



## CONFERENCE REPORT

---

### THESSALONIKI GREECE

MAY 28th TO 30th 1998

#### INTRODUCTION

The 17th Annual Conference of Circom Regional brought together 310 representatives from 31 European countries and Latin America, which is a tremendous achievement and a proof for the interest in our organisation. Warm and friendly Thessaloniki hosted on the invitation of ERT3 a huge number of plenary sessions and workshops, where future perspectives and impacts, contents and technology of regional television were discussed for 3 days.

Alongside the Euromusica festival including street concerts and a gala evening offered the conference participants the joy of listening to music from the regions of Europe.

A special flair was added by the Greek hospitality and cheerfulness, which gave the conference a soft touch of Mediterranean spring.

- 
- **THURSDAY, 28th MAY 1998**
  - **FRIDAY, 29th MAY 1998**
  - **SATURDAY, 30th MAY 1998**
- 
-



# CONFERENCE REPORT

---

THURSDAY, 28th MAY 1998

## PLENARY SESSIONS

### 09:00 OPENING PLENARY

Panel: Carlo Ranzi, President of CR, Switzerland Boris Bergant, CR Secretary General, RTV SLO Marie-Paule Urban, Deputy Secretary General, France 3 Christos Chrisopoulos, President of the Administrative Council of ERT3 Michalis Alexandridis, General Director ERT3 Lefty Kongalides, CR Vice President, ERT3

Carlo Ranzi, the President of Circom Regional declared the 16th Annual Conference as officially opened and thanked the distinguished guests on the panel, as well as the important guest speakers, Mr. Nikos Athanasakis, the General Secretary of Press and Mass Media, as well as Mr. Kostas Papadopoulos, the Prefect of Thessaloniki for their presence.

The President of the Administrative Council of ERT3, Mr. Chrisopoulos, pointed to the importance of the conference as a rostrum for the exchange of new ideas and discussion on issues like new technologies, human resources and environmental issues.

Mr. Alexandridis, the General Director of ERT3 put special emphasis on the opportunities and danger conveyed by the digital revolution.

Mr. Kongalides delivered messages from the Greek Minister of Culture and the Macedonian Minister of Trade, who underlined the fact that the conference in itself is representing a cultural event and pointed to the new phase in the development of mass media formulating new perspectives and social habits, rules and ethics.

Mr. Athanasakis, the General Secretary of Press and Mass

Media called upon the regional television stations to find their own roots and to lead regional TV into the new technological era.

The Prefect of Thessaloniki wished the conference taking place in the year when Greece is celebrating 70 years of radio and 37 years of TV to come to conclusions, which will be to the benefit of their spectators.

The Secretary General and the Deputy Secretary General reported on recent developments in CR.

This is the biggest CR conference so far, including 310 participants from 31 European countries, as well as other delegates from all over the world. A consisting part of this conference is also the training seminar, for the first time open to all CR members and the Euromusica festival, giving the conference a certain vivid flair.

CR has accepted some new member stations (the Arhangelsk State Radio TV Company from Russia, TV Belgrade from Serbia and TV 5, the consortium of the French-speaking broadcasters. BRTN from Belgium, Latvian TV and San Marino have ceased their membership.

As new National Co-ordinators to the European Board Mr. Neil Robinson fro ITV, UK and Mrs. Shuterigi-Blushi from Albanian television have been endorsed.

Mr. Sergei Erofeev, Russia, has been elected as the new Executive Committe member, while Mr. Vladimir Štvrtna finished his term.

The CR Internet website and the CR materials, including the Newsletter, the bilingual information brochure, as well as various other press releases were presented briefly.

The excellent co-operation with the European institutions resulting in numerous co-operations and coproductions (EbS, Euro TV Regio) was pointed out. Furthermore, DG XVI of the European Commission is sponsoring a category of the Prix CR awarded to the best cross-border programme. Contacts with the European Parliemant are being held on a regular basis and have brough concrete results, like for instance the Charter Open Window to Europe.

Tim Johnson, the Confernce Organiser of CR, announced that there is an abundance of themes and topics at disposal and wished the participants to enjoy the conference organised in cooperation of ERT3 and CR as much as possible.

Presentation: Dr. Jürgen Hassel, WDR Cologne, Germany

The Jury of the Prix Circom Regional 1998 met in Kinsale, Co. Cork, Ireland from April 19 to 26, 1998. The jury was hosted by Gerry Reynolds, Head of RTE Cork.

137 entries altogether were submitted for the categories Documentary Programmes, Innovative Programmes by Younger Producers and Cross-Border Programmes.

Proinsias ni Ghraíne was elected jury president for Documentary Programmes, Roel Dijkhuis jury president for Innovative Programming by Younger Producers and Katarzyna Sedek jury president for Cross-Border Programmes.

In the category **DOCUMENTARY PROGRAMMES**

**SPECIAL COMMENDATIONS** were given to

**"Venus with a Cat"**

by Janina Lapinskaite  
Lithuanian Television, Vilnius, Lithuania

handed to Janina. Lapinskaite, Lithuanian Television.

**"Cows and People"**

by Christoph Michold  
Sveriges Television Falun, Sweden

handed to Christoph Michold, SVT.

**"With a Wisp of Eternity"**

by Staffan Winbergh  
Sveriges Television Karlstad, Sweden

handed to Staffan Winberg, SVT.

The **SPECIAL PRIZE OF FRANCE 3** went to

**"The Gentlemen of Charterhouse"**

by Sharon McCullough

Carlton Television, London, UK

the trophy was handed out by Jean-Louis English to Neil Robinson, ITV.

The **PRIX CIRCOM REGIONAL 1998** went to

"Adieu Monde or the Story of Pierre and Claire"

by Sandra Kogut

France 3 Sud, Toulouse, France

handed by Nicole Cauchie to Carlos Belinchon, France 3 Toulouse.

In the category **INNOVATIVE PROGRAMMING BY YOUNGER PRODUCERS** the jury decided to honour with

#### **SPECIAL COMMENDATIONS**

**"Radio Krapina in the Afternoon"**

by Jelena Rajković & Goran Sergej Pristaš

Hrvatska Televizija, Zagreb, Croatia

handed to Vladimir Špicer, HRT.

**"Rise and Shine Romanians"**

by Gratian Jude

TVR Timisoara, Romania

handed to Brandusa Armanca, TVR Timisoara.

**"Woman Who Read Too Much (Women's Magazines)"**

by Michaela Herold & Birgit Maass

Radio Bremen, Germany

handed out to Michaela Herold and Birgit Maass.

The **SPECIAL PRIZE OF THE DANISH MINISTER OF CULTURAL AFFAIRS** went to

**"Cheddar Cheese"**

Producer Rene Eijssink

RTV Oost, Hengelo, Netherlands

handed out by Tim Johnson to Marcel Foude Wesselink,  
TV Oost.

The **PRIX CIRCOM REGIONAL 1998** for this category  
went to

**"Dictionary of Music"**

by Ludmila Dimova & Stanislava Kalcheva  
BNT, Channel 2 Sofia, Bulgaria

handed by Carlo Ranzi to Ludmila Dimova and Stanislava  
Kalcheva, BNT.

**SPECIAL COMMENDATIONS** in the category  
**CROSS-BORDER PROGRAMMES** went to

**"Marseille, Dream of the South"**

by Jean-Pierre Carlon  
France 3 Mediterranee, Marseille, France

handed to Jean-Pierre Carlon, F3.

**"Hier - Her"**

by Jorgen Skovsted, Jorgen Guldberg & Andrea Jedich  
TV2 Syd, Kolding, Denmark  
(made in co-operation with NDR Kiel, Germany)

handed to Tim Johnson, TV2 Syd and Peter Dresewski,  
NDR Kiel.

The **PRIZE OF THE EUROPEAN COMMISSION**  
(DG XVI) 1998 went to

**ALICE: Cliches of Capitals**

by Editorial Board headed by Carlos Belinchon  
entered by France 3 Sud, Toulouse, France

handed by Jean-Pierre Berg to the Editorial Board of  
ALICE.

11:30 THE WATERS OF EUROPE

Chair: Carlo Ranzi, President CR, Switzerland

Panel: Jean -Pierre Berg, DG XVI, European  
Commission Nikos Magaris, Professor in  
Ecology, Aegean University

Mr Mario SOARES could unfortunately not attend the Conference, so he delivered a video tape, neither could Mr. Eneko LANDABURU from the DG XVI because of the Greek strike.

The situation of water in the world is really worrying. People have to be aware that water is becoming scarce because of the dryness of summers but also because of the waste or misuse of this precious natural resource. In Europe, we tend to waste a lot of it, whereas in the southern part of the world people do not have enough of it. Solutions: biological methods can be used to clean water, recycle wasted water, capacity to desalinate (expensive idea). We must also take in care the climatic changes.

*Water is a crucial factor and we must save on it.*

*Concerning this issue, we must act on a European level by informing people and children (with contribution of UNESCO) and rising their awareness.*

### 13:30 CO-PRODUCTIONS

Chair: Boris Bergant, Secretary General CR, RTV  
Slovenia

Panel: Kirsten Tingsted Andersen, Audiovisual Unit,  
European Parliament Jean-Pierre Berg, DG XVI,  
European Commission Giulio C. Giordano, RAI  
Roma, Italy Dr. Peter Wenzel, Chief Adviser,  
European Parliament

New information and communication technologies effect everybody's daily life. The competitiveness of European regions depends on the speed with which we embrace the Information Society, which is already here. Propositions have been made in order to support special creativity programmes:

1. European Commission: contribution towards the cost of production for programmes (max. 30') on

information and communication technologies will reach between 10.000 and 15.000 Ecus. The proposals must be submitted before 15th July 1998 either to Co-production Office in Munich or on-line by accessing to Circom Regional Internet Site.

2. European Parliament:

- 100.000 Ecus to cofinance projects on European topics.
- Next year there will be a new Prize of 12.500 Ecus for the best European programmes.

**14:30 BRANDING YOUR STATION**

Chair: Rick Thompson, T-Media, UK

Panel: Martin Lambie-Nairn, UK Prionsias Ni Ghraíne, TnaG Ireland

Branding marketing is now becoming daily life for TV organizations. That is fearfully alien for TV people because they think their programme is the most important thing. But the environment has changed and there are between 40-100 channels that the audience has to choose from, therefore finding the programme in the 1st place is now a problem. The job of television executives is to make sure that the audience knows about the channel and what it stands for. That is where branding comes in.

Branding process: 1. Research, strategic and creative process, 2. Strategy and planning 3. Positioning your channel on the market 4. Creative brief with TV and client 5. Creative response and implementation 6. Research to find out if it is right or not.

It is easier for small companies because the decisions are taken quickly.

Examples of BBC, S4C Wales, Sky New-Zealand, TnaG, were given.

**WORKSHOPS**

**16:15 MEET THE PRIZE WINNERS OF THE PRIX CIRCOM**

Chair: Jürgen Hassel, WDR Cologne, Germany



The discussion focused first on the programme "Venus with a Cat" by the Lithuanian director Janina Lapinskaite. This was the programme that caused most objection by the female jurors arguing that the models are being used by the artist. Yet the programme has an aesthetic and interesting story with many layers, which is fundamentally fascinating. The final scene attracted special attention, since it was felt a bit too Fellini-like by the jury.

The director, Mrs. Lapinskaite explained that this programme is a piece of a trilogy and that the final scene came into being quite naturally, the film being led by the ladies, the models themselves, who liked being filmed, which opposes the argument of exploitation of the women. The film is trying to show their complete personalities including their disillusion.

"The Gentlemen of Charterhouse" was introduced as a straightforward film with no special highlights and the contrast in style between both films was highlighted. This film is a film taken from the outside, not bringing the viewer near to the people described.

That the time spent on a subject reflects in the film can be seen on the example of "Adieu Monde or the Story of Pierre and Claire", where the author spent more than a year preparing the shooting. The film is a clearly directed piece including excellent use of sound and has that certain something that cannot be explained professionally, but is sensed by the viewer, yet the present standards do not allow the directors to take the necessary time.

"With a Wisp of Eternity" was explained by the author, Steffan Winberg as a film that came into being step by step. The material was taped during many visits and in the end the scenes that were shot first and most spontaneous were used. This film raised the question of exposing particular people to a national audience.

**14:00 to 18.00 ERT3 SHOWCASE**

Chair: Dimitrios Peikos, ERT3, Greece

The afternoon was devoted to examples of ERT3 productions being shortly discussed by interested conference participants.

Chair: Giulio C. Giordano, RAI Roma, Italy  
Godel Rosenberg, BR Munich, Germany

In a discussion about the previous plenary session on the Information Society, there was some evaluating of the co-productions "Easter and Christmas in Europe" regarding the acceptance of the programmes by the different partners and by the viewers? Each station gave some information about the form of its own programme based on the material, the transmission time and the audience rate. The use varies from a transmission of some parts in their entirety to a completely newly edited programme; the audience rates are quite good., some guidelines should be followed: a better quality of the copy, more information on the content in English, translations with time code and programmes shorter by up to 10 minutes. Special European Funding of the Directorate General XVI of the European Commission and of the DGXVI is providing financial support for programmes on urban issues. Urban issues are one of the priority areas that the European Commission is attempting to tackle by encouraging exchanges of experience between Member States. Examples of topics: security, criminality, discrimination, innovation, job opportunities, urban transport systems in towns and cities. CIRCUM Regional members may contact Jean-Pierre Berg (Tel +322 295 1907, Fax +322 296 6003) or Charles White (Tel +322 295 5369,) for detailed conditions on funding. All proposals are to be submitted by 30 July 1998. An urban forum at which the programmes will be shown will be held in Vienna in November this year. Cooperation with the European Parliament (Chair: Rick Thompson)

Mrs. Tingsted-Andersen presented the audiovisual services at the European Parliament. In addition to technical assistance, production means and the Media Library (e.g BR Munich and France 3 are regularly cooperating with the European Parliament), it is offering a co-production fund for programmes covering European issues in the build-up to the European Parliamentary Elections to be held in June 99. The total amount of 100.000 ECU is available to CIRCUM Regional members. A discussion followed about innovative ways of covering

current affairs which would interest viewers, and several ideas were suggested. Mrs. Tingsted Andersen asked for first applications to this fund by mid-September (Tel +352 43 00 22810 Fax +352 439196).

Magazines seem to be a category suitable and effective for cooperation and co-production. addition to the already existing and successful magazines such as Alice and the Balkan TV Magazine\*, the Euro-magazines (e.g Euroblick) and the cross-border magazines (e.g Hier-Her), some new magazine ideas like "Head and Hands", "Innovations for the future" or the "Tigers of Europe" were also presented. details on these co-productions are available in the co-production list attached.

\*The working groups of Alice and the Balkan TV Magazine met during this conference.

- 
- **THURSDAY, 28th MAY 1998**
  - **FRIDAY, 29th MAY 1998**
  - **SATURDAY, 30th MAY 1998**

---

[< back](#)



# CONFERENCE REPORT

---

FRIDAY, 29th MAY 1998

PLENARY SESSIONS

## 09:00 DIGITAL BROADCASTING

Chair: Olle Mannberg, SVT Karlstad, Sweden

Panel: David Lowen, ITV, UK Torbjorn Gustafsson, SVT Norskiping, Sweden Lisa Hansson, SVT, Sweden Sundsvale-Svein Prestvik, NRK Norway

The session tackled question raised by the digital revolution in broadcasting, which has set in already. David Lowen listed the benefits including a better picture, CD sound, more channels, enhanced text interactivity or high-definition picture available through the terrestrial network, via satellite or cable. Yet the light viewer still remains to be attracted.

There are still many hurdles to be taken and the investment into digital technology is not cheap, since not only the costs of the infrastructure, but also the costs of the contents have to be considered. The digital revolution of tomorrow is here today, but it might change again. Torbjorn Gustafsson shortly explained the situation in Sweden, where 5 regional public channels are going digital.

The new possibilities being opened by digital shemes open new opportunities to television. Innovative, experimental and cheap ways have to be found to fill the hours of programming.

Svein Prestvik presented the impact that going digital has on the organisation of work. This process is always connected to questions which system to use, how to link it, how high the achieved quality will be. Out of the experince gathered in NRK there will be always problems with manufacturers and shipping, therefore it is essential

to have local competence, education and training, as well as support and up-grade of the system. Yet it brings many benefits like higher creativity, more value for money, faster and more efficient work, better programmes.

11:00

### **THE TELEVISION EXECUTIVES OF 2010**

Chair: Ray McCarthy, RTE Cork, Ireland

Panel: Pascal Sheehy, RTE Cork, Ireland Mari Velsand Tjosaas, NRK Hordaland, Norway Alima Moga, TVR Timisoara, Romania Piotr Swiac, TVP Gdansk, Poland

Several aspects of the future in television were raised. Pascal Sheehy focused on the impact of technical development on future television executives, which will demand an efficient link of expertise and technology. The job of the television executives of 2010 is not only to effect change, but to manage it too. The objection to young female executives is still present in Europe, as was pointed out by Mari Velsand Tjosaas and Alima Moga. In NRK there are only 5 female regional directors out of 17 and in TVR the situation is even worse, which will hopefully change by 2010, as was pointed out by Mrs. Moga. Her future expectations furthermore included hope for improvements of technical facilities and technology. Piotr Swiac stressed that the present situation imposes a kind of hard-to-define self-censorship on young journalists, without it is not possible to make a career in television. The heavily competitive markets demand a constant struggle between fulfilling the public mission and staying competitive at the same time.

13:30

### **WHAT NEWSROOM PHYLOSOPHY?**

Chair: Jan Jorgensen, TV2, Denmark

Panel: Grethe Haaland, NRK, Norway

This session mainly pointed to the realities of the newsroom systems today and on guidelines for introducing new systems into the newsroom.

The main point Jan Jorgensen made was that the system has to be kept as simple as possible, since this is the precondition to make it work efficiently.

Big integrated systems convey too much information, which makes the work of the reporter less efficient.

When introducing a new software system the basic demands to it are that it is reliable and the main cost factor is not the price of the software itself, but the training needed for the journalists to work with it. Therefore priorities have to be set according to the special needs of the company, yet basic prerequisites are an integrated e-mail system, access to archives and remote access.

Grethe Haaland stressed that the newsroom system has to work in compliance with the production facilities and that the specifications should be written down in the contract.

The needs and demands of the newsroom are the decisive factor and the choice should be based on the strategy to make more and better news.

#### 15:45 EURO TV REGIO

Chair: Marie-Paule Urban, Deputy Secretary General,  
France 3 Alsace

Panel: Nicole Cauchie, DG X, European Commission  
Reimar Allerdts, BR Munich, Germany Giulio C.  
Giordano, RAI Roma, Italy

Euro TV Regio is a pilot project for multi-cultural, multi-lingual Channel for the European Regions comprised of public regional television stations which are members CIRCUM Regional. It has been accepted by the European Commission for a feasibility study over one year period and will receive 75.000 Ecus for it. This innovative project should be formed with the structure of the only audio-visual network in Europe: CIRCUM Regional.

Digitally broadcast by satellite, Euro TV Regio could be conceived in its initial phase as presenting a selection of the best European programmes. With its kaleidoscope approach, Euro TV Regio should appeal to the public's curiosity and enable them to become more familiar with other people.

Countries interested in this project are: Germany, Italy, Spain and France.

## 17:00 BROADCASTING ON THE INTERNET

Chair: Jan Jorgensen, TV2 Bornholm, Denmark

TV 2 just recently introduced broadcasting on the Internet and it turned out to be a major success, since its site is among the 10 most visited in Denmark attracting 1.4 million visitors.

The Internet has 750,000 new users every day and opens new possibilities like the promotion of programming, publishing publications, direct marketing, etc.

The purpose of going on-line was to get an international audience to regional news and the response to it is extremely good.

The Internet site of TV2 is kept simple including headlines and picture as was shown on screen.

The system was set up in 3 weeks only and the costs of running it are about 10.000 \$. No special department was created and it takes some 17 minutes of work per station to feed it. It may be loaded by a standard PC with a video card through e video server.

When introducing regional programmes in the Internet, it ought to be considered that the Internet site has to offer something that a regular system cannot provide, like the possibility for visitors to search for different angles, to go for single news items, etc.

## WORKSHOPS

9:00

### HOW TO IMPROVE REGIONAL TELEVISION ?

Chair: Marc Lesort, France 3

Panel: Pronsis Ni Ghraíne, TnaG Ireland  
Roel Dijkhuis, TV Noord, Netherlands  
Brynjulf Handgaard, NRK, Norway  
Jiri Stejskal, CT, Czech Republic

How can we develop regional television in the context of world-wide competition?

There is a need for local television. The regional television has to face an increasingly competitive environment, and we can not think in terms of monopoly anymore. One of the most important functions of public TV is to contribute

to the balance and pluralism of information. The regional TV has to redefine what they mean by regional news and have to take new steps concerning equipment if they want to have a chance to survive. But still, they must keep regional culture and identity.

11:00

## TELEVISION RIGHTS OF TODAY AND TOMORROW

Panel:

Chair: Carlo Ranzi, President CR,  
Switzerland Vladimir  
Špicar, HRT Zagreb,  
Croatia

Moira Burnett, EBU,  
Switzerland

Digital technology as such changes nothing in the copyright field: it is the type of use and the economic context which count. New international treaties (not yet in force) provide for specific rights for right-owners in respect of on-demand delivery services, e.g. via Internet. For broadcasting organizations there are now three major issues, which are crucial to resolve for tomorrow's world. Technical facilities, editorial function and choice of content in broadcasting are under threat from the record industry, which is also attempting to block broadcasters offering their own productions in on-demand services, including via Internet. There is a serious cultural threat for the so-called information society, if citizens are deprived of knowledge and enjoyment of their own cultural heritage contained in broadcasters' own past archive TV and radio productions, due to virtual impossibility of clearing all the rights necessary to enable use. Therefore:

1. the non-voluntary licence to broadcast commercial phonograms must be extended to the case of on-demand delivery of TV and radio productions which (happen to) include phonograms,
2. reproductions such as transfer from a video tape onto computer hard disk, or transfer to working tape or workstation for broadcast are incidental to - but necessary for - carrying out licensed uses such



as broadcast or on-demand delivery services: the right to reproduce must be presumed to be included within the licensed use,

3. appropriate legal repair work (e.g. non-voluntary licence or legal presumption) where necessary will be the only way to unblock the impasse concerning archive productions.

Recent decisions, in particular the BSkyB v PRS case in the UK, have supported the move towards payment by broadcasters to right-owners on the basis of actual (rather than potential) audience, and have rejected any automatic specific link for music payments with the broadcasters' income, much of which has got nothing to do with music programmes.

14:00

### **CAN YOU HEAR US ?**

Chair: Rick Thompson, T-Media, UK

Panel: Ruth Griffiths, Head of BBC Subtitling Orla Pearson, UK

With subtitling you are close to audience, as in U.K. 10% of the population is deaf or has some kind of hearing loss. Prerecorded and live programmes are subtitled at the BBC. It is fast for viewers to read at a spoken level.

The process: there is a keyboard with 21 keys and each one of them represents a sound, it is a phonetic form of shorthand. The stenographer listens and then translates it into phonetic key strokes. But she has to make sure that the words used are in her dictionary, which has to be completed regularly. She must also listen to the context because of phonetic conflicts and has to understand the exact meaning according to the tone of the voice (ironic, sarcastic...). The only way to broadcast is with Teletext. With subtitling you are communicating with people, the message remains the same.

In Wales for example, there is a bilingual service with English and Welsh.

15:45

### **ONE-MAN BANDS**

Chair: Harald Boe, NRK, Norway

Panel: Ken Koustrop, TV2 Syd, Denmark  
Brynwulf Handgaard, NRK, Norway  
Siegfried Diethör, ORF Linz, Austria

Ken Koustrop presented various pieces typical for his work as video journalist. He started out as a journalist and added the work with a Sony DV camera and a Sennheiser microphone to his work. He typically works on short features and news bulletins, which last up to 10 minutes. To work as a one-man band gives the possibility to make the pieces authentic and it enables to take a kind of fly-on-the-wall approach. The way from thought to action is short and you learn to express yourself in pictures.

The digitalised equipment prevents losses of quality with editing and the equipment is very reliable and easy to handle.

Brynwulf Handgaard explained that in NRK one-man bands are mainly free-lance journalists covering the hard news with video cameras. In NRK there is still a traditional division between professionals, which is being tried to overcome. The journalists developing into one-man bands are improving in their work. Typical for them is the visual approach, they tend to think in pictures, since they are usually cameraman starting to work as journalists. The ORF introduced one-man bands covering the hard news due to financial aspects, yet the ratio is still 70:30 for camera crews.

A special training scheme was introduced for future one-man bands and it proved to work very well, yet it will be still further developed.

The following discussion raised arguments against like is this solution facilitating poor quality television, can professional standards of interviews be maintained, do not more people see things from different angles and in favour like having flexibility in choice.

16:00

## REGIONAL TELEVISION IN CAPITAL CITIES

Chair: Pierre Milli, France 3 Paris

Panel: Jean-Louis English, France 3 Alsace  
Gérard Valles, France 3 Paris

This is a big issue. How is it possible to differentiate regional TV from national TV in capitals ?

Regional TV can straight away eliminate items like sports because it is too expensive for them. On other topics, a "light team" can be sent in the surroundings of the capital to interview people concerning a special event. Moreover, some countries are too small to have any regional broadcasting.

One of the problem is also how to know which news concern the National TV and which the Regional TV ?

How not to repeat, duplicate what has already been said on the local, regional or National TV, that is to say, how to make it complementary ? Examples were given from : Bulgaria, Denmark, France, Slovenia.

As a lot of questions have been raised up, everyone agreed to create a network in order to try and answer them.

9:00

### **EUROPE BY SATELLITE WORKSHOP**

Chair: Giulio C. Giordano, RAI Roma, Italy Godel Rosenberg, BR Munich, Germany

Circum Regional has had its own window in EbS for two years and now has three one-hour-transmissions a week ; the number of stations participating has grown from five partners at the very beginning to more than 30 stations from all over Europe so far. EbS is a valuable instrument for the CR members, not only for programme exchanges like Alice but also for presenting, free of rights, daily live news reports covering events shaping the development of Europe. All European Councils, major conferences and sessions are broadcast to tv stations and many of the CR members (e.g RAI, BR, WDR, Czech TV, TV Moldova) regularly use these services. As EbS is in a transition period, all the CR stations are asked to inform Mrs. Nicole Cauchie (Tel +322 2999003 Fax +322 2965956) on their use of EbS and their digital equipment.

10:00 to 13.00

14:00 to 18:00

### **COPRODUCTION WORKSHOPS**

Chair: Giulio C. Giordano, RAI Roma, Italy  
Godel Rosenberg, BR Munich, Germany

The current co-productions session gave the CR members another opportunity to present some co-productions informing about the latest developments. The following were discussed, and gained the interest of many new tv stations: "Mediterraneo", "Mediterranea-One night in...", "Forest in Europe", "European Capitals" and "The Wheels of Time". Details under current co-productions in the co-production list. on new co-productions new co-productions proposed range from long documentaries such as "Life-lines" and shorter programmes like "European Culture Towns 2000", "People and the Treasures of Arts", "2000 of Christianity", to "The Market Places of Europe", "The Wines Routes in Europe", "Mid-Summer" or "Europe Plurielle". The category of entertainment was also represented with the "Super Granny Contest". cooperation with Angola was mentioned too, consisting of coproducing on topics of interest for CR partners (e.g BR Munich is producing a "Life-line" in Angola in 1998). tv proposed many possible exchange items (e.g "Villages at the border", "Poetry", etc..). All details are to be found in the co-production list. with the Information Society Project Office of the European Commission.

A concrete proposal to all CR members was developed during two co-production workshops on 28 May and 29 May. Half hour productions (26') will be supported with subsidies ranging from 10 000 to 15 000 ECU. All CR members, including those from Central and Eastern Europe can obtain support for programmes on information and communication technologies by submitting their proposals to Munich (Fax +49 89 38067701) before 15 July. An editorial group has been constituted to decide on the entered proposals till the end of July.

- 
- **THURSDAY, 28th MAY 1998**
  - **FRIDAY, 29th MAY 1998**
  - **SATURDAY, 30th MAY 1998**
- 
-



# CONFERENCE REPORT

---

SATURDAY, 30th MAY 1998

## PLENARY SESSIONS

09:00

### STAND BY FOR THE MILLENNIUM

Chair: Giulio C. Giordano, RAI Roma, Italy

Panel: Jean-Louis English, France 3 Alsace, France  
Barbara Lewandowska, TVP Gdansk, Poland  
Godel Rosenberg, BR Munich, Germany

How could CIRCUM Regional mark the millennium?

Louis English proposed the organization of a special event in the format of a huge forum in a symbolic place. It could be on different levels - political (e.g. with the participation of the European Institutions and other organisations), economic (in the form of a technological showcase) and informative (with contacts with universities and the media). External organisations could be invited to help arrange this event.

Barbara Lewandowska suggested setting up a programme pool in three categories - celebration of the different festivities, review of the past century and preview of the future (similar to a co-production on a European mosaic portrait called "The Millennium Minute").

Godel Rosenberg combined this idea with a co-production called "Our Century", where all stations could summarize the last century in their country. similar and other ideas were put forward by the audience :

- Thematic conferences built round a concise idea and a showcase of the day-to-day activities in each station till the end of the century
- Many small events summarized in the conference 2000A CIRCUM Regional day at all stations with

- broadcasts of
- CIRCOM Regional programmes on a special date and if possible the participation of all European Institutions (as a so-called "regional television broadcasting day")
  - A reflection on the role of CIRCOM Regional after 16 years

It was decided that the Executive Committee should appoint a working group on the Millennium.

The next conference should also include some of these aspects in the training part as well as in the general conference programme and in the festivities ( e.g debate on the digital revolution, public screening of the best co-productions, invitation of all former CIRCOM Regional presidents, etc..)

10:45

## **DISCUSSION ON EUROPEAN MATTERS**

Chair: Boris Bergant, Secretary General CR, RTV Slovenia

Panel: Gerogios Anastassopoulos, Vice-President of European Parliament Carlo Ranzi, President CR, Switzerland

Mr. Anastassopoulos is familiar with our association through the Audiovisual Unit of European Parliament. He is very pleased that we are able to cooperate together, they need us for information as much as we need them for money. He made 2 propositions:

1. European Parliament has foreseen 100.000 Ecus to cofinance projects on European topics,
2. Next year, there will be a Prize of 12.500 Ecus for the Prix CIRCOM Regional.

Europe by Satellite has to be encouraged, it takes a lot of time to set up such a window and it is very useful. For example "Alice" would not survive if it could not use EbS as a tool to exchange programmes, the same for the new German channel "Phoenix", which can not live without EbS.

The public service has to be supported and we need their

help because of increasing competition.

## 11:15 CLOSING SESSION

Carlo RANZI opened the closing ceremony and delivered his speech in French in order to make a balance since it is the second official language of CIRCUM Regional and he had spoken in English at the opening one.

All the workshops were well attended to although some of them took place at the same time. The participants were able to evaluate the wealth and quality of the programme by filling in the conference evaluation. It was also a great conference regarding the number of participants.

A brief presentation of the ASITRA, the Latina American regional broadcasting association followed. The floor was then given to Christos CHRYSOPOULOS, Lefty KONGALIDES, Giulio GIORDANO, Godel ROSENBERG, Rick THOMPSON who presented to us the training tape, Jurgen HASSEL, Johan FORSSBLAD, Tim JOHNSON, Marie-Paule URBAN, Boris BERGANT, each one tried to assess the different activities which had taken place during the Conference. Carlo RANZI then sincerely thanked the Prefect, DG X and DG XVI, Lefty KONGALIDES, ERT 3 and Mihalis ALEXANDRIDIS, Tim Johnson, David LOWEN, for their remarkable work, the Capsis Hotel and their staff, the secretaries, the interpreters and everyone who contributed to the success of the Conference. A video tape of the region of Dubrovnik, which will host the next Conference, was shown.

Report by:

Marjana Rupnik

General Secretariat

CIRCUM REGIONAL

Ljubljana, June 15, 1998

Juliette Sand

Deputy General Secretariat

CIRCUM REGIONAL

Strasbourg, June 15, 1998

Valerie Joyeux

Coproduction Office

CIRCUM REGIONAL

Munich, June 15, 1998

---

- [THURSDAY, 28th MAY 1998](#)
  - [FRIDAY, 29th MAY 1998](#)
  - [SATURDAY, 30th MAY 1998](#)
- 
- 

© 1996-1998 RTV Slovenija / CIRCUM REGIONAL

Maintained by Kabi d.o.o.

Last update: July 20th, 1998