

# Secretary General Annual Report 2017

*Yearly report submitted by Fernando R. Ojea, Secretary General.  
This report describes the operations of CIRCOM Regional during 2017.*

## Nominations and Membership

Tone Kunst, NRK, Norway is re-elected President of CIRCUM Regional at the Annual Assembly on 24th May 2017 in Ponta Delgada, the Azores, Portugal.

Françoise Erb is named by France Télévisions the Deputy Secretary General and the appointment is approved by the Annual Assembly on 24th May 2017 in Ponta Delgada, the Azores, Portugal.

Mile Boca, RTV, Vojvodina, Serbia is elected a Member of the Executive Committee at the European Board on 18th November 2017 in Leeuwarden.

Jean-Marc Dubois, FTV, France is appointed Internal Auditor as of 1/1/2018 at the European Board on 18th November 2017 in Leeuwarden.

RTK, Kosovo and PBS, Malta stop being Members of CIRCUM with the end of 2017.

As of 2018 CR will have 3 new Member organisations from Spain, CCMA from Catalunya, CARTV from Aragon and RTRM from Murcia.

## Budget

The budget plan for 2018 is taking into consideration the subscription fees applicable for 2017 and the confirmed Prix CIRCUM sponsorships. Because of the increased number of trainings and workshops, an amount of €5,000 is transferred from project applications consultancy to training. There are also internal transfers from concept accounts to concrete activities accounts so that the budget allocated for concrete training activities gets an 18% increase, in accordance with the training plan.

The outline budget for 2018 is approved at the Annual Assembly on 24th May 2017 in Ponta Delgada, the Azores, Portugal.

## Financing

The revenues and expenditures are within budget and there were no unexpected events. The realisation of budget up to December 31, 2017 was:

Membership fees	126.485,33
Sponsor Prix 5	4.000,00
Other	39.132,88
	<b>219.618,21</b>
<b>Expenditures</b>	
Conference	24.321,69
Prix CIRCUM	46.653,78
Training	67.994,55
Public relations and networking	4.295,53
Secretariat	45.328,28
Other	6.029,60
	<b>194.623,43</b>
<b>Result regular activities</b>	24.994,78

Internal auditors conclude that based on the information provided, facts and figures in CR Financial books are accurate and truthful to a faithful image of CR revenues and expenditures. CR has taken good care of its expenditures and the activities have been performed to the benefit of the association to preserve its regular activities, to promote the association to the European institutions and partners. There is still a delay in paying a membership fee by some members.

### The Annual Conference

The 35th Annual Conference in Ponta Delgada, the Azores, Portugal was successful because of the level of the topics and the speakers. The host RTP was able to provide good venues with a nice layout and to lead a good organization, as well as to give an enjoyable hospitality. The attendance of 182 delegates from 30 nations from all over Europe was a good number keeping in mind that the Azores is a European peripheral area and travelling to this region takes more resources.

The audience showed big interest for the sessions which were also recorded and posted on YouTube. With the theme „Regional TV reaching new screens“ the Conference was marked with inspiring debates about where journalism is going to in the digitalized media, about disruptive models for news production that some of our members are experiencing, about projects which aim to reach the new generations and the audience involvement. There was the opportunity to get to know the overviews from two sides of the World, Canada and the Middle East, through two relevant broadcasters, CBC and Al Jazeera. Focus sessions on fact checking in this time of post-truth and on regional coverage of natural disasters brought us background on issues that are really concerning the regional public service media nowadays.

A high-quality Prix CIRCOM gala, held in Ribeira Grande, turned out to be a brilliant show. The feedback about the Conference was very positive.

The Annual Conference 2018 will be hosted by Omrop Fryslân in Leeuwarden, the Netherlands. The main theme will be “Are we connected?” and it will last a day and a half.

The Annual Conference 2019 will be hosted by RTV in Novi Sad, Vojvodina, Serbia.

### Prix CIRCOM Regional

Prix CIRCOM 2017 had 10 categories: Documentary, Music, Minorities in Society, Video Journalism, Investigative Reporting, News Report on a European Issue, News Programme and Viewer Involvement, Most Original and Innovative, Rising Star, Entertainment and Grand Prix. There was also Citizenship Coproduction Special Award.

Prix CIRCOM Judging was at TV2 Fyn in Odense, Denmark and everything was perfectly satisfactory. The number of entries was slightly lower, 160 entries from 22 countries, but the quality was high.

There were two key changes for the rights. All entrants were asked whether they permit their entries to be transmitted by other member stations though there was no requirement to agree and almost everyone said that their programmes (121) are available. There was a condition of entry in the new category News Report on a European issue enabling the sponsor, the Committee of the Regions (CoR), to make the entries available on its website and its social media.

Prix CIRCUM 2018 will have 12 categories. Some rules will change, one of the changes being that several categories will now be open to two entries, rather than one, from each region. The Judging will be hosted by YLE in Tampere, Finland in the beginning of April 2018.

## Training

The training strategy is settled. The established trainings go on and the Training group is designing new trainings due to changes in media world in which the linear TV is definitely going away. One of CR biggest values is that we are sharing the knowledge.

The following trainings/workshops were held in 2017:

The second of DG Regio (European Commission) workshops in 3 stages, was on 16 – 17 January 2017 and the 3rd leg from 3 - 5 April 2017, in Brussels with 16 participants from 12 countries and 11 videos were produced. The outcome to this 3-stage training is that 13 regional TV stations broadcast reports on EU funded projects and raised awareness and understanding of how to access information from the EU institutions to allow more coverage of projects.

Train the Trainers was on 21 – 24 February 2017 at BBC Bristol for 9 participants from 8 countries with Mia Costello as the lead trainer accompanied by Carla Verhagen.

Social media for regional news Workshop, 22 - 23 March, at ROOS, in Eindhoven, had 14 participants from 11 countries.

Mobile Journalism training, 20 - 24 May, in Lagoa, the Azores, had 11 journalists from 7 countries and 2 guests with 5 trainers (Guillaume Kuster, Darko Flajpan (HRT), John Inge Johansen (NRK), Wytse Vellinga (Omrop Fryslan) and Randi Gitz (SVT)) and produced 13 stories. This was the last training of the kind that CR was providing.

SVT-CIRCUM Senior Managers' meeting („Defining Moment“ and Challenges for a „Digital Leader“ and challenges brought by the new Digital Ecosystem) in Stockholm was on 16 June 2017 with 16 participants.

A new training, Life after TV, was introduced this October in Budapest. One part of training for 8 Content producers for 3 days and the other for 6 Editors for 2 days who are supposed to lead the future newsroom were put together in one editorial project. The trainers were Kierra Liew, BBC and Johannes Kardell, SVT. The trainers attempted to change the mindset of both TV journalists and TV editors to make them understand how to reach new audiences while using other storytelling formats that traditional television uses and it was a success.

The Senior managers workshop in Hull on 1 December, had 16 participants from 9 countries. The theme of the forum was “working in partnership”.

### Coproduction

The coproductions are developing. Citizenship 4 project, with 13 CR members producing 3 stories each related to 3 themes (Big Cities, Future and Borderlines) decided in common in total editorial independence within the editorial coordination from 15/11/16 to 30/6/2017. The stories are on the exchange platform for all CR members to use them.

The Citizenship 5 projects, with 12 members, is from September 2017 to June 2018. Four themes to be illustrated by the stories, are selected: Jobs, for end of November 2017, Feeling safe, for mid of January 2018, Values in Question, for end of March and Innovation paradox, for end of April, and the production is underway.

### Strategy

CIRCOM Strategy plan for 2017 – 2020 is presented. It is the strategy in 5 points with proposed actions, being an evolution rather than a revolution.

### Public Affairs and Networking

Conversation with the European institutions went on. As before, our policy is to work with them as partners as long as it is a win-win relationship and our independence is preserved.

The Secretary General with EC member J.M. Dubois and the Coproduction Coordinator had a meeting with the new Head of Communications of DG Regio (European Commission), Agnés Monfret, then with Head of the Audiovisual Unit of the European Parliament, Fernando Carbajo. Further meetings were held by CR representatives with these institutions as well as with the Committee of the Regions in Brussels and in Ponta Delgada.

CR was invited to the Annual Conference of PBI/Public Broadcasting International in Sinaia, Romania and Secretary General and Coproductions Coordinator attended the Conference.

CR representatives from the Citizenship 5 Editorial meeting, attended European Week of Cities and Regions in October in Brussels organised by CoR/Committee of the Regions.

New institutional contacts have been extensive and coordinated by the Office in Strasbourg with the help of our Deputy Secretary General and our Coproduction's Coordinator.

CIRCOM Regional is now mentioned by many important bodies to be a reliable partner and important voice of regional public media.

# CIRCOM Regional

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