

DELIVERING QUALITY IS THE MAJOR CHALLENGE FOR RTK – FEITH

As the Kosovo Assembly's Media Committee considers amendments to the RTK Law, ICR/EUSR Pieter Feith made an assessment of the progress made by the public broadcaster since emergency funding was granted in January 2010.

Commenting, Mr Feith said:

“I am pleased that appointments have now been made to complete the senior management of RTK.

“The most urgent job now for RTK's top management is to work closely with the Assembly Committee to find an agreed way forward for the long term financing of RTK. This is no time for delay, as serious concerns remain and emergency funding is due to run out before the summer. I urge both RTK and the Assembly to work quickly and in good faith to find a way forward that preserves the independent, public service nature of RTK. RTK must not be dependent on any institution or interest.

“I encourage RTK to continue its efforts to extend its TV and radio broadcast signal across Kosovo, but underline that this should apply to all programming particularly in non-majority languages.

“In my view, RTK is meeting the very basic standards in news, political and non-majority language programming. But to ensure long term public support for the public broadcaster there is a need for further extensive and visible improvements in quality and professionalism in these areas. The training and output of RTK's journalists and editors must be a major focus, empowering them to fully exercise their profession. Programming in non-majority languages must reflect the interests of the audiences much more closely.

“I look in the first instance to the Chairman, the Board and the senior management to start setting out a compelling and bold vision for RTK that will send a clear signal about the public broadcaster's intention to be part of Kosovo's European integration.” ends