabani and Fatmir Hadri, are "old school" film makers. Video editing is done by Mr. Binakaj and by others at RTK. Cameras and equipment for video editing (analog editors) is professional quality but equivalent to that widely used in USA in the early and mid-1990s.

The primary theme of the Bujku television show is agriculture. Mr. Binakaj credits the longevity of the television show (over 11 years) to avoiding politics and staying on theme by informing the public of news and advances in Kosovo agriculture. The format of Bujku ("the farmer") show is traditional story telling with the host, Ilir Binakaj, interviewing guests (in field, agriculture-related conferences, or equipment demonstrations). Few visual bells-or-whistles (information boards, etc.) or special effects are used during the show to improve viewers comprehension of the information delivered. A viewer must be motivated to stay connected with the information delivered by Bujku.

Typical length of the show is 30 minutes but shows of 40 minutes or more are not uncommon. Bujku airs on Sunday evening at 5:15 pm after news and sports events. The show is often rerun several more times during the week during early morning time slots. Total market size is estimated to be 1.5 to 2.0 million "potential" viewers but the majority of Kosovo citizens are living in Pristina or other urban areas. The typical viewer of Bujku is likely to be male, have a rural or agricultural background, and be over 45 years old. I spoke with several young people in Pristina and although they had heard of the show, none watched it. Typical tools for evaluation of public demographics and television viewing habits used in the United States are not available in Kosovo. The number and demographics of weekly viewers is not available.

Task #2 - Identify and scope out overall structure and logistical issues of the television show that would best present Program value chain activities to viewers; Work in tandem with RTK to develop new presentation techniques to be included within television shows.

A primary objective of the assignment was incorporate activities and information from the New Opportunities in Agriculture Program (NOA) into the current Bujku television show(see Annex 1, Scope of Work). In Kosovo, the television offers access to farmers that would be difficult to reach with any other type of mass communication. NOA's objective is to create awareness of existing and new crops, agricultural techniques, and production technology that will increase the profitability of agriculture in Kosovo. The Bujku television show offers the best opportunity for NOA to efficiently reach out to the greatest number of agricultural producers and agribusinesses.

NOA is providing funding to RTK-Bujku for a new HD digital video camera, program enhancement, and additional programing. In exchange, Mr. Binakaj and RTK agreed to give

NOA 20 minutes of additional programming in the Bujku television show for 16 episodes. One segment would run every two weeks from late January until early September.

NOA personnel has little experience with television production or scheduling but was eager to learn. Format and programming were constrained by lack of appropriate modern technology, knowledge of the requirements of the creative process, lack of appropriate equipment, and a limited understanding of video production processes. A “crash course” on television production was initiated with the Outreach and Communications Specialist, Julie Kuraja, and the Program’s IT Specialist, Besfort Morina.

Program objectives, expertise of NOA personnel, technical subject matter specialists, and inquiries into program expectations were evaluated. Annex 2 provides an approximate show format, concept ideas for show segments, and other information. Programs, existing video segments, and calendars were researched and evaluated. NOA personnel were helpful and eager to help make the project successful. Numerous ideas, story topics, and concepts were offered. A basic format was agreed upon by the end of the first week. A calendar was developed that included NOA activities from January to September 2012. Television programming was then matched to include all the major educational efforts and objectives during this time frame.

Program concepts, show formats, and many ideas were evaluated. A second meeting with Mr. Binakaj indicated he would be open to using some new ideas and a specialized NOA-based format within the Bujku show. A show opening and closing were specially crafted to spotlight NOA within the confines of the Bujku programming.

Preliminary production schedules were then developed to incorporate all NOA programming. Television delivery and content of the message will be performed by the subject matter specialists of NOA. The production schedule was set up in an Excel file. Changes to programming, dates, times, and personnel involved are likely to change. Julie Kuraja and/or Besfort Morina should maintain changes to this file and always know the status quo during production since they fully understand the importance of this organizational effort. A complete production schedule can be located in Annex 3 under the title of “NOA Contribution to Bujku Programming”. Eighteen production sheets, each representing a specific date, were rendered from the Production Schedule.

The opportunity to tape a segment with Bujku and Mr. Binakaj occurred on January 17. Vegetable production Specialist, Ismet Babaj, willingly volunteered to help produce a television segment on the production of seedling asparagus and lettuce. Taping would occur in a farmer’s greenhouse at a village 40 km from Prishtina. On Monday, I met with Mr. Babaj and reviewed the material he planned to deliver and made up questions for the Q&A portion of the segment. Suggestions were offered on the organization of the information to be delivered, the props needed, and the set-up required. Mr. Babaj made all arrangement and organized the first taping beautifully.

Taping was done the afternoon of January 17 and Mr. Binakaj was cooperative. Mr. Babaj did an excellent job of preparation and delivery. Although the final segment has not been viewed, I suspect it will be a welcome respite from the typical Bujku production.

A 2-hour seminar was developed and delivered on Wednesday, January 18 to subject matter specialists and other personnel involved in the production. The basics of television production, proper attire, interviewing techniques, and terminology were presented. In addition, the proposed show format, calendar, and subject topics were reviewed. Each

specialist involved in the television production was met with and coached on appropriate presentation techniques. Subject matter was discussed and topics refined.

Task # 3 - Generate new and improve existing communication activities to increase viewership.

An internal show opening segment (15sec) and closing (10sec) crafted by Besfort from slides provided by the staff will signal a new programming for Bujku. This will help to define the NOA contribution and should improve viewership.

Word of mouth, advertising, and other digital means (Facebook exposure, directed emails, etc) traditionally increase television viewership. To increase viewership, a coordinated program of appropriate marketing linkages was presented. The television show will refer viewers to the NOA website (www.noakos.com), the website will contain past newsletters, current events, past television segments, educational videos, and any other material important to the improvement of agricultural production in Kosovo.

Newsletters will be electronically or physically sent out to anyone requesting NOA materials. Newsletters would refer readers to the website and encourage the viewing of Bujku. Participants in any NOA event will be encouraged by subject matter specialists to watch Bujku. A marketing piece (program announcement card) was developed that will list dates and times of Bujku programming featuring NOA programming. This program card will be handed out at presentations or to any interested individuals.

The format of the newsletter was revised to reflect the theme of the website. It is essential that all publications, emails, and web information be branded with the NOA brand. Branding will help assure clientele of the credibility and reliability of NOA.

Task #4 - Provide evaluation tools to monitor development of television shows post assignment.

Tools to evaluate the success of television programming are essential. The impact of television exposure can be difficult to determine in areas where programming is directed to a very specific and limited audience. Even in the best of situation, three months may be required to see increased viewership. I have found it impossible to predict “what” the public's appetite is for agriculture-related programming. Certain programs will tweak viewer interest creating peaks interest while similar programming does nothing.

One of the best mechanisms to determine the success of programming is to evaluate the results. The following parameters should be closely monitored:

- ^ *hits on the www.noakos.com website;*
- ^ *requests for agricultural information;*
- ^ *requests for newsletters in email and physical delivery;*
- ^ *views on YouTube of video segments;*
- ^ *comments from growers or other agribusinesses;*
- ^ *request for information from Bujku RTK;*
- ^ *increased interest in the program from other press sources;*
- ^ *increased public recognition of specialists.*

Television cannot educate viewers; however it can provide information and sources for information that will assist viewers in educating themselves.

CONCLUSIONS AND RECOMMENDATIONS FOR FUTURE ACTIVITY

The Bujku Television Show is an Albanian language production of RTK Television, a public not-for-profit television station in Pristina Kosovo. The show primarily targets farmers, agriculture production, and agribusiness in Kosovo. A major objective of NOA is to improve agricultural production and profitability for Kosovo farmers. The “Bujku” television show was chosen to host a series of sixteen video presentations (20 minute segments) that highlight specific crops, production practices, and concepts critical to the profitability of agriculture in Kosovo. The initial production format, collaboration, and coordination with RTK/Bujku was developed and implemented. Eighteen shows, including two back-up shows, were outlined, show topics described, subject specialist presenters trained, and one segment produced. Newsletter, website design, and promotional materials were reviewed, developed, and coordinated with the objectives of the organization, the goals of the Kosovo agriculture, and the television production.

Action items

Short Term:

1. Stay the course and produce the remaining television segments as planned.
2. Monitor impact on the educational program by evaluation of requests for information and website hits.
3. Develop continuity in all marketing materials, newsletter, website, emails and television production. Use same or similar colors combinations, font style, and information-format to convey “branding” of NOA information and services.
4. Work to improve presentations by specialists. Encourage more props, activities, and hands-on style of format of information delivery.
5. Recommend newsletter, website, and television show at every public event or seminar. Word-of-mouth (and Facebook) is the quickest way to increase viewership of a program.
6. The complexities of coordinating all media will require a “dedicated” technically savvy employee. Julie Kuraja will be leaving in March for maternity leave. Besfort Morina will need help to ensure the quality of TV production, maintenance of information linkages, and to coordinate information flow from the specialists to the public.
7. Encourage employees to become active in photographing agricultural activities and cataloging the images in an accessible and search-able format. Video segments and clips can be extremely useful for teaching and seminars. Use key words to identify pictures and clips for future reference. Clean out any images that are of poor quality. Learn how to shoot high quality video with your existing camera and incorporate the photos and clips into the Bujku production.

Long Term:

1. Be Flexible. The outcome of television programming is unpredictable. Be in a position for optimum organizational flexibility, fluidity, and rapid adaptation to change. Bujku will be the main beneficiary of improved viewership and this will open the door to new opportunities and challenges. Be prepared.
2. Consider developing independent programming for a “farm show” that will run on RTK. Independent programming would allow NOA to develop a modern sculpted and concise program to fit the needs of the agricultural community served. Independent production will allow 100% control of content, program format, and information. Programs could be re-issued as educational videos or web-based videos. Improved production would likely widen viewer demographics especially for inhabitants of the city.
3. An independent production company is likely to be the best means to achieving the goals of NOA and reaching the greatest number of people in Kosovo. However, the experience of production and working with RTK will enable better decision making when the time comes. Economics of production, the goals of NOA and USAID, and numerous other factors will need to be assessed before committing to independent production.

ANNEXES

ANNEX 1 – Summary of Activities

**C Bruce Williams PhD
STTA Consultant
7-23 January 2012**

- January 07 Travel to Kosovo
- January 08 (Sunday) Travel to Kosovo

- January 09 Arrive Kosovo and review DVDs
- January 10 Meeting with NOA staff, Martin Wood, and review objectives and goals of NOA
- January 11 Meet with NOA staff, research subject topics and programming needs
- January 12 Toured RTK with Ilir Binakaj, Sadik Shabani, Julie, and Bestfort
- January 13 Organize and coordinate initial format for the segment on “Bujku” show
- January 14 Lunch with Ilir Binakaj; develop format and document in Excel files
- January 15 Sunday

- January 16 Meetings and firming up of format, 18 segment topics, and organization: Julie, Besfort, Fatmir, Martin
- January 17 Taped TV show segment with RTK on seedling production, Iler Binakaj, Fatmir Hadri, Ismet Babaj, Julie, and Besfort.
- January 18 Seminar for Specialists on the basics of TV(2 hour)
- January 19 Met with Ilir, Julie, Besfort and Fatmir discussed show formating.
- January 20 Met with Besa, Julie, Besfort, Ismet, and Martin Wood
- January 21 Lunch meeting with Ilir Binakaj, Julie, and Besfort to finalize plans for show segments
- January 22 Sunday

- January 23 Travel to USA
- January 24 Final Reporting

ANNEX 2 – Television Production Plan

Show Format

“BUJKU”

Segment Name:

New Opportunities in Agriculture

<u>Time</u>	<u>Subject</u>
15 secs	Opening credits
10-15 mins	Content (workshop, demonstration by specialist, or other)
2-5 mins	Comment by Specialist(s)
2-5 mins	Questions and Answers
10 secs	Closing credits
20 mins	Total segment run time

*note: a “corner flag” will be shown at least every 5 minutes to direct viewers to USAID/www.NOAKOS.com website.

Potential Segment Ideas and Concepts

- △ Plan for Planting Perennial Crops(what do growers need to know prior to planting this crops)
 - Asparagus*
 - Apples
 - Grapes
 - Blueberries
 - Raspberries

- △ Trade Shows for Growers(What should growers be looking for?)
- △ Identify vendors for seed, fertilizer, and supplies
- △ Negotiate prices
- △ Service for equipment
- △ Financial stability
- △ New Ideas

- △ Upcoming Training Opportunities
 - Apples
 - Asparagus
 - Saffron
 - Cucumbers
 - Grapes
 - Raspberries
 - Blueberries
 - Strawberries
 - Marketing Kosovo Products ?
 - Agrofinance for Small Growers
 - Environmental Impact of Agriculture
 - Pesticide application
 - crop rotation
 - cover crops
 - fertilizer leaching
 - Coliform bacteria (post harvest health)
 - Integrated Pest Management(IPM)
 - Basic Concept and economic basis
 - Implementation with different crops(tips, suggestions, etc)
 - Apples
 - Asparagus
 - Saffron
 - Cucumbers

- Grapes
- Raspberries
- Blueberries
- Strawberries
- Pesticide Safety(What makes safe pesticide application?)
- personal protective equipment
- environmental conditions
- Correct product for the crop
- Follow label instructions
- Proper equipment use
- Post harvest treatment
- Pre-Cooling and Cooling
- Value added products
- Packaging

△ Videos for Production?

- Planting a Strawberry Bed- David Handley 7:20
<http://www.youtube.com/watch?v=7Oj6Ol0m6RU&feature=relmfu>
- Renovating a Strawberry Bed David Handley 6:11
<http://www.youtube.com/watch?v=aZYNX2HqIn0&feature=relmfu>
- Site Selection and Planting Blueberries – David Handley 7:28
<http://www.youtube.com/watch?v=zzOGutpJb1M&feature=relmfu>
- How to Prune a Blueberry Bush David Handley 6:21
<http://www.youtube.com/watch?v=fm6ZfpGy5oQ&feature=relmfu>
- How do you grow raspberries David Handley 3:51
<http://www.youtube.com/watch?v=KIKusr5t2eM&feature=relmfu>
- How to Prune Raspberries David Handley 8:01
<http://www.youtube.com/watch?v=pOzo4s9Z9jE&feature=relmfu>
- How to Prune an Apple Tree- Part 1 Renee Moran 3:24
<http://www.youtube.com/watch?v=fsCsIGbWP2I&feature=related>
- How to Prune an Apple Tree Part 2 Renee Moran 3:45
<http://www.youtube.com/watch?v=jEdfeoIYDT8&feature=relmfu>
- Pruning Grapes Carol O'Meara 8:04
<http://www.youtube.com/watch?v=XThftJ8CAKQ>
- How to Plant Asparagus, Horseradish and Rubarb Carol O'Meara 8:38
<http://www.youtube.com/watch?v=84T60jYWcBs&feature=relmfu>
- Starting a Farm Business Richard Brzozonski 2:56
<http://www.youtube.com/watch?v=D3ukCuTuL3U>
- New Farmer-What is a Farm Enterprise Richard Brzozonski 3:27
<http://www.youtube.com/watch?v=CHSB2vGTzDg&feature=relmfu>
- Cucumber and Pepper videos <http://keshilluesibujqesor.al/?p=1091> - Ismet youtube(permission?)(good videos but only one on cucumber, not on target crops)

- Extending the Lettuce Growing Season- Iowa State 5:48
<http://www.youtube.com/watch?v=EMnN6Zhta9s> Permission?
- Saffron Videos- Faton
<http://www.youtube.com/watch?v=WHeWSUNijas&feature=related>
 - [requested permission from veria.com](#)
 - [BBC and other producers of Saffron: ???](#)
 - <http://www.youtube.com/watch?v=pVA1muwFjzU&feature=related>
 - <http://www.youtube.com/watch?v=5BxcAcoQuBk>
 - <http://www.youtube.com/watch?v=pux799v81U8&feature=related>
 - <http://www.youtube.com/watch?v=cCgzwmvxFo&feature=related>

NOA Contribution to “BUJKU” PROGRAMMING

SEGMENT TITLE / TOPIC	LENGTH	EDITED	SHOW #		LOCATION	INTERVIEW
			1st run	2nd run		
Intro to USAID/NOA Programs	16.24	YES	1st run		Pristina	Martin Wood
Greenhouse Seedling Production	15		2		Field	Ismet Babaj 17 Jan
Q&A	5		2		Field	Ismet Babaj 17 Jan
Pruning Dormant Apples	15m		3		Field	Maxhun Shehaj 01/27/12
Interview and Answer Questions of Growers	5		3		Field	Maxhun Shehaj 01/27/12
IPM Soil Sampling	10		4		Field	Laura Gjakova/Fadil 2-3 Feb
IPM Basic Concepts	5		4		Field	Laura Gjakova/Fadil 2-3 Feb
Q&A	5		4		Pristina	Laura Gjakova/Fadil 2-3 Feb
Safe Use of Pesticides	10		5		Agrovizini Llugaxhi	Laura Gjakova/Schroeder 13-16 Feb
Personal Protective Equipment	5		5		Agrovizini Llugaxhi	Laura Gjakova/Schroeder 13-16 Feb
Q&A	5		5		Agrovizini Llugaxhi	Schroeder
Gherkin Workshop	10		6		Field or Office	Faton Nagavci 27-28 Feb
Study Tour Food Processing Equipment	8		6		Turkey Slides	Reshat Ajvazaj ?
Q&A Gherkins	2		6		Pristina	Ismet Babaj 27-28 Feb
FtF Lettuce Production Seminar	6		7		Fied or Office	FtF Volunteer/Mike Kimes 03/09/12
HACPP Training	10		7		Pristina	Reshat Ajvazaj 6-9 March
Q&A	4		7		Pristina	Reshat Ajvazaj
Marketing Kosovo Products-Basic Intro	5		8		Supermarket	Liza Marku 23 March
Interviews with Supermarket Executives/Owners	12		8		Supermarket	Liza Marku 23 March
Comments by Arta Balaj	3		8		Pristina	Liza Marku 23 March
Planting Strawberries	7.2		9		video	David Handley-Maine 04/06/12
Renovating Strawberry Beds	6.11		9		video	David Handley-Maine 04/06/12
Comments	3.5		9		Pristina	Maxhun Shehaj 04/06/12
Q&A	3		9		Pristina	Maxhun Shehaj 04/06/12
Asparagus Planting- May use actual field plantin	8.38		10		Field or Youtube	Carol O'Meara-Colorado S 04/20/12
Comments	6		10		Field	Ismet Babaj 04/20/12
Q&A	5		10		Pristina	Ismet Babaj 04/20/12
Strawberry Field Day/Round Table Discussion	12		11		Field	Maxhun Shehaj 12 May
Comments	4		11		Field	Maxhun Shehaj 12 May
Q&A	4		11		Field	Maxhun Shehaj 12 May
Field Day Gherkin-Early Transplant	10		12		Field	Ismet Babaj 26 May
Growing Vegetables in Spain (may save segmer	5		12		slides	Ismet Babaj 26 May
Q&A	5		12		Pristina	Ismet Babaj 26 May
How to Grow Raspberries or Expert in Field	6.21		13		video	David Handley-Maine 8 June
How to Prune Raspberries or Expert in Field	8.01		13		video	David Handley-Maine 8-June
Comments	4		13		Field	Maxhun Shehaj 8 June
Q&A	1		13		Pristina	Maxhun Shehaj 8 June
Processing Fruit and Vegetables-Presentation(S	10		14		Field	Reshat Ajvazaj 27-June
Comments	5		14		Office or Field	Reshat Ajvazaj 27 June
Q&A	5		14		Office or Field	Reshat Ajvazaj 27 June
Table Grape Presentation and Discussion	8		15		Field	Faton Nagavci 6 July
Summer Grape Pruning Demonstration or Grape	8.04		15		video	Carol O'Meara-Colorado S 6 July
Comments by Specialists	3		15		Field or Office	Maxhun Shehaj 6 July
Q&A	1.5		15		Field or Office	Maxhun Shehaj 6 July
Gherkin Presentation and Field Day	12		16		Field	Ismet Babaj 20 July
Comments	4		16		Field or Office	Ismet Babaj 20 July
Q&A	4		16		Field or Office	Ismet Babaj 20 July
Saffron Growing Field Day and Planting or Demo	10		17		Field	Faton Nagavci 03 August
Comments by Specialists	5		17		Field or Office	Faton Nagavci 03 August
Q&A	5		17		Field or Office	Faton Nagavci 03 August
Apple Harvest and Post Harvest Round Table	8		18		Field	Faton Nagavci 17 August
How to Prune Apples Part 1	3.24		18		video	Renee Moran-Maine
How to Prune Apples Part 2	3.45		18		video	Renee Moran-Maine
Comments	3		18		Field or Office	Faton Nagavci
Q&A	2		18		Fied or Office	Faton Nagavci

Production Sheet

NOA-BUJKU Programing

January to September, 2012

Show Number: _____ **Deadline Date:** _____

Segment Topic: _____
Location: _____
Taping Date: _____
Individual Responsible: _____
Time Required: _____

Segment Topic: _____
Location: _____
Taping Date: _____
Individual Responsible: _____
Time Required: _____

Segment Topic: _____
Location: _____
Taping Date: _____
Individual Responsible: _____
Time Required: _____

Segment Topic: _____
Location: _____
Taping Date: _____
Individual Responsible: _____
Time Required: _____

Segment Topic: _____
Location: _____
Taping Date: _____
Individual Responsible: _____
Time Required: _____

ANNEX 3 : List of Contacts

Name	Company	Contact Information
Ilir Binakaj	RTK Television	099/199 527 i_binakaj@hotmail.com
Sadik Shabani	RTK Television	099/199 527
Fatmir Hadri	RTK Television	099/199 527
Fisnik Vejsa	Television Producer	(0)44 124 341 fisnikvejsa@gmail.com
Besa Ilazi	USAID	038 59 59 2000
Maurice Downey	President, Pristina Rotary	mdowney@pak-ks.org
Kent McNeil	Chief of Part, EDC-YEP	kmcneil@edc.org
