



Liverpool European Capital of Culture 2008



23rd CIRCUM REGIONAL CONFERENCE

Holiday Inn, Liverpool
25th - 28th May 2005



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Circom Regional is delighted the BBC is the host broadcaster of our 23rd annual conference and we are delighted to be guests in the historic City of Liverpool, European Capital of Culture, 2008.

This is the only chance we have of joining together as regional broadcasters to find out what is new, what is best and what challenges we are each facing. By working together, we can ensure success and take regional television to even greater strength.

This year, the agenda will include debates and workshops which will bring new ideas of practical benefit in your stations. It will also cover issues of common interest which will help you learn from the experience of others.

With the presence of young journalism trainees from all over Europe, the Prix Circom Regional Awards and some fascinating social events, it should be exciting and fun also.

I thank the BBC and the City of Liverpool for their warm welcome.

Paolo Morawski
President of Circom Regional



Secretary General: Marija NEMCIC
HRT/Croatian Television
Prisavlje 3, HR - 10000 Zagreb
Croatia
Tel: +385 1 634 3613 Fax: +385 1 634 3621
e-mail: circom@circom-regional.org

Deputy Secretary General: Hubert SCHILLING
FRANCE 3 Alsace, Place de Bordeaux
F-67005 STRASBOURG CEDEX
Tel: +33 3 8815 6065/67 Fax: +33 3 8815 6068
Mobile: 00 33 6 07 42 95 38
e-mail: schilling@france3.fr or/ou circom@france3.fr



On behalf of the BBC it gives me great pleasure to welcome you to Circom 2005. The current Review of the BBC's Charter is an excellent opportunity for us, and other public service broadcasters, to examine and challenge what we do. A powerful concept behind our Charter thinking is the idea of Public Value, where the BBC aims to serve audiences not just as consumers, but as members of a wider society. The BBC's programmes and services seek to inform, educate and entertain audiences, but also serve wider public purposes by providing trusted and impartial news, enriching cultural life, offering learning, bringing communities together and showcasing

the best of British culture to a global audience. Public value is a measure of the BBC's contribution to the quality of life in the UK. We believe that far from becoming less important in an era of huge consumer choice, its ideals of excellence, integrity, impartiality and creativity will matter more than ever. The need for public value in broadcasting has never been greater, and the principles of public value are not only a strong ethos for the BBC but for all public service broadcasters. We hope this conference gives us all an opportunity to engage with this debate, to share ideas, and to take away the best of what we all have to offer.

Pat Loughrey
Director, BBC Nations and Regions

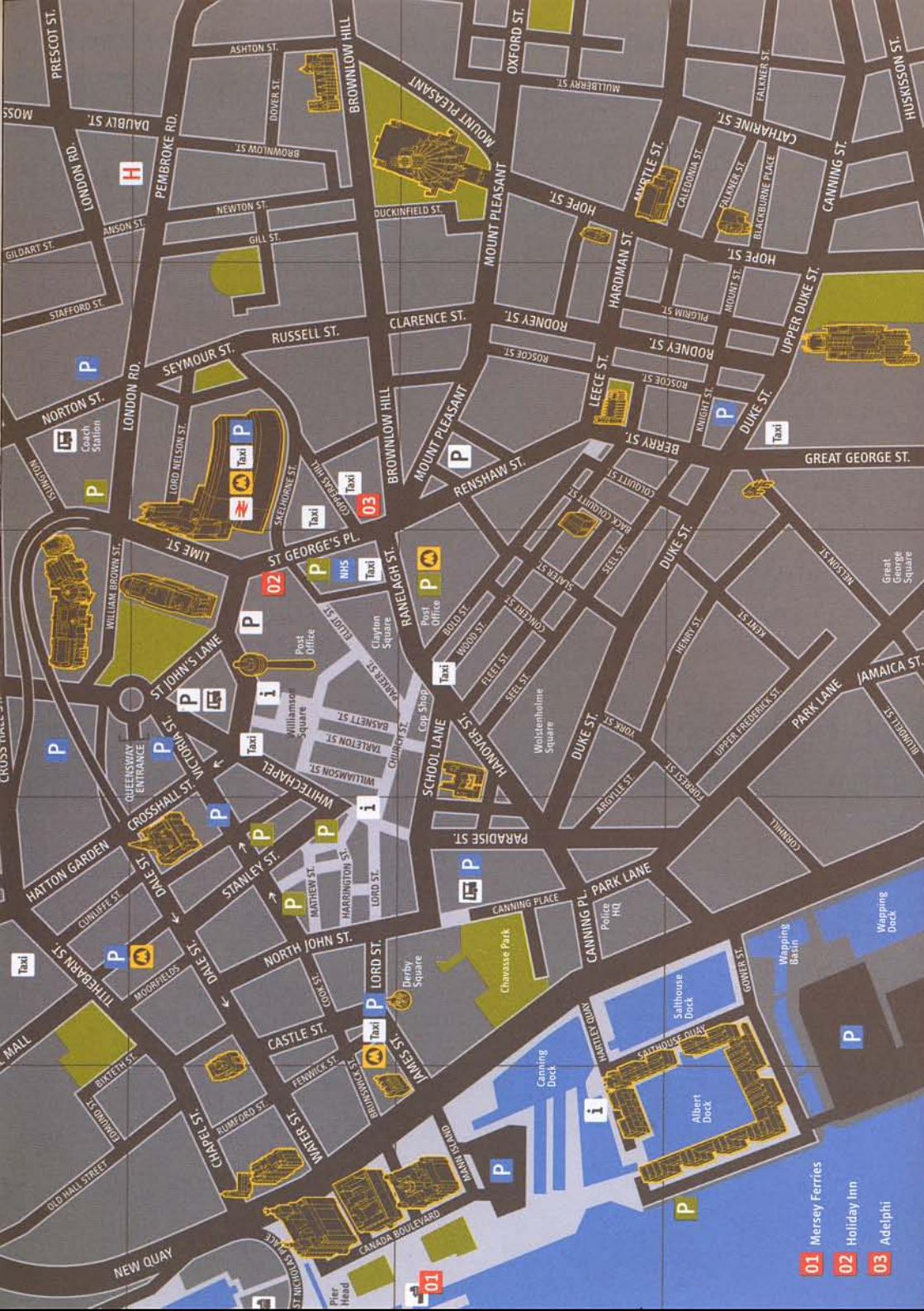
WELCOME TO LIVERPOOL: EUROPE'S CAPITAL OF CULTURE



It's a pleasure to host the BBC Circom conference and I hope you all find time to explore Liverpool. The city is undergoing a thrilling renaissance, as you will notice from the number of cranes, building sites and road works. A £3bn investment programme into our cultural infrastructure is rapidly changing the face of Liverpool. Highlights include a £150m indoor arena and conference centre on the Kings Dock, a new £15m cruise liner facility at the Pier Head, and Europe's biggest city centre retail development - the £800m, 2m sq ft Paradise Street project. All of these major projects will be

completed in time for 2008, when the city expects to welcome an extra 1.5 million visitors. And behind all this change there are many more good news stories. There's our music, sport, nightlife, national museums and galleries and award winning theatres. But there's also World Heritage Status... Unemployment at a record 35 year low... Britain's fastest growing airport... University graduate retention at all time high... The most improved city council in the UK... and the second safest city in the country. So explore. See what's in store for 2008. Enjoy the conference...and our city.

Councillor Mike Storey, CBE
Leader of Liverpool City Council



PRIX CIRCOM: WELCOME TO THE GALA

You are invited to attend the award ceremony of the Prix Circom Regional in the Liverpool Suite of the Holiday Inn at 7.00pm on Thursday 26 May.

The ceremony will be hosted by David Lowen, President of the Awards. Awards will be presented in the categories: Documentary (Grand Prix; F3 Award; SVT Award); Current Affairs (European Parliament Award); Cross Border (Committee of the Regions Award); Most Original (TVP Award); Sport (ERT3 Award); News (Circom Regional Award).

Each category will be introduced by the chair of the judges, who met in Kolding as guests of TVSyd, Denmark, in April. The judges were: Dagmara Drzazga (TVP3), Josko Martinovic (HRT), Christina Ryder (SVT), Proinsias ni Ghrainne (RTE), Bernd Kliebhan (HR), Lene Kruger (TVSyd), Martin Brooks (BBC), Irena Bedrac (TVSlo), Hubert Schilling (F3

Alsace), Hans Snijder (Omrop Fryslan), Marian Kleis (CTV), George Trapezanedis (ERT3), Vanda Condurache (TVR), Ana Martinez (TVE).

Circom Regional is most grateful to the sponsors who, apart from offering cash and a trophy also pay for the winners to attend the conference and collect their awards.

The award ceremony will be recorded by BBC cameras: the video is available to all members and will be made available by EbS transmission to all European broadcasters.

At the end of the ceremony, you will be invited by the North West Development Agency – the lead body for the regeneration of the north west of England – to attend a gala dinner in the nearby Adelphi Hotel at which they have generously agreed to be our hosts.

SOCIAL PROGRAMME: IT'S NOT ALL WORK

When you are not working, there will be every opportunity to enjoy yourself in the company of your colleagues and friends.

On Wednesday evening, there is a buffet reception in the Holiday Inn restaurant from 7.30pm hosted by the City of Liverpool and Liverpool 08, Capital of Culture. Dress code: smart casual.

Thursday evening, you are invited to attend the Prix Circom Regional award ceremony in the Liverpool Suite of the Holiday Inn at 7.00pm. The Gala Dinner will be at 8.30pm in the Adelphi Hotel, hosted by the North West Development Agency. The dress code is smarter than casual. There will be a jazz band and dancing.

On Friday, you are invited to a Beatles evening as we Ferry Across the Mersey in a pleasure boat. Buffet on board, hosted by the BBC, and beer, provided by

Liverpool's Cains Brewery. Be ready in your national foursomes for a "karaoke" spot in the limelight singing a Beatles song. The dress code is casual – but be prepared for some cold winds and damp if you are on deck. Buses will take you from the Holiday Inn to the embarkation point, leaving at 7.30pm. Please be prompt.

Saturday, after the conference ends, is free time to explore Liverpool. Colleagues from The Mersey Partnership will be happy to suggest what you can do and help you make arrangements. Possibilities include a tour of Liverpool FC, The Beatles Museum and Cavern Club, a Magical Mystery Tour or choose one or more of the many galleries and museums.

No arrangements have been made for dinner on Saturday night but, again, The Mersey Partnership can make suggestions and recommendations.



Music & The Beatles • Sport • Maritime • Culture & Heritage • Nightlife • Fashion

Liverpool

Liverpool has been transformed into a vibrant and modern city, displaying a rich colonial past, teeming with museums and art galleries and boasting thriving fashion and music scenes. As the city prepares for Capital of Culture status in 2008 plans are well under way for an ambitious retail development plus the new Kings Dock Arena and Conference Centre on the cities waterfront.

Beyond the bustling city our diverse region boasts some of the finest coastline and parklands not to mention world famous sporting venues including Aintree Racecourse and Royal Liverpool Golf Club, host of the British Open Championships, 2006.

Liverpool and Merseyside prides itself on high quality standards and best practice. The Mersey Partnership Conference Bureau has become the first of its kind to achieve the Hospitality Assured Meetings (HA-M) Standard, awarded by the MIA. In addition over 25 visitor attractions have now achieved the Visitor Attraction Quality Assurance Service (VAQUAS) standard.

Whether your visit is for business or pleasure your stay is bound to be an unforgettable one.



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Invitation

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Host: **Gavin Esler**

Panel includes: **BBC, ITV, Kudos, Frank Cottrell Boyce and others**

RSVP and further information contact **Emma Williams**: 07817894023 or
fps@registerwith.com or visit www.nwda-fps.co.uk



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Destinations 2005

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Barcelona	Ibiza	Pisa
Basle	Isle of Man	Plymouth
Belfast City	Jersey	Reus
Belfast Int	Katowice	Rome
Berlin	Knock	Sardinia
Budapest	Lake Garda	Shannon
Bulgaria	Lanzarote	Southampton
Cardiff	Limoges	Split
Cologne	London City	Tenerife
Corfu	Lourdes	Tunisia
Cork	Madrid	Turkey
Dublin	Malaga	Venice
Edinburgh	Menorca	Verona
Exeter	Milan	Warsaw



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PLENARY

09:00-10:30 REGIONAL TELEVISION: FROM STRENGTH TO STRENGTH

Formal opening of the Conference by Paolo Morawski (President, Circom Regional and RAI), Marija Nemcic (General Secretary, Circom Regional, and HRT). Welcome addresses from Chris Donaldson (Liverpool 08, Capital of Culture) and Anita Bhalla (BBC Nations and Regions).

Pat Loughrey (BBC Nations and Regions) gives the opening keynote speech on the role of public service broadcasting in a changing world.

10:30-11:00 COFFEE BREAK**11:00-13:00 REGIONAL CONTENT IN A MULTI-PLATFORM FUTURE**

Can new platforms and new delivery systems breathe new life into regional content and offer regional viewers new services? How may this change the public service mission for regional stations? Will it provide new revenue opportunities?

Chair: Ian Myatt (BBC) with Rainer Tief (BR Munich), John Varney (BBC), Philippe Cayla (EuroNews), Alain Castanié (France TV interactive).

13:00-14:00 LUNCH**14:00-15:30 WHERE WILL THE MONEY COME FROM?**

New platforms may deliver new revenue – but will there ever be enough to make safe the future of public service broadcasting in the region? What new ideas for funding are being explored?

Chair: Grethe Haaland (NRK) with Pol O Gallchoir (RTÉ), Ross Biggam (ACT), John Dickie (BBC), Thierry Vissol (EC).

15:30-16:00 TEA BREAK**16:00-17:30 BRANDING: HOW TO SELL YOUR STATION**

Does it cost a fortune to re-brand your network or station? What are the key principles behind creating a successful brand and how do these apply to regional television?

Chair: Christian Nissen (former DG, Danmarks Radio) with Steve Aspinall (BBC), Marc Ortman (Kemistry), Johan Linden (SVT).

WORKSHOPS

11:00-13:00 TRAINING: NEVER TOO OLD?

Technological change can frighten older staff who may think their skills are now redundant. But to lose older staff is to waste years of investment and experience. Tell us what your station is doing to re-train older staff and what needs to be done. Maybe Circom Regional can help?

Chair: Roel Dijkhuis (RTVV Noord).

14:00-17:30 CO-PRODUCTIONS & CONNECTING EUROPE

(1400-1500) What has been the success of Circom's co-productions and what is planned? What money might be available to fund co-productions? What ideas do you have for co-productions which can benefit Circom members?

(1500-1600) How can the European institutions help with funding for production?

(1600-1730) Connecting Europe: What are the co-operation plans between Circom Regional and the European institutions for next few years?

Chair: Peter Sauer (BR Nuremburg).

PLENARY

09:00-10:30 MEDIATION: HOW CHANNELS AND PUBLIC RELATE

France is operating a new system for dealing with viewer complaints and questions. The BBC is trying something similar. How effective is it proving and can it provide a model for all Europe's regional stations?

Chair: Jean-Marie Belin (F3), with Marie-Laure Augry (F3), Delphine Wasser-Treiger (F3), Alain Le Garrec (F3), Louise Hall (BBC).

10:30-11:00 COFFEE BREAK**11:00-13:00 NEWS UNDER PRESSURE**

From state broadcaster to independent public service broadcaster is a long journey. Government's and politicians of all parties show no signs of wishing to lose their grip on the news agenda of any broadcaster. How much pressure is too much pressure – and what should be the broadcaster's response? Keynote speech: Phil Harding (BBC Global News).

Chair: Bob Collins (formerly Director General, RTE), with Christian Nissen (former DG, Danmarks Radio), Velimir Djuretic (HRT).

13:00-14:00 LUNCH**14:00-17:30 MEET THE WINNERS**

View the very best of Europe's regional television programmes and discuss the programmes with the producers and directors. Meet the winners of the Prix Circom Regional categories: documentary, news, most original, current affairs, sport and cross border.

Chairs: David Lowen (President, Prix Circom Regional) and Lene Kruger (TVSyd).

WORKSHOPS

09:00-10:30 NEW PRODUCTION IDEAS WHICH WORK WELL

What we all want are new ideas for raising the quality of programmes, for making programmes more cheaply without losing quality, for improving staff productivity or finding some new technique or equipment to help. Tell us your ideas and what is happening in your station which can help others.

Chair: Hubert Schilling (F3), with Proinsias ni Ghraíne (RTÉ), new Avid equipment and others.

14:00-15:30 VIDEO JOURNALISM TECHNIQUES WHICH WORK WELL

Some stations are employing VJs and say the system works well. Other stations say the gains are small or illusory. What is the experience at your station? How would you advise colleagues who are thinking of starting with VJs?

Chair: Tim Johnson (TVSyd), with Nigel Kay (BBC), Francois Gibert (F3), Ulf Morten Davidsen (NRK) and others.

16:00-17:30 STATION WEB SITES WHICH WORK WELL

Viewers now want to find out more about the programmes online. So which of Circom's stations are the best at creating and promoting exciting web sites?

Chair: Piotr Borys (TVP3), with Bartosz Wojciechowski (TVP3), Tonja Bozicevic (HRT and Circom), Ian Myatt (BBC).

09:30-11:00 CIRCUM'S TRAINEES: LOOK AT LIVERPOOL

Once again, some of Europe's best young television journalists have been taking part in a specially designed training course before and during the conference. They have also been making reports on life in Liverpool. Meet the trainees, view the reports and applaud tomorrow's leaders of Europe's regional television.

Chair: Roel Dijkhuis (RTVV Noord) with the trainers and trainees

11:00-11:30 ANNUAL MEETING

Marija Nemcic (General Secretary) reviews the Circom year and sets out the tasks for the next year, including a major new initiative with the European institutions. Your questions are invited.

Chair: Paolo Morawski

11:30-12:00 REVIEW OF THE CONFERENCE

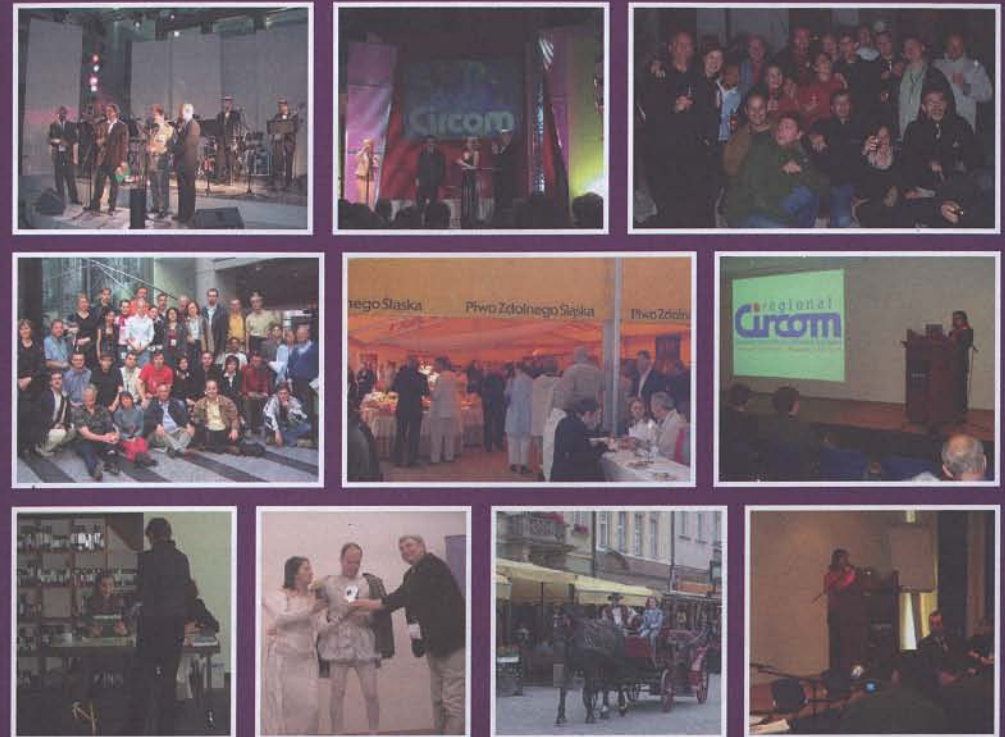
Anita Bhalla introduces a review of the conference highlights.

Chair: Paolo Morawski

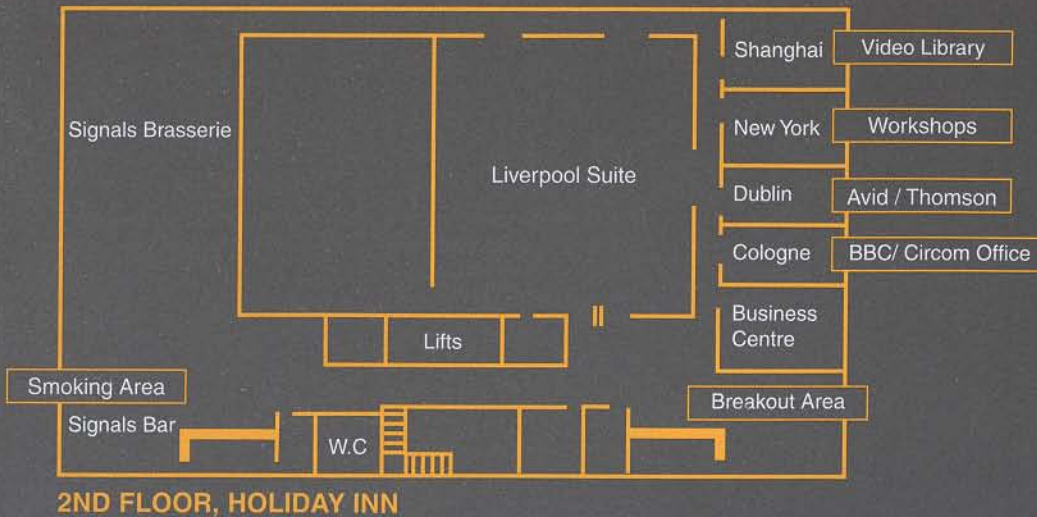
12:00-12:30 NEXT YEAR IN KOLDING

Tim Johnson (TVSyd), broadcast host of the 2006 conference in Denmark, profiles his station and Per Bodker Andersen (Mayor of Kolding) invites delegates to his town next May.

Chair: Paolo Morawski



FINDING YOUR WAY AROUND THE CONFERENCE



VELKOMMEN TIL KOLDING 2006

FOR PRIVATE VIEWING – EUROPE'S BEST REGIONAL PROGRAMMES

Programmes entered in the Prix Circom Regional and other programme tapes are available for viewing in the Video Library.

Video player, TV screen, headphones are all provided and the programmes are kept in a catalogued library with staff ready to help you find the programme you want. It will help if you have with you the Prix catalogue. More than one copy of the most popular programmes should be available to ease the queues.

The video library is in the Shanghai Room and is open during conference hours.



Participation in co-productions is one of the great benefits of membership of Circom Regional: it cuts programme costs, provides an international outlet for own-programmes, encourages editorial and technical staff, teaches new skills – and brings fresh ideas to stations and viewers.

During the past two years, the member stations of Circom Regional have co-produced about 250 television transmissions - more than 30 hours of programming in total and with a production value of more than €3million.

These transmissions can be recorded three times a week via EbS (Europe By Satellite) and since last May, this slot has been extended from one hour to two hours.

More member stations are now participating in these co-productions: as many as 30 countries and 40 different editorial departments.

Six projects with very different themes have been completed or developed since May 2003. The first five projects concentrated on the state of Europe and the attitudes of its citizens before and

after the Enlargement. These were: The Last Straightline, The New Teenage Europe, Frontrunners: Europe for a Better Life, Families of Europe, and Voice of the People. The current project, Networking Europe, shows how Europe is growing closer together. These co-productions were each transmitted three times.

It is also possible for all members stations to access and view the co-productions in broadcast quality direct from the Circom Regional video database - and download video if they wish. The database contains more than 30 hours of television material cleared for free use by member stations.

The last six co-productions were funded by the European Commission. In the future, however, Circom's co-productions will continue without this extra finance: instead, topic will be judged against topic, programme idea against programme idea.

One of these new projects was started by Bayerisches Fernsehen Nuremberg (BR Nuremberg) in January. Alpha Europa will show what's happening around Europe. It is available free this year to all Circom members.



If you want to make a name for yourself in television programme production, you need to enter – and maybe win – the Prix Circom Regional.

The annual Prix Circom Regional is the best “showcase” in Europe for the talents of regional producers and stations. Every year, the quality of the winning programmes proves that strong ideas and watchable programmes can come from any corner of the continent.

With more than €30,000 and specially-designed trophies at stake, these are also one of the most valuable awards in the world for television production. They bring cash and, perhaps even more important, they bring prestige to producers, editors and their production teams in the member stations.

This is especially the case because the programme entries are judged by some of the most experienced programme makers from around Europe. They bring a deep understanding not just of production techniques but also fresh “cultural” eyes as viewers of programmes. Most years, the 14 judges come from 14 different countries: because of this diversity, they can really

identify what elements of programming jump national borders and tell stories which have a wider meaning in a way that all viewers can understand.

Conference delegates have a chance to see for themselves the excellence of the winning entries by joining the plenary viewing session on Friday afternoon when the producers will also be present to explain the why and the how for each programme and answer your questions. This is a “must” each year for delegates who want to find out how European programme making is changing and for spotting trends for the future.

The programmes are also available for individual viewing in the video library – but nothing quite matches the shared viewing experience in the conference hall.

Judging this year was in Kolding, Denmark, where the Circom Regional Conference will be held in 2006. The welcome was warm and the efficiency of the regional station, TVSyd, excellent. We look ahead to the judging at TV Maribor, Slovenia, with enthusiasm and to the conference in Kolding with keen anticipation.



Training is one of Circom's main activities. Circom provides seminars and practical training, which is available to all its members, that reflect the changing world of television broadcasting across Europe. Circom's network offers the unique advantage of bringing together TV professionals from all the regions of Europe, to share expertise, establish best practice, and compare programmes. The priorities for training are:

- **Journalism:** fair, impartial, directly relevant to viewers and attractive to watch.
- **New Technology:** used to make programmes better and more efficient.
- **Management:** how to encourage teamwork, creativity and competitive programmes on small budgets.
- **Production skills:** for the professionals of the future.
- **Diversity:** codes of practice to ensure that the interests of all communities are served, promoting understanding and tolerance.

Over 700 television professionals have benefited directly from Circom Regional training, workshops and seminars. The courses are known for their very practical nature, with discussions mixed with many practical exercises using digital cameras and editing equipment. The workshops are also renowned for the quality of the tutors, who are experienced practitioners from Circom member-stations across Europe, volunteering their time to training others in the true spirit of Circom.

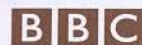
Circom Regional Training is co-ordinated by The Thomson Foundation, a world-leader in the provision of media training.

Training courses for 2005:

- **Executive Management Seminar, Budapest, March 8th – 11th 2005**
- **Youth Programme Makers Seminar, Paris, 19th – 24th April 2005**
- **Young Journalists Workshop, Liverpool, May 18th – 29th 2005**
- **Video Journalism Workshop 1, Budapest, Oct. 24th – 29th 2005**
- **Video Journalism Workshop 2, Budapest, Oct. 31st - Nov. 6th 2005**
- **Senior News Editors Workshop, Strasbourg, Nov. 14th – Nov. 19th 2005**

Useful links: www.circom-regional.org www.thomsonfoundation.co.uk

For further information regarding Circom Regional Training the Circom Regional, Training Project Manager, Karol Cioma: k.cioma@btopenworld.com



BBC Technology

Thanks to John Varney, CTO, BBC who leads its Technology Group which includes Technology Direction and Research & Development. The Group provides innovation, technology strategy and leadership to support the BBC and its Building Public Value commitments.



BBC Nations and Regions

This conference is supported by BBC Nations and Regions.



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