

Activity Plan 2020

A unique international
audiovisual network in Europe

Promoting and developing cooperation
between members

Co-producing and
exchanging programmes

Strengthening vocational
training for journalists and technicians
across Europe

www.circom-regional.eu

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Introduction

The importance of independent regional media gets bigger and bigger all the time. The regional media has to be ready for really fast changes in the world and how the people use media every day. That's why CIRCOM Regional is everywhere in Europe. We train journalists, we help our stations to be better and better, we are there for reliable media for all the citizens in Europe.

Building on our activity to reinforce CIRCOM Regional as an established marketplace for the exchange of knowledge and mutual support we aim to provide opportunities and means to strengthen the bonds with our audiences and users and deliver content of relevance to the regions in times of ongoing changes.

In 2020 we will work very hard and we will provide different kinds of chances for journalists to get more skills and more understanding of what is going on. We will develop stations and spread lots of knowledge that serves our audiences. Our professionals will meet in different kinds of trainings and, of course, at our Annual Conference in Galway this May.

Jyri Kataja-Rahko, President

Fernando R. Ojea, Secretary General

The Association

CIRCOM Regional is a professional association of regional public service media in Europe. Connected to CIRCOM Regional are 45 organisations from 31 European countries with 231 member stations.

CIRCOM Regional - Coopérative Internationale de Recherche et d'Action en matière de Communication (International Cooperative for Research and Action in the Field of Communication), stands for:

- a) A unique international audiovisual network in Europe;
- b) Promoting and developing cooperation between members;
- c) Coproducing and exchanging programmes;
- d) Strengthening vocational training for journalists and technicians across Europe;
- e) Benchmark for quality content creation.

OBJECTIVES

- ✓ examine Regional Television in Europe from an innovative and practical angle and contribute to the development of regional culture and identities;
- ✓ bring together researchers and professionals from the mass media across borders and initiate a dynamic cultural approach in regional development;

- ✓ provide a unique forum for ideas and experience and a network for exchanging personnel and equipment between European regional stations;
- ✓ foster communication between members;
- ✓ make coproductions and encourage the exchange of regional programmes: theme programmes, news magazines, cross-border news bulletins, documentaries, programmes for young people and cultural and music programmes;
- ✓ award the Prix CIRCOM Regional to the best regional programmes in Europe;
- ✓ increase vocational training for journalists and technicians.

MISSION

- ✓ coordinate this international audiovisual network - a unique network in Europe to enhance promotion and communicate more efficiently;
- ✓ develop relations with the European institutions - the European Commission, the Council of Europe, the European Parliament and the Committee of the Regions and increase co-operative ventures with other European audiovisual organisations, various international and national partners and local and regional authorities;
- ✓ represent and ensure the active participation of CIRCOM Regional at conferences, conventions and seminars of the audiovisual industry in Europe;

- ✓ distribute information on audiovisual developments in Europe;
- ✓ increase the number of programme exchanges and co-productions, encourage cooperation, stimulate vocational training on a European level and strengthen relations between CIRCOM Regional members.

Through the close relationship which regional TV stations enjoy with their viewers, the Association fulfils four key roles:

- ✓ forming a local link with the audience;
- ✓ enhancing and promoting European culture with all its rich diversity;
- ✓ helping people become more familiar with others in readiness for tomorrow's multicultural society, characterised by democratic participation and tolerance;
- ✓ displaying, preserving and promoting regional cultures and values for the ethnic and language groups which make up the Nations of Europe.

The association is constituted according to the laws governing such bodies in the French departments of Haut-Rhin, Bas-Rhin and Moselle and in the terms of Articles 21 to 79 of the local Civil Code.

The Registered Office of the Association is in Strasbourg, France. Its Secretariat is located at the office of the current Secretary General. The Office of the Deputy Secretary General is located in Strasbourg.

The Association is registered in the Association Register of the Tribunal d'Instance in Strasbourg.

CIRCOM 2020 activities

The annual Activity Plan shows how this Association constantly evolves mirroring the fast-changing European media landscape.

CIRCOM Regional Activity Plan contains its main activities: the Annual Conference - more and more an opportunity for dialogue and meeting among media stakeholders, institutions and culture representatives; the Prix CIRCOM Regional, the most prized award to win, not just for the trophy and cash, but for the honour of being recognised by your peers for your excellence.

Also training - as a key role in CIRCOM Regional - has developed a new strategy, enhancing and spreading its offer in order to respond to new trends in the European regional broadcasting, and allowing CIRCOM Regional members to raise the bar in many strategic domains: from technology to journalism formats and news content; from editorial management to workshops in partnership with EU institutions.

Coproductions, that are confirmed as a strong tool of sharing experiences and skills. Finally, Public Relations and Networking is more and more a benchmark for coproduction and training projects, activities with institutions and collaborations with media organisations.

Annual Conference – Creative Regions, Creative Economies

The 38th Annual Conference is on 28 and 29 May, 2020 in Galway, Ireland, hosted by TG4.

The Conference sessions reflect on the cultural and economic importance of regional media and also look at the value of public service media and its role in promoting the diversity of culture and other key challenges for PSM.

Operating in an environment of dynamic technology innovation and broad variety of distribution channels quality journalism is in its quest for delivering valuable content while preserving the audiences and users' trust in the public service media. New regulatory frameworks and the need for organizational restructuring as well as new skills and qualification for media professionals complete the picture. And if "the everlasting change" is the new normal we have to adapt to it. Moreover, we have to find the winning approach to be efficient and trusted source of news, education and entertainment.

The Conference programme touches upon some key issues of content creation and editorial policies and management. Strategic vision is more than a "buzz word of the day". At the Conference in Galway we look in to efficient and working strategies which take us in to next decade. Dedicated sessions with renowned experts for keynote speakers on content, technology, PSM and media policies bring about for a much wider context of the discussion. With media staff feeling the heat of profound changes in journalism, reporters, producers, camera persons, video editors, engineers

– to name a few, need more direction and motivation to continue their professional development and re-train to acquire the new skills needed.

The full Conference programme and keynote speakers are announced on the CIRCOM website. You may check the most up-to-date information at <http://circom-regional.eu>.



Galway is located on the West coast of Ireland and has the honour of hosting the European Capital of Culture in 2020. The programme is a celebration of the city and county, its language and people. It features the best of our local and national artists and cultural organizations, alongside incredible European and international artists who together transform the city and landscape.

TG4 is National Irish language Public Service Broadcaster based in Connemara in the West of Ireland. The media is a publisher/broadcaster, who commission content from the independent production sector across Ireland, to produce a range of entertaining and innovative programming across a wide range of genres; including Live Sports, music, factual, drama and kids content. TG4 can be viewed worldwide on TG4s' player at www.tg4.ie.



Prix CIRCOM Regional

The Prix CIRCOM is an annual competition to find the most outstanding content, programmes and media skills in Europe's regional public service media.

These are the only awards in the world designed to showcase the work of public service media in national regions and small nations.

It is intended that the quality of the Prix will set the "gold standard" benchmark for the content quality of regional PSM. As such, it receives wide support from European PSMs and public institutions.

Entry to the Prix is restricted to member stations of CIRCOM and is a showcase for production for network and international distribution from regional centres as well as production for purely local audiences by traditional broadcast or online delivery.

In 2020, there are 11 categories: Documentary (sponsored by RTÉ Ireland), News Report (SVT Sweden), News Programme (RPO the Netherlands), Minorities in Society (France TV), Most Original and Innovative (NRK Norway), Music and Arts (TG4 Ireland), Video Journalism (BBC UK), Entertainment and Drama (TPA-TVG Spain), Young Onscreen Talent (TVR Romania), Europe (BNT Bulgaria), Investigative Journalism (Council of Europe). The best of the category winners is awarded the Grand Prix (TVP Poland).

The judging is in Barcelona, hosted by TV3, in April 2020. Fourteen highly qualified international judges review over four days an entry list likely to be in excess of 200. Their comments are made available to all entrants and presented at the CIRCOM Conference as the Jury Report. Details are also made available on the CIRCOM website.

There is a winner and a commended entry in all but one category (Young Onscreen Talent). The winning station in each category receives a trophy, 1000 euros in cash, can send two delegates to the conference to collect the trophy and take part in the conference activities. The winner of the Young Onscreen Talent award is offered, instead of cash, the opportunity to have an internship at another CIRCOM member station to further their media experience. The Grand Prix offers a further 2000 euros and another trophy.

The awards launch in December 2019 and the entry pack sets out category and criteria details, rules of the competition, hints on how to win and answers to frequently asked questions.

The awards are presented at a gala show at the conference in Galway, Ireland, on Thursday 28th May, 2020. The President of the Prix and Chair of the Judges, David Lowen, hosts the awards show, which is streamed live from the CIRCOM website. Delegates to the conference can view all entries in a videothèque and there is a chance also to "Meet The Winners".

Winning and commended entries are now made freely available for transmission by members for one year only.

All entrants are now invited to state if their programmes can be transmitted by members either freely or with some costs agreed bilaterally. CIRCOM believes it is in the best interests of public service media that the quality of its content should be distributed as widely as possible across Europe.

This circulation sets a benchmark standard for quality and also provides a useful and relevant form of free or low-cost programming for some PSMs.



Training

Training has always been identified as one of the key roles of CIRCOM Regional and is provided for the benefit of all its members. CIRCOM Regional aims to stimulate vocational training on a European level and strengthen relations between CIRCOM Regional members. Training provides an opportunity for the sharing of best practice, promotes cooperation and understanding.

The focus of CIRCOM Regional is to offer training which adapts and changes in line with developments in broadcasting according to the needs of regional public service media journalists, producers and managers. CIRCOM Regional is in the unique position of being able to draw on the expertise of media professionals from across Europe to achieve this focus.

In order to continue to deliver high-quality workshops and taking into account that global digital innovations are changing the world rapidly CIRCOM Regional is constantly reviewing its training strategy. The training programme for 2020 reflects this progressive change to new media trends while also maintaining some “traditional” training.

<https://www.circom-regional.eu/>

Provisional Training Programme

Month	Subject	No. of Days	Location
February 3 rd (p.m.) – 6 th (noon)	TRAIN THE TRAINERS A workshop for media professionals who wish to learn the skills necessary to become a trainer	3	European Youth Centre, Budapest, Hungary
March 6 th	CIRCOM/ RTVSlo ONE-DAY WORKSHOP Future funding of PSM – Impacts on the regional output	1	RTVSlo, Ljubljana, Slovenia



Month	Subject	No. of Days	Location
March 27 th	CIRCOM ONE-DAY WORKSHOP The rise of infotainment. The trendy media programming that presents information in a manner intended to be entertaining. It may involve the selection of news stories and their presentation. This one-day workshop is meant for content producers, programme makers . . .		France Télévisions, Paris, France
April 27 th – 29 th	JOINT EP/CIRCOM CLIMATE CRISIS WORKSHOP: Our Ecological Footprint - how to improve our coverage of the story of our lifetime.	3	European Parliament, Brussels, Belgium
May 24 th -27 th prior to the CR Annual Conference	NEW FORMATS FOR STORYTELLING This 4-day workshop aims to be a practical session about being creative and using novel storytelling techniques like snapchat, Instagram stories, explanatory or debunking videos, enhanced maps and more. For 12 young journalists/content producers	4 (plus 2 days attendance Conference)	Galway, Ireland
June 12 th	ONE-DAY SENIOR MANAGEMENT SEMINAR: Changed approach to local journalism, organization, content and production.	1	SVT, Gothenburg, Sweden
June 25 th – 27 th	INVESTIGATIVE JOURNALISM SUMMER SCHOOL CIRCOM has been able to secure a number of places for its members at the Centre for Investigative Journalism's summer school. CR members will benefit from a reduced fee. Early registration advised.	3	Goldsmiths, University of London, UK

Month	Subject	No. of Days	Location
October 20 th	CIRCOM REGIONAL / RAI ONE-DAY WORKSHOP How to make the digital shift, also using social listening and adapting broadcast to the needs of online output.	1	RAI, Torino, Italy TBC



Month	Subject	No. of Days	Location
November 4 th -6 th	LEADING THROUGH CHANGES This 3-day training focuses on understanding the importance of the role as newsroom editor as the driver of change and the skills needed to be able to manage and coach reporters in the shift from broadcast to platform independent 24/7 journalism. Maximum of 16 newsroom editors.	3	European Youth Centre, Strasbourg, France
November 24 th -29 th	REACHING YOUNG AUDIENCES WITH THE NEWS Understand how to reach to younger audiences proving hard to get at with traditional television coverage. Learn how to best adapt your existing content to the web and social media, as well as create relevant narratives for online outlets.	3	European Youth Centre, Strasbourg, France
December (first fortnight) TBD	SENIOR MANAGERS' FORUM This will be the ninth in a series of high-end one-day fora that will be relevant to senior managers in our industry.	1	TBC

<http://www.circom-regional.eu/training-programme-2020>

Public Affairs and Networking

CIRCOM Regional has an important role enabling members to work together to preserve and strengthen regional public service television in Europe.

Aware of the impact of new technologies and digital platforms on news and journalistic content, CIRCOM Regional and its members are adapting to a rapidly changing environment. CIRCOM Regional is becoming an important platform for regional broadcasters across Europe to share common themes and challenges, and exchange ideas.

CIRCOM Regional seeks dialogue and cooperation with all organisations that can help CIRCOM Regional achieve its goals without affecting the independence of CIRCOM Regional or its members. CIRCOM Regional works with the European Parliament, the Council of Europe, the European Commission, the European Committee of the Regions (CoR) and is in relations with the European Audiovisual Observatory (EAO), the European Broadcasting Union (EBU), Public Broadcasting International (PBI), the Assembly of European Regions (AER), Conférence Permanente de l'Audiovisuel Méditerranéen (Copeam) and some European consultancies. The Association also considers other collaborations with media organisations, especially those non-profit ones which work in fields like media development or quality journalism.

Coproductions

Through its coproductions, CIRCOM Regional is creating unique opportunities for European regional stations to work together, despite the differences in language, cultural background, editorial approaches and TV formats. The ongoing CIRCOM strategy for coproduction and exchange is based on the principle that CIRCOM coproduction and exchange will remain as one of the main objectives and benefits for CIRCOM members. Facilitating coproduction and exchanges, or transfer of best practice and skills in the fields of coproduction of European wide projects, as well as development



of technical exchanges, translation and subtitling, are the main lines of this strategy.

The momentum generated recently promises to achieve significant scale over the next years. The coproduction activity plan encourages bilateral co-operation between stations and especially co-ventures among several stations in different countries. And, of course, CIRCOM coproduction respects the main rules of public journalism: impartiality and respect of pluralism; no incitement to hatred or racism and exclusion.

With the support of the European Parliament, the coproduction project The Citizenship Project, started in 2013, was a success story by which CIRCOM is now well known in all European institutions, and by worldwide associations who have invited CIRCOM to present the project on three continents. The activity started with 7 members, reaching 14 members in the end. More than 500 stories made by the members in complete editorial independence were broadcast in 17 countries and reached up to 40 million viewers.

The activities were also coordinated with other CIRCOM undertakings such as Prix CIRCOM, Annual Conference, Training and Public Relations. The co-financing system with European institutions for an average of more than € 300,000 a year since 2013, a global amount of € 1,250,000 is of huge benefit for the association, for the participating members, but also for all CIRCOM members who can use the material free of charge, participate in the training sessions or send more representatives to CIRCOM activities.

Any financial support for which CIRCOM applied or would apply needs to ensure complete editorial independence, above all, and not compromise the financial structure of the association.

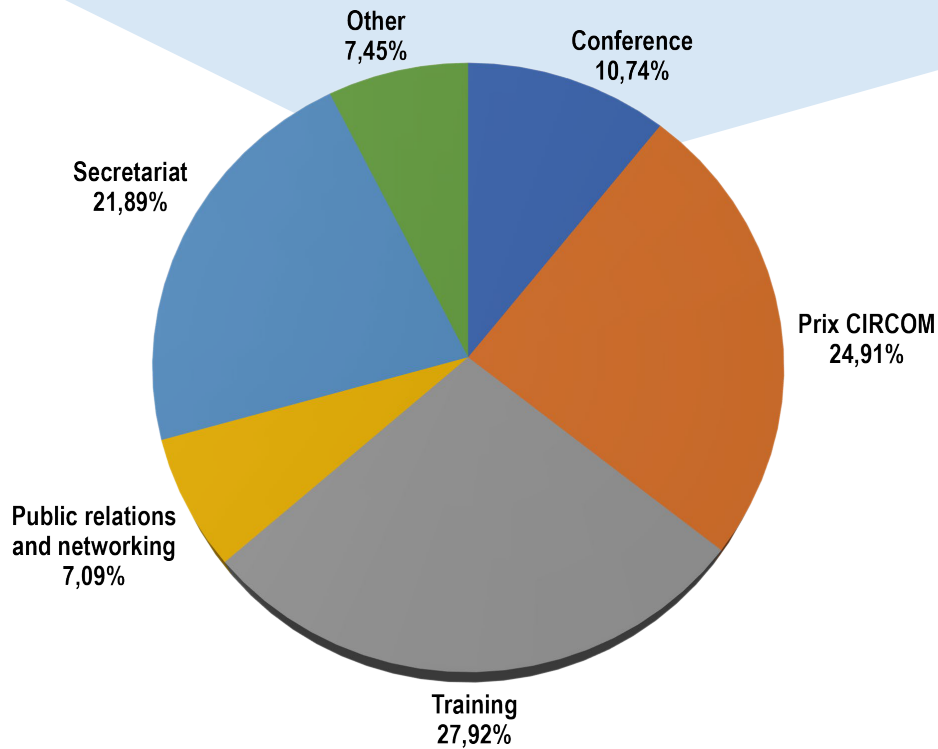
2019 was a transition year taking into account the changes that Europe has been facing among other global geopolitical events, such as European elections, various national or regional elections, new ways of global exchange and trade in the world.

2020 is a year of changes in public media where new challenges create new ways of communication and reach out to a wide variety of viewers and users will create new forms of content and new forms of cooperation among CIRCOM members.



CIRCOM BUDGET 2020

CIRCOM's main activities are funded by the annual membership fees, sponsoring and from CIRCOM savings.



The organisation

The management structure and administration of the Association is:

- ✓ An annual meeting of Members as the Annual Assembly which has ultimate authority for the management of the Association, and to which the European Board, where all the member countries are represented, shall report for all its activities;
- ✓ Ordinary sessions of the European Board, usually twice per year, to consider any matters of activity, finance, governance or procedure not reserved to the Annual Assembly, and to which the Directorate and the Executive Committee shall report for all their activities;
- ✓ A Directorate which undertakes the legal authority for the Association and which comprises the President, the Secretary General and the Deputy Secretary General, reporting to the European Board for the day-to-day management of the Association;
- ✓ An Executive Committee comprised by the Directorate and six further representatives of media members, which manages the activities of CIRCOM Regional and provides support for the Directorate as opposed to the European Board, which has a more related role to scrutiny and governance.

Executive Committee

Function	Name	Country	Term
President	Jyri Kataja-Rahko	Finland	since May 2018
Secretary General	Fernando R. Ojea	Spain	since 2016
Deputy Secretary General	Françoise Erb	France	since May 2017
Member	Gordana Škaljac Narančić	Croatia	since November 2019
Member	Jean-Marc Dubois	France	since November 2019
Member	Ildiko Komaromi	Hungary	since November 2019
Member	Marcel Oude Wesselink	The Netherlands	since May 2018
Member	Eivind Undrum Jacobsen	Norway	since November 2019
Member	Neil Bennett	UK	since November 2019

Secretariat

The Secretariat acts as the office of the Secretary General and the office of the Deputy Secretary General, working to those positions to ensure prompt and effective management of the Association. Currently, support services of Office Manager, Finances, IT support and online communication are based in Zagreb (mainly in HRT) and Office Manager in Strasbourg (France 3 Alsace). The services provided relate to administration, bookkeeping, budget creation and annual accounts and web and technical support – including to the Prix – and administration, training coordination, coproduction coordination and relations with the European institutions and other international organisations relevant for the effective management and promotion of CIRCOM Regional.

The Media Expert supports training and media developments. He is currently based in Helsinki.

The Networking Manager enhances the network. He is currently based in Sofia.

European Board

National Coordinators

Country	Name	Broadcaster	Functions
Albania	Kleart Duraj	RTSH	EB
Austria	Werner Herics	ORF	EB
Belgium	Alexandre Pletser	RTBF	EB
Bosnia & Herzegovina	Lejla Babović	BHRT	EB
Bulgaria	Sevda Gaydarova Dmitrova	BNT	EB
Croatia	Gordana Škaljac Narančić	HRT	EB, EC
Czech Republic	Marcel Nevin	ČT	EB
Denmark	Esben Seerup	TV2	EB
Estonia	Maxim Tuul	TTV	EB
Finland	Jyri Kataja-Rahko	Yle	EB, President, Directorate
France	Jean-Marc Dubois	France Télévisions	EB, EC
Germany	Frank Böhm	HR, RBB	EB
Greece	Alexandros Kanter Bax	ERT3	EB
Hungary	Ildiko Komaromi	MTVA	EB, EC
Ireland	Joe Reddington	RTÉ, TG4	EB
Italy	Micaela Panella	RAI	EB, Internal Auditor
North Macedonia	Gena Teodosievska	MKRTV	EB
Montenegro	Lidija Stanišić	RTCG	EB

Country	Name	Broadcaster	Functions
Netherlands	Marcel Oude Wesselink	Stichting RPO	EB, EC
Norway	Eivind Undrum Jacobsen	NRK	EB, EC
Poland	Wojciech Malinowski	TVP	EB
Portugal	Carlos Maio	RTP	EB
Romania	Elena Spanily	TVR	EB
Serbia	Milorad Lapčević	RTS	EB
	Maja Smiljanić	RTV	EB
Slovakia	Marta Gajdošiková	RTVS	EB
Slovenia	Zoran Medved	RTVSlo	EB, Internal Auditor
Spain	Teresa Azcona	RTPA, CRTVG, EITB, EPRTVIB, RTVCyL, CARTV, CCMA, RTRM, Cexma, CMM, Telemadrid	EB
Sweden	Josefin Ziegler	SVT	EB
Switzerland	Michele Ferrario	RSI	EB
United Kingdom	Neil Bennett	BBC, MG ALBA	EB, EC

Individual members

United Kingdom	David Lowen	ITVMC	EB, President of Prix CIRCOM
Sweden	Johan Lindén	SVT	EB
Ireland	Michael Lally		EB
Norway	Tone Kunst		TBC

Country	Name	Broadcaster	Functions
<i>Secretary General</i>			
Spain	Fernando R. Ojea	CRTVG	Directorate
<i>Deputy Secretary General</i>			
France	Françoise Erb	FTV/France 3 Alsace	Directorate
<i>Vice-President</i>			
Ireland	Lís Ní Dhálaigh	TG4	

Member stations

CIRCOM Regional is open to public service media stations in all 47 European countries.

Albania RTSH	Denmark TV2	Italy RAI	Serbia RTS, RTV
Austria ORF	Estonia TTV	Montenegro RTCG	Slovakia RTVS
Belgium RTBF	Finland Yle	The Netherlands Stichting RPO	Slovenia RTVSlo
Bosnia and Herzegovina BHRT	France France Télévisions	Norway NRK	Spain CRTVG, EITB, EPRTVIB, RTPA, RTVCyL, CARTV, CCMA, RTRM, CEXMA, CMM, Telemadrid
Bulgaria BNT	Germany HR, RBB	North Macedonia MKRTV	Sweden SVT
Croatia HRT	Greece ERT3	Poland TVP	Switzerland RSI
Czech Republic ČT	Hungary MTVA	Portugal RTP	United Kingdom BBC, MG ALBA
	Ireland RTÉ, TG4	Romania TVR	



