

Circom Report

CIRCOM Regional Newsmoonthly CR is the European Association of 380 Public Regional TV Stations May 2000 / Issue 8

CR conference starts in Potsdam on May 30

380 stations from 38 countries are represented

The 38th CIRCOM Regional conference opens officially in Potsdam, May 30, with representation from 380 stations from 38 European countries.

Lasting until June 2 the conference is the annual meeting of the CR members. Besides the main conference, there is a training seminar for young journalists-producers (May 30-June 2), the Prix CIRCOM ceremony and other events.

The full program schedule in detail is the following:

1st Day, Tuesday May 30, 2000

I. Regional Television on the Way to a Digital Society

1. 09.30 10.15 a.m. Opening Ceremony (Plenary)

2. 10.15 10.45 a.m. General Address: The Future of Regional Television (Plenary)

10.45 11.00 a.m. Coffee Break

3. 11.00 12.30 a.m. The Digitalised Society Needs Public Service Broadcasting

(Hearing - Plenary)

12.30 02.00 p.m. Lunch

4. 02.00 03.45 p.m. Economical and Social Implications of Cyber-TV-Technologies - Part I

Experiences Strategies Visions (Hearing Plenary)

5. 02.00 03.45 p.m. Programme Cooperation (Coproductions with Europ. Institutions) (Hearing)

The ISPO-Project:

The Future of the Information Society (Copro)

03.45 04.00 p.m. Coffee Break

6. 04.00 05.30 p.m. Economical and



Social Implications of Cyber-TV-Technologies Part II (Hearing)

7. 04.00 05.30 p.m. Regional Television ensures Regional Identity (Hearing - Plenary)

05.30 06.30 p.m. Happy Hour

(Foyer of conference center)

05.30 05.45 p.m. Today and Tomorrow (a daily conference TV-news-programme)

07.00 p.m. PRIX CIRCOM REGIONAL (Prizegiving) & Dinner Buffet

2nd Day, Wednesday May 31, 2000

II. Lifelong Qualification: Training Today and Tomorrow

1. 09.30 10.00 Opening Address: No Chance Without Lifelong Qualification (Plenary)

2. 10.00 11.15 Training Models and Corporate Universities (Part I)

(Hearing - Plenary)

11.15 11.30 Coffee Break

3. 11.30 12.30 Training Models and Corporate Universities (Part II)

(Hearing - Plenary))

4. 11.30 12.30 Committee of the Regions (Presentation)

12.30 02.00 Lunch

5. 02.00 03.30 Future Training Concept of CIRCOM regional

(Workshop)

6. 02.00 03.30 How to Win Viewers (Hearing - Plenary)

03.30 03.45 Coffee Break

7. 03.45 04.45 p.m. CR's Training: The Trainees of 2000 (Discussion - Plenary)

8. 04.45 05.30 p.m. Prix CIRCOM: The Winners

(Discussion - Plenary)

9. 03.45 04.30 p.m. CR Publications And CR Homepage

(Workshop)

10. 04.30 05.30 p.m. Programme Cooperation

(Workshop)

05.30 06.30 p.m. Happy Hour (Foyer of conference center)

05.30 05.45 p.m. Today and Tomorrow (a daily conference TV-news-programme)

07.00 p.m. Reception of the Government of Brandenburg

3rd Day, Thursday June 1, 2000

III. South Eastern Europe: The Quest for Democratic Media

1. 09.30 10.00 Opening Address: Imagining the Balkans

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The challenges of institutional reform

Introduction

It is essential for the Commission to instigate a dialogue on what institutional reform means for Europe. The reasons why it is necessary for the Union to adapt its institutions if it is to make a success of enlargement can then be debated publicly with the people of Europe and the decision-makers.

The public need to understand what the objectives of the reform are and why it is necessary. It is also vital for the citizens of Europe to be aware of the challenges this reform entails and for them to be involved in the debate. Moreover, establishing dialogue and a resolve to organise contacts and exchanges between Europe's political leaders and civil society could do a lot to dispel the perception that the operation of the institutions suffers from a lack of democracy.

This initiative, in which each of the members of the Commission is urged to participate, will be pursued in partnership with the member states in order to accompany the preparation, the implementation and the follow-up to the Intergovernmental Conference (IGC). It will be carried out in conjunction with the European Parliament (interinstitutional working party).

The dialogue on what the institutional reform entails for Europe in terms of challenges is linked to the perspective of enlargement in that it will be necessary to explain how the IGC and institutional reform help to pave the way for enlargement. The accession of new member states is the major political objective for the start of this century. This initiative focuses on institutional reform and is distinct from the "enlargement" communication drive by the Directorate-General for Enlargement, but care will be taken to ensure coordination and synergy with the actin and departments involved in the preparation of enlargement.

1. Objectives and general content

The objective is to accompany the IGC with contacts and exchanges with public opinion and its multipliers, combining explanation, attention and debate on the challenges of institutional reform and on the future of Europe.

In practical terms, it will involve:

- pursuing, in conjunction with the Member States, an active policy of explanation and dialogue with the national parliaments, elected representatives, young people, industrialists, NGOs, relayed through the media, in particular the regional media; developing the instruments needed to support and channel this endeavor to establish dialogue and explain matters.

Under this initiative, the dialogue will focus on the following questions:

- what are the European Union's essential functions and what role will it play in the years ahead?
- what needs to be done if the European Union and its institutions are to be able to implement and manage change effectively?
- what impact will enlargement have on the European Union and the way it is organized and run?
- how can the people of Europe be more closely involved in this process of change?

The views, comments and observations of everyone taking part in the dialogue will all, irrespective of medium or format (public debate, internet forum, e-mail, etc.), be regularly summarized for the benefit of European political leaders. These documents will at the same time be put on the Europa server.

This process is part of an endeavor to establish dialogue with the people of Europe but is not to be seen as a formal institutional consultation procedure.

2. The participants and partners in the dialogue

The participants:

The action will target the widest European public

possible but for reasons of pragmatism will focus on opinion multipliers: political groups and parties, MEPs and national MPs, elected representatives and organisations of elected representatives of regional and local authorities, and members of the Committee of the Regions, of the Economic and Social Committee, the media (with priority to the regional media), organisations stemming from civil society (NGOs, socio-professional organisations, etc.), university and education circles;

Initiatives targeting and involving young people will receive special attention.

The partners:

The Commission will propose that the Member States become involved in this exercise: either as part of ad hoc or specific cooperation depending on the events concerned; or, for those who so wish, as part of a more structured partnership accompanied by a common plan of work and a partnership agreement.

Close contact will be established with the successive presidencies and with the European Parliament (interinstitutional working party). The members of the Committee of the Regions and of the Economic and Social Committee whose multiplier role at the decentralized level is particularly apposite to this exercise, will be urged to take an active part in this initiative.

Schools, universities and academic institutions, regional and local authorities, and public and semi-public organizations in general, which can help to organize meeting and public debates with the citizenship, will be excellent partners for the purposes of this dialogue.

3. Specific Actions:

Regular exchange of information and ideas with opinion multipliers.

- Meetings and discussions with the members of

the European Commission; Dissemination, exchange and publication electronically (Internet site/e-mail) of information on the IGC, ideas and comments on the dialogue on Europe.

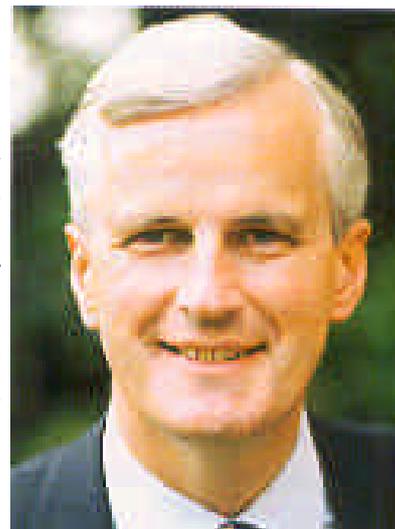
Meetings and public debates:

- Visits by members of the Commission, including meetings with elected representatives, university environments, socio-professional circles and the media;
- Debates with the citizens, organized in conjunction with the Member States and including certain European-scale events and involving the participation of European and national political leaders, including MPs. Member States' ambassadors and those of the applicant countries in the 15 capitals could be invited to take part in these debates, particularly in order to explain what challenges enlargement entails;
- Mobilization of the Team Europe conference speakers (600 people) to take charge of public meetings;
- Other forms of action could supplement this arrangement on an ad hoc basis depending on what the Commission's offices in the Member States have to propose and on the budget resources available.

Media plan:

- Launching the dialogue with a broad audience of young people in mind;
- Special information campaign directed at the regional and local press;
- The members of the Commission will be actively encouraged during this period to take part in interactive programs with the public (radio, TV, multiplex);
- Website (Europa)

Memorandum
to the Commission
from the President,
Mr. Michel Barnier
and Mrs. Viviane Reding,
in association with
Mr. Gunter Verheugen



Michel Barnier

Dialogue



Viviane Reding



Gunter Verheugen

on Europe

The production and dissemination of products and services relating directly to the action:

Short introductory film in preparation for the public debates, information packages, including series of slides for conference speakers, electronic mailbox arrangements with summary of citizens' contributions, electronic network (extranet) for rolling information and exchanges with the players involved in the dialogue, use of the new information technologies (debate over the Internet, videoconfer- ence).

The place of the IGC in existing Community actions



Use will be made of the group visit programs to Brussels (specialized modules) and the ongoing arrangements of Europe Direct (existing arrangement for processing questions by phone or electronically) in order to contribute to the attainment of the dialogue's objectives.

The Commission's contact points and networks will be required to help to achieve the aims of the dialogue.

4. Funding and financial arrangements

This initiative will be funded under the information

program for the European citizen (budget heading B3-306). The estimate is for a maximum of EUR 4 million in 2000, based on the estimates and approaches set out in the financial statement. The figures for 2001 will be established in accordance with the budgetary procedure.

The 'dialogue on Europe' will not be a programme involving the allocation of grants. Financial contributions will be limited strictly to the funding required for the public debates included in the Commission's operational action plan for the dialogue and provided that the supervisor is the Commission itself, a public or semi-public administration or an organization duly empowered by these administrations to under take this event.

The operational action plan is supplemented by a financial plan which breaks down the provisional cost of the dialogue into items corresponding to the specific actions envisaged. Each item will be attributed to the Commission department or specific representation office responsible for its implementation.

The budgetary resources of the Commission's offices in the Member States may also contribute, if the heads of the offices so propose, to the funding of actions of actions related or supplementary to those explicitly set out in the action plan and which may be designated as being part of the dialogue.

5. Organization and coordination or implementation

The key political and institutional messages developed under this action will be prepared under the responsibility of the Press and Communication Service (PCS) in conjunction with the Secretariat General's unit "Intergovernmental Conference on the reform of the EU institutions".

The preparation and validation of the texts to accompany the information products, the design, preparation and follow-up of the operational action plan, of the financial plan and the coordination of the action of departments, including overall budget steering (in full respect of authorizing officers' prerogatives) will be undertaken by an interdepartmental steering group involving all the Directorates-General and departments concerned, under the responsibility of Mr Niels Thogersen, principal advisor attached to the Secretariat-General for this inter-departmental coordination mission, and designated hereinafter as "the coordinator".

The implementation of the actions of the operational plan will be carried by each of the Commission departments which are managers or operators of the instruments involved in the action and, with regard to decentralized actions, by the representation offices.

An inter-departmental coordination group will regularly bring together the coordinator and the persons operationally responsible in the departments concerned in order to monitor implementation of the plan.

The horizontal actions (products and services) will be prepared, implemented and managed centrally by the Commission departments. The decentralized actions (particularly national or local initiative and events) will be prepared, proposed and then managed by the Commission's offices in the Member States.

Liaison with the Member States with which an action plan has been organized can be based partnership agreements.

The Commission's offices in the Member States will be assisted by the information correspondents of the information programme for the European citizen (Prince) managed by the Directorate-General for Education and Culture, for the preparation, organization and follow up of all events which form part of the dialogue and for the evaluation process.

6. Timetable

This is a two-year initiative and will be pursued throughout this year and will end with the ratification of the new treaty, which is expected to take place in 2001.

7. Monitoring and evaluation

The instruments for monitoring public opinion, the media and the question/answer arrangement available to the citizens of Europe (Europe Direct) will make it possible to gauge the attitude of the people of Europe, to arrive at a summary of their contributions and to assess the impact of the dialogue.

The Commission's offices, the contact points and the conference speakers of Team Europe will be expected to describe their activities under the dialogue and to report on the progress and impact of the exercise.

Stock will be taken on a quarterly basis in order to provide ongoing evaluation of the operation and make any adjustments needed to the operational action plan.

An initiative of France 3 Normandie

Since January 1997, two Mondays every month, France 3 Normandie has featured a European section in its 1 p.m. News in Normandy programme. Representatives of European Commission or the regional Euro Info Centre explain to viewers in Normandy the use Europe can be for them. Together with the feature on job offers covering the whole of Europe, the section has expanded from 3 30 in 1997, to 8 00 since September 1998.

The programme is interactive: viewers can phone in live, with parents and grandparents asking a range of questions about employment and social legislation in the countries of the Community, on work conditions, social security coverage, as well as practical and material considerations about living conditions that their children may want to know in order to work outside France. Whether they are officials from the European Commission or the Euro Info Centre, participants in the programme are highly practical in their answers, but cannot have the graphic impact of a feature with visuals, such as special report showing the organization of work time in Germany, social security coverage in the UK, or legislation on contracts of employment in Belgium



“Euro Jobs : a coproduction covering the whole of Europe

There is no reason why what is valid for Normandy should not be the case in other European countries. The format of the broadcast may change from country to country. While in France these features may be included in an interactive live broadcast with guests and filmed reports, elsewhere, the same features may be broadcast in a completely different format, or be packaged with visuals only, or be a presentation without any guests on set, etc.

The concerns of the families, however, or of those changing country to find work, will be the same everywhere. And the provided information will enable them to take well-founded decisions. This is the motive underlying the proposal: each of the participant TV channels could produce a series of 2-minute features, based on a precise concept and list of subjects defined beforehand. The features could then be translated into the various languages of the participant TV channels, dubbed, duplicated and dispatched. This would mean that a series of 10 features would generate 30 or 40 versions, or more depending on the number of TV channels participating.

To cover the cost of translation/dubbing and duplication and duplication help from the European institutions will be needed, and therefore the proposal is also forwarded to them.

Pilot programme:

Initially, the channels interested would have to agree about the test run and produce a pilot programme, with one feature per participant channel as an M-E track,

and the script of the text in the mother-tongue, so that we can see how production might evolve.

Simple, graphic format

So that the features can easily fit in with the various formats used by the different TV channels, they must be simple and clear, and the subjects discussed precisely defined.

Format: Two to 2 ½ minutes



Content: ● Explanation, in visual form, on social regulations (such as housing allowances, compensation in case of loss of work etc.)

● Explanation of some aspect of employment legislation (working hours, contracts of employment, holiday pay etc.)

Structure: The structure of the feature must be very simple, highly informative and practical.

Highlight examples with live images. Excluded are interviews of institutional specialists explaining in lecture form.

Example: ● Housing allowance:
Images: Follow a youth, using a surround sound. Show the different places (agencies) he/she visits to get the information/help he/she needs.
Commentary: Use off-screen commentary, as well as very short interviews, or question/answer exchanges between the young man/woman and the people they meet.

Possible subjects

The following is an initial list of subjects which may be of interest to several European countries. In certain countries, however, there may be special legislation or social security regulations which may be worth highlighting in greater depth and with further features. Similarly, in the list below, some features may only be applicable to the economic/legislative situation in France.

Illness: ● Allowances and aids (social security coverage in the case of illness, daily benefits, compensation for health expenses)

Housing: ● council housing for students or workers
● other allowances

Work: ● contract of employment (term, form, protection)
● working hours (working week, paid holidays)

● insertion of disabled persons (legislation, allowances for employer companies or for the disabled persons)
● special leave (maternity, parental, leave without pay etc)

Unemployment: ● social security coverage for the unemployed (compensation, resources, allowances)
● reinsertion programs (adult retraining, redeployment, reinsertion contracts..)

Training: ● adult training (access to, allowances for, training centres etc.)
● occupational training (operation of



Ecological Festival launched in Ohrid

The first International Television Festival dedicated to the preservation of the environment and the cultural heritage "ECO-2000" is to be held in Ohrid, June 2-6. Organized by the Macedonian Radio & Television, the city of Ohrid and the Ministry of Environment. It should be noted that the picturesque Ohrid, by the beautiful lake of the same name, is under the protection of UNESCO. Stalin Lozanovski from MKRTV is Executive Director of the festival, who provided CR with the following information.

- The International Television Festival and the associated manifestations and events within "ECO" will be organized under the auspices of the President of the Parliament of the Republic of Macedonia.
 - The list of organizers of "ECO" comprise the role of The Macedonian Radio and Television, the city of Ohrid, as well as The Ministry of Environment of the Republic of Macedonia.
 - "ECO" is to be held on a yearly basis at Ohrid, city under the protection of UNESCO as world treasury of natural and cultural rarity, commencing with the month of June, in the light of June 5 as the Day of the World dedicated to preservation of the environment.
 - The Festival is to be governed by the Board of the Festival, The Director of the Festival Secretariat, and other auxiliary bodies.
- The aims and objectives of "ECO" Festival:
- Stimulation and fostering creation of TV programmes of all genres, directed to animation of the public towards attaining better care, protection and improvement of environmental issues and cultural heritage.
 - Presentation of comparative programmes that encompass experiences with the aforementioned issues across the world
 - Improving and deepening of communication between people. Developing of the so called "cultural tourism", introducing to the world the cultural values inherited from ancient civilizations but, nonetheless, provoking awareness for their better protection, simultaneously making them available and usable sources for the generations to follow.
 - Within "ECO", besides the TV Festival, numerous accompanying events will take place, such as screening of the best achievements in this field, conferences symposiums, "round

- tables", promotions of books, exhibitions, etc. i. e. manifestations having the same thematic slogan-ecology, culture and their protection.
- "ECO 2000" is widely open to any public service television organization, with maximum of two programme editions of all genres, produced after January 1st, 1999, with unlimited duration, provided that the same have not been winners of any international festival awards. There will be no pre-selection, this meaning that the official competition of the first Festival edition will comprise of programmes of all genres (i.e. informative, documentary, scientific, educational, children, feature, entertainment, factual, current, affairs, etc)
- By registering the programme for "ECO 2000" Festival each TV station-participant renounces to the Macedonian Television its rights for programme/programmes broadcasting, thoroughly or partly, within a specialized programme entitled "ECO-Vision", as well as for the opening and closing manifestations of the Festival. Each TV station will be responsible for the petit droits and the neighboring rights of the authors and the other participants of the Festival
- The International jury will institute five awards in money Prize, Statuettes and Diplomas for: Grand-Prix for the best programme in general competition, as well as four special awards for the best directing, camera, script, editing (or something according to the jury's findings and estimations)
- Each TV station-participant at "ECO 2000" accepts to deposit its programme/programmes at the UNESCO and Co.Pe.A.M video libraries, as well as to renounce the material for its free of charge broadcasting in the member states for non-commercial purposes (if otherwise-to be underlined)

Hungarian complains of BBC distortion

The Hungarian government's National Image Center has sent letter to the board of the BBC World Television a complaining about the "distorted" picture of Hungary presented in a recent BBC documentary, the daily "Nepszabadsag" reported. The letter says it is "regrettable" that the 17 March documentary, on the spread of global organised crime was based on errors. The film charged that the professional standards, moral levels and salaries of Hungarian police are low and claimed that there is a "tidal wave" of corruption and organised crime in Hungary. The letter said the film was based on events that took place from 1994-1997 but were presented as current. And it concluded that the least excusable error was that Hungary's 1999 budget was put at \$400 million, while the correct figure is \$14.6 billion.

European journalism marketplace launched

The Paris-based European Press Network (EPN) has launched a website (<http://www.newsatsource.com/>) that offers news editors access to articles filed by journalists at correspondent.com, the network's corresponding site for reporters. Membership in newsatsource.com is free, with editors paying for original ready-to-use content under a pay-per-use system. Journalists can specify the conditions of sale, from price per word to copyright status. In addition, editors can use the site to commission articles from registered journalists, giving them affordable access to the resources of a media conglomerate. The company currently has more than 100 journalist members and is expanding quickly. Analysts at Ifra, a Germany-based association for newspaper and media technology, note that one suggested trend for future news staffing is that there will be fewer full-time reporters and growing use of e-lancing reporters. Proponents of this view say it will give journalists more independence and lower costs for publishers

UK watchdog attacks EastEnders

Popular BBC soap opera EastEnders has been condemned by British television watchdogs for an edition which included "relentless" drunken antics, drug-taking and sexual innuendo. The episode featured a combined hen and stag-weekend in Amsterdam, which prompted two viewers to complain about drunken behaviour. It also showed characters Melanie, Natalie, Barry and Ian having celebrations involving drinking heavily and trying to buy cannabis. UK's Broadcasting Standards Commission said the show, broadcast in December, was unsuitable for screening before the 2100 watershed. One viewer also complained about the sexual innuendo and drug references. The BBC argued that the consequences of their drinking and quest for drugs showed that such conduct led to trouble. But the commission decided the cumulative effect of the scenes had pushed the content beyond acceptable boundaries for a programme before the watershed. In its latest bulletin, the commission also upheld 112 complaints against an episode of BBC comedy Goodness Gracious Me, screened last month. The show featured a sketch in which characters try to outdo each other in their Britishness, but which saw them spreading mango chutney on communion bread, which viewers felt mocked the Eucharist. The BBC has subsequently apologised for the offence caused.

Outlined before Parliament

The EC regional policy priorities

Commissioner Michel Barnier outlined before Parliament the priorities of the Directorate-General for Regional Policy for the year 2000.

1. Strengthening the new programmes The negotiations with the national authorities on the new Objective 1 and Objective 2 programmes will provide an opportunity for the Commission to enhance their strategic content and improve consistency with Cohesion Fund projects in the Member States concerned. The definitive guidelines for the Interreg and Urban Community Initiatives will also be adopted.

2. Preparing regional policy for an enlarged Union In the year 2000, the departments responsible for regional policy will also be involved in the negotiations on enlargement with the applicant countries. The second report on economic and social cohesion, which will be ready by the end of the year, will for the first time look into the future of regional policy in an enlarged Union of 27 Member States. The Commission will also ensure that aspects of the European Spatial Development Perspective (ESDP) are incorporated in the regional programmes and will continue to discuss regional and urban development policies with all parties concerned.

3. Launching pre-accession aid The year 2000 will also be the first to see the implementation of the Instrument for Structural Policies for Pre-accession (ISPA), which will finance transport infrastructure and environmental protection projects. The proposals will be given careful consideration, bearing in mind the measures provided for in the special programme for agriculture and rural development (SAPARD), the Phare programme for technical and economic cooperation and the possible contribution of the Interreg programmes.

4. Improving information To bring regional policy closer to the individual citizen, major information and communication campaigns will be undertaken to explain how the Structural Funds and ISPA function, to present new programmes and to facilitate the dissemination and exchange of good practices. 5. Tightening up management and controls To respond to the concerns expressed by the institutional partners (Parliament, Court of Auditors, etc.), new provisions will be adopted to improve management and controls relating to Structural Fund loans. Cooperation with the European Investment Bank and the European Investment Fund will also be stepped up to ensure that there is complementarity between aid from the Funds (ERDF, Cohesion Fund and ISPA) and loans from those institutions.

The full text of the work programme may be consulted on the Directorate-General's site on Europa http://europa.eu.int/comm/dgs/regional_policy/index_en.htm or may be obtained on request by fax: +32 2 296 60 03.

Interreg and Urban 1994-99: drawing the first lessons

A few weeks after adopting the definitive guidelines for the Interreg and Urban programmes for 2000-06, the Commission drew preliminary conclusions from the implementation of the operations financed between 1994 and 1999 under these two Community Initiatives.

The aims of Interreg II were to step up crossborder cooperation (Section II A), to supplement certain energy networks (Section II B) and to promote balanced spatial development (Section II C).

The first conclusions show that implementing the programmes has indeed brought many regions belonging to often very different institutional structures closer together. The programmes enabled particularly disadvantaged border areas to develop and backed the accession process for applicant countries through the transfer of know-how. More practically, Interreg contributed to the development of the transport, tourism and training sectors and consequently to job creation. However, Interreg's real crossborder character does not yet appear clearly in all cases. Coordination with the financial instruments used in the framework of cooperation with third countries (Phare, Tacis and Meda) remains complex.

To breathe new life into urban areas in crisis, the Urban programmes take all aspects of city life into account with the aim of developing real local-development momentum.

As the analysis of the last five years shows, Urban's success is due partly to the residents' active participation in the projects to regenerate their neighbourhoods. All the programmes form part of long-term development strategies that support new economic activities or stimulate the growth of existing activities. In the social field, specific projects have been financed to assist particularly disadvantaged groups, involving namely services to help in finding jobs or accommodation.

These two summaries can be consulted on the Inforegio site <http://inforegio.cec.eu.int/news> or obtained on request by fax to +32 2 296 60 03.

Conference on languages – media in Berlin, Oct. 12-13

"Languages & The Media" the 3rd International Conference & Exhibition-Converging Markets and Multimedia, will be held at the InterContinental Hotel, in Berlin, Oct. 12-13. The conference which will focus on the themes of "Challenges of the New Technologies", "Language implications and training", and "distribution and broadcasting", is supported by the European Association for Studies in Screen Translation (ESIST), Titelbild Subtitling Company, Cinetel, the European Society for Translation Studies (EST), Federation Intemale des Traducteurs (FIT), Institute of Translation & Interpreting, Praetorias Ltd.

Languages & The Media will be of professional interest to

- decision-makers and specialist in languages in the media,
- distributors of audiovisual media products and services,
- producers, exporters and importers of media programs, subtitling and dubbing companies,
- language industry specialists,
- manufacturers of language technology and tools,
- experts in media studies and mass communication, as well as
- consumer representatives

As in the past, the conference will be accompanied by an exhibition to enable vendors and manufacturers of language technology products and providers of language services to present their products and services. Registration fee prior to August 1 is 600 DM. More information: www.languages-media.com

"TV meets the Web" seminar in Amsterdam

The second annual TV Meets the Web Seminar will be held in Amsterdam, May 18-20. Under the theme "Europe's Broadband Landscape", this executive-level Seminar will bring together senior managers, corporate strategists and industry leaders actively positioning their companies for media convergence.

Interested in learning how European broadcasters and other multimedia producers are keeping both their TV audiences and their Internet audiences happy? Want to know which interactive content and services are most popular among users? Find out by attending Van Dusseldorp & Partners' Second Annual TV Meets the Web Seminar which will take place at Amsterdam's Artis Zoo. The Seminar will feature Frank Boyd, Manager of Future Development for the BBC (United Kingdom), who will speak about new formats for interactive broadband content and the BBC's plans for future content production. Joachim Magin, Managing Director of ProSieben Digital Media (Germany), will speak about the development of content and services for both TV and PC screens and how this is affecting his company's production processes.

The Seminar will also feature keynote speeches by Werner Lauff, CEO of Bertelsmann Broadband Group (Germany) and Peter Ekelund, CEO of Bredbandsbolaget (Sweden). A special presentation will be made by Dr. John Laycock, Spokesperson for the recently-created Broadband Content Delivery Forum which was spearheaded by Nortel Networks. SES Multimedia, operator of Europe's leading broadband multimedia satellite DVB/IP service, will demonstrate its broadband satellite services.

Further information can be found at: <http://www.tvmeetsweb.com>

CR conference starts in Potsdam on May 30

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- 2. 10.00-11.15 a.m. Media Reports from Southeastern European Countries (Hearing - Plenary)
- 3. 10.00 11.15 a.m. Programme Co-operation (Workshop)
- 11.15 11.30 Coffee Break
- 4. 11.30 12.30 CR s Partnership Project: Southeastern Television (Hearing Plenary)
- 12.30 02.00 Lunch
- 5. 02.00 03.15 The Media Landscape of Southeastern Europe Debate with European Politicians (Plenary)
- 03.15 03.30 Coffee Break
- 6. 03.30 04.30 Moral? Conscience? Responsibility?
- A Code of Ethics Media Self Control (Hearing - Plenary)
- 8. 04.30 05.30 Debate on Europe (Presentation)
- 05.30 06.30 p.m. Happy Hour (Foyer of conference center)
- 05.30 05.45 p.m. Today and Tomorrow (a daily conference TV news programme)
- 07.00 p.m. Shipping Tour on the River Havel with Dinner Buffet on Board

4th Day, Friday June 2, 2000

- IV. Final Plenary & Berlin Visit
- Plenary: 09.00 - 10.30 a.m.
- 1. Final Session (Plenary)
- 10.30 01.30 p.m.
- 2. Trip to Berlin with Sightseeing Tour.
- 01.30 - 03.00 p.m.
- 3. Reception by Eberhard Diepgen, mayor of Berlin
- 03.00 05.00 p.m.
- 4. Shipping Tour through the City of Berlin
- 05.00 p.m.
- 5. Time for Individual Berlin Sight-Seeing Tour.
- 10.00-11.00-12.00 p.m.
- 6. Return to Potsdam.



Around Europe Festivals, Workshops and More

May

- 14-17: 2nd Int'l Contest of Young Singers Mladi Upi - The Young Hopes (Radenci, Slovenia)
- 17-18: 3rd annual Int'l conference on News Technology (Mayfair Intercontinental Hotel, London)
- 30 May-2 June: CIRCUM Regional Conference (Potsdam)

June

- 1-5: World Television Forum (Montreux)
- 2-6: ECO International TV Festival: Ecology-Culture (Ohrid)
- 4-7: 37th Int'l Television Festival Golden Prague (Prague)



28 June-2 July: Atlantic Television Festival-MAT 2000 (Sao Miguel, Azores).

September

- 4-8: Le Rendez-Vous 2000. French TV Screenings (Saint-Tropez).
- 8-12: Widescreen Festival (Amsterdam)

October

3-7: 11th Rassegna Internazionale del Cinema Archeologico (Rovereto, Italy)

Circum 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 A-4 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.

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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.

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

Whispers

Three items were on the agenda of the second CR Executive Committee web meeting held May 8, from 4-5 pm (GMT). The latest developments regarding the Potsdam conference, the training seminar and exchange of views for the European Board meeting agenda, statutes, etc. Participants were Reimar Allerdt, Boris Bergant, Gerry Reynolds, Grethe Haaland, Barbara Lewandowska, Roel Dijkhuis, Lefty Kongalides. Excused were Marie-Paule Urban, Sergei Eroffev, Rick Thompson. Main points of this meeting: a view, unexpected contribution by UNESCO for the conference. **Prix Circom** ceremony will take place in the area of the Babelsberg studio. **There are 27** persons on the list for training.

Funds were secured for full coverage of accommodation/flight tickets seven guests from independent media in Serbia and Montenegro. **Happy Hours** will be organized by Lower Austria, Thessaloniki, Rheinland Pfalz and Slovenia. **During** the conference there will be stands of the European Commission for Regional Development, the European Media Institute, the Bundesgartenschau, the Region of Brandenburg.

Elections for the President and other positions within the EC will now be postponed for November. **Discovery Channel** and **Discovery Animal Planet** are available on cable and satellite in 27 European territories. **Euronews** is available in more than 94 million households throughout Europe and the Mediterranean ..

Astra operates two orbital positions (at 19.2 degrees and 28.2 degrees east) and besides conventional channels, transmits multimedia and its own interactive services. Astra's interactive bouquet is predicted to grow to 1.5 million home users by 2004. **The Danish** State Lottery and Football Pool Funds have rescued the Balticum film and TV Festival with a \$50,000 grant. The festival, which takes place this year from June 3-9, on the Danish island of Bornholm, has a total budget of \$230,000. **Up to April** the CIRCOM Report site in Ljubljana had 6855 visitors.

Á Thomson Foundation Meeting was held at NOS in Hilversum, early April. This was to evaluate the results of an EU/Indian Broadcasting training project in radio and TV documentary-making. A total of 36 students from India had worked in Cardiff and Hilversum, and had made programmes about Environmental problems, filmed in India and Europe. The Thomson Foundation bid had mentioned Circom as one of the means of distributing the final programmes. So there are six 20-minute TV programmes about environmental issues available to Circom Regional member stations from next month, free of all charges.

Discovery Networks Europe comprises three analogue/digital services: Discovery channel, Discovery Home 2 Leisure, Discovery Animal Planet (a joint venture with the BBC) and three digital only networks-Discovery Sci-Treek, Discovery Civilization and Discovery Travel and Adventure. **The BBC's** 24 hour entertainment channel, BBC Prime, has around one million subscribers in Central and Eastern Europe, with a total distribution of nearly 8.6 million.

Europe's cable, telecoms and mobile network operators meet in London, Oct. 17-19, for the Broadband Communications convention. **The BBC** has issued a revised edition of its Producer Guidelines, covering issues from research and product placement to the portrayal of ethnic and gender stereotypes. The new

guidelines are in part a response to the faking scandal which hit the UK's factual programming industry last year. **Teleshov** will be held in Moscow, May 17-19.

Discovery Channel is television's largest originator of factual programming in the world reaching more than 156 million households in over 145 countries around the globe. **The Spanish** state-owned group RTVE which operates the terrestrial channels, La Primera and La 2, is to launch two new thematic channels: EducArte, dedicated to education and art, and a health channel. **Rising** media star EM.TV has picked up Muppet-diva Miss Piggy and her friends at the Jim Henson company for \$700 million. Brian Henson agreed to sell the entire company, which was created by his father in 1958 in L. Angeles to EM.TV.

Eutelsat, a European Inter-governmental organization is owned by the telephone companies in some 47 European member states. **Production** of Discovery News in the US has shifted to NBC from ABC. **There are** 99 million TV homes in the USA, 58,037,000 in Russia and 33,380,000 in Germany. **The 2000** edition of key figures and Indicators for the World Audiovisual Market is out (price is \$745). This essential study gives access to OMSYCS (Observatoire Mondial Des Systemes de Communication) analyses, figures for world market, sizes and indicators.

Muneto Nikai, Director of Japan's NHK, paved a visit to ERT3 in Thessaloniki. **Presidents** and general directors of the Balkan public Radio & TV networks will hold their annual meeting in Antalya, Turkey, May 10-14. **The first** Balkan Youth Festival with the participation of ten countries takes place in the prefecture of Pieria, where the Olympus mountain is, August 29-September 3.

For the first time since civil war broke out nearly a decade ago, Somalis can tune in to local television stations and watch programming in their own language. The H was the Somali Television Network which became the second private station to broadcast local content programming Horn Afrique was the first. **Radio** and television stations in Nigeria have begun broadcasting anti-violence slogans in a bid to calm tensions after religious and ethnic riots in the country which have left more than 1000 dead. **A Scottish** court has rejected the BBC's bid to televise the trial of two Libyans charged with bombing a Pan Am jumbo jet in 1998, over Lockerbie, Scotland.

Heavy competition among commercial channels in Denmark is expected to push down TV advertising rates by between 10 and 15%. **The children's** channel, Nickelodeon, is breaking into Poland and Hungary, after completing deals with the fantastic channel and UPC. **On June 1** this year, CNN celebrate its 20th anniversary.

SES/Astra claims more than 800 video and audio channels and promises another four satellites by the end of 2001. **Eutelsat** claims more than 550 TV channels plus a couple of hundred radio stations and another type of channel is also going to emerge.

The increasing fragmentation of markets and the limited supply of creative talent mean that, for some broadcasters, co-productions are now an economic necessity in North America.

More than 16 million viewers typically watched the nightly BBC and ITN news reports on Kosovo. The BBC lost camera equipment and CNN admitted to losing a US \$500,000 uplink truck -accidentally

bombed by NATO-while covering the war. **France** Television which owns public channels France 2 and France 3, is to invest 30 million Ecus over three years to develop its own interactive service for digital TV, cellphones and the Internet.

Czech operator TV Nova has been accused of a breach of international copyright agreements by broadcasting on the Internet.

Greece's OTE Telecom will set up a pay TV company and a subsidiary to provide digital TV infrastructure and services with Alpha Digital Synthesis and public broadcaster ERT. **Internet** service provider AOL Europe called on the German government and Deutsche Telecom to cut the cost of Internet access and unlock the potential growth of the online economy. **La Sept Arte** and US premium network Sundance Channel, founded by film star and director Robert Redford, have signed a partnership agreement to develop a film theme channel to be broadcast on cable and satellite.

B Sky B has four million satellite subscribers, 2.3 million digital and 500,000 subs on DTT and 3.5 million cable subs. **Japan's NHK** is to open an Athens bureau due to the 2004 Olympic Games, to be held in the Greek capital. **The revised** 6th edition in color of The Blue Book 2000 is out at 150 Euros. It covers the 34 countries of greater Europe as well as the USA and Japan. This statistical Yearbook is the result of a joint collaboration of the European Audiovisual Observatory with the support of nearly 1000 different national sources.

More than one million households in Japan own a HDTV set. **"Open up** to new horizons - a different kind of television are new slogans used by TV5 (www.tv5.org). **The European** Commission has awarded the Video Gateway project-to develop a video transmission server integrating broadband and narrow band Internet video streaming standards-to a European Consortium of companies led by Optibase.

UPC, Europe's second largest cable operator, has entered into an agreement to acquire pan-European broadcaster SBS in a deal valued at approximately \$2.8 billion. The deal would create a formidable media platform operating in 18 European countries, by bringing together SBS ten televisions and 17 radio stations with UPC's 6.8 million cable subscribers. **Fox Sports** International is to launch the first regional sports channel, targeted exclusively to audiences in Central and Eastern Europe on Eutelsat's Hotbird satellite. **Discovery** Trave and Adventure has already launched in the UK, Croatia, Poland, Russia, the Baltics and the Nordic areas.

"European Public Broadcasting in the Digital Age is a new management report which outlines the prospects for the public service broadcasting sector in Europe beyond the year 2000 Price Euro713. Website: www.informamedia.com.

OTAB is the name of the self-proclaimed world's most important archive library of sporting history. Tel. (44) 0208-233-5553. **Hollywood** based broadcast design firm 3 Ring Circus is re-branding the Mega channel in Greece in association with ad agency TBWA.

