

SHTYPI I HUAJ PER DR. ADEM HARXHIN:

BUDAPEST - A sex education show starring an elderly doctor has captured the deeply conservative, Muslim-dominated Albanian market and created a genre that could fly across the Muslim world. **Dr. Adem Harxhi's** nonsense advice in "Sex and Sexuality" has made him a local celeb and boosted auds for Tirana-based commercial broadcaster Gjeli Vizion, which produces and airs the show Thursday nights.

Called **Dr. Sex** by his fans, **Harxhi** is an Albanian-born physician who practiced sex therapy in the U.S. before returning home after the fall of Communism. His on-air persona is one reason for the low-budget yakker's popularity. Gray-haired, avuncular and famous for tart soundbites, **Harxhi is the Albanian Dr. Ruth, comin off as both harmlessly trustworthy...**

By Nadler, John Date 17.3.2003

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