

# Circom Report

CIRCOM Regional Newsmothly•CR is the European Association of 380 Public Regional TV Stations in 38 countries• Sept. 2002/No 35



## CR Executive Committee Meeting in Romania, Sept. 14

A meeting of the CIRCOM Regional Executive Committee will be held in Bucharest, Romania, Sept. 14, at the invitation of TVR.

The proposed agenda of the meeting includes: Approval of the minutes from the EC held on May 27, 2002 in Kosice, Slovakia, analysis of past events (Kosice conference, Euromusica 2002), preparations for future activities (next conference, training etc), finances, CR Action Plan, etc.

The meeting will take place at the Intercontinental Hotel, while accommodation will be at the nearby Hotel Lido.

### Seminar in Strasbourg

The 3<sup>rd</sup> European Seminar on Newsroom Management, organized by the CR Deputy Secretary General, will be held at France 3 Alsace, Place de Bordeaux, in Strasbourg, Nov. 18-23. Deadline for participants is Oct. 1.

### Symposium on terrorism

Symposium on "September 11: Media and Terrorism" was held in Thessaloniki, Sept. 11, coorganised by the Ministry of Macedonia-Thrace, ERT3 and the Consulate General of the USA.

Panelists, among others, were Christian Marinescu, Executive Producer, News Dept. TVR (Romania), Demetris Katsantonis, General Director, ERT3 (Greece), Joshua Yager, CBS (USA), Jay Nordlinger "National Renew" (USA), Nenad Sebek, former BBC War Correspondent (Serbia).

### The Golden Chest Festival in Plovdiv, October 6 - 12

The Bulgarian National Television is organizing the 27<sup>th</sup> edition of the Golden Chest International Television Festival to be held October 6-12, in the city of Plovdiv.

The Festival is a competitive event with three categories:

Category one: - TV Fiction Films and Series for Adults

Category two: - TV Fiction Films for Children and Adolescents

Category three: - TV Documentary Films

TV stations are welcome to take part in the festival with the best of their productions. There is again a category for children and adolescents.

Beside the competitive program the Festival organizes out-of-competition screenings, press-conferences, meetings with Bulgarian film authors and producers, cultural events, etc.

For more details you can call:

Tel: +3592 946 10 34 and +3592 963 3095

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### "Euronet RTV": a new EU project presented during B.TV.M. meeting

The 33<sup>rd</sup> Balkan TV Magazine Consortium Meeting was held in Leptokaria, Greece, August 22-26, with the participation of representatives from seven public TV stations of the Balkans.

Present were Engjell Ndocaj (TVSH - Albania), Rossinka Radoykova (BNT - Bulgaria), Stalin Lozanovski (MKRTV - FYRO Macedonia), Lefty Kongalides, Vangelis Giasimakopoulos, Agis Menoutis and Eleni Masoura (ERT3 - Greece), Stella Tabarta, Maria Chetrus (Teleradio Moldova - Moldova), Andreea Oneea (TVR - Romania), Aleksandra Krakovic (RTS - Serbia). Fuat Kale (TRT - Turkey) cancelled his participation at the very last moment.

In the framework of the Balkan TV Magazine two new topics were selected: Enlargement (and what the Balkans think about it) and Internet in the Balkans.

During the meeting there was a first presentation of the new "Euronet RTV" project, which is an Interreg III B CADSES program. (CADSES - countries which belong to the so called Central Adriatic Danubian South - Eastern European Space).

With the support of the Prefecture of Pieria and the Balkan Youth Festival ERT3 will organize next August the 1<sup>st</sup> Balkan Song Festival.

### CR programs on EbS in September - October

Some of the more interesting CR programs are on EbS (Europe by Satellite) on the following dates:

- "Europeos No 16" (France 3) duration 25' 31 and "Swiss World No 7" (TSI Lugano) duration 27' 58

Both above are to be broadcast on Sept. 18 (22.00 CET), Sept. 19 (05.30 CET), Sept. 21 (11.00 CET)

- "Euromusica 2002" (ERT3) on Sept. 25 (22.00 CET), Sept. 26 (05.30), Sept. 28 (11.00 CET).

- "Slovenian Magazine" (RTV Slo) on Oct. 2, Oct. 3, Oct. 5.

- "The smugglers" (TV2) and "Below sea level" (TV Flevoland) on Oct. 9, 10, 12

- "Europeos" (France 3) and "Swiss world No 8" (TSI Lugano) on Oct. 16, 17 and 19

In Rome, Oct. 20-23

# XVI Eurovisioni embraces the Enlargement of the Audio Visual Europe

The XVI edition for Eurovisioni, the International Cinema and Television Festival – chaired by Mr. Bernard Miyet, President of SACEM – will take place from the 20<sup>th</sup> to the 23<sup>rd</sup> October in Rome at the French Academy, Villa Medici and in other venues of the capital.

The topic of this year will be The Enlargement of the Audio Visual Europe and the debate will be the occasion to analyze the evolution of the audiovisual in view of the imminent enlargement. I know you are particularly sensitive to this theme, because this will become one of the sensitive points of the audiovisual agenda both at Nationals and European level – during the year 2003.

As usual, the 2002 edition will be composed by three public sessions at Villa Medicis in Rome and at the Italian Parliament, according to the following calendar:

- International day's - Opening: Sunday 20<sup>th</sup> October 2002. Conclusions: Tuesday 22<sup>nd</sup> October 2002
- Italian Day: Wednesday 23<sup>rd</sup> October 2002

From the end of Monday 21<sup>st</sup> morning to the first afternoon on Tuesday the 21<sup>st</sup>, the works of Eurovisioni will continue behind close doors in three parallel ateliers, consecrated to the following themes:

- The political dimension of the enlargement: that is, the pluralism of media, the property of media and the role of the public service
- The economical dimension: that is, the modification of the national forms of European and communitarian contributions that could be an aid in the reduction of national misbalances between the two Europe.
- The legal dimension: that is, the limits of the admitted present community in view of the enlargement, the revision of the Directive TVSF, the negotiations in the premises of OMC and the circulation of works into the enlarged Europe.

The three ateliers will be concluded with the approval of three documents that will be presented at the Eurovisioni conclusions at the Italian Parliament, and then will be send to the different authorities and bodies dealing with the enlargement.

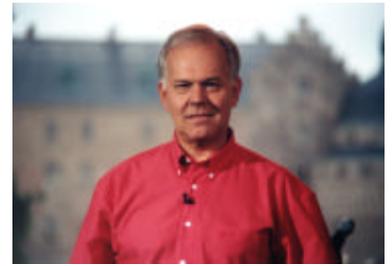
The access to the venues and the workshops is bounded and an early registration is necessary. The available seats will be given to the first who register. For security problems it is necessary to show an identity document at the entrance of Villa Medici, Italian Parliament and perhaps in some other locations.

Born in 1987, the Eurovisioni festival has grown as a prestigious event thanks to the participation of professionals and well-known personalities in the audiovisual, cinema and new technology sectors. Every year Eurovisioni deals with several and complex themes about the development of audiovisual industry, that are very deeply taken into consideration by European and National institutions.

The 2002 edition, as usual, is supported by patronage of the President of the European Parliament Pat Cox, by the President of the Italian Republic, Carlo Azeglio Ciampi, the President of the French Republic, Jaques Chirac and by various European organizations. (European Commission, Council of Europe, Ministry of Foreign Affairs of Italy and France, Italian Ministry of Culture, etc.)

Among the participants at the sixteenth edition of the festival there are representatives of the country that holds the rotating presidency of the European Union, of the European Parliament, of the European Commission, of the European Convention, of the European Investment Bank, of the Plan MEDIA Plus, of Eureka Audiovisuel, of UER, of ACT as well as some national institutions and televisions from all Europe.

For participation call Mrs Diana Palma or Miss Maria Teresa Oldani at the following numbers: tel. +39 06 5742068, fax + 39 06 5743868, e-mail: [eurovisioni2@tiscali.it](mailto:eurovisioni2@tiscali.it).



## Per Eric Nordquist fondly remembered

Circum jury member Per Eric Nordquist died June 17th after a long time illness. Per Eric organized the 2001 jury meeting at Loka Brunn in Sweden and visited several Circum conferences. He had planned also to take part in the 2002 jury work but his health did not allow that.

Per Eric was a well known profile in Swedish radio and TV media since 30 years and he also wrote many books, especially about his favorite subject – cooking and the cultural aspects of food.

Per Eric Nordquist began his career as a journalist by writing about sports in the local press of his home town of Arvika. After studies at the universities of Uppsala and Florida he started to work at the radio station in Karlstad where he quickly developed from local news to become a nation wide radio celebrity through his easy listening talk shows. Per Eric later moved to television at the Swedish Television station in Örebro, where he mainly worked in entertainment programming, both as producer and presenter. Per Eric Nordquist became 61 years old. He will be fondly remembered by all of us at CIRCUM Regional.

Johan Forssblad  
SVT Karlstad

## New BBC handbook for iTV

The BBC wants to work more closely on interactive TV (iTV) and cross-platform productions, announced its head of new media and technology in Edinburgh last week.

In order to facilitate better working links with independent production companies, the BBC has released the "BBC Production Handbook", to inform interested parties of its technical and production standards, as well as its commissioning guidelines.

The guidelines aim specifically at four technological platforms the BBC has taken on- websites, show-specific iTV, 24/7 iTV and emerging platforms. The technical information specifies the various network platforms currently being used- digital satellite, digital cable, DTT and Hull Interactive. Information is also available on 'lessons learned', as well as a BBC style guide, and contacts.

The release of the guide suggests the BBC is looking for more TV/Web convergence projects, as well as seeking iTV applications that allow viewer inter-communicability. Return-path functionality is also highlighted, as are iTV projects for 'under-served audiences'.

## Moldovan radio and TV law takes effect

The law on setting up Teleradio Moldova as a "national public institution" has gone into effect, with its publication in the official gazette "Monitorul oficial", Flux reported on 15 August.

Deputies representing the opposition boycotted the final debates on the law, stressing that the legislation disregards the recommendations of European Council experts. As passed by deputies of the Party of Moldovan Communists (PCM) on President Voronin's recommendation, the law stipulates a three-layer managerial hierarchy for Teleradio Moldova: a supervisory board, an administrative council, and the director-general. The board will have 15 members appointed for a five-year term by the country's president, the parliament, and the government. The board will also appoint the general director of Teleradio Moldova, who must then be approved by parliament. All current Teleradio Moldova employees are to be dismissed under the new law, although they are eligible to apply for re-employment at the company when the new administrative council chooses new staff.

## Moves against subliminal media manipulation

Deputy Media Minister Valerii Sirozhenko announced that his agency has set up special devices capable of detecting the illegal use of the so-called "25th frame" to send subliminal messages to television viewers, Russian agencies reported.

Mr Sirozhenko claimed that many channels use the 25th frame, and if such usage is proven by the new equipment, they will be subject to stiff fines or the revocation of their broadcasting licenses. He also mentioned that the practice was used in the Soviet era "for unclear reasons."

## Protests against sex and violence in TV soaps

Two hundred people gathered in London's Trafalgar Square last April to demand that television soap operas cleanse themselves of sex and violence. The demonstrators, many representing religious groups, demanded stronger laws against obscenity and called on Prime Minister Tony Blair to "take violence off the air".

Soap operas such as "Coronation Street" and "EastEnders" are enormously popular, drawing audiences of up to 15 million in the UK, a country of 60 million people. Although the shows focus on the lives of working-class families, their story lines have included rape, incest, drug addiction and murder.

They are shown in the early evening - when, the protesters said, many families with children are watching. "What we are doing is unfashionable and yes, people say it is old-fashioned but we are saying that we have got to do something about this for the sake of our children", said John Milton Whatmore of mediawatch-uk, one of the protest organizers.

Protesters said a report released by the Broadcasting Standards Commission (BSC) found that one in five people felt uncomfortable watching soaps with their children.

## New report examines human rights coverage

How accurately do media report on human-rights issues? How do deadline pressures and other constraints prevent journalists from providing the in-depth coverage most complex situations require? And what should media organisations do to improve the quality of their reporting? These are some of the questions the International Council on Human Rights Policy (ICHRP) examines in its recently released report "Journalism, Media and the Challenge of Human Rights Reporting".

Based on extensive consultations with human rights activists and some 70 journalists, editors and producers in the United States and Europe, the report looks at how journalists conceive of and select human-rights stories, the impact of recent transformations in the media industry, including new technologies, and the constraints and obstacles to "good" reporting in the area of human rights.

Calling for a fresh debate between journalists and human-rights activists, it argues that, as human rights are integrated increasingly in policy frameworks, journalists have a professional, rather than merely ethical, duty to report on this subject with accuracy, fairness, consistency and precise knowledge of human rights. The report and its 20-page summary (in English, French and Spanish) can be accessed in PDF format at <http://www.ichrp.org>. Copies of the report or the summaries can be ordered at the same address.

## Journalists killed in reprisals for reporting

The majority of journalists who died in the line of duty during the last decade were killed in direct reprisal for their reporting, not while covering combat, according to the Committee to Protect Journalists (CPJ).

Of the 389 journalists killed between 1992 and 2001, 62 of them (16 per cent) died in cross fire, while 298 (77 per cent) were targeted for their work, the New York-based group found in their study, released on June 6th.

The group also found that there were only 20 cases where people were arrested and prosecuted in connection with a journalists murder. "Journalists in many countries are working without protection of the law, and they're being murdered as a result", said Ann Cooper, CPJ's executive director.

The group, which publishes an annual report on the dangers faced by journalists around the world, found that 1994 was the deadliest year, when 66 journalists were killed. Last year, 37 journalists were killed, it said, including nine covering the war in Afghanistan.

## BBC man takes sides

BBC presenter George Alagiah told a conference on war reporting in Galway, Ireland, that journalists should stop striving for an often false sense of objectivity, as the best reporting comes from taking sides in conflicts.

As an alternative to elusive objectivity, reporters should concentrate on common values, he said. He claimed that his experience of conflict reporting was a clash between professional impartiality and the instinct to take sides.

His colleague at the conference, Misha Glenny, disagreed: He said that events in the Balkans showed how journalists taking sides "over-simplified" the conflict and created "a hierarchy of victimhood". Journalists who arrived in his country with little previous knowledge of its history and then took the "moral high ground" were, he said, close to becoming "part of the conflict".

Both men also told the conference that a certain breed are attracted to war journalism for the adrenaline rush.

# Enlargement: Ten of the Candidate States to enter the EU by 2004

“Enlargement of the European Union” is the topic of a new oneweek seminar for ten journalists (one from each country) from the candidate countries to be held in Brussels or Strasbourg, early in 2003, is under planning by CIRCOM Regional.

Ten states could be ready to enter the EU by 2004. These are: Estonia, Latvia, Lithuania, Slovenia, Malta, Cyprus, Hungary, Slovakia, Czech Republic, Poland. But three other countries who are applicants are on the waiting list as well: Romania, Turkey and Bulgaria.

**Estonia:** (Population 1.4 mill.) The modernizing of Estonia’s administration is a success story. Growth is high. Still the EU is concerned about the treatment of the integration of non-citizens.

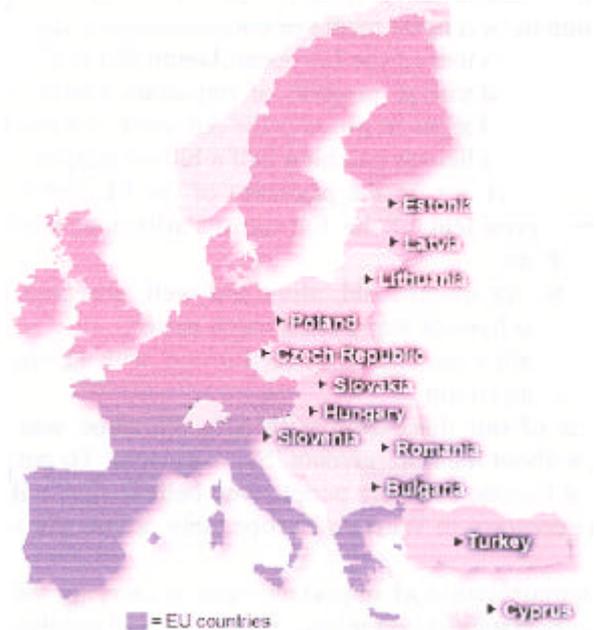
**Latvia:** (Population 2.4 mill.) Privatisation has almost been completed but the country still needs economic reforms. And the EU wants Latvia to step up its fight against organized crime, fraud and corruption.

**Lithuania:** (Population 3.7 mill.) The country was not a front runner from the start but has made substantial progress. Still unemployment is high and the agriculture sector needs reforms.

**Slovenia:** (Population 2.0 mill.) Slovenia is one of the most prosperous of the candidate countries. Unemployment remains below the European average and emigration trends are minimal. The EU wants the country to tighten up its border controls.

**Malta:** (Population 0.39 mill.) The island state should have a smooth ride into the EU. Unemployment remains relatively low and GDP growth is steady. The European Parliament calls for quotas for Maltese fish and for severe limitations on the use of purse seine nets in the area.

**Poland:** (Population 38 mill.) the largest of the candidate states. The Polish Government has recently fallen behind in membership preparations. The still pending discussions about the agriculture politics are considered as the most difficult.



**Czech Republic:** (Population 10.3 mill.) The Czech Republic is one of the best prepared of the candidates. The debate about the decrees of the Benes government and the Temelin nuclear power plant overshadowed the negotiations.

**Slovak Republic:** (Population 5.4 mill.) Slovakia has made great progress. The government showed determined action to improve macroeconomic stability. The EU still has doubts about the robustness of Slovakia’s democracy.

**Hungary:** (Population 10 mill.) was the first country of the region to formally apply for EU membership. The government has won praise for its efforts to fight fraud, corruption and money laundering.

**Cyprus:** (Population 0.75 mill.) 37% of its territory is occupied by Turkey, Nicosia is the only divided capital city in Europe. This has overshadowed negotiations. Cyprus is well prepared economically for joining. However, the north of the island (which is under control of Turkey) is very poor.

Through a simple free – phone number

# Europe Direct: the European Commissions Call Centre for Citizens now accessible

EUROPE DIRECT, the European Commission's Call Centre for Citizens, is now accessible from all 15 Member States via the single free-phone number 00800 6 7 8 9 10 11

Citizens and businesses from anywhere in the European Union can dial this number and ask questions about any subject related to the policies and activities of the European Union.

Each information request is dealt with by an agent speaking the language of the caller, i.e. one of the 11 official languages of the EU.

The Europe Direct service is operated by Directorate General Press and Communication through an outside contractor and is available Monday to Friday from 8h00 to 20h00 as well as on Saturdays 10h00 to 16h00 (CET).

The service can also be accessed by e-mail, via the EUROPA server at <http://europa.eu.int/europedirect/>.

EU publications can also be ordered via Europe Direct.

Frequently asked questions concern the exercise of citizens' rights in the internal market and how to exercise them (eg. recognition of diplomas or other professional qualifications, how to find a job in another country, transfer of pension rights to another country, etc.), as well as funding opportunities for businesses (in particular SMEs), the functioning of the different EU institutions, enlargement of the EU, etc.

In 2001, the Call Centre handled an average of 8,000 information requests per month. This figure is expected to increase in the future, as more and more services of the Commission will use Europe Direct for handling requests for general information.

Future developments of Europe Direct will include the opening up of the service to the candidate countries (in their respective languages) and to other EU institutions (in particular the European Parliament and the Committee of the Regions).

As of 2003, Europe Direct will also offer web-assistance to users and provide on-line assistance to find documents and information on the EUROPA server.

The Europe Direct service helps to shorten the distance between the public and the European institutions. It is therefore fully in line with one of the main objectives of the Commission's recently adopted Communication on an Information and Communication Strategy for the European Union.

## Background :

The roots of EUROPE DIRECT go back to 1996, when the Commission opened an e-mail service to answer information requests concerning the activities of the Commission. A small team of operators inside the Commission handled these requests and provided advice on how to find the required information. Also in 1996, as part of the 'Citizens First' initiative promoting citizens' rights inside the Internal Market, a first call centre was launched to send guides and fact sheets to the enquirers.

These pilot projects showed that there was a considerable demand for information and advice.

The European Council meeting in Cardiff in 1998 called for the creation of a permanent Call Centre under the name Europe Direct.

Following an open call for tenders in 1999, the EUROPE DIRECT service started operating in May 2000, handling two types of enquiries: 1) questions of a general nature answered directly by an agent in the Call Centre and 2) specific questions transferred to specialists in the appropriate Directorate General for follow-up.

Initially different free-phone numbers for each Member State were set up.

Since July 2002, these various free-phone numbers have been replaced by a single free-phone number accessible from all fixed

telephones in every member state and from mobile phones in most countries: 00 800 6 7 8 9 10 11.

Europe Direct provides a quality service to citizens and helps improve communication with the general public. The service also provides useful feedback for the Commission on citizens' questions and concerns.

The quality of the service is monitored on the basis of the following performance indicators:

- average handling time
- waiting time 'in queue' / talk time / no. of abandoned calls
- no of calls per country/per language
- origin of answers (mostly EUROPA server)
- breakdown of enquiries by topic

The Call Centre is operational 6 days a week, 12 months/year. The annual budget is currently 1.7 million €per year; requests are handled by 20 agents, all of whom are fluent in at least 3 official languages of the EU.

The statistics for 2001 show the following results:

- average talking time per call is 5 minutes
- telephone calls are normally answered within a maximum of 30 seconds
- the time limit for answering requests by e-mail is normally 3 days
- statistics show that 44% of questions are solved at first contact, 9% the same day, 9.5% within 1 day, 9.7% within 3 days;
- 95% of information requests are handled directly by the agents of the Call Centre; the remaining 5% are so-called "second-level" questions requiring an answer from specialists in the competent services of the Commission or other institutions,
- not surprisingly, the number of information requests submitted by e-mail are increasing; the break-down is currently: 42% requests by telephone, 58% by e-mail;
- in terms of **languages** used, the statistics are as follows:  
**e-mails:** 56% English, 10% French, 9% German, 8.5% Spanish, 5.6% Italian, 5.3% Dutch, 1.8 % Swedish, 1.6% Portuguese, 0.9% Greek, 0.8% Finnish, 0.5% Danish  
**telephone calls:** 23% English, 19% Spanish, 13% French, 11% Italian, 9% German, 8% Swedish, 7 % Dutch, 4% Greek, 3% Portuguese, 2% Danish, 1% Finnish;
- users of the EUROPE DIRECT call centre are invited to provide (on a voluntary basis) information about their professional/sociological background; statistics show that 54% identify themselves as 'citizens', 18% as 'professionals', 11% as students/professors;
- a breakdown of enquiries by topic shows that the majority of questions concern the Internal Market, followed by Employment and Social affairs, Education and Enterprise;
- in terms of information requests from outside the EU, they account for some 10% of total incoming e-mails; of these, some 30% come from candidate countries, another 30 % from US and Canada, and 25 % from Latin America.

The Europe Direct Call Centre uses a 'knowledge database' to assist its agents in answering information requests of a general nature from the public on the programmes and policies of the EU. This database is a tool for accessing information quickly and is updated permanently. With a view to make this knowledge database an up-to-date working tool, DGs are requested to cooperate with the responsible service of DG Press and provide for their field of activities:

- standard replies
- FAQs (frequently asked questions)
- specialised replies

On this year's News World conference in Dublin

# Relationship between Government the Media and Democracy

News World 2002, November 19 - 21 promises to be the most stimulating ever. To be held at the Burlington Hotel, Dublin - a wonderful venue in a great city with a strong journalistic heritage this year's conference focuses on one of the most complex themes facing all journalists - the relationship between Government, The Media and Democracy.

To inform the whole of this debate, the delegates and contributors to News World 2002 are drawn from a wide range of sectors and include politicians, lawyers and businessmen.

As always an impressive list of major manufacturers and service providers to our industry will be represented in the exhibition.

The Earlybird rate is € 1200 (GBP750). Registrations made after September 30th pay the full rate of € 1360 (GBP860).

Delegate fees include lunch, invitations to the opening and closing receptions and other special events. Online registration, accommodation rates, programme details and other essential information, is available at [www.newsworld.org](http://www.newsworld.org).

Alternatively, if you want to talk to any of the News World staff, please



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Marie-Paule Urban  
CR Deputy Secretary General

## Common objectives for COPECOM and CIRCOM Regional

The Regional Committee for Communication and Coopérative Internationale de Recherche en matière de Communication, CORECOM and CIRCOM Regional, have several common objectives and try to respond to the expectations of their respective public. At the invitation of the direction of CORECOM, CR Deputy Secretary General Marie-Paule Urban presented during the "Puglia, Balkans, Europe: the role of the media" meeting in Bari, Italy, June 28-29 the activities of CIRCOM Regional and showed - in pictures - recent coproductions and among others the Balkan TV Magazine.

Indeed, CORECOM -such as CR- wishes to build closer links of stability and peace between this region of Puglia/Adriatic and the Balkans, to favour development in South-East Europe, to get to know better women and men of this area in openness of mind to other cultures, respecting their diversities.

The judicious choice of the different experts was at the origin of a fruitful exchange of information and enabled to imagine new working bases (in networks), particularly in the strategic axis of the "Puglia" area and towards the different regions around the Adriatic and the Balkans.

## The Global Junior Challenge will be held in Rome next Dec.

After the success of the first edition, the Global Junior Challenge 2002 has restated. For those that don't recall and for those that still don't know the Global Junior Challenge is a global award whose intention is to identify and reward best practices on the use of new technologies in education and training of youngsters.

This second edition is rich of events. This year the Global Junior Challenge award will pay special attention to practices and initiatives that work to tackle and overcome the problem of the "Digital Divide", the gap between those who have access to the knowledge generated by new technologies and those who are excluded.

The great news of 2002 edition are:

- A twinning between Roman schools and schools from information- poor countries in order to facilitate the realization of solidarity projects.

- The first session of the "Global youth incubator for digital divide", promoted in partnership with the Glocal Forum and the World Bank. During this forum a selected number of projects will have the opportunity to meet and present their works to possible founders from public and private institutions

- a wonderful final event that there will be in the 4-5-6 of December. In these days the

finalists of Global Junior Challenge will show their projects they will can participate at the many initiatives:

- a big concert with many famous and international singers

- a football match to raise funds for the projects from the developing countries;

The Global Junior Challenge is dedicated to all young people, from school children, to teenagers and youth taking their first step to the job market. It concerns cities, schools and other educational institutions, local authorities, businesses, NGOs, communities and individual citizens.

Go to [www.gjc.it](http://www.gjc.it) and submit your project, you have time until September 22, 2002.

Global Junior Challenge, Silvia Celani  
[silvia@gjc.it](mailto:silvia@gjc.it)

Tel +39 06/42014109 / Fax +39 0642000442

## Tedious UK TV turns off viewers

A staggering 50% of UK's viewers are so bored with television they cannot remember anything about the programmes they watch, according to a Henley Centre survey. And a third claimed they only watched television because they lacked anything better to do. But even if viewers cannot remember much about what they have seen, 74% still said television gave them something to talk about with friends and strangers.

There was some reassuring news for broadcasters in the Henley Centre survey - 59% of respondents singled out TV as their primary media source of trustworthy information. In comparison, 16% said they turned to newspapers first while 8% relied on radio as their main source of news.

The survey threw up another worrying statistic for the media industry as a whole: 41% of the population said they thought media coverage was "too topical", "tailored to the agenda of media executives" and failed to satisfy consumers' curiosity. However, 80% felt TV had opened their minds to new ideas.

"As a nation we have a voracious and healthy appetite for feeding and satisfying our curiosity, yet are left frustrated by what society and the media serve up," said sociologist Laurie Taylor. The Henley Centre interviewed 1,000 people for the survey, which was produced in conjunction with the Discovery Channel.

## Threats to editorial freedom in Europe

Developments in France and Italy, where major public and private broadcasting networks are facing struggles over editorial independence, highlight a growing crisis for broadcast journalists. "Business and political interests are squeezing the lifeblood out of independent journalism," said Aidan White, General Secretary of the International Federation of Journalists and its regional group, European Federation of Journalists, "and European political leaders must recognize their responsibility to protect journalism from undue interference."

In Italy, last week, new directors were appointed to the public service channels of RAI, and this new management structure means that Silvio Berlusconi, Italian Prime Minister and a media magnate in his own right, and his political allies will control five of the country's six broadcasting networks.

At the same time a conflict broke out in France over the future of Canal Plus. The pay television station that created the biting satirical programme "Les Guignols" has raised concerns about corporate influence in editorial matters. Under the pressure of Jean-Marie Messier, head of global media corporation Vivendi Universal, the network's Chairman Pierre Lescure was dismissed. Financial imperatives have clearly taken over professionalism and independence.

Similarly, there are also serious threats to editorial independence in Catalonia. The recent changes in management at TV3 and Catalunya Radio and the attempts of the ruling nationalist party to interfere in news making hint at similar problems we see in France and Italy.

## 'The Osbournes': MTV strikes the right note

MTV's latest programming coup is a television series built entirely on the premise that people will want to watch the minutiae of rocker Ozzy Osbourne's home life. In fewer than two months on the air, 'The Osbournes' has become the third-highest rated show on cable television and the ratings winner in its time slot. It is also the highest-rated series premiere in MTV's 20-year history.

The appeal? MTV's core viewers seem to identify with the two Osbourne teenagers, Jack and Kelly, as they wrestle onscreen with standard issues of adolescence. But the show is attracting older audiences, too - the ones who recall Mr Osbourne in his days as frontman of Black Sabbath. For older audiences, there is an irresistible irony in watching the godfather of heavy metal as he struggles to operate a vacuum cleaner.

The shows tend to centre on a few mundane issues. In one, the heavily tattooed Mr Osbourne is dismayed to learn that his daughter has got a small tattoo on her hip. In another, he struggles to learn how to use a new television remote control. But the family's most enduring problem appears to be with its many household pets, who are not well housetrained. MTV is hyping the series as "part reality TV, part sitcom." It is unclear whether the appeal will last or whether MTV plans another season.

## Who is a journalist?

In an age where anyone can perform the function of a journalist, who gets to call himself or herself a journalist? On the e-mail listserv of the Canadian Association of Journalists a variety of responses were offered. A journalist, a few argued, is someone trained at a journalism school. Others felt that the term journalist should be reserved for those who work at large mainstream newspapers and television stations. Both of these responses are insufficient. One limits broad knowledge and experiences, while the other is an elitist position that ignores the abilities and contributions of freelance journalists and reporters within the alternative media.

Simply being employed by a media organisation does not make one a journalist, nor does it mean that they are capable of reporting on events. A journalist, is not a person who does a certain job, but rather a person who does a job a certain way. It's about process. The key to that process is ethics. A code of ethics provides a framework in which this process can be conducted. The challenge is establishing a generally accepted code of ethics to follow. Many journalists see codes of ethics as limitations on their independence. The framework, some argue, constrains their ability to get the story. They are concerned about who develops these codes and how they will be applied. The public - the consumers of journalism - have to make it clear to journalists, editors and news directors what their expectations are for ethical reporting.

## Quiero TV closed as competition bites

Quiero TV, Spain's only experiment with terrestrial digital pay television, has been closed down, with estimated losses of E600m. The decision to wind up the business was taken at a tense meeting of Quiero TV's main shareholders, which include Auna, a private telecoms group, Planeta, Spain's biggest publisher, Carlton TV of the UK, and MediaPark, a Catalan company.

They had hoped to sell Quiero TV, which is losing E24m a month, earlier this year, but potential buyers, such as Telefonica and Anschutz, a US investment group, decided against making a bid. Analysts say the decision was on the cards.

Spain's pay-television market is relatively small, while competition from heavyweights such as Canal Plus, owned by Vivendi of France, and Telefonica, which is present with its Via Digital platform, made Quiero TV a losing proposition. The digital television platform will be liquidated and its operating licence returned to the government.

## CBS airs Pearl murder footage

The family of reporter Daniel Pearl have described the decision to broadcast parts of a videotape made by his murderers before his death as 'heartless'.

In a statement issued after a 30-second clip of the tape was aired by CBS, Mr Pearl's family condemned the network's "decision to air this despicable terrorist propaganda video". They added: "It is beyond our comprehension that any mother, wife, father or sister should have to relive this horrific tragedy and watch their loved ones being repeatedly terrorised. Terrorists have made this video confident that the American media would broadcast it and thereby serve their exact purpose".

CBS had earlier defended the broadcast. Anchor Dan Rather, in an unprecedented move, explained that the excerpt, which did not include the most horrific scenes said to be on the tape, was shown to illustrate the extent of the propaganda war waged against the US.

The US Justice Department and secretary of state Colin Powell had also urged CBS not to air the tape.



Happy smiles from the Swedish act, participating at this year's Euromusica in Greece. Niklas Roswall and Ian Carr are pictured with Euromusica's pioneer expert Johann Forsblatt in a small town near ancient Olympia.

## Festivals, workshops and more around Europe and the world

- September 12-17: IBC. Rai Centre. Amsterdam [www.ibc.org](http://www.ibc.org)
- September 18-22: Cartoon Forum. Gwynedd, Wales, UK [www.cartoon-media.be](http://www.cartoon-media.be)
- September 30-Oct. 4: ECOC. Rai Center, Amsterdam [www.ecoc-exhibition.com](http://www.ecoc-exhibition.com)
- October 1-3: ABTA: Pay TV Telecomm International Congress & Tradeshow [www.abta.com.br](http://www.abta.com.br)
- October 5-6: MIPCOM Junior: Youth Program Screenings [www.mipcom.com](http://www.mipcom.com)
- October 7-11: MIPCOM [www.mipcom.com](http://www.mipcom.com)
- October 9-11: International Festival of Ethnic Films and TV Programs [www.tvp.pl/krakow3/athome](http://www.tvp.pl/krakow3/athome)
- October 11-20: Hot Springs Documentary Festival [www.docufilminst.org](http://www.docufilminst.org)
- October 15-17: BCE: Broadband Communications Europe [www.broadband-convention.com](http://www.broadband-convention.com)
- October 29-31: Expo Comm Mexico Norte Cintermex [www.ejkrause.com](http://www.ejkrause.com)
- October 29-November 2: Broadcast India 2002 [www.saicom.com/broadcastindia](http://www.saicom.com/broadcastindia)
- October 29-November 2: Expo Comm China South [www.ejkrause.com](http://www.ejkrause.com)
- November: News Editors Seminar (Strasbourg)
- November 1-2: Promax UK [www.bda.tv](http://www.bda.tv)
- November 3-6: Western Show [www.calcable.org](http://www.calcable.org)
- November 6-8: Broadcast Worldwide – BCWW 2002. TV Programme, Film, Animation, Exhibition & Conference Coex Seoul, Korea. [www.bcww.net](http://www.bcww.net)
- November 12-13: Athens. Global Sport Forum conference and exhibition, looking ahead to the Olympics in 2004, organized by the Stefi Production House. Tel: +44 20 7436 9120 [www.globalsportforum.com](http://www.globalsportforum.com)
- November 12-14: ATVC/Jornadas [www.atvc.org.ar](http://www.atvc.org.ar)
- November 18-20: Latin American Screens Cartagena de Indias. Colombia (caroletvor@dial.oleane.com)
- November 18-21: DSLCON Europe [www.dsicon.com](http://www.dsicon.com)
- November 19: International Emmy Awards Gala [www.intcouncil@iemmys2000.com](http://www.intcouncil@iemmys2000.com)
- November 19-20: Promax Latin America 2002 [www.bda.tv](http://www.bda.tv)
- November 19-21: News World 2002. The Global News Forum [www.newsworld.com](http://www.newsworld.com)
- November 19-22: News World, the annual forum for the broadcast-news industry, at the Burlington Hotel, Dublin. 020 7491 0880 [info@newsworld.org](mailto:info@newsworld.org)
- November 21-December 1: Int'l Documentary Film Festival [www.idfa.nl](http://www.idfa.nl)
- December 1-5: German Screenings 2002
- December 2-3: Promax Asia [www.bda.tv](http://www.bda.tv)
- December 2-4: Streaming Media East [www.streamingmedia.com](http://www.streamingmedia.com)
- December 2-7: ITU Telecom Asia [www.itu.int/telecom](http://www.itu.int/telecom)
- December 2-5 Asia TV Forum 2002 [www.asiatvforum.com](http://www.asiatvforum.com)
- December 3-5 Streaming Media Europe 2002 [www.streamingmedia.com](http://www.streamingmedia.com)
- December 4-5: CASBAA [www.casbaa.com](http://www.casbaa.com)

# SONY®

## MKRTV launches multiethnic channel

Macedonian National Television (MKRTV) inaugurated a multiethnic channel on 20 August, featuring programmes in the languages of the Albanian, Turkish, Serbian, Romany, Vlach, and Bosnian Muslim minorities, "Dnevnik" reported.

The programmes can be received in about 85 per cent of FYRO Macedonia's territory. Programs in minority languages were broadcast previously by the second channel of Macedonian National Television five hours per day. Now there will be 12 hours of minority-language programs, nine hours of which are in Albanian. The Albanians and some other minorities also have their own private television stations.

## Cameras faster than a speeding bullet

Today's technology makes computer animation tricks unnecessary in Hollywood action movies- a high-speed camera can now capture real flying bullets in painstaking detail.

Capable of shooting 12,000 frames per second, the Millisecond camera is five times faster than any system available and 30 times faster than any other camera capable of producing images of comparable quality. The faster the film moves, the slower the action appears.

Nathan Nebeker of Conniption Films developed the system, drawing upon camera technology used in scientific research which produces lots of data but not the best pictures." A lot of it is just a refinement of a system that's much more smooth and production friendly," Mr Nebeker said.

Instead of pulling film from one reel to another past a shutter, the way most traditional cameras do, this camera uses a single strip of film (120 frames) and loops it around a drum that can spin up to 500 mph, or 12,000 frames per second. That translates into the ability to capture a particular millisecond of action and slow it down on-screen, creating the ultimate in slow motion sequences.

## 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 Zagreb. 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.

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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.

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