

# Circom Report

CIRCOM Regional Newsmonthly • CR is the European Association of 380 Public Regional TV Stations in 38 countries • Jan. 2002/No 27

Prix Circom Regional Awards 2002

## New sponsors for Europe's top TV programme awards

Entries have to be in by March 28

The Polish broadcaster TVP has followed its great successes in the Prix Circom Regional Awards 2001 by becoming a sponsor of one of the award categories.

TVP will sponsor the Cross Border category in the 2002 awards. This will now carry a cash prize of 3500 euros, as well as a trophy and a free trip to the Circom Regional conference in Kosice in May for the winner. Last year TVP was the most successful broadcaster, winning both the Grand Prix for News and the Grand prix for Documentaries, as well as the Most Original Programme Award.

Last year, there was a record number of entries and David Lowen, chairman of the Awards, is confident that 2002 will be another record breaking year.

The main awards – the two Grand Prix – carry cash prizes of 10,000 euros, trophies and free trips to Kosice for the winners. These awards are sponsored by Circom Regional. The other categories and sponsors are: Current Affairs (6500 euros Trophy and trip, the European Parliament) and Most Original (3500 euros and free trip, France 3).

Said Lowen: "The judges will be looking for programmes which remind everyone of the range and quality of television production in the regions of Europe. Last year's programmes were top class and it is right that the producers, directors, technicians, journalists and production teams in the regions should be honoured for the work they do. Regional television is important for our viewers – and the quality is rising all the time".

Lefty Kongalides, President of

Circom Regional said: "These prizes have great value and prestige. I hope every regional station in Europe will enter a programme for at least one of the categories".

Entries have to be in by 28 March and any programme broadcast since January 2001 is eligible unless already been entered for the awards last year.

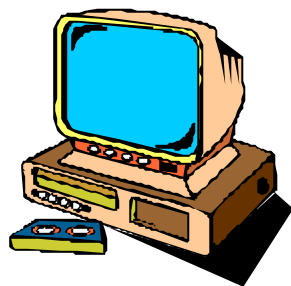
The judging will take place in Germany, hosted by BRF Nuernberg.

Peter Sauer head of Circom Regional said: "I was a judge last year, so I know how seriously the judges take their responsibilities. It is a difficult job – but an enjoyable one too. All the judges will be made most welcome."

The entry forms – with rules, category details, criteria – will be sent to all station by the Secretariat. They will also be available on the web site.

Full report on pages 4 and 5. This information is also available on the CR website:

<http://www.circom-regio.si>



The Thomson Foundation will organize the CR training for 2002-04

In its 40<sup>th</sup> year

The Thomson foundation in its fortieth year will organise the training for CIRCOM Regional for the next three years and intends to continue the good work of Rick Thompson and his team during recent times.

As a Foundation which has an international brief to upgrade the skills of broadcasters throughout the world, director Gareth Price is determined that the CIRCOM training courses from 2002 onwards should continue to maintain the same international training team under the CIRCOM trade mark as before.

The training courses will continue to focus on journalism skills, and in 2002 the main broadcast journalism course will be held in Kosice, Slovakia, to coincide with the annual conference of CIRCOM Regional in the second half of May.

Plans are also being developed for a middle management course later in the year in response to the increased demand for such courses all over Europe. Other courses will be developed as funding becomes available.

The project manager will be Karol Cioma, who has been a member of the CIRCOM Regional training team for many years.

Ian Masters, Controller of Broadcasting at the Foundation, will be the lead trainer on the Kosice course while Gareth Price will report to the European Board of CIRCOM Regional on the whole training programme.

Karol and Ian, who last worked alongside Rick Thompson at the Iasi Conference course, look forward to meeting the team who produced such excellent results in Oporto.

The Thomson Foundation has trained thousands of broadcasters throughout the world since it was launched in 1962, supported by funds from international agencies such as the EU, the Council of Europe, UN organisations, the British government and British Council.

During the past ten years its major activity has been consultancy and training of broadcasters in post-Communist Europe - Bulgaria, Romania, Albania, Croatia, FYRO Macedonia, Serbia, Montenegro, Bosnia and Kosovo as well as several of the countries of the former Soviet empire, including Russia.

Journalism and management training have been prominent in these activities and it has been a privilege for the Foundation to have been party to the transitional process towards democratic broadcasting.

# Sponsorship to drive Europe's sport market

Though European sports largest form of direct income comes from sponsorship, at E5.5bn annually with a 15 per cent annual growth rate, it has driven the markets growth less than media rights inflation, which has grown by 30 per cent annually to reach E5.4bn for the 2001-2002 sports season, according to a new report from consultancy Oliver & Ohlbaum Associates.

Over the past 5 years, Europe's commercial sports market, worth E25bn in 2000, has seen 14 per cent annual growth, mainly driven by media rights inflation. Things may soon change, however, as European media rights payment growth is set to see an annual slow down of about 8 per cent. Direct sport sponsorship and other commercial sport income, meanwhile, should grow about 10 per cent over the year, benefiting from the improved new media functionality and the increased TV audience fragmentation.

Currently, game formats linked to sports events, part of Europe's commercial sports market, generates annual revenue of over E1bn. Betting, meanwhile, generates E5bn in income, of which 80 per cent comes from horse and dog racing.

In the UK alone, the average adult spends roughly E200 a year on online betting, as opposed to only E40 in the rest of Europe. In addition, in 2000, TV and radio rights income totalled E4.5bn growing to E5.4bn in 2001-2002.

## UK's top people turn away from daily papers

Britain's richest and brightest people are increasingly unlikely to read a daily newspaper but their use of the internet is booming, according to latest research.

The latest research into Britain's VIPers - the 10% of the population made up of wealthy professionals, entrepreneurs and media types - shows that while daily newspaper consumption is down slightly, internet use is up by more than 50%.

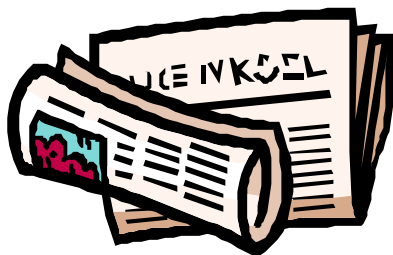
The research - commissioned by the agency Media Planning in conjunction with the More Group, Classic FM, Times Newspapers, Channel 4 and Condé Nast - is eagerly awaited by advertisers keen to know how best to target Britain's wealthiest consumers.

Just 44% of the 1,000 VIPers surveyed said they read a daily newspaper "very often", with overall readership down 7% over the past five years. Nearly a quarter of those surveyed said they read a daily newspaper less frequently than they did five years ago.

The most popular newspapers among VIPers are the Daily Telegraph, which reaches 19% of the sought-after AB demographic

group, closely followed by the Times, which reaches 18%. But the results of the survey suggest VIPers regard the Times as the definitive broadsheet.

The Telegraph scores highly for its sports coverage and willingness to voice strong opinions. Most VIPers said they chose their newspaper on the basis of objectivity and trust, the survey found.



## New site lets users surf the Web's past

A new Web project is making it possible to go back in time. Using the Wayback Machine, surfers are now able to look at old, non-live Web pages.

By typing a URL into a search field at <http://web.archive.org>, users can find pages dating back to 1996. The Wayback Machine is made possible by the Internet Archive and Alexa Internet and is funded by the Library of Congress, the National Science Foundation, the Smithsonian Institution and Compaq.

The Internet Archive, the world's largest database, captures digital snapshots of the Web every two months and features special collections such as a September 11

### BBC sends television news report via internet

For the first time ever, a BBC correspondent has sent a television news report via the internet to a London studio.

The correspondent sent his video material as an Mpeg2 file of 163Mb from Florida, in which he covered the US Anthrax news.

The report was then broadcast in on the TV programme BBC Breakfast. Mpeg2 via internet has become a cheap and occasionally faster alternative to satellite connections.

## NTV-Ukraine to start

Ukrainian media mogul Vadym Rabinovych has announced that a new television company, NTV-Ukraine, will go on air in January 2002.

Mr Rabinovych said 90 percent of the company's staff will be made up of Ukrainians and 10 percent of Russians. "The new channel will be an information channel, the policy of [Russia's] NTV will be preserved, this is the main thing. We will select topics together when we do the news.

We consider ourselves the junior partner of the Russian [NTV television]," Mr Rabinovych said. Mr Rabinovych also said NTV-Ukraine will be bilingual, but added: "Making a new television program, we know that 99 percent of Ukraine's people want to watch Russian channels and read Russian newspapers."

## European youth's future is wired up at 56%

While two of the most popular activities among 15-24 year old Europeans is watching TV and listening to music, at 69 and 66 per cent respectively, 43 per cent of youth claim to use a computer, play video games or use the internet, twice the number from 1997, states European Commission research.

In addition, the survey found that more European male youth, at 53 per cent, use computers than European female youth, at only 33 per cent.

Information and communication technologies are also increasingly present in young peoples' daily life, as the mobile phone is by far the most widely used communication technology by 80 per cent of European youth.

The highest mobile phone usage rate was found in Finland and Italy, at 92 and 90 per cent respectively, while the lowest usage is in Portugal at 72 per cent.

Countries under the European computer usage average of 56 per cent are France at 55 per cent, Italy at 54 per cent, Ireland at 53 per cent, Germany at 52 per cent.

Greece, for example, has seen its percentage double, from 20 per cent in 1997 to 41 per cent today.

As usage of these technologies continue to grow, 43 per cent of young Europeans believe that information and technology skills are very useful to have when trying to find employment, second only to language skills at 44 per cent.

In 1997, however, these answers were quite different, as European youth rated education and languages in first and second positions, at 43 and 40 per cent respectively. Information and technology skills rated fourth at 32 per cent, after good communication skills came in at 38 per cent. In Ireland, however, the majority of youth name information and technology skills as the most important quality, at 51 per cent, up from 35 per cent in 1997.

## BBC plans global news website

Senior BBC executives have confirmed the corporation is pressing ahead with ambitious plans for the launch of a global news website, aiming to make it the equivalent of the World Service and BBC World.

Richard Deverell, the head of interactive news at the corporation, said the proposed site was a big opportunity for the BBC, estimating half the site's traffic came from overseas.

"I'd like us to be global market leader in online news as we are in radio," he said. "We'll never be number one in America but throughout the rest of the world we can be the leading online news provider."

The BBC News site has gone from strength to strength since the September 11 attacks on the US, it claims. Mr Deverell said page impressions been increasing every month, from 209m in August to 290m in October.

In the past BBC executives have privately said the only way such a site would be feasible is if it was to take

advertising. It made tentative plans to introduce an ad funded website for overseas.

visitors, much to horror of the commercial sector.

It is understood, however, advertising of some kind will be introduced onto the site, likely to launch early next year, at a later date.

Mr Deverell accepted the launch would be difficult politically but said "there's definitely a solution that everybody will be happy with."

An official announcement is expected within the next few weeks.

## Europe ban on Internet hate speech

The Council of Europe is moving toward banning racist and hate speech from the Internet. It will add a protocol, or side agreement, to its Convention on Cybercrime, scheduled to be ratified at a meeting in Budapest later this month.

The convention defines online child pornography, online fraud and electronic vandalism or hacking as cybercrime activities. The protocol would add racist Web page content and hate speech over computer networks to the list of cybercrimes, the Council of Europe said.

The US is a signatory to the convention, but it resisted European pressure to include the category of racist Web sites in the main agreement, as it conflicts with the American First Amendment.

The US objections prompted the council to cover the issue in a side agreement, which the Americans and others could choose not to sign.

## Three TV station enough for Estonia say authorities

Peeter Sookruus, the head of the Culture Ministry Media and Copyright Department, announced on 6 November that the Broadcasting Licenses Committee had decided that three nationwide TV stations are enough for Estonia, BNS reported the next day.

Taking into account the realistic volume of the Estonian TV advertising market, the television channels' practices thus far, and the need to create the necessary conditions for the development of digital broadcasting, the committee urged the Culture Ministry not to issue another nationwide television broadcasting license earlier than 2005.

The three stations are the state-owned Eesti Television (ETV), and the foreign-owned commercial stations TV-3 and Kanal 2. The license of another commercial station, TV-1, was revoked in October because it failed to pay transmission fees.

## Circom Report

The "CIRCUM Report" is a monthly publication of CIRCUM Regional, the European Association of Public Regional TV Stations-available on the CR Internet site and coming to CR member stations and personnel either through E-mail or as an A4 size printed newsletter, through the CR General Secretariat from Ljubljana. The French version of the CIRCUM Report is conceived and published by the Strasbourg Secretariat with support from the Region Alsace, the Conseil General du Bas-Rhin and the City of Strasbourg.

The "CIRCUM Report" is planned and edited in ERT3, Thessaloniki, Greece.

Production and Design: **Eleni Masoura**.  
Phone (30310) 299611-610 fax (30310) 299655. E-mail: [pr@ert3.gr](mailto:pr@ert3.gr)

All member stations are considered as potential contributors for this publication, with stories about new and innovative ideas, co-productions, exchanges, modern technologies, etc. Especially welcome are short stories and one-liners.

**\*Sony and Eutelsat are the official CIRCUM Regional sponsors**

**RULES OF ENTRY**

It is important that all entries conform fully to these rules. A breach of any of the rules may mean disqualification.

1. Entries can be accepted only from the member stations of Circom Regional.

2. Each station may enter ONE programme only in each category.

3. Programmes must have been broadcast for the first time since January 2001 and should not have been entered in Prix Circom Regional 2001.

4. Programmes must be submitted as actually broadcast, except for the additions required by Rule 5.

5. Each entry must have adequate sub-titles in English or a dubbed voice over in English. A copy of the text in English or French should also be provided: this will be kept with the programme tape in the Circom Regional archive.

6. The entry form with a summary of the programme contents must be received at the Nuernberg office by 28 March 2002 (Please note this is the day before the Easter holiday). A Beta SP tape should be delivered to Nuernberg no later than 5 April (to allow for a technical check). VHS cassettes are not acceptable.

7. Entrants agree in advance that, should theirs be a category winner (not runner-up or highly commended), they permit one regional transmission of that winning entry by any Circom Regional member station within its own region during 2002 free of any licence or rights payments.

8. Entrants agree in advance to one transmission of a winning programme by EbS (the European Commission's satellite channel) during 2002 free of any licence or rights payment.

9. Entrants agree in advance to promotional non-broadcast showcase screenings organised on behalf of the Prix Circom Regional.

10. Entrants agree in advance that brief excerpts from programmes may be broadcast as part of regional news reports or promotional items about Prix Circom Regional.

11. The cost of despatch, customs, insurance will be borne by the entrant.

12. Programme cassettes and texts will not be returned but remain in the archives of Circom Regional.

13. In any dispute, the decision of the chairman of the judges, David Lowen, will be considered final and binding on all entrants.

Entry forms, programme summaries and SP beta tapes should be sent direct to BRF Nuernberg, host station of the awards.

**Peter Sauer**

BRF Nuernberg, Wallensteinstrasse 117, D90431 Nuernberg, Germany

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Fax: +49.911.6550316

Email: [heike.stiegler@br-mail.de](mailto:heike.stiegler@br-mail.de)

# ENTRY FORM PRIX CIRCOM REGIONAL 2002

This entry form must be completed and returned by 28 March 2002. Please make sure you despatch in good time. Please write clearly. Please read the Rules of Entry and the Category and criteria guidelines. The beta tape of the programme must be received by 5 April 2002.

Send entry forms and tapes to:

**PRIX CIRCOM REGIONAL**

**BRF Nuernberg, Wallensteinstrasse 117, D 90431 Nuernberg, GERMANY**

**Email: [heike.stiegler@br-mail.de](mailto:heike.stiegler@br-mail.de)**

**Tel: +49.911.6550314 Fax: +49.911.6550316**

Enquiries about criteria, categories, rules should not be directed to BRF

Nuernberg but to the chairman of the awards, David Lowen, at

[david\\_lowen@hotmail.com](mailto:david_lowen@hotmail.com), tel +44.7710.745905, fax +44.113.224.9970.

## ENTRY FOR CATEGORY:

Please tick one box

NEWS  
DOCUMENTARY  
CURRENT AFFAIRS  
CROSS-BORDER

Original title .....

Title in English .....

Director ..... Producer

Date of first transmission .....

TV channel .....

Entering TV station .....

Address .....

Contact for entry .....

Tel ..... Fax .....

Email .....

Who collects trophy if you are a winner?.....

I HAVE READ THE CATEGORIES, THE CRITERIA AND RULES OF ENTRY CAREFULLY AND AGREE TO ABIDE BY THEM.

Signed .....

**AWARD CRITERIA**

It is important that all entrants should check the criteria for each award before entering. Please make sure your programme does qualify for the award category you are choosing. If you enter in the wrong category, you may be disqualified. Entrants should also read the Rules of the competition to make sure of all entry details.

**1. REGIONAL NEWS PROGRAMME**

Entries should be complete news programmes made and transmitted in the region for people living in the region: the very essence of regional broadcasting. It does not matter whether the news is daily or weekly. There is no restriction on the running time of the programme.

Judges will look for a blend of strong journalistic content, a clear understanding of the needs of its regional viewers, an element of originality, with a clean and stylish presentation.

Please note some "news programmes" may be better suited to the Current Affairs category. The Regional News category is designed for general news and news magazine programmes, not "special topic" programmes or single news stories within a programme.

**2. DOCUMENTARY PROGRAMME**

Entries should be documentary programmes on a single subject with a maximum running time of 60 minutes. Neither the topic nor transmission need be regional but judges would welcome the examination of issues which have particular regional relevance even if they are set in an international or national context.

Judges will seek evidence of a strong storyline and outstanding professionalism in direction and technique. Programmes of strong journalistic investigation are encouraged but so are programmes with a personal view or an unusual perspective. Documentaries which show fresh techniques or great imagination are welcome.

Please note that this category is for complete programmes with only one subject. Magazine programmes must be entered under other categories.

# PRIX CIRCOM REGIONAL AWARD CATEGORIES

The following award categories will be contested in 2002

- |    |                 |   |
|----|-----------------|---|
| 1. | Regional News   | Grand Prix Circom Regional trophy<br>10000 euros, trophy, free visit to Kosice conference |
| 2. | Documentary     | Grand Prix Circom Regional trophy<br>10000 euros, trophy, free visit to Kosice conference |
| 3. | Current Affairs | European Parliament award<br>6500 euros, trophy, free visit to Kosice conference          |
| 4. | Cross-Border    | TVP Award.<br>3500 euros, trophy, free visit to Kosice conference                         |
| 5. | Most Original   | France 3 Award<br>3500 euros, free visit to Kosice conference                             |

**3. CURRENT AFFAIRS PROGRAMME**

This category recognises programmes which may be magazine programmes or special report programmes but which do not qualify as "news" or "documentaries". The programmes should cover issues of social, political, or topical debate and a way which encourages the interest and understanding of viewers.

Judges will pay special attention to the journalistic approach, the quality of reporting or interviewing, the impact of the programme on the viewer and the clear explanation of complex issues. Topics need not be regional but judges would welcome the examination of issues which have particular regional relevance.

Judges will give preference to those programmes which explore issues which are common across Europe and which stimulate the democratic processes of Europe.

**4. CROSS-BORDER PROGRAMME**

This prize recognises any programme which is produced by one station but covers an issue or issues on either side of a national border OR any

programme which is produced as a co-operative venture by two or more regional stations in different states.

The subject matter should highlight topics which have wider European interest or which explore cultural similarities or differences across borders. Please note that this category needs a more focused approach than just an "international" story.

Where the entry is a joint entry, the prize money will be divided between the co-production partners.

**5. MOST ORIGINAL PROGRAMME**

This award will be given at the discretion of the judges to an entry in ANY of the categories which shows a distinctive and original approach to programme making for regional viewers. Stations cannot enter programmes for this category only.

Judges will seek to reward a programme which captures their imagination with an unusual story, or has a brilliantly different treatment, or some wonderful characters, or haunting music, or some other attribute which makes it something special.

## Net subscribers still prefer info on TV and radio

More than half of French internet subscribers consider the web as an important source of information, but only 7 per cent use it more than traditional media. Television and radio are still far more popular.

With regards to the press as a competitor to internet, the situation is more balanced: 33 per cent of French internet subscribers use the internet more often than the press when they look up news and information; in turn, 42 per cent use the press more often than internet.

The results come from a study in September by the interactive division of the Taylor Nelson Sofres Group. Only people with an internet subscription were included in the survey.

The study also revealed that one third of respondents use the internet on a daily basis to obtain information. Three quarters use it at least once a week.

As main reasons for possibly intensifying their internet use in the future, respondents mentioned practical aspects such as being able to check online bank accounts. If sources would introduce paid access, only 12 per cent would subscribe to such service.

## Journalists adopt press code in FYROM

In an effort to strengthen the country's democracy, some 70 Macedonian journalists from the state-owned and the private media adopted a new journalistic code of ethics on 14 November, dpa reported.

"The main task of the reporters is to respect the truth and the right of the public to be promptly informed, as stated in Article 16 of the Macedonian Constitution," the draft code says.

"Showing respect for the ethical values and professional standards..., reporters will be honest, objective, and prompt." Media representatives worked out the new press code with international support.

An "honour council" of the journalists association will oversee its implementation. "The code provides for greater professionalism and quality to the field of journalism

in Macedonia," Ivan Andreevski, president of the Macedonian journalists association, is quoted as saying.

Foreign observers have widely criticised the professional quality of much of Macedonian journalism, arguing that inflammatory press coverage of the crisis has contributed to ethnic polarisation.

## BBC opens sports archives in cable deal

A new TV channel offering classic BBC sports footage from the Grandstand archives will be launched next spring. The corporation has agreed to give access to its extensive archives, which could include footage of legendary sports moments including England's 1966 World Cup victory, in a deal with cable giant NTL.

Premium TV, the sports broadcast arm of NTL, originally planned to launch a live sports channel called British Sport, which would have combined archive footage from the BBC with live coverage of rugby union, basketball and ice hockey.

But the channel dropped its plans after realising it could not compete with other sports broadcasters, such as ITV and BSkyB. Insiders at Premium have confirmed the company will instead launch a channel with the working title of Classic Sport. Earlier this month it was revealed the UK's largest cable company was willing to listen to offers for its stakes in football clubs Aston Villa, Leicester, Middlesbrough and Glasgow Rangers.

NTL's other content investments include a stake in the ITN cable channel and The Studio, a joint venture film channel with Universal Studios.

## Online sites herald historic newspapers

Nostalgia for the good old days when readers would hold a piece of paper in their hands to read the latest news is driving traffic to sites for vintage newspapers. Liz Alderman, the deputy business editor at the International Herald Tribune, collected several of her favourite sites for readers.

Some sites that she recommends are La Galcante, a site where visitors can browse 1880s issues of Le Petit Parisien or more than 10 million other French and international press pieces.

Historic Newspapers is a site where visitors can find original newspapers from as far back as 1810 to send as ready-wrapped gifts, Hughes Rare and Early Newspapers which has an archive of American papers going back to the 1600s and The History Buff, which instructs visitors on how to authenticate old papers.

## The 6<sup>th</sup> SportelAmerica in Miami, March 25-28

The 6<sup>th</sup> SportelAmerica market will be held in the Doral Golf Resort and Spa, Miami, Florida, March 25-28. Along with Sportel Monaco, Sport America is the only int'l television sports program market that brings together broadcasters, cable and satellite services, distributors, acquisitions executives, producers, event organizers, sports-federations, sponsors, new media.

Last year's SportelAmerica was attended by 389 companies from 52 countries

(<http://www.sportelamerica.com>)

## In brief: Reuters TV goes to the wall

Reuters is axing its television division with the loss of around 45 staff. The news service said the unit was not cost-effective and admitted the audiences had been disappointing. Reuters Television employed 90 people. The fate of the other 45 employees has not been determined.






## New Year Greetings from CR Trainees

Decided by the coordination group

# BSEC conference in Greece, next June

The first meeting of the Coordination group which was formed on the 17<sup>th</sup> of May in Bucharest and in the framework of the first meeting of the Public Broadcasters of the BSEC Cooperation, was held in Athens, November 19 at the invitation of ERT.

Present in this meeting were the representatives of TVR Mrs Violeta Oltean – Director of International Relations, of TRT Mrs Alev Biligen – Director of International Relations and Mr. Serdar San – International Relations Dept., of NTVCU Mrs Tatyana Novoseletskaia Head of International Cooperation and Mrs Olena Paytyna – International Cooperation Dept., and from ERT Mr. Vassillis Costopoulos – Director of Legal Dept. Mrs. Fotini Yiannoulatou – Director of International Relations, Mrs. Lena Hoida – Head of Coproductions Dept. of ET-1 and Mr. Vassilis Bitsis – Editor in Chief of NET and CIRCOM Regional President Lefty Kongalides.

The representatives of TV and Radio Broadcasting of Georgia could not attend the meeting due to a very difficult and unstable situation in their country at that time.

Fotini Yiannoulatou, opened the discussion by underlining the importance of the role of the coordination group.

The first item in the agenda was the indisputable need for an organisation model the efforts to find the best possible ways so as to function effectively.

Vassilis Costopoulos proposed certain principles that must govern activities. They all agreed on a general principle which is the principle of consensus when taking decisions. Mr. Costopoulos suggested that they should go step by step and more from a more flexible way of working to a concrete structure.

Nevertheless they all agreed that during this transitional period the role of the Coordination group is very important in organizing – among other tasks – the next conference to be held in June 2002 in Greece, which should be a collective effort.

The participants decide to prepare a 4-5 min cultural item without presenter, with international sound, accompanied by the script in English, in Beta sp, analogue and with the logo of each station in the beginning.

Mr. Kongalides gave several examples of realization of such an item based on his experience from the Balkan TV Magazine.

The above mentioned cassettes will be screened at the second meeting of the coordination group which TVR will hold at the beginning of February in Bucharest.

The group also decided to coordinate activities so as to inform the rest of the members of the cooperation to prepare the above mentioned piece.

Mr. Kongalides, Mrs Oltean, Mrs Novoseletskaia and Mrs Biligen promised to follow up some necessary contacts.

As a coordination group they all supported the idea of inviting not only TV stations but radio stations as well (in those organisations where television and radio are different organisation by structure) in the next plenary meeting to be held in Greece.

Mrs. Hoida, Mrs Biligen, Mr. Kongalides and Mrs Oltean informed the rest of the group on bilateral coproductions which are on their way already. Concerning the exchanges of TV programme they all agreed on the importance of such an activity and they all expecting from each and everyone to offer some programmes to be broadcast on a free of charge basis. News exchanges is a more specific area with which a news exchanges group should deal in a concrete way. Mr. Bitsis offered some ideas following his experience from the meeting of news editors in Romania.

The organisation of training programmes is also an important field of cooperation. Mrs. Oltean informed the group that already TVR's employees are participating in seminars organised by the Thomson foundation and other similar institutions.

ERT committed in examining all possibilities of organising a seminar on a theme of common interest with the financment of the Ministry of National Economy.

Mr. Costopoulos introduced the final item in the agenda which was the cooperation in the legal field as the audiovisual landscape is rapidly changing and everyone is in need to share the experience.

The 2001-2002 Christmas and New Year period brought a record number of greetings to Circom Regional from younger journalists and news editors who have attended our training workshops in recent years. Animated Santas, snowmen watching TV, reindeer with their antlers working as TV aerials, and trees with flashing lights, have all featured on e-mailed seasonal greetings, travelling instantaneously across Europe, with the same message: "Greetings and best wishes for 2002 to all our friends in Circom Regional".

About 40 electronic Christmas cards from former trainees arrived on my PC last month. Most were addresses to many other colleagues in the CR network. They demonstrate very clearly that the 500 journalists and producers who have attended Circom workshops have made firm friendships, and value their professional links with colleagues from other countries. One from Serbia wrote, "Porto was wonderful. I wish I could be at a Circom course every year". Another from Albania said, "I remember the Circom course in Szeged as a fantastic week". It is a tribute to the spirit of Circom that so many former trainees take the trouble at the end of the year to say "thank you" to Circom Regional.

Now the Thomson Foundation (TF) will continue to expand the training and development programme of CR, as their Director Gareth Price takes over the role of Training Coordinator, with Ian Masters as the Supervisor of the workshops, and Karol Cioma the Project Manager. If readers of Circom Report want to know more about the TF, there is a summary of their work on the web: [www.thomsonfoundation.co.uk](http://www.thomsonfoundation.co.uk) A handover meeting, chaired by Executive Committee member Roel Dijkhuis, was held at the TF offices in Cardiff in December.

It has been a pleasure to be the Training Coordinator for the past four years. I am sure that the long experience and greater resources of the TF will continue to expand the training and development work, helping the next generation of senior editors to produce the highest-quality television at the regional level.

**Rick Thompson**

## CR training activities mount in 2001 and will evolve in 2002

Gareth Price is new CR Training Coordinator

The Chairman of the BoG, R. Dijkhuis, informed the EB during the CR Kosice conference that a new training contract has been signed with the Thomson Foundation, which promised continuity and expansion of the training activities.

Mr. Rick Thompson summarised his report to the EB about the activities in 2001 including the SE Journalism Workshop held in Montenegro, the Porto Journalism Workshop and the Newsroom Management Seminar in Strasbourg (for further details see working papers).

As to the plans for 2002, the main events for which co-funding has been requested with the Council of Europe will be the SE Europe TV Journalism Workshop in Budva in March, the TV Journalism Workshop at the annual conference in Košice and the Newsroom Management Seminar organised by France 3 Alsace.

Mr. Dijkhuis thanked Mr. Thompson for his meticulous work and the EB confirmed him as member of the BoG.

Mr. Gareth Price, who used to work for BBC Wales, addressed the National Coordinators on behalf of the Thomson Foundation. The TF is a small institution depending on a large number of free-lancers doing training focused also on transforming former state broadcasting to the new situation they face. Through this work, the TF knows 50 % of the CR members in detail. Prime consideration will be paid to ethos and retaining the CR brand. To Mr. Price's word, continuity is essential, as well as is evolution and these twin anchors of training will be retained.

The TF will seek to expand the training scheme; Mr. Karol Cioma will be the project manager for CR training activities on behalf of the TF and will be the only person paid from the CR training budget. The SG underlined that undoubtedly training has become the core activity of CR; the offer is currently covering a widened scope of training workshops trying to fulfil the needs of members from east and west.

Since the CR budget is limited, co-funding is essential (except for the journalism workshop along the annual conference, which is funded entirely out of the CR budget); the European institutions have changed their policy in this regard, the available funding is being granted for bigger amounts and projects, which requires very strict administration. The TF will be considerably backing CR in this regard. In the last year, the training scheme has been expanded for training focusing on activities in SE Europe. The shift of EU funds to their missions makes it now possible to apply for funds on national level for on-spot training, which is very effective in covering specific needs.

As to the support of Sony, their camera and newsgathering division is still prepared to provide CR with equipment, but they have no control of post-production equipment. They agreed, however, to provide their equipment for the journalism workshop in Košice. In accordance with the decision of the EC to seek for new contacts informally, some informal



contacts have been made with Panasonic, Avid and Vintem.

The EB authorised Mrs. Nemèè as SG and Mrs. Roel Dijkhuis to start negotiations for general sponsorship including technical support for the CR seminars, as well as a financial contribution to the organisation.

Things remain unchanged with regard to the sponsorship of Eutelsat and the EBU.

The Deputy SG informed the EB about the recently concluded Newsroom Management Seminar in Strasbourg organised with the support of the Council of Europe and the European Parliament. The feedback received from all 15 participants was very positive. In 2002, the seminar will be held in the week of the EP plenary session in Strasbourg, i.e. from Monday, November 18 to Saturday, November 23, 2002.

Kirsten Tingsted reminded the EB of the planned working group on EU enlargement, which needs to be implemented still during Mrs. Fontaine's mandate. It is an opportunity that should not go wasted, since the European Parliament has the funds to co-finance up to 50% of the programmes made.

## Training Hand-over Completed

Circum Regional's decision to award the training co-ordination to the Thomson Foundation finally came into being when Rick Thompson, the out-going Training Co-ordinator officially "handed over" the administration and tasks to the Thomson team at their headquarters in Cardiff, Wales. The meeting was attended by Rick, Roel Dijkhuis on behalf of CR and by Gareth Price, Ian Masters and Karol Cioma of the Thomson Foundation.

Gareth Price, who will be officially known as the Circum Regional Training Coordinator is clearly delighted with the role that the Thomson Foundation will perform over the next three years. "We in the Thomson Foundation are looking forward to the continuing success and development of Circum Regional Training. Over the past four years Rick Thomson and his team have established the leading journalist training scheme in Europe, and we now have three years to build upon that success. We are excited about what the partnership between Circum Regional and the Thomson Foundation and are looking forward to providing training services for all members of Circum Regional."

Ian Masters, the Director of Broadcasting at the Thomson

Foundation will be Circum Regional's Training Supervisor. Ian, an old friend of Circum's, helped organise and participate in training in Iasi and Birmingham. He will be coordinating the style and content of the training and will be building on the network of trainers available to Circum.

Karol Cioma, will be the Project Manager for the training and will be working closely with Gareth, Ian and the Circum Training board to organise the course and facilities. Karol has been an active member of Circum Training for the past 10 years working as the Technical Director on most of the Circum Training courses. His knowledge and experience of Circum Training will be an asset to Circum and the Thomson Foundation.

Courses intended for 2002 include South East Europe journalist training workshop, the annual conference journalist training workshop in Kosice and the News Editors Seminar in Strasbourg. The Thomson Foundation will be contacting all the national coordinators in the near future with further details and content of the training."