



CONFERENCE REPORT
PORTO, PORTUGAL
June 21st to 23rd, 2001

PRIX CIRCOM REGIONAL 2001

Copro workshops CR Conference 2001

Report on the Television Journalism Workshop

This year's Annual Conference of Circom Regional was hosted by RTP, the Portuguese national broadcaster, in Porto, the 2001 European capital of culture. The city presented itself to the more than 250 participants from all over Europe at its best, providing them excellent facilities for their work and sessions, as well as cultural top-events, food and wine worth to be remembered, spotless sunshine,...

The RTP staff excelled as a brilliantly efficient, as well as polite and hospitable team.

PORTO 2001 CONFERENCE REPORT

Thursday, June 21, 2001

9.30 - 10.30

OPENING CEREMONY

Responsible: Djalme Neves, RTP, CR Vice-President, Portugal

Speakers: Lefty Kongalides, CR President, Greece

Nuno Cardoso, Mayor of Porto, Portugal

Dr. Pacheco Pereira, Vice-President of the European Parliament

Dr. Teresa Lago, Chair of Porto 2001 - European Capital of Culture

Dr. Joao Carlos Silva, President of RTP, Portugal

Mr. Djalme Neves and Dr. Joao Carlos Silva initially warmly welcomed all participants and Mr. Silva shortly presented RTP, the Portuguese public service broadcaster and its activities. Mr. Nuno Cardoso, Mayor of Porto described Porto as a liberal city with a dynamic television scene. He also stated that regional television has an important role in the future of the audio-visual industry. Dr. Teresa Lago pointed to the aspects of Porto as the European Capital of Culture with the symbolic title Bridges to the Future. She invited everybody to discover the real and the symbolic bridges of the city. Dr. Pacheco Pereira emphasised that the European Parliament stands for political and cultural plurality of Europe. Circom Regional, he said, represents a great chance to present the cultural heritage of the European regions. Lefty Kongalides listed the main topics of the 19th CIRCOM Regional Annual Conference and the most important values of the organisation like working together, sharing ideas and experience, as well as solidarity.

10.45 - 12.00

PRIX CIRCOM 2001 AWARDS

The prize-giving session offered the conference participants the chance to meet the winners of the Prix Circom Regional 2001 Awards and to watch some excerpts of the awarded programmes. David Lowen, Chairman of Prix Circom Regional, announced that this year a record breaking 170 programmes entered the competition in five categories: documentaries, news, cross-border programmes, current affairs and most original programme. In each of them (with the exception of the last) besides the main prize also two special commendations

were awarded. Three of the most important prizes went to Polish TV stations, namely the Grand Prix CR in the category News Programmes, which went to the innovative Polish programme Saturday at Last (TVP Szczecin), the Grand Prix CR for Documentary Programmes to Chernobyl Dwellers (TVP Bialystok) and the Prix CR for the Most Original Programme to the poetic love story in the Ballad about Janek (TVP Lublin). Two prizes were awarded to French programmes dealing with social problems: the Prix CR for Cross-Border Programmes to the magazine Euro 3: Refuges in Sangatte, Neighbourhood in Fear by France 3 Nord, and the Prix CR in the category Current Affairs Programmes to Europeos: The Road to the Red-Light District by France 3 Alsace.

For further details see the Prix Circom Regional 2001 Jury Report.

12.00 - 13.15

TRAINING SEMINAR PRESENTATION

Responsible: Kiki Holten, SVT, Sweden

About 50 television professionals from several European countries had the chance to share their experience during the training workshop in Porto. The basic aim was to give young journalists the opportunity to learn producing better and more attractive news programmes. During the workshop, they have worked in teams, cooperating with people they had not known before.

The trainees presented the workshop in a fresh, unconventional and rather amusing way with Mrs. Horia Gumeni from TVR Romania acting as anchor. The trainees evaluated the workshop very positively including the work of Rick Thompson as the main coordinator. On the other hand they expressed their fear that they would not be allowed to operate in the same way back home. But they offered a solution to it - namely sending their bosses and network executives to training as well. Writing to images was one of the hardest things to learn, as to the workshop participants, since in everyday practice it is usually done the other way around. The audience were presented several reports produced in the workshop focusing on the real life of Porto and some cases demonstrating how the text changes the meaning of the images. At the end of the session, the trainees were handed out their diplomas by the CR President Lefty Kongalides and received a traditional "good-luck" hit, as required by the tradition of midsummer day in Porto.

14.30 - 15.30

CO-PRODUCTIONS

Chair: Boris Bergant, CR Secretary General, Ljubljana, Slovenia

Panel: Peter Kraewinkels, Representative of CR in Brussels, Belgium

Dr. Mitja Žagar, Institute for Ethnic Studies Ljubljana, Slovenia

Tim Johnson, Coproduction Coordinator, TV2 Syd, Denmark

Nicole Cauchie, European Commission, Belgium

Christine Peters, CR Coproduction Coordinator, BR Munich, Germany

Christine Peters analysed the advantages and disadvantages of coproductions. On one hand they are a win-win business in terms of finances and content, on the other authors tend make the stories too impersonal and their attitude is not responsible enough anymore. She

suggested to introduce new topics (carnival, wedding, breakfast, child care in Europe) meeting the required basic technical standards and content requirements. Peter Kraewinkels first presented a survey on cooperation with the European institutions in the past and present, stating that their rules were rigid, but clear and fair. In his opinion, Circom Regional has the best future prospects to obtain EU project funding for topics as: democracy, human rights, environment, e-learning, local communication to unemployment, science, etc. A coherent strategy and a good action plan are strongly recommended. Nicole Cauchie, Head of Communication at the European Commission stated that Europe by Satellite (EbS) project is offering an opportunity to share information and is a great means of exchange. She underlined the fact that EbS acts as a news agency, not a TV station - it does not produce ready-made programme, but offers video material on events and conferences of European institutions etc. She invited all participating TV stations to make use of the EbS. Tim Johnson explained the concept of the European Year of Languages project and Dr. Mitja Žagar described plans for the coproduction Minorities - the Wealth of Europe; the pilot will be ready next year and 17 broadcasters have stated their interest. Boris Bergant invited all members to join in a further coproduction launched in Porto under the title Europe of the Regions.

16.00 - 18.30

**TOPIC I:
HOW DO DIGITAL CHANGES INFLUENCE THE WORK INSIDE TV STATIONS**

Chairs: Tim Johnson, TV2 Syd, Denmark
Gerry Reynolds, RTE Cork, Ireland

Panel: Christian Nissen, DR, Denmark
Carlo Rombola, Saatchi & Saatchi, UK
Maria Joao Baptista, Interactive Cable TV, Portugal
George Auckland, BBC Factual & Learning, UK

In his presentation, Christian Nissen, CEO of DR and Head of the EBU Digital Group tried to identify the role of public service broadcasting versus commercial channels in the new digital environment. As with digitalisation a completely new environment is developing, where the function of the so called Gate-keepers will be an essential one, the strategic focal points of public service broadcasting will be contents and editing/controlling in order to ensure cultural and political relevance and universal accessibility.

However, small countries, like Denmark for instance, will not be able to become players in such an environment, unless they decide to cooperate with others.

He also pointed out that public service broadcasting will have to leave its shrine and enter the competitive market, yet preserving its distinctiveness, which requires appropriate means to secure quality programming and editorial freedom.

Carlo Rombola, Director of Strategy, Interactive TV at Saatchi & Saatchi gave his presentation the title Digital Revolution or Technical Evolution? His main points were that the growth of digital TV in Europe is considerable and is expected to go up for 70% by 2009 (the UK being the leading country in Europe). But due to more choice the audience behaviour has changed; the digital audience is less loyal and has, with the help of Electronic Programme Guides, greater control over the programmes.

But experience has proved that the most successful interactive TV services are those firmly integrated into the linear content, which means that the linear content is not going to die and interactivity can be used as a new means to create loyalty.

Mrs. Maria Joao Baptista said that the digital environment will give the word "couch potato" a whole new meaning, since couch potatoes will be able to socialise, e-mail, do banking,

shopping, order food,... all without leaving their living room.

She further pointed to the fact that the new interactive services will require a "converted journalist", since a more active consumer is harder to please, yet that it will still take the knowledge and skills of a journalist, since it is the content that sells the technology.

The session was rounded up by the presentation of George Auckland, Head of Innovation from BBC Interactive Factual & Learning. Some of the main points he made were that interactive online services will deliver differentiated material to target audiences thus making the learning process more seamless. While television is a "one size fits all" medium, online can produce differentiation and variety of learning styles. The presentation included also various practical examples from the BBC Online learning offer. Mr. Auckland concluded his contribution with an outlook onto the future, which will bring a convergence of concepts and divergence of delivery.

Friday, June 22, 2001

9.30 - 12.30

TOPIC II:

HOW DO LOCAL AND REGIONAL TV STATIONS KEEP IN TOUCH WITH THEIR ENVIRONMENT

Chair: Zoran Medved, RTV SLO Maribor, Slovenia

Panel: Nicholas Jankowski, Nijmegen University, Netherlands

Sandra Bašič-Hrvatina, Faculty of Soc. Sciences Ljubljana, Slovenia

Michel Gregoire, Chairman, EGTA, Switzerland

Geraint Stanley Jones, Chairman of Sgrin (Welsh News Agency), UK

The first panel speaker, Prof. Jankowski from the Communications Department at Nijmegen University raised some questions of "framing" stories including aspects like regional versus national, impartial versus one-sided, taking into account visual and audio elements. He concluded his first contribution with the question of how to encourage citizens' participation. Sandra Bašič-Hrvatina, Head of the Journalism Department at FSS in Ljubljana underlined that there are no universal models as regards media regulation in Central and Eastern Europe. A sign for the growing importance of regional and local television is also the growth of advertising in these media, said Michel Gregoire, Chairman of the EGTA.

The contribution of Geraint Stanley Jones, a long-standing TV producer and director, focused on TV production in the digital age, which is marked by a lack of recognition about the value of regional broadcasting and therefore a lack of resources. Political will is the only way to set this situation right. The survival of regional broadcasting is essential for the survival of regional languages and culture and it is more than merely delivering local news, since its values is enabling people to understand better who they are. Regional broadcasters must be seen as a part of the community and not only report on it, which requires the feeling of belonging. As regards public service broadcasting it needs to preserve universal relevance, deliver stories with wide appeal and local accent. Only the respect for the audience will result in quality programming, concluded Mr. Jones.

A following audience discussion evolved around the point of regional broadcasters tending to regard regional TV as a lower scale national TV, which is bound to fail. As Hans Jessen from the ARD pointed out, it is important to assert the specifics of regional channels and the trend of public service broadcasting is to build up regional and local impact, i.e. not simply mirroring, but also to understand the ongoing in the region.

Further points raised were professional standards, which are universal to everybody, without

regard whether local or national and the fact that new technologies and digitalisation shouldn't rule or lead the programme-makers, but should remain a tool although they will certainly influence the production process.

Television cannot develop aside from the developments in society and an important issue to be discussed further remains the value of technology versus the value of ideas.

14.30 - 18.00

**TOPIC III:
SUCCESSFUL PROGRAMMES AND FORMATS**

Chair: Oliver Brumelot, France 3 Nord, Lille, France

Panel: Andre Lange, European Audiovisuals Observatory, University of Brussels

Luis Queiros, Chairman of Marktest, Portugal

Bernard Hennebert, Belgian Association of Active Television Viewers

Tim Johnson, TV2 Syd, Denmark

Monique Leger, Deputy Director of France 3

Carlos Pinto Coelho, Journalist, Author and Anchorman at RTP

Andre Lange presented his study *The Fragmented Fragmentation* showing various models of regional television in Europe. According to the study, tele-shopping companies had the biggest growth rate from 1995 until 1999 (even 346%) and continued with a short analysis of the market evolution in Europe. Luis Queiros, Chairman of the biggest Portuguese company for audio-metrics. He explained various methods of measuring TV audience, as for instance the Personal People Meter. The costs of such surveys are considerable, since research has to be independent and rigorous to be reliable. Finally, he presented Marktest web application offering the chance to test information. Comments from the audience pointed to the fact that the site is too sophisticated and that information displayed lacks objectivity, since certain categories of viewers avoided measuring. Moreover, audio-metric surveys are primarily created for the needs of advertisers.

Tim Johnson reported that TV2 Syd in Denmark has set up a special body consisting of audience representatives meeting twice a year commenting the TV programme and suggesting alterations. This ensures the TV station a constant feedback on its programming. A part of this scheme is also TV2's club with 15.000 members. The funds raised with the membership fee is used to purchase new equipment.

In Belgium, TV viewers have organised an independent organisation called the Belgian Association of Active Television Viewers, reported Bernard Hennebert, following the motto: audio-visual products are the same as any other product. They fight against hiding violence in news items about violence and war and step in for the truth. Furthermore, they require minimal standards of programming to be respected - e.g. clear labelling of political or social debates on TV to whether they are edited or transmitted live. The audience has the right to be informed, they claim. Monique Leger agreed completely. France 3 uses special codes for viewers informing them about the category of the programme and particularly about whether images in news items are archive footage or recently filmed material.

Carlos Pinto Coelho, journalist and TV presenter at RTP focused on the difficulties in making culture programmes due to the prevailing opinion that there is no audience interest. In 1994, RTP has launched a new project called *Acontece* bringing the latest news on theatre, dance, exhibitions and books, which soon became a success. RTP, he underlined, prefers to rely on direct viewer feedback rather than audio-metric surveys.

Saturday, June 23, 2001

CLOSING CEREMONY

Panel: Boris Bergant, CR Secretary General, Slovenia
Lefty Kongalides, CR President, Greece
Marie-Paule Urban, Deputy Secretary General, France
Djalme Neves, CR Vice-President, Portugal

Reports: Zoran Medved, RTV SLO Maribor, Slovenia
Oliver Brumelot, France 3 Nord, France
Gerry Reynolds, RTE Cork, Ireland
Staša Omladiè, RTV SLO, Slovenia
Marko Prpiè, RTV SLO, Slovenia
Marjan Kleis, Slovak TV Košice and next CR Vice-President

Boris Bergant, CR's Secretary General, invited the responsible organisers of the three conference topics to report on their sessions. Zoran Medved reported on how local and regional TV stations keep in touch with their environment. Oliver Brumelot stated that he does not believe in a universal model of successful programming. Gerry Reynolds compared public service broadcasting in the changing digital environment to nuns living in a convent: public service TV needs to come out and dare the step into the new competitive environment. Boris Bergant announced that Rick Thompson, the current CR Training and Development Coordinator, wishes to cease his work due to other obligations. CR has received 3 applications to be decided upon in autumn. In conclusion, Circom Regional adopted a declaration of solidarity with its members in Macedonia.

Since the General Secretariat of CR is moving from Ljubljana to Zagreb, Boris Bergant invited Staša Omladiè, the Head of Documentation and Archive Services at RTV SLO to deliver a report on the current standings of the CR video library. This unique collection of European creativity is currently consisting of more than 1000 programmes (2300 video cassettes). Marko Prpiè running CR's online activities provided an analysis of the most visited pages of CR (coproductions, statutes). Figures show that the majority of visitors is from the United Kingdom. Real video and web casting will be available for the future conferences of CR. For further details see: www.circom-regional.org.

Boris Bergant thanked the Portuguese organisers for their efficient work and passed the floor to the next CR Vice-President, Mr. Marjan Kleis from Slovak TV, who invited everybody to the 20th Circom Regional Conference in Košice, a town in the heart of a multi-national and multi-cultural Slovak region.

PRIX CIRCOM REGIONAL 2001

Grand Prix Circom Regional - News Programmes

Winner:



SATURDAY AT LAST - NARESZCIE SOBOTA

TVP SA Szczecin, Poland

By Malgorzata Gwiazda - Elmerych

Grand Prix Circom Regional - Documentary Programmes

Winner:



CHERNOBYL DWELLERS - CZARNOBYLCY

TVP SA Bialystok, Poland

By Jerzy Kalina

Prix Circom Regional - Current Affairs Programmes

Winner:



EUROPEOS: THE ROAD TO THE RED-LIGHT DISTRICT -
EUROPEOS: LA ROUTE DES TROTTOIRS

France 3 Alsace

By R. Saintpierre

Prix Circom Cross-Border Programmes

Winner:



EURO 3: REFUGEES IN SANGATE, NEIGHBOURHOOD IN FEAR
EURO 3: LE REFUGIES DE SANGATE

France 3 Nord, Pas de Calais and Picardie

By Olivier Brumelot

Prix Circom Regional - Most Original Programme

Winner:



BALLAD ABOUT JANEK - BALLADA O JANKU

TVP SA Lublin, Poland

By Grzegorz Mihalec

19th Annual Conference of Circom Regional PORTO 2001 Copro workshops CR Conference 2001

**21st of June 2001
16.00-17.00**

**Working group "European Year of Languages"
Chair / Boris Bergant**

[Realvideo 1](#) - [RealVideo 2](#)

The "European Year of Languages 2001" is organised by the European Union and the Council of Europe, celebrating Europe's linguistic diversity and promoting language learning. After a short presentation in the Plenary Session, this project was discussed in the copro workshop. Circom regional has signed a contract with the EU for a financial funding for the EU and EFTA members (altogether 18 countries). TV2 Syd in Denmark is taking over the co-ordination. All programmes have to be produced in 2001 and must be broadcasted before the 1st of March 2002. As the 26th of September is the Day of Languages in Europe, all stations interested may contribute with items from 10 to 15 minutes for this special event. Every interested station is entitled to get some funding for this project within CIRCUM Regional or in cooperation together with another CR station. By September an editorial board inside CR will be set up. All generalities to the project are available on www.eurolang2001.org. and details for CR stations in the Copro List are on the CR web site.

**21st of June 2001
17.00-17.30**

**Working group "Easter & Christmas"
Chair / Christine Peters**

After 10 years of production and in spite of many tentatives to improve the quality of both projects (technical and editorial standards), BR Munich proposed to drop the topics and to cooperate on new items like Wedding, Carnival or Child care in European regions. Any interested CR station may take over the co-ordination of Christmas and Easter habits and can contact the Copro Office in Munich.

**22nd of June 2001
9.30-11.00
Current projects**

This session was first devoted to some current co-productions starting with "The Wheels of Time", a co-production created in 1991 on archaeology and cultural heritage co-ordinated by RTBF Bruxelles. 14 CR member stations have been actively co-operating and RTBF is now working on a monothematic documentary programme, a kind of "Best Of" produced by the interested stations.

Other projects were presented as an example for successfully achieved co-operation models like "50 & Un Monde" from France 3, a series of 50 portraits of 26', 50 individuals telling their story or "The Forests in Europe", a magazine of discovery with a human approach on the relations between the men and the forest with a first series in Portugal, Spain and France, also produced by France 3. This last project may be enlarged to further countries.

The workshop gave also the opportunity to present again "City Folk", the very successful co-production of the EBU about the multicultural life in big European cities. Yet running for 5 years, this series of portraits is produced according some very strict production and editorial guidelines to be followed by all members (by now 7 CR stations - NPS, SVT, NRK, YLE, BR, RTP, ORF with additional interest from stations from Hungary and France). A production schedule is at the disposal of all CR stations and further data are to be found in the Copro List on the CR web site as well as details to all projects mentioned above.

22nd of June 2001

11.30-13.00

New projects

Chair / Carlo Ranzi

This session started with three co-production proposals on Youth programmes. SVT first presented P.S., a series of TV programmes depicting the everyday life of young people shot by the youths themselves filming their stories with small video cameras giving the viewers a new approach, understanding and insight for young people in Sweden today. With e.g. 27 different 15 - minute episodes produced in 99, SVT may enlarge the series to CR (press file and tapes are available) and gained the interest of many participants in the workshop.

The second project "Life like in a film" by RTV Slo is a youth feature film with TV version of three parts of 40 min. It is the first time that a co-production on a fiction was asked for. The third proposal also by RTV Slo "The Roots of the Future" is a weekly TV series featuring talented Slovene children in the far East of Slovenia but other regions may be presented, e.g. young Slovenes living in Italy, Austria or Hungary.

A second range of new projects was then introduced by the Belgian TV stations of RTBF and the German station SWR : "Europe of the Regions" (RTBF), a discovery programme with a personality showing his/her region, "A Patrimony for the Future" (RTBF), a bilateral series already co-produced with France 3 Nord on the revival of former industrial sites that may be enlarged to further countries and "The First Hundred Days of the Euro" (SWR Baden-Baden), a weekly programme on the Euro environment giving a psychological insight in the daily life of people facing it with a peak on April 10, 2002, day hundred of the Euro. For this last project co-producing at short notice is needed and may be an obstacle for an enlargement to a European level.

Many programme excerpts were screened and as for some projects, technical support was asked for, again all the facilities of the European Parliament at the disposal of the CR members were mentioned, ranging from editing support to financial aid to films dealing with

22nd of June 2001

14.30-15.30

Euromusica

Chair /Johan Forssblad

A review of the last 10 years of Euromusica concluded that Euromusica needs a new outline with a sharper definition of the kind of music - living tradition in a modern form, including experiments -. More countries may participate in order to give a more European outlook, the festival may be organised as a more attractive event to the audience and not anymore as a pure TV production and a possible co-operation with other festivals or even with the EBU may be considered. By this way, Euromusica may get a new image among CR. For the preparation of the next Euromusica in September, MTV Hungary is working on this new concept and further CR stations may join the festival.

22nd of June 2001

16.00-16.30

"Projects by RTP"

Chair / Elisio de Oliveira

RTP proposed a range of new projects for which different forms of cooperation are wished : "The Atlandid" with 6 episodes on the Mediterranean space, "Living Together" on the Diaspora between the Muslims and the Jews, "The Island of Madeira" about their refugees, "Inter Europe" on people travelling throughout Europe, "I am visiting the Herdsmen", a series on the Kuvale Herdsmen inhabiting Southern Angola and last "Remote Civilisations", a project for a documentary series focusing on Combonian Missionaries amidst African societies. All details with the possible co-production ways with CR are available in the Copro List on the CR web site.

22nd of June 2001

17.30-18.30

Working group "Europe of the Regions"

Chair / Robert Stéphane

After an official presentation of the project in the workshop, on the initiative of RTBF interested stations of France, Greece, Spain and Portugal met for a first study : concept and philosophy of the programme and the collection, state of the contacts, budget draft prepared for the programme on the region of Hainaut, EU-financing, working and time schedule and co-ordination of the process. (More details in the Copro List).

23rd of June 2001

9.30-10.30

Cross border Programmes & Magazines

Chair / Carlos Bélinchon

This session was a presentation of different cross border programmes and magazines existing among CR TV stations. The following ones were described by some representatives of partner stations like ORB Potsdam, ERT3 Greece, France 3 and Czech TV and some of them partly screened : "Kowalski meets Schmidt" - a regular cross border programme between ORB Potsdam and TVP Wroclaw broadcasted fortnightly starting 95, the Balkan TV Magazine - a co-production between 8 Balkan countries existing since 94, "Euro 3" - a monthly magazine in form of a network on current affairs between Belgium, England and France set up in 86 and "Quartette" - a monthly magazine between the Polish, Czech, Slovak and Hungarian TV stations existing since 2000.

In this field, the co-production forms are very varying, ranging from a pure exchange of reports to the mutual production of topics via an editorial co-operation following a common concept.

It was suggested to enlarge this overview to all CR countries ; all stations are invited to inform the Copro Office about the cross border magazines or bilateral programmes in their stations.

For up-dates of the coproductions list and further details see Circom Regional's website: www.circom-regional.org.

Munich, July 5th, 2001

Valérie Joyeux

PORTO 2001

Report on the Television Journalism Workshop

**Report on the Television Journalism Workshop
June 10th-24th 2001. Porto.**

Objectives of the Workshop

The workshop followed an outline proposal submitted to the annual Council of Europe meeting of media partners in Strasbourg in Autumn 2000, and developed in a more detailed written proposal submitted to the Media Division in April 2001. Following the strategy agreed by the Board of Governors and Executive Committee, the training workshop targeted TV stations in the emerging democracies of Central and South-East Europe, but also included younger journalists from EU countries, to establish a network of mutual support, and to ensure that there is a full exchange of views between professional contemporaries.

Participants were nominated by their national coordinators as the younger journalists (aged 21-33) who have the potential to be editors or station bosses in the future. Including the tutors, there were 47 participants. They came from Austria, Bosnia-Herzegovina, Bulgaria, Croatia, France, Germany, Greece, Hungary, Poland, Portugal, Romania, Slovenia, Spain, Sweden, United Kingdom (England, Scotland and Wales), Yugoslavia/Montenegro and Yugoslavia/Serbia.

The purpose of the workshop was to help younger TV journalists working in the regions of Europe to respond to the challenges of a competitive digital environment, and the political pressures on public-service broadcasters. There were four main objectives:

- To make better nightly news programmes which will be relevant to their audiences, independent, fair-minded, professional, and attractive to watch.
- To introduce delegates to some of the new digital equipment, and its implications for TV production and delivery to the audiences.
- To establish the basic principles of good organisation and effective newsroom management and editorial leadership.
- To exchange experiences with colleagues working in different economic and political environments in Europe, to compare what we do, establish best practice, broaden perspectives, and increase understanding of other cultures and traditions.

Methods of the Workshop

From the very first day, this was an active workshop, mixing a great deal of practical work with discussion and analysis of programmes and production methods. In order to achieve this

practical location work with cameras, and editing of many reports and exercises, a team of six international tutors was assembled. These were all volunteers from CR member stations in the UK, France, Germany, Sweden and Portugal, giving their time freely in the traditional Circom spirit. The tutors were of very high quality. Two of them were women, which is extremely important when 70 percent of the trainees are young women who need role-models.

The technical team, led by Karol Cioma of BBC Wales, was a combination of experienced practitioners, and younger camera-operators and picture-editors who benefit directly from the workshop experience.

Some of the subjects covered in the workshop were:

- What is news anyway?
- The elements which make the perfect regional TV news programme.
- The special strengths of regional news
- The role of TV journalism in a democracy. Audience focus.
- Political reporting
- Interviewing
- The power of pictures. Matching the words with the pictures and actuality sound.
- Clarity in story-telling. The reporter-package. Structure and texture.
- Independence. Values. Decency. Fairness. Guidelines.
- Running a newsroom. Efficiency. Teamwork. Planning.
- Presentation techniques. Standuppers. Graphics. The Studio. Programme structures.
- Digital technology and the move to multi-skilling.

A copy of the full course schedule is available with this report. The workshop finished with a day at the studios of RTP Porto, where two full magazine programmes were recorded "as-live", with trainees operating the cameras and presenting for the first time. One of these programmes is included in the video report about the Porto Workshop which is being sent to participants and partners, and which was transmitted by Europe-by-Satellite in its Campus educational slot three times in July.

The support of RTP was very much appreciated. Not only did they provide their full studio for three hours, but arranged the training hotels in Porto Gaia, provided airport transport, hosted a welcome reception, provided an excellent tutor and local coordinator, and even supplied a cameraman and a regular driver.

Results and Feedback

This was clearly one of the most successful workshops organised by Circom. The participants were particularly focused and enthusiastic, often working very late into the night to complete shooting exercises. The quality of their TV reports was particularly high. The tutors' review meeting at the end of the workshop concluded that there had been an exceptional spirit of cooperation, and that the participants from Yugoslavia seemed to have received particularly strong support from their contemporaries.

All trainees filled-in Feedback Forms, anonymously for honesty. The scores for the key aspects were all between Good and Excellent. (A summary of Feedback Scores will be made available). There was a desire for even more practical work, and some believe that working on digital tape is becoming out of date, and non-linear editing and greater multi-skilling must be considered for the future. All were asked to decide on action-points to try to deliver at their

home stations. Many said they would try to introduce better planning and organisation. Some said they would be more determined to resist political pressures. Many wanted their bosses to attend such a workshop.

Finance

A full receipted account has been provided to the CR Secretariat in Ljubljana. The workshop was conducted within the predicted expenditure of around 67,000 Euros. The Council of Europe provided 20,000 Euros to support the participation of young journalists and technicians from CoE target-countries. The rest of the cost will be covered by Circom Regional itself, from its core training budget.

Profile

The support of the Council of Europe was much appreciated, and received due acknowledgement in all correspondence to participants, at the meeting of the CR European Board, in the course programme which features the CoE logo on the cover, and on the certificates presented to each delegate by the CR President. There was a report about the workshop on national Portuguese television, a longer feature on the RTP regional service from Porto, and a local radio report. The video report was transmitted across Europe on EbS. A report about the workshop will be posted on the CR website, www.circom-regional.org which gets 8,000 hits per month.

In June 2002, when Circom's 20th annual conference will be held in Slovakia, we hope that once again the Council of Europe will be able to support our workshop there, continuing the training of the new generation of reporters and producers, who will be the TV editors of the future.